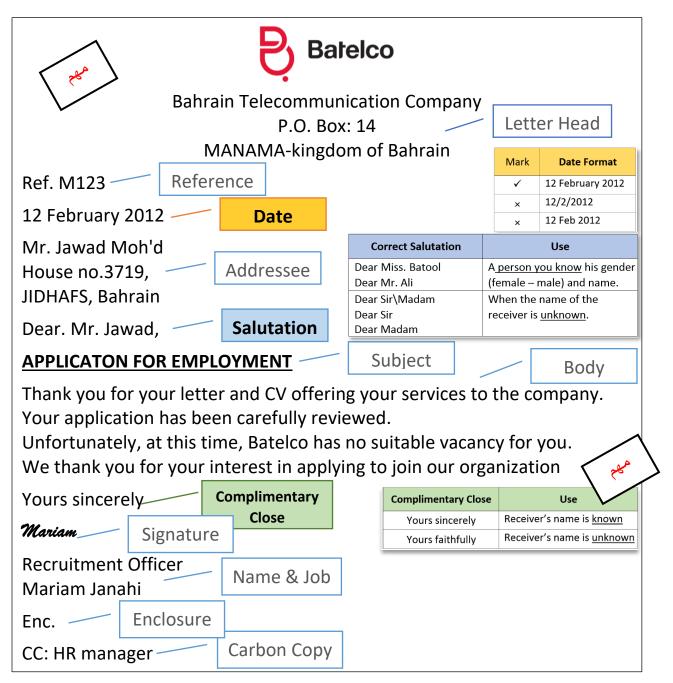
# Chapter 2 Written Communication

## رسالة Business Letter

It is the formal way of communication used outside and inside the company



#### Standard parts of a business letter:

رأس الرسالة Letter head

The heading at the top of the letter paper. It contains: name, address..

#### **2- Reference** المرجع

The number of the business letter

#### التاريخ **Date**

The correct date forms:

Mark	Date Format		
~	12 February 2012		
×	12/2/2012		
×	12 Feb 2012		

## 4- Addressee (Receiver) المرسل إليه

The name and the address of the receiver

#### التحية Salutation

The greeting that begins the letter

Correct Salutation	Use		
Dear Miss. Batool	A <u>person you know</u> his gender		
Dear Mr. Ali	(female – male) and name.		
Dear Sir\Madam	When the name of the		
Dear Sir	receiver is <u>unknown</u> .		
Dear Madam			

## 6- Subject العنوان

Identifies the topic of the letter

**Examples of Business letter** 

Inquiry, Quotation, Order etc.

النص Body ا

The message section of the letter.

- The body fall into three parts:
  - a) Opening paragraph,gives the reason for writing.
  - b) Middle paragraph,Subject in more details.
  - c) Closing paragraph,which suggests action(s)

### ختام الرسالة Complimentary close

It is the formal conclusion of the letter

<b>Complimentary Close</b>	Use		
Yours sincerely	Receiver's name is <u>known</u>		
Yours faithfully	Receiver's name is <u>unknown</u>		

#### التوقيع Signature

The signature of the sender.

### المرسل (Sender) المرسل 10- Name and job title

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

المرفقات (Enc) المرفقات (11- Enclosure



Any item sent with the letter, such as a cheque, invoice, photograph, form, or any additional paper

# نسخة إلى شخص (CC) السخة الى شخص

Used when a copy of a letter is sent to someone other than the addressee

## مذكرة ( Memorandum ) مذكرة



Communication used Within (inside) the company.

Example: You work in the Purchase Department of Al Hilal Company. Your Manager Mr. Jassim Nasser asked you today to prepare and send a MEMO to Mr. Ali Hassan – the Accountant – to inform him that:

"It was agreed at recent Board Meeting to purchase 10 new computers. I have now received the quotation for this equipment and it comes to BD 1800. Could you please give me an authorization letter so that I can make this order".

NOTE: A copy of this memo is to be send to Khalid Rashid, Budget Manger.

MEMORANDUM						
TO: Ali Hassan, the Accountant Reciever FROM: Jassim Nasser, Purchase Manager Sender COPY: Khalid Abdulla, Budget Manager DATE: تاريخ اليوم SUBJECT: New Computer / Quotation of new computers						
It was agreed at recent Board Meeting to purchase 10 new computers. I have now received the quotation for this equipment and it comes to BD 1800. Could you please give me an authorization letter so that I can make this order						

بريد الكتروني (Electronic Mail/ Digital Mail) بريد الكتروني

<u>Fastest</u> method of communication (المنع)

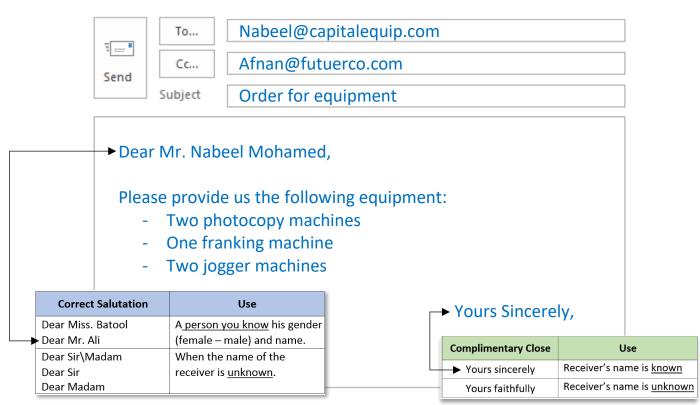
- قواعد The rules of Emails and policies
  - Send only essential e-mails.
  - Do not forward e-mails without the sender's permission.
  - Be aware when forwarding confidential e-mails.
  - Use only copyrighted materials.

Example: You are working in Future Company, and youe manager told you to write an E-mail and send it to Mr. Nabeel Mohamed and tell them to provide the followin equipments for the company:

- Two photocopy machines, One franking machine and Two jogger machines

Required: Prepare the E-mail in the below form using the following notes:

- 1. Mr. Nabeel's E-mail is Nabeel@capitalequip.com
- 2. Write a good salutation & complimantary close
- 3. Write a good subject for E-mail
- 4. Send a copy to Afnan@futuerco.com



مقارنة Comparison

Comparison	Business Letter	Memo	E- mail	
Distribution	Outside/ Inside	Inside	Outside/ Inside	
Envelop	Yes	No	No	
Signature	Yes	No	No (e-signature)	
Parts	Long	Short	Long/ Short	
Cost	More	Less	Less	
Postal Stamp	Yes	No	No	
Salutation	Yes	No	Yes	
Complementary Close	Yes	No	Yes	

<u>Example</u>: Find the appropriate document/way to be used in each of the following situation, then determine its type by placing ( $\checkmark$ ) in each column.

No	Situation	Document/	Communication	
	Situation	Way	Written	Oral
1.	The sales manager wants to see all the sales employees to dicuss the	Meeting		✓
2.	marketing project tomorrow Hayfa wants to pass a message to all of her friends at the same time	Email/Line/ Whatsapp	✓	
3.	I want to investigate a problem, evaluate a situation or purpose to change something	Report/ Meeting	~	
4.	The general manager wants to pass a message to all of departments head inside the organization	Memo/ Email	~	
5.	My manager would like to write a message for the employees in our branch in Oman	Letter/ Email	~	

## End of Chapter 2