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Department : English

Day : THURSDAY
Date : 2020/04/30

Subject : AECC
Class : B. A (P), Second Semester. Section 1.
Time- 3:00 p.m.- 4:00 p.m.

LETTER WRITING

The most common form of written communication is the letter. Letter writing is an indispensable activity of human society. However, in the present times with the boom in methods of communication, many of us don't have the time or the inclination, or the temperament and the art to write letters. So telephone, fax and e-mail have replaced personal (informal) letters.

However, formal letters are still in vogue. Commerce, trade, official correspondence, public representation, complaints and other dealings, transactions and communication with the people are still conducted through letters. Students are therefore advised to cultivate the art and skill of letter writing. It must be remembered that different kinds of letters follow different conventions. So, the format should suit the type.

The syllabus includes writing letters based on a verbal input. This verbal input may contain broad hints, an outline or a suggested beginning. So, read it carefully. This will enable you to judge the scope of your answer.

CLASSIFICATION

I. BUSINESS LETTERS

- Making enquiries/asking for information
- Replying to enquiries/giving information
- Placing orders and sending replies
- Cancelling orders
- Letters making complaints

II. OFFICIAL LETTERS

- Registering complaints
- Making enquiries
- Making requests/appeals

III. LETTERS TO THE EDITOR

- Giving suggestions on an issue (usually of public interest)
- Expressing views on an issue already raised in an article/write-up/in a published letter.

IV. LETTERS OF APPLICATION

- Job Application Format is the first step in the job application process.

V. MISCELLANEOUS

<h3>I. BUSINESS LETTERS</h3>

A business letter is different from a personal letter in form, tone and content. In personal letters we may follow an informal or personal tone, content or style. But **business letters demand a formal and matter of fact treatment. These letters are generally written to or by commercial and business firms and enterprises, so they must be simple and systematic, brief and specific in content and formal in treatment of the subject.** Commercial correspondence occupies an important role in the modern world of commerce, trade and industry.

WRITING GOOD BUSINESS LETTERS

- a. Be brief, clear and to the point.
- b. Use separate paragraphs for separate topics.
- c. The first para should indicate the theme of the letter.
- d. Make a factual statement of facts.
- e. Use simple and direct language. Avoid the use of long and high sounding words and ambiguous construction.
- f. Even while lodging a complaint or making criticism, you should be polite and charming.
- g. Avoid common-place and clumsy expressions.
- h. Use a proper layout/format for these formal letters. The block format is more in vogue in formal letters whereas the indented format may be used in informal letters.
- i. Use of punctuation marks is dispensed with in the block format.

- j. Remember the following points about block format:
 - i. There is no indentation.
 - ii. Each block begins with the margin on left hand side.
 - iii. Extra space should be left between different sections and paragraphs.
- k. Omit punctuation marks in address and date. A comma (,) may be put after the salutation.

Golden Rule. Always use:

- (a) Suitable format.
- (b) Well-organised content.
- (c) Appropriate language.

COMMON FEATURES OF FORMAL LETTER

Sender's Address
Date

**Inside /
Addressee's
Address**

Salutation

Sir/Madam

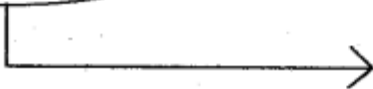
Sub:

Body



Beginning
Content
End

Subscription



Yours sincerely
Yours truly

FORMAT

(a) BUSINESS LETTERS

Tel. No

Our Ref.....

Your Ref. (if needed).....

Sender's Address

.....

.....

Pin

Date

Inside Address.....

.....

.....

Pin.....

Sir/Madam

Subject

.....

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Introductory para

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Main body of the letter

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Concluding para

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Yours faithfully

.....
Signature
Full Name
Designation
end. (if needed)
c.c. (if needed)

(b) OFFICIAL LETTERS AND LETTERS TO THE EDITOR

Sender's Address
.....
.....
Pin
Date

Inside Address.....
.....
.....
Pin.....
Sir/Madam

Subject
.....
.....

Introductory para
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Main body of the letter
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Concluding para
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.....

Yours faithfully
.....

Signature
(Full Name in capitals)
Designation (if needed)

(c) LETTERS OF APPLICATION FOR JOB

The application for a job may be written with or without a bio-data. In case it is written without a bio-data, the main body of the letter should contain the following information :

1. Personal information, e.g. age, health, sex etc.
2. Educational/professional qualifications
3. Experience/suitability for the job.

The format is the same as that of an official letter.

WHAT IS A BIO-DATA?

The application for a job is sometimes accompanied by a bio-data of the applicant. The bio-data is also called resume or curriculum-vitae (C.V.). It contains full information about the candidate pertaining to the job requirement.

The letter with bio-data will have the bio-data as an enclosure. The relevant information will be included under the heading 'Bio-data'. The covering letter will be a formal official letter having the same kind of format, language and style. The following features must be mentioned in the bio-data:

BIO-DATA

1. Name in full
2. Father's Name
3. Date of Birth
4. Age
5. Permanent Address
.....
.....
.....
Telephone Number (if any)
.....
.....
6. Educational Qualifications
 1. Secondary: School attended, course, examinations passed, grades obtained.
 2. Tertiary: College, university, exam., division.
 3. Technical/Professional: Degree or diploma obtained: institution/university
 4. Any other
7. Experience (Name of institution, position held, nature of duties, duration)
 1.
.....

2.
3.
8. Present Employment
 1. Organisation
.....
 2. Position
.....
 3. Salary drawn
.....
9. References (Name, designation, official address)
 1.
 2.
10. Testimonials from (Name, designation, official address)
 1.
 2.
 3.

CONTENT

It includes your creativity in presenting ideas which are relevant to the topic of the letter. The content of the letter must be well-organised to ensure clarity and effective communication. The content is divided into three main parts:

1. Introductory part
2. Main part
3. Concluding remarks
 - The introductory paragraph introduces the theme.
 - The main part deals with the problem/issue. It is the real content of the letter.
 - The closing part of the body gives conclusions or offers suggestions.

Some Tips:

 - Be brief and to the point
 - Mention specific issues only
 - Tone: polite but formal
 - In letters to editors state the problem clearly. Try to present both sides of the picture. In case of a discursive topic or one requiring argumentative presentation, give the pros and cons of the situation. Always offer useful suggestions to overcome the problem.

EXPRESSION

(a) Fluency is your ability to present your ideas in a coherent and organised way. Before answering in the 'fair', you must prepare a rough draft and jot down your ideas. You may follow the process detailed below:

- Think about the letter/topic.
- Collect all the ideas and put them down roughly.
- Organise the ideas by putting common ideas together.
- Arrange them sequentially.
- End on a positive note.

(b) Accuracy involves grammatical correctness as well as structuring of sentences. Your effort should not be to use complex, long and unwieldy sentences, but to present your content in simple, straightforward language.

Note the following points about the use of language:

(a) Business/Official Letters :

1. simple and direct
2. formal tone
3. straightforward manner

(b) Letters to Editors :

1. greater flexibility
2. suitable to subject/content
3. formal, direct and pointed

Note. I have the honour to state
is obsolete and is no longer used.
It is! easier and simple to say—
I wish to say..... /I want to say.....

Study the general layout of the formal letters carefully. We are talking of the block format which has no indentation or punctuation. Each paragraph/point begins on the left hand side margin. There is gap after each block.

1. **Sender's Address.** Top left-hand comer. Omit punctuation marks.
2. **The Date.** Just below the Sender's address. These days marks of punctuation are not used. You may write

1. 17 March 20XX
 2. March 17, 20XX
 3. 17th March 20XX.
3. **Inside Address.** The Name and Designation of the addressee is written on the left hand side, two lines below the line of date.
4. **The Salutation.** On the left hand side below the 'Inside Address'. The usual form of salutation is 'Sir' or 'Dear Sir' for individuals, 'Sirs' or 'Dear Sirs' for firms or companies. In America, they write 'gentlemen' instead of 'Dear Sirs'. Use 'Madam' while addressing a lady.
In case the addressee is personally known to the writer, names are also used as:
Dear Mr Gupta
Dear Miss Sapna
Dear Mrs. Sood
5. **Subject.** The subject heading is written just below the salutation and above the 'Body of the Letter'. It helps in quick disposal of the letter.
6. **The Body/Content of the Letter.** This is the most important part of the letter. Mention specific business only. Fluency and accuracy in presentation of well-organised relevant ideas is essential.
7. **The Complimentary Close.** Written on the left hand side a couple of lines below the last line of the body of the letter. The usual complimentary endings are:
 1. yours faithfully
 2. yours trulyHowever, if the name of a person is used in the salutation, the complimentary close can be 'yours sincerely'.
8. **Signature.** A formal letter requires your full signature with the name and designation coming just below it. The 'signature' is put just below the complimentary close.

SOLVED QUESTIONS
LETTERS OF ENQUIRY/ASKING FOR INFORMATION

SPORTS FIRM —ASKING FOR CATALOGUE

You are Sahil Tuteja, the Sports Secretary of your school. Write a letter to Globe Enterprises, New Delhi, a leading firm dealing in sports goods, requesting them to supply their trade catalogue. You may mention the items you intend to buy and ask for a discount on the catalogue prices.

ABN School
Mathura
10 March, 20XX
Messrs Globe Enterprises
F-4, Greater Kailash-II
New Delhi

Dear Sirs

Sub: Trade Catalogue for Sports Goods

We have to buy sports material in bulk for various games and sports for our school for the new academic session beginning w.e.f. 1st April.

We are interested in cricket bats and balls, hockey sticks, balls, goalkeeper's full kit, footballs, volleyballs, basket balls, table tennis balls and bats etc. We also need items for uniform namely, sports T-shirts, shorts and vests of different sizes.

Your firm has been mentioned to us as one of the best dealers in sports goods.

I shall be glad if you send me your catalogue together with quotations for large quantities. Please do mention the time required to effect delivery and the terms of payment.

I hope you will facilitate business by quoting the lowest possible rates. I am confident that you will patronise us by giving some discount also. Please mention the rate of discount on the catalogue prices.

Yours faithfully

Sahil Tuteja

Sports Secretary