

John M. Felix, Manager
Sales Department

(11) The Signature Parts

JMF/ws

(12) Reference Initials

Enclosure

(13) Enclosure Notation

cc Mrs. Noah Roberts, Texas Branch Office

(14) Carbon Copy Notation

P.S.

(15) Postscript

A good and effective business writer should be familiar with both main and additional parts of a business letter. Remember that the reader's forming of a good impression depends on the format of the correspondence as well as on the language used in it. Placing all parts of a business letter in their appropriate places is a plus that will enable you to gain the confidence of your reader as well.

Activity 1 A

Rearrange the following letter in a correct order.

Franklin Supermarket
100 Frank Street
Hampton, Massachusetts 84321

Registered

Subject: Account No. 67543

Payson Supplies
78 Denton Drive
Denton, TX 76201

October 21, 19.

Attention: Mr. Thomas Karlyle

Sincerely,

GJ: mcs

P.S.

Payson Supplies

Dear Sir:

George Jones

cc Mr. Alexander Pettit

If we do not receive the total of \$575 due on your account by 10 November 1997, we shall have to ask our lawyer to collect it through legal action.

We have waited for you to pay the balance of \$575 which is three months overdue. We have written to you several times without any reply. We have also tried to contact you by other means, but again without success.

We prefer to avoid legal action, but you leave us no choice unless you pay the entire amount due of \$575.

Manager

Activity 1 B

Design a letterhead with a logo for any business in which you are interested.

2. Styles of Business Letters

The three styles of business letters currently used are full-blocked, blocked, and semi-blocked styles.

2.1 Full-blocked style is an arrangement of a letter where all parts are flushed left. There is no indentation in each paragraph, but between each paragraph is double-spaced.

The following is an example of a letter in full-blocked style:

**Oklahoma State University
Stillwater, Oklahoma 74078-0135
Morrill Hall 205, (405) 744-9473**

Department of English
College of Arts and Sciences

November 15, 19. .

Asst. Prof. **Rapin** Tongra-ar
Faculty of Humanities
Ramkhamhaeng University
Bangkok 10240, THAILAND

Dear Professor Tongra-ar:

Thank you for your letter expressing interest in the graduate program in English at Oklahoma State University. Enclosed is a brochure describing the variety of

programs that the English Department offers, along with an application for admission to the University.

Also enclosed is an application form for a teaching assistantship. The English Department typically does not award teaching assistantships to international students admitted to the graduate program unless the applicant has spent at least one year in residence at Oklahoma State University. Students who apply for a teaching assistantship after the year's residency will be evaluated on a competitive basis with all other students applying for a teaching assistantship. In addition, students for whom English is not a native language must also meet University requirements regarding employment of non-native speakers of English. Should an applicant's educational record be clearly superior (First Class Honors, an "A" average on all undergraduate work, TOEFL score of 620 or above, TSE score of 290 or above, etc.), the requirement of a year's residency may be waived.

Should you have any questions which the brochure does not answer, please do not hesitate to contact me. Thank you once more for your interest in Oklahoma State; we look forward to receiving your official application.

Sincerely,

Thomas L. Warren

Thomas L. Warren, Professor and Coordinator

Graduate Program in English

jfr

Enclosure

2.2 Blocked style is an arrangement of a letter where all parts are flushed left except the date line, complimentary closing and signature parts which are typed in the center of the letter. The date line, however, may end at the

right margin; attention and subject lines may be typed in the center or indented five spaces.

The following is an example of a letter in a blocked style:

**Southern Illinois University
at Carbondale
Carbondale, Illinois 62901
Department of Curriculum, Instruction and Media**

January 15, 19.

Preeda Nantarat
18 15 Sukhumvit Rd.
North Samrong, Mueng
Samutprakan 10270
THAILAND

Dear Ms. Promwong:

Enclosed is the information you requested concerning the Ph. D. in Education graduate program in the Department of Curriculum, Instruction and Media of Southern Illinois University. Also enclosed are an application for Admission to Graduate Study and the Information Sheet for Application for Admission-

International Form. Please return these completed Graduate School forms directly to that office.

The Department of Curriculum, Instruction and Media offers several areas of specialization in the Ph. D. program in Education. I suggest you review the enclosed materials to determine which of the available courses of study might best accommodate your particular interests and professional goals. If you wish admission to one of the specializations in the Department, you should indicate that on the enclosed specialization selection form and return it to me. Also, please complete the department Application for Admission to the Ph.D. Program in Education and return it to me. You will note from the departmental application that this department also require submission of an official GRE or MAT score and a writing sample for review.

If you wish additional information about an area of specialization, please write to the coordinator listed on the description sheet. Thank you for your interest in our university.

Sincerely,

Billy G. Dixon

Billy G. Dixon, Chair

Coordinator of Graduate Studies

Curriculum, Instruction and Media

jms

Enclosures: Application for Admission to Graduate Study
Information Sheet for Application for Admission-International Form
Graduate Specialization in Curriculum, Instruction and Media
Application for Admission to the Ph. D. Program in Education (CIM)

2.3 Semi-Blocked Style is an arrangement of a letter that is exactly the same as that of blocked style except that each paragraph is indented.

The following is an example of a semi-blocked letter:

Rapin Tongra-ar
Faculty of Humanities
Huamark, Bangkok
Bangkok 10240

1 January 19..

Mrs. Virginia Young
World Women Organization
81 South Sathom Road
Bangkok 10500

Dear Mrs. Young:

As a follow-up of my previous application for a WWO grant to carry out a two-week research project on “American Women Authors’ Literary Works” during the period between the two World Wars at New York Public Library, New York City, USA, for the purpose of compiling a textbook on Modern American Female Writers

for my tentative literature course to be offered at Ramkhamhaeng University, following is the detailed research proposal.

Due to the short period of two weeks, my proposed research will be limited to three main topics namely, dominant themes, characterization, and techniques employed in the works of such female authors of the period as Katherine Anne Porter, Eudora Welty, Joyce Carol Oates, Sylvia Plath, etc.

Regarding dominant themes, my research will concentrate on issues concerning women's liberation, its struggles and achievements, and the future trend.

The generally adopted technique of mainly autobiographical writings is another special emphasis with which the research will deal to determine the author's social values and concepts. It will also include the novel's characterization of female characters as representing the struggles against sex discrimination, exploitation and maltreatment.

I do believe the research will be of great benefit towards the writing of the aforementioned projected textbook and sincerely hope that this research proposal will be considered justifiably suited for the purpose of the grant.

I would appreciate your favorable consideration and look forward to hearing from you soon.

Yours sincerely,
Rapin Tongra-ar
Rapin Tongra-ar

Since there are various writing styles for business letters, it is advisable that you be familiar with at least one style. Do not mix them in one letter. Your

awareness of currently used styles will be an advantage when asked to do the job of business letter writing.

Activity 2 A

Write the following letter in (a) full-blocked style, (b) blocked style, and (c) semi-blocked style. Be careful with punctuation.

The heading: World Supplies, 726 Square Park, Arlington, TX 78843, USA

The date line: 18 February 19..

Inside address: Lawan Furniture Inc., 830 Asia Building, Nongmon, Cholburi 20130, Thailand

Attention line: Attention Mr. Paul Simpson

Salutation: Dear Mr. Sompong

Subject: Order No. 7845 BA

Body:

Thank you very much for your order of February 15, 19.. for 50 cabinets model MK 405.

We will ship your order on February 16 by ABC Marine Lines and you may expect it to arrive at Cholburi seaport within 20 days. We will send the shipping documents to you promptly.

We also enclosed a catalog for a complete **office** automation system for **you** consideration. We are looking forward to having your next order soon.

Complimentary closing: Yours sincerely

Signature Parts: *Don Donald*

Don Donald

Sales Manager

Reference initials: arw .

Enclosure notation: Enc.

3. Punctuation in Business Letters

The writer of business correspondence applies the standard rules of punctuation in the body or message part of the letter. The two parts needing special attention are the salutation and the complimentary closing. However, there are two styles of punctuation currently in use: open and standard.

In an open punctuation style, no punctuation is used except in the message part. In a standard punctuation style, the standard rules for punctuating sentences are used in the message part. Also, the salutation part will be followed by a colon, and the complimentary closing is followed by a comma.

The following is an example of a letter with an open punctuation style:

**Napoleon R. Group
Commercial Building, Quarry Bay
Sydney, Australia**

15 January 19. .

Mrs. Roy Williams
3/F Tiger Building
Victoria Lane
Sydney, Australia

Dear Mrs. Williams

Thank you for applying to be a charge customer. We have carefully checked your credit history as this is our policy, and found that you have a very good credit rating. So we are pleased to inform you that your request to be a charge customer has been favorably granted.

We hope to serve you soon.

Sincerely

Martha Lovelace

Martha Lovelace

Credit Manager

An example of a letter with a standard punctuation style is as follows:

Bloomingdales Company Limited

1872 Dallas Parkway

Dallas, TX 78543

25 June 19..

Mr. Donald Roches

18 Greenville Village

Rustic Valley

Dallas, TX 74568

Dear Mr. Roches:

Thank you very much for your letter of 18 June 1997 asking to be a charge customer.

We have carefully checked your credit history and found that you have been a very good customer. Your request is, therefore, cordially granted and we hope you enjoy our service.

All of us at Bloomingdales are waiting to make you happy while shopping here.

Sincerely yours,

Paul Larsen

Paul Larsen

Credit Manager

Since it all depends on each company which punctuation style is used in a business correspondence, it is important to know that either style should not be mixed. If the salutation is followed by a colon; the complimentary closing will be automatically followed by a comma. Effective business letters show a writer's effective command of English, careful attention to writing style, letter format and punctuation.

Activity 3 A

Punctuate the following letter with a standard punctuation style. both in the message Dart and in other parts of the letter.

Miller Enterprises

30 Oakland Park Detroit Michigan 54781

18 May 1997

Mr. Thomas Wood

85 Fairleigh Avenue

Detroit Michigan 56832

Dear Mr Wood

Thank you very much for your interest in our adding machine model A 375/90
Enclosed are the price list and the terms of payment you requested

We would be very pleased to send Mr John Simpson our sales representative to meet
you at your office to demonstrate the effectiveness of the machine on 25 May 1997 at
930 am if it is convenient to you

We hope to serve you soon

Sincerely yours

Paul Power

Paul Power Manager

4. Grammar Review: Subject-Verb Agreement

Subject-verb agreement is a basic grammatical rule that you, a writer of effective business correspondence must master. The following exercises aim to review the usage of subject-verb agreement in general. Before completing these exercises, review the rules of usage carefully and thoroughly.

Activity 4 A

Underline the correct verb in each sentence.

1. Each manager (was, were) informed of the new policy.
2. All of the windows in our company (was, were) destroyed in a tornado.
3. A large number of books in my office (is, are) in English.
4. About two-thirds of the Chinese (work, works) in agriculture.
5. All executives of our company (attend, attends) the meeting today.
6. Here (stand, stands) the statues of the two important founders of the company.
7. Economics (is, are) a constant source of interest to him.
8. (Was, Were) there ever any doubt in your mind about his promotion?
9. The diligent manager and honest citizen (was, were) dead yesterday.
10. The number of customers affected by the strike (is, are) great.

11. Unless there (is, are) a reform of the company policies, the company will face a lot of difficulties.
12. Where (is, are) my gloves? Either John or the kids (take, takes) them.
13. Approximately 80 percent of all the data in computers around the world (is, are) in English.
14. Three weeks (is, are) too long for that delivery.
15. Neither the manager nor the employees (like, likes) the new trial project.
16. The Advisory Board unanimously (agree, agrees) to the proposal.
17. The minutes of the last meeting (was, were) read and accepted.
18. There (is, are) a possibility that the economy will improve.
19. My company (consist, consists) of 1,500 employees.
20. Attending a meeting every day (tire, tires) the President.

Activity 4 B

Correct the mistakes in subject-verb agreement in the following paragraphs.

I. Board meetings is usually held monthly. The board of directors meet under its chairman (or perhaps we should say chairperson) to discuss the major affairs of the company, and plans its future development. There will usually be present, with the chairman, the managing director and a number of full time executive directors, including the marketing director, the production director (factory manager), the chief accountant and the personnel director. Finally, there will usually be a number of part-time non-executive directors. The term 'non-executive' imply that they plays no part in the actual operations of the company but is present to give advice to the board on matters within their field of expertise. Thus there might be a banker, a lawyer, or a technical expert to do with the company's activities. Very often one of the non-executive directors will act as deputy chairperson, should the chairperson be absent for any reason.

(Adapted from David Whitehead and Geoffrey Whitehead. English for Business. Oxford: Made Simple Books, 1993, 158.)

II. The basis of the meeting are the 'agenda', drawn up beforehand by the secretary after consultation with the chairperson. There is certain items that forms the framework of the agenda. These is explained later in more detail, but we may just mentions one or two. An agenda always begin with 'apologies for absence' to let members know who are not able to be present and why. This are followed by the

'minutes of the previous meeting'. In theory these is read out, but to save time, especially if the minutes has been circulated to members beforehand, someone will move that 'the minutes be taken as read.' If this are agreed, we passes on to 'matters arising,' i.e. 'matters arising from the minutes.' For example, members might ask whether the family of a member of staff whose death in an accident had been reported at the last meeting had been taken care of. A short report of the action taken would then be given.

(Adapted from David Whitehead and Geoffrey Whitehead. English for Business. Oxford: Made Simple Books, 1993, 159.)

The notion that good writers are born, not made, is a widespread myth which may make you feel defeated before you start. But the simple truth is that good writers are made-simply because effective writing is a skill which can be learned.

Jean Wyrick

Steps to Writing Well: A Guide to Composition, vi.