



M.Ed. Thanh Bui

EMAILS AND LETTERS

Parts of the business letter

□ *Rearrange the basic parts of the business letter*

1/ Name, title and position of the writer

2/ Date line

3/ Subject line or heading

4/ Signature

5/ File References

6/ Writer's or return address

7/ Complimentary close

8/ Letterhead

9/ Body

10/ Salutation

11/ Introduction

12/ Conclusion or “Stating intended action”

13/ Reader's or inside address and attention line

Two major parts in the business letter

PART ONE:

- 1/ Letterhead**
- 2/ Writer's or Return address**
- 3/ File references**
- 4/ Date line**
- 5/ Reader's or Inside address and attention line**

PART TWO:

- 6/ Salutation**
- 7/ Subject line or heading**
- 8/ Introduction**
- 9/ Body**
- 10/ Conclusion or "Stating intended action"**
- 11/ Complimentary close**
- 12/ Signature**
- 13/ Name, title and position of the writer**

The writer's or return address

- Give your comments on the following presentations

Presentation 1:

48 George Street,
RANDWICK NSW 2031,
AUSTRALIA.

Presentation 2:

48 George Street
RANDWICK NSW 2031
AUSTRALIA

File references & Date line

e.g. Our Ref.: ACD/16/120/03

Your Ref.: ACD/16/120/03

In reply please quote: ACD/16/120/03

e.g. 1. 24/10/2016

2. 24-10-2016

3. 24.10.2016

4. 24 October 2016

5. 24th October 2016

6. October 24, 2016

Reader's or inside address

□ Attention line

e.g. Attn.: Ms Angela

→ *For the attention of*

Salutation/ Ending and subject line (heading)

□ Salutation

Dear Sir(s)

Dear Prof Lee

Dear Mr Wilson

Ending

Yours faithfully

Yours sincerely

Best regards/ Warm wishes

□ Subject line

Order No. TM214

Car rental

Professional Development Training Programme

Introduction – Body - Conclusion

I am sorry I wrote you such a long letter; I didn't have time to write a short one. (Blaise Pascal)


□ Choose the correct amount of information

PLANNING

- What has my reader already known about this subject?
- How much information do they need to know?
- How can I present the information in a concise way so that it is easy to understand?

EDITING

- Is there too much or too little detail for my reader?
- Is there any redundant information, e.g. repetition?
- Are there any gaps in the information which will make it difficult for the reader to understand?



When something can be read without effort, great effort has gone into its writing. (Enrique Jardiel Poncela)

□ Problem with “**silo effect**” (PD, cul8r, biz dev, etc.)

□ **Choose the right technical level**

□ To be understood without effort, communication requires:

1/ a sensitivity to readers

2/ understanding of their technical level

3/ awareness of how much information they need

4/ a “bridge” to their communicative world

DO

- Ask yourself what your readers have already known about the subject.
- Write at an appropriate technical level for your readers.
- Be specific, concrete; give examples
- Remember to edit your writing to check for comfortable understanding

DON'T

- Use jargon from your silo.
- Use abbreviations unless you know your readers understand them.
- Include technical detail that is beyond the knowledge of your readers.
- Write in complex language (vocabulary, sentence length, sentence structure) that makes the meaning difficult to understand.
- Use abstract ideas when concrete facts would be easier to understand.

Practice

□ From an education policy document:

High-quality learning environments are a necessary precondition for facilitation and enhancement of the ongoing learning process.

→ Is it difficult to understand?

→ Why?

→ How to improve?

Suggested answer:

Learners need good schools if they are expected to learn properly.

□ **From a legal contract between a lender and borrower:**

All transactions effected pursuant to this instrument shall be effected for the account and risk and in the name of the undersigned; and the undersigned hereby agrees to indemnify and hold you harmless from, and to pay you promptly on demand, any and all losses arising therefrom or any debit balance due thereon.

→ **Suggested answer:**

You will be responsible for anything you owe on your account.



□ **From a healthcare policy document:**

The aim of this resource pack is to help organizations promote and implement the use of an HR Leadership Qualities Framework that describes those behaviours which enhance HR capacity and capability to improve the patient experience.

→ **Suggested answer:**

This resource pack will help organizations promote and introduce a Human Resources Leadership Qualities Framework. This framework will help HR departments to improve the experience of patients.

Writing is the best way to talk without being interrupted.
(Jules Renard)

- **Connecting sentences** (*comparison, contrast, opposition, cause-effect, addition, further explanation, example, listing, emphasis, etc.*)
- **WHY?**
 - Linking words and phrases show the relationships between your ideas and information.
 - They make your writing more fluent and your documents accessible/ readable.
 - Logical links help the reader to follow the logical relationship between your ideas and information.
 - Chronological links help the reader to follow the time relationships between information and actions.

All the words I use in my stories can be found in the dictionary – it is just a matter of arranging them into the right sentences. (W. Somerset Maugham)

□ **Sentence structure** (connectors between sentences)

→ Compound sentences

→ Complex sentences

□ **Why?**

→ Use a range of techniques to show the relationship between information within a sentence.

→ Use a variety of sentence structures to make your writing more interesting and engaging.

Emails and letters

Starting

Dear Sir or Madam

Dear Mr / Ms/ Mrs ...

Starting

Hi

Hello

Ending

Yours faithfully (after Dear Sir or Madam)

Yours sincerely (after Dear Mr/ Ms/ Mrs)

Best regards/ Kind regards

Ending

All the best

With love

Write you soon

Bye for now

Cheers

Emails and letters

Giving reasons for writing

I am writing with regard to/ about
...

I am writing to request/inform/
enquire/ complain about/ apply for

Referring to the previous contact

Further to our previous meeting ...
With reference to your letter dated
...

Giving reasons for writing

Just a quick email to ask ...
I am writing on behalf of ...

Referring to the previous contact

Following your letter
About your email

Emails and letters

Sending an attachment or enclosure

Please find attached/ enclosed ...

As you will see from the attachment/ enclosure

Offering more information or help

Please feel free to contact me if you would like any further information.

Do not hesitate to contact me if you require any further assistance.

Sending an attachment or enclosure

I am attaching/ enclosing ...

Here is ...

Offering more information or help

Email me/ Call me/ Give me a call if you want any more information.

Emails and letters

Referring to future contact

I look forward to hearing from you.
We look forward to working with
you in the future.

Introducing good news

I am delighted to ...
I am happy to .../ I am pleased to
...

Referring to future contact

See you soon.
See you later.

Introducing good news

Fortunately .../ Luckily ...

Emails and letters

Introducing bad news

We regret to inform you that ...
I am afraid that/ I am sorry, but .../
I regret that ...

Requesting

I would be grateful if you send ...
Could you possibly send ...?

Introducing bad news

Unfortunately .../ Sadly ...

Requesting

Please send ...
Kindly send ...

Emails and letters

Thanking

I would like to thank you for ...
I appreciate your assistance with this.
I am grateful for ...

Apologizing

Please accept my apologies.
I sincerely regret.

Thanking

Thank you for .../ Thanks for ...

Apologizing

My apologies. / Sorry. / I'm sorry that...

Emails and letters



Checking and clarifying

I am writing to check/ confirm that
...

Checking and clarifying

I don't understand what you mean.
Do you mean ...? Are you saying
that ...?