Eng-103

Contents

Memos

Purposes of a Memo:

Memos are the major form of internal communication in most organizations.

Memos serve to leave a paper trail of directives, inquiries, instructions, requests, recommendations, and daily reports for future reference.

Memo Types
- Transmittal Memo (with information is being sent from one place to another)
- Summary or Follow-Up Memo (record of a meeting or conversation)
- Informational Memo (some type of announcement or update)

Memos are often turned into PDF files and attached to emails, or emails themselves can function like memos.

Direct approach: Subject line gets right to the main point Opening paragraph starts with the bottom line
Indirect approach: Subject line is not specific about bottom line
STRATEGIES:
- Focus on one topic.
- Be brief
- Use the appropriate organizational format (direct or indirect).
- Follow the standard format illustrated throughout this chapter.
- Use white space, headings, and bullets.
- Distribute to the right people.

MEMO

To: All employees

From: Meredith Rocteau, Payroll Manager *MR*

Date: May 19, 20XX

Subject: *Delay in paychecks*

I regret to inform you that those employees paid by direct deposit will experience a two-day delay in receiving their paychecks.

This delay is due to a virus that infiltrated the primary computer server for our payroll system. Although we hired virus consultants to identify the virus and clean out the server, the process took nearly 48 hours.

We apologize for the inconvenience.

MEMORANDUM

To: All Marketing Assistants, Cincinnati Office Web Marketing Group
From: Marilyn Zito, Purchasing <m.zito@adco.com>*MZ*
Date: October 25, 20XX
Subject: *Your choices for new high-capacity copier*

As you requested at our October 12 meeting, I have gathered all the manufacturer information needed to order a new high-capacity photocopier to replace the inefficient one in your area. As you know, since the MAs typically make the most use of the copy machines, I would appreciate your input as to which copiers from the attached options seem most suitable for your purposes.

Please note that I was required to select from options under $8,500 in order to stay within your department's 20XX purchasing budget, a substantial portion of which was used to purchase your new high-speed fax machine in March. However, I think you will find that the copiers selected are state-of-the art and should more than meet your needs in terms of capacity, speed, quality, precision, and durability—all of which you indicated were important attributes.

Please take a careful look at the models attached, consider your impressions of each model, pick your top three preferences, and email me your lists individually by November 5. I will tabulate your votes, contact you with the results, and order accordingly.

Thank you very much for taking the time to help me make an informed decision that meets your genuine needs.

Copies: J. Herrera, Director of Marketing
           M. Ziolkowki, Vice President, Purchasing

Annotations (right margin):
- "Memo" or "Memorandum" is centered at the top of the page
- Heading guide includes "To" "From" "Date" and "Subject" lines
- Opening paragraph gets right to the point
- Provides necessary background details
- Outlines specific course of action in the conclusion
- Copy notation appears at the bottom

Letter

Use a letter when you need to:

- Personalize your message
- Convey a dignified, professional impression
- Act as a representative of your company or organization
- Present a carefully constructed case
- Respond to clients, customers, or anyone outside your organization
- Provide an official notice or record

Parts of a Letter

- Sender's Address
- Date
- Inside Address
- Salutation
- Body Text
- Complimentary Closing
- Signature

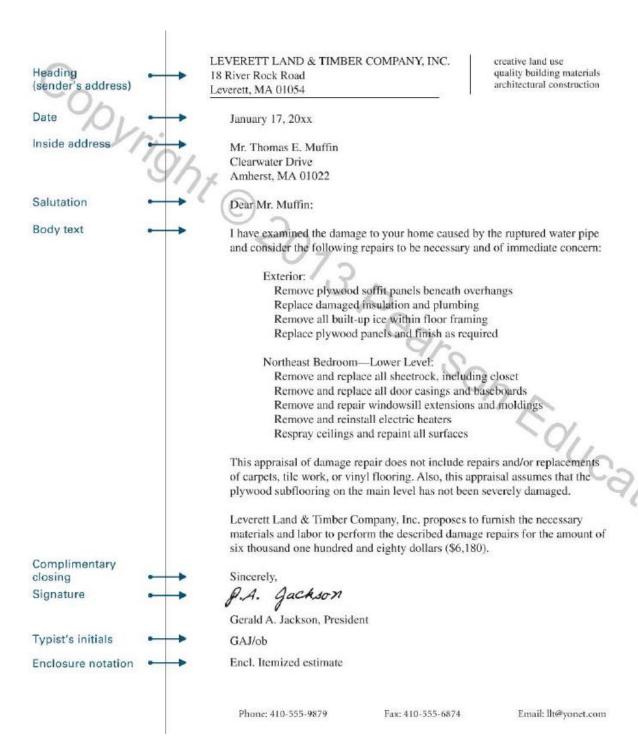## Optional Parts

- Typist notation
- Enclosure notation
- Copy notation

Formats for Letters

- Block format (All letter parts are flush with the left margin)
- Modified block format (All parts are flush left, except date, return address, complimentary closing, and signature.)

Types of Letters

- Inquiry letters
- Claim letters
  - Routine
  - Arguable
- Sales letters
- Adjustment letters

Heading (sender's address) →	LEVERETT LAND & TIMBER COMPANY, INC. 18 River Rock Road Leverett, MA 01054

creative land use
quality building materials
architectural construction

Date →

January 17, 20xx

Inside address →

Mr. Thomas E. Muffin
Clearwater Drive
Amherst, MA 01022

Salutation →

Dear Mr. Muffin:

Body text →

I have examined the damage to your home caused by the ruptured water pipe and consider the following repairs to be necessary and of immediate concern:

Exterior:
Remove plywood soffit panels beneath overhangs
Replace damaged insulation and plumbing
Remove all built-up ice within floor framing
Replace plywood panels and finish as required

Northeast Bedroom—Lower Level:
Remove and replace all sheetrock, including closet
Remove and replace all door casings and baseboards
Remove and repair windowsill extensions and moldings
Remove and reinstall electric heaters
Respray ceilings and repaint all surfaces

This appraisal of damage repair does not include repairs and/or replacements of carpets, tile work, or vinyl flooring. Also, this appraisal assumes that the plywood subflooring on the main level has not been severely damaged.

Leverett Land & Timber Company, Inc. proposes to furnish the necessary materials and labor to perform the described damage repairs for the amount of six thousand one hundred and eighty dollars ($6,180).

Complimentary closing →

Sincerely,

Signature →

G.A. Jackson

Gerald A. Jackson, President

Typist's initials →

GAJ/ob

Enclosure notation →

Encl. Itemized estimate

Phone: 410-555-9879   Fax: 410-555-6874   Email: llt@yonet.com

ENG-103 | By Ghannam

Résumés

Parts of a Résumé

- Contact information
- Job and career objectives
- Education
- Work experience
- Personal data
- Personal interests, awards, and skills
- References

Strategies for Résumés

- Begin the résumé well before your job search.
- Tailor your résumé to each job.
- Try to limit your resume to a single page.
- Stick to relevant experience.
- Use action verbs and key words.
- Use bold, italic, underlining, colors, fonts, bullets, and other devices thoughtfully, for emphasis.
- Use quality paper and envelopes.
- Proofread, Proofread, And Proofread.

STRATEGIES for Scannable and Emailed Resumes

- Use a simple font.
- Use simple formatting.
- Save your resume in "text only"
- Proofread your resume.
- Do not staple or fold pages.

APPLICATION LETTERS (cover letter)

- Explain how credentials fit a particular job.
- Convey an informed and likeable persona.
- Highlight specific qualifications and skills.

Application letter types:
- Solicited: (State job you are applying for, where you saw it advertised, and a brief summary of yourself)
- Unsolicited (Prepare an attention-grabbing opening and remember to address the letter to a specific person)

My résumé notes that I am experienced with C++ programming. In fact, I also tutor C++ programming students in our school's learning center.

STRATEGIES for Application Letters:
- Use caution when adapting sample application letters.
- Create a dynamic tone with active voice.
- Never be vague.
- Avoid being overly informal or overly stiff.
- Never settle for a first draft--or even a second or third.

Dossier (Includes your official records, such as a college transcript, and scholarship letters)

Professional portfolio (Contains samples of your professional work)

Interviews

- face-to-face
- one-on-one
- with a committee
- with a group of candidates

203 Elmwood Avenue
San Jose, CA 10462
April 22, 20XX

Sara Costanza
Personnel Director
Liberty International, Inc.
Lansdowne, PA 24153

Dear Ms. Costanza:

Please consider my application for a junior management position at your Lake Geneva resort, as advertised in the April 19 *Philadephia Inquirer*. I will graduate from San Jose City College on May 30 with an Associate of Arts degree in hotel and restaurant management. Dr. H. V. Garlid, my nutrition professor, described his experience as a consultant for Liberty International and encouraged me to apply.

As you can see from my enclosed résumé, for two years I worked as a part-time desk clerk, and I was promoted to manager, at a 200-unit resort. This experience, combined with earlier customer relations work in a variety of situations, has given me a clear and practical understanding of customers' needs and expectations.

As an amateur chef, I'm well aware of the effort, attention, and patience required to prepare fine food. Moreover, my skiing and sailing background might be assets to your resort's recreation program.

I have worked hard to hone my hospitality management skills. My experience, education, and personality have prepared me to work well with others and to respond creatively to challenges, crises, and added responsibilities.

If my background meets your needs, please phone me any weekday after 4:00 p.m. at (555) 316-2419.

Sincerely,

James D. Purdy

James D. Purdy

- Writer identifies self and purpose
- Establishes a connection
- Relates specific qualifications from his résumé to the job opening
- Applies relevant personal interests to the job
- Expresses confidence and enthusiasm throughout
- Makes follow-up easy for the reader

Definitions

Definitions explain terms or concepts that are specialized and may be unfamiliar to people who don't have expertise in a particular field.

TYPES OF DEFINITIONS

- Parenthetical Definitions (Clarifies the meaning of a word by using a more familiar synonym)
- Sentence Definitions (Name of item, class to which the item belongs)
- Expanded Definitions (Extends to a short paragraph or even several pages depending on the complexity of the item)

Strategies for Definitions

- Decide on the level of detail.
- Classify the item precisely.
- Differentiate the item accurately.
- Avoid circular definitions.
- Expand your definition selectively.
- Use visuals to clarify your meaning.
- Know "how much is enough."
- Consider the legal implications.
- Consider the ethical implications

Descriptions.

Are essential in workplace writing because, like definitions, they help ensure that readers understand the full meaning of any technical document.

Elements of a Usable Description
- Clear and limiting title
- Introduction
- Logical and appropriate sequence of topics
- Visuals
- Conclusion

Descriptions Types:
- Product Descriptions
- Process Descriptions

Outline for Product Description
- Introduction (Gives only enough information for reader to understand product)
- Description and function of parts Describes each major part.
- Summary and operating description explains how parts work as a whole.

Outline for Process Description
- Introduction (Definition, purpose, and brief description of the process)
- Stages in the process (Chronological or logical order)
- Conclusion (Summary of major stages or one complete process cycle)

STRATEGIES for Descriptions
- Take a look at the product or process
- Analyze your audience.
- Analyze your purpose.
- Maintain objectivity
- Be concise.
- Include all necessary parts.
- Incorporate visuals.

SPECIFICATIONS

Type of description used by professionals. Specifications build on definitions and descriptions by asking the question "How is this process or procedure performed according to regulations Specifications prescribe standards for performance, safety, and quality. Specifications may describe:
- Methods for manufacturing, building, or installing a product
- Materials and equipment to be used
- Size, shape, and weight of the product
- Specific testing, maintenance, and inspection procedures

Instructional

Instructional is spell out the steps required for completing a task or series of tasks.

Instructional Type
- Instructional brochures
- User manuals
- Quick reference materials
- Hyperlinked instructions
- Computer instructions

Elements of Usable Instructions
- Title
- Overview or Introduction
- Body
- Conclusion
- Visuals
- Notes, Cautions, Warnings, and Danger Notices

STRATEGIES of Instructions

- Use direct address, active voice, and imperative mood
- Use short logically shaped sentences
- Use parallel phrasing
- Phrase instructions affirmatively
- Use transitions to mark time and sequence

Procedures

Procedures prescribe rules and guidance for people who know how to perform the task but are required to follow accepted practice.
Used to standardized tasks

Types of Procedures:
- Standard operating procedures (SOPs),
- General safety procedures
- Medical or health procedures

Summaries

A summary is:
- Shows what a document is about
- Helps users decide how much to read
- Gives users a framework for understanding the body of the document

ELEMENTS OF EFFECTIVE SUMMARIES
- Accuracy
- Completeness
- Conciseness
- Nontechnical Style

Steps for Writing a Summary
- Read the original document.
- Reread and mark essential material.
- Cut and paste the key information.
- Redraft the information in your own organizational pattern and words.
- Edit your draft.
- Compare your version with the original document.

Forms of Summarized Information:
- Closing Summary (Comes in the Conclusion, Reviews main findings in preceding sections)
- Informative Abstract (Precedes the full report, condenses what the whole document contains)
- Descriptive Abstract (Appears on the title page, Describes only what the document covers)
- Executive Summary (Precedes the full report, Helps guide the thinking of decision makers)

Informal Reports

Informal reports CATEGORIES:
- **INFORMATIONAL** (Provide data and other information to answer basic questions)
    - PROGRESS REPORTS (status reports) to monitor progress and problems)
    - PERIODIC ACTIVITY REPORTS (summarize general activities over a specified period)
    - TRIP REPORTS
    - MEETING MINUTES (record the proceedings in the meeting)
- **ANALYTICAL** (Offer both information and conclusions based on the information)
    - FEASIBILITY REPORTS (assess whether an idea, plan, or course)
    - RECOMMENDATION REPORTS (what we should do and why)
    - PEER REVIEW REPORTS(constructive criticism and feedback between employees)

Formal reports

Formal Reports:
- Address situations that require critical thinking and research to arrive at a conclusion.
- Often end with an action plan.

Formal Reports Type:
- **Causal analysis (**Why does X happen?**)**
- **Comparative analysis (**Is X or Y better for our purpose**?)**
- **Feasibility analysis (**Is this a good idea?)

Elements of Effective Formal Reports:
- Accurate, appropriate, and clearly interpreted data
- Clearly identified purpose statement
- Understandable structure
- Readable style
- Audience-centered visuals
- User-friendly design

Parts of Formal Reports:

- Letter of Transmittal
- Front Matter
    - Title Page
    - Table of Contents
    - List of Tables and Figures
    - Abstract or Executive Summary
- Text of the Report
    - Introduction
    - Body
    - Conclusion
- End matter
    - References or Works Cited List
    - Glossary (as needed)
    - Appendices (as needed)

Proposals

Proposals encourage an audience to take some form of direct action, such as:
- To authorize a project
- To purchase a service or product
- To support a specific plan for solving a problem

Proposal Types:
- Planning (Offers solutions to a problem or suggestions for improvement)
- Research (Requests approval or funding for some type of study)
- Sales (Offers a service or product)

Elements of a Proposal
- A clear title or subject line
- Background information
- Statement of problem or situation
- Description of solution or resolution
- Costs, timing, and qualifications
- Conclusion

Strategies for Proposals
- Consider your audience and purpose.
- Understand the audience's needs.
- Perform research as needed.
- Be sure to credit information sources and contributors.
- Use an appropriate format.
- Provide a clear title or subject line and background information.
- Follow a problem-to-solution or situation-to-resolution organizational pattern.
- Spell out the problem (and its causes) or situation clearly and convincingly.
- Point out benefits of solving the problem.
- Offer a realistic solution or resolution.
- Address anticipated objections to your solution.
- Include all necessary details, but don't overload.
- Write clearly and concisely.
- Express confidence.
- Make honest and supportable claims.
- Induce readers to act.

Email

Benefits of Email
- Email can quickly and efficiently address an individual or a group.
- One email message can reach thousands of readers in seconds.
- Email is useful for people working in different time zones.
- Email allows users to attach files.

Components of Email
- "To" line
- "From" line
- "Date" line
- "Subject" line
- Copy notations
  - CC: carbon copy
  - BCC: blind carbon copy
- Enclosure notation
  - Attachment: sometimes indicated with an icon

Instant Messages

- Text-based, real-time conversation
- Useful for brief, rapid exchanges
- Typically not archived

Many colleagues may prefer to correspond via email
- Use email when sending attachments
- Use email if you need a paper trail

Blogs

- **Blogs** is short for web log. Blogs began as social networking sites to provide forums for people to read and discuss shared interests.
- **Internal Blogs:** Users can post information to be seen by all with access
- **External Blogs:** Facilitate customer feedback and enhance public relations
- **Wikis:** are a type of blog that allow for the sharing and updating of content.
- **Corporate Wikis:** Users can comment on earlier posts and edit them
- **RSS feed** is a retrieval program that monitors selected sites, identifies relevant information, and sends links by email to subscribers.
- **Copyright** is a system of legal protection for original works of authorship
    - If you are a full-time employee, most of what you create will be owned by the company
    - If you find a file on the internet, you need to seek permission for its use, unless it is marked "public domain" or qualifies as fair use.

Privacy Issues

- Avoid forwarding email without checking with the sender first.
- Don't forward proprietary information (information that belongs to your company) to unauthorized recipients.

Web Pages

Structure of a Web Page:
- Outlining (Storyboarding): instead of outlining a Web page, called a site map.
- Chunking: readers expect easy-to-digest chunks of content
- Sequencing: a Web page should follow a logical sequence

Style:
- Conciseness: Information on the Web must be presented in small, easy-to-digest chunks.
- Visuals: Use visuals to perform a function, rather than to dress up the page

Design:
- Grid patterns
- Margins
- Justification
- White space
- Line spacing and indentation
- Font style and size
- Headings
- Color, shading, italic, bold, and underlining
- Bulleted and numbered lists
- Running heads and feet
- Table of contents and index

Ethical and Legal Considerations:
- Be alert for manipulation and distortion.
- Verify the ownership of everything you include on a Web page.
- Create a privacy: statement to outline your policy for gathering personal information from visitors.

Online Videos

Advantages of Online Videos:
- Ease of distribution
- Ease of production
- Multimodality

Strategies for Online Videos:
- Determine your audience.
- Determine your purpose.
- Consider privacy and confidentiality issues.
- Consider teamwork issues.
- Do your research.
- Write a detailed script.
- Use a good camera.
- Test your video.
- Provide backup documents, if necessary

Podcasts

Advantages of Podcasts:
- Ease of production
- Ease of distribution

Strategies for Podcasts:
- Determine the audience.
- Determine the purpose.
- Keep the podcast short (one topic only).
- Write a script, including all necessary details.
- Provide an introduction, body, and conclusion.
- Practice and time your podcast.
- Use a good microphone, in an appropriate environment.
- Provide backup documents, if necessary.

Oral Presentations

- Oral Presentations Are Interactive

Advantages of interactivity:

- You give and take information through body language, vocal tone, and eye contact.
- You can see audience reactions.
- You receive immediate feedback, and you can change direction instantly.
- You can answer questions right away.

Types of Oral Presentations:
- Informative
- Training
- Persuasive
- Action Plan
- Sales

Parts of Oral Presentations:

Introduction
- Capture audience attention
- Establish credibility
- Preview your presentation
- Inform the audience of the purpose of the presentation

Body
- Structure material into small chunks
- Use transition statements

Conclusion
- Remind audience of big picture/ Restate main points
- Leave listeners with final advice
Distribute handouts

Preparing Oral Presentations:
- Research and connect the topic to your audience
- Create an outline or storyboard
- Determine a Delivery Style
  - Memorized
  - Impromptu
  - Scripted
  - Extemporaneous
- Choose your Technology
- Plan the Use of Visuals
- Practice the Presentation

Using Presentation Software:

- Remember, software is only a tool.
- Have a backup plan in case the technology fails.
- Start with an overview slide.
- Find a balance between text and visuals.
- Avoid using too many slides.
- Don't simply read the slides.
- Avoid too much flash.
- Keep viewers oriented.
- End with a "conclusions" or "questions" slide.