Done by:

Mahmood Mohammed Juma

Written Communication

Name	Definition
Business Letter	It is the formal way of communication used between the companies.
Memo	It is a type of written communication used inside the company.
E-mail	It is the fastest method of exchanging digital messages with one person or more.
Report	Written communication used in both inside and outside the company.
Letter Head	IT is the heading at the top of the letter paper.
Salutation	The way of greeting the reader.

Methods of written communication:

1. Business Letter: Exp. Pg. 41

Standard parts of a business letter:

1- Letter head:

It contains: name, logo, address of the company. It may also contain: a phone number, fax number, e-mail address and other information that the organization or the company finds appropriate.

2- Reference:

It is the number of the business letter.

3- Date:

- Ø The appropriate forms for the date is:
- 5th September 20--
- September, 5 - 20--

- Ø You shouldn't write the date in the following forms:
- 5.9.20--
- 5(Nov.\Sep.\Oct.\Dec.)20--

4- Addresse:

The name and the address of the receiver.

5- Salutation:

It is the greeting that begins the letter.

Explanation:

Correct Salutation	Incorrect Salutation	Used when written to
Dear Miss. Batool Dear Mr. Ali	Dear Batool Dear Ali	A person you know his gender (female – male) and name.
Dear Sir\Madam Dear Sir Dear Madam	Hi Sir Hi Madam	When the name of the receiver is unknown.

6- Subject:

Identifies the topic of the letter (summary).

7- Body:

It Is the message section of the letter.

- v Most business letters fall into three parts:
- a) An opening paragraph, which gives the reason for writing.
- b) Middle paragraph, which goes into the subject with more details.
- c) Closing paragraph, which suggests what action(s) might be taken, either by the sender or by the receiver.

8- Complimentary close:

It is the formal conclusion of the letter.

The form is decided by the form of the salutation, explanation below:

Salutation	Complimentary close
Dear Miss. Batool Dear Mr. Ali	Yours sincerely (when the receiver's name is known).
Dear Sir\Madam Dear Sir Dear Madam	Yours faithfully (when the receiver's name is unknown).

9- Signature:

The signature of the sender.

10- Name and job title:

It shows the writer's name followed by his\her position (job title).

11- Enclosure:
Any item sent with the letter, such as a cheque, invoice, photograph and form.
The forms of the enclosure are:

    i.   ENC.
    ii.   A small label with the letters ENC.
    iii.   Three dots in he left margin where reference is made to an enclosure.

12- Carbon Copy (CC):
Used when a copy of a letter is sent to someone other than the addresse (receiver).

2. Memo:
It is used to pass information or instruction in the organization.

Example:

Memo

To: Personal Staff Members
From: Personal Director
Date: 22 January 2011
Subject: Computer Training
Cc: Training Director

The next computer training session has been scheduled for Monday January 24 2011 from 9:30 a.m. to 1:45 p.m.
To register for the session, call the training office, Ext.8569, no later than Wednesday 26 January 2011.

ASA

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3. E-mail, Exp. Pg. 45

The rules in most e-mail policies:

1) Send only essential e-mails.
2) Do not forward e-mails without the sender's permission.
3) Be aware when forwarding confidential e-mails.
4) Use only copyrighted materials that you have permission, or have paid to use.

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4. Report:

The format of a report is usually determined by three things:
- ü Audience.
- ü Information.
- ü Purpose.

The report stages:
1) Planning your work.
2) Collecting your information.
3) Organizing and structuring your information.
4) Writing the first draft.
5) Checking and re-drafting.
6) Publishing your report.

Question:

3- Compare between the letter and the memo according to the following:

Criteria	The letter	The memo
Usage	Between the companies.	Used inside the company.
Length	Tall	Short
Letterhead	Necessary	Unnecessary
Salutation	Necessary	Unnecessary
Complimentary close	Necessary	Unnecessary
Signature	Necessary	Unnecessary
Envelope	Necessary	Unnecessary
Stamp	Necessary	Unnecessary

6- State whether the following sentences are true or false:

A.True   B. False   C. False   D. False   E. True