



Chapter 2

Email, Text, Letter, Memo



Memo

Short for “memorandum,” a memo is a type of document used to communicate with others in the same organization.



What is a 'Memo'?

- ▶ Memos are important means by which employees communicate with each other.
- ▶ Memos can be written to a variety of audience like supervisors, coworkers, subordinates and a multiple combination of these audience.
- ▶ Memos are flexible and can be written for different purposes including the following
 - ▶ **Documentation** : Reports, Hiring, Firing, Reallocation of staff or equipment etc.
 - ▶ **Cover/ Transmittal**: Tell the reader that you have attached a document etc.
 - ▶ **Confirmation**: Tell the reader about a meeting agendas, decisions, sell purchase etc.
 - ▶ **Procedures**: Operate new equipment, explain how to set up an account, use new software etc.
 - ▶ **Recommendations**: renew contracts, provide reasons to purchase new equipment etc.

Components of a Memo



Your audience and purpose will change from memo to memo. Different companies will have unique corporate style or template. Even within a company you will find difference. However, memos should have the following key components

1. Memo ID Lines
 - I. Date
 - II. To
 - III. From
 - IV. Subject
2. Introduction
3. Discussion
4. Conclusion
5. Audience Recognition



DATE:

TO:

FROM:

SUBJECT:

Focus + Topic

Introduction: A lead-in, warmup, overview stating *why* you are writing and *what* you are writing about

Discussion: Detailed development, made accessible through highlighting techniques, explaining *exactly what* you want to say

Conclusion: A summation stating *what is next*, *when* this will occur, and *why* the date is important

1. Subject



Subject line is the most important line of a memo. One hundred percent of the readers read your subject line carefully. The subject line can be typed in all caps. Subject line should be composed of Topic and Focus

Example:

BEFORE	<u>SUBJECT: STUDENTS</u>	Here we have a 'Topic' but we lack 'Focus'
AFTER	<u>SUBJECT: MEETING REGARDING STUDENT AWARD CEREMONY</u>	Here we have both 'Topic' and 'Focus'



2. Introduction

Once you have communicated your intent in the subject line, you want to get to the point in the introductory sentences. Readers are busy and they don't want your memo to slow down their work. To avoid any delay, you want your opening sentences to communicate effectively. The main goal is to tell your readers 'What do you want' and 'Why are you writing' .

Example

BEFORE	In the meeting of Chairman (CED) with Faculty (CED), it was decided that a student award function should be organized on 10 th November, 2019.	Only one question is answered here <ul style="list-style-type: none">• Why are you writing?• What do you want?
	I would like to meet your team to discuss the details of the event	
AFTER	In the meeting of Chairman (CED) with Faculty (CED), it was decided that a student award function should be organized on 10 th November, 2019. I would like to meet your team to discuss the details of the upcoming event.	Both questions answered here <ul style="list-style-type: none">• Why are you writing?• What do you want?



3. Discussion

The discussion section allows you to develop your content specifically. You should answer the all the questions like (Who, What, When, Why, Where, When etc) but keep your information accessible. Readers don't read every line, the longer the paragraph, less reader friendly your text is. Break down your information in several blocks and highlight the important information.

Example

BEFORE	There are 80 students and 20 teachers invited in the event. Among the 80 students 38 are from section A. Among section A students 4 are receiving medals. From section B, 6 students will receive medals. Shields will be presented to 11 Faculty members.	The statement is complex and it is not easy to comprehend the data swiftly.
AFTER	Total Invitations Teachers Invited = 20 Total Students = 80 (38 from A and 42 from B) Total Awards Students = 10 Medals (4 from A and 6 from B) Teachers = 11	Breaking down information in bullet points makes it easy to comprehend



4. Conclusion

Conclude your memo with a complimentary close or directive close. A complimentary close motivates your readers and leaves them happy. A directive close tells your readers exactly what you want them to do next or what your plans are. Without a conclusion the readers remarks will be “OK, but now what?”

Example:

I am looking forward to work with you and your team to make this event a success.	COMPLIMENTARY CLOSURE
In our upcoming meeting, your team will present a short presentation regarding budget estimates and arrangements required for the award function.	DIRECTIVE CLOSURE



5. Audience Recognition

In memos, audience is both easier and at the same time complex to deal with. You might be writing to your boss and colleagues (high tech) and to CEO (low tech). You don't want to bore your boss and colleagues with extra detail and you cannot skim all the details otherwise your CEO will not understand. So writing a memo while keeping in view your audience demands is a tedious task.

Example:

BEFORE	The medals will be awarded to the toppers of every survey conducted at the survey camp	High Tech
AFTER	The medals will be awarded to the toppers of following surveys conducted at the survey camp Fly Leveling Contouring Triangulation	Low Tech



Email

What is an E-mail?



Email is rapidly becoming an even more important business communication channel.

Email culture is wide spreading due to following reasons

- ▶ Time
- ▶ Convenience
- ▶ Effective for both internal and external communication
- ▶ Cost
- ▶ Documentation

Techniques For Writing Effective E-mail Messages



1. Recognize your audience
2. Identify yourself: Signature etc
3. Use correct email address
4. Provide effective subject line
5. Keep your email brief
6. Organize your email
7. Use highlighting techniques where necessary
8. Proof read your email
9. Make hard copies for future reference
10. Be careful when sending attachments
11. Be courteous and avoid angry, abusive, sarcastic email texts

Example



**Subject line: contain
'Topic' and 'Focus'**

SUBJECT: M. Arslan– Application for the post of 'Development Engineer'

**Introduction explaining
why the email has been
written**

Dear Mr. Atif Afridi,

I am interested in applying for the position of Development Engineer (Job Reference Number A123) at IQRA Constructions. My skills and qualifications match the description of this job.

Detailed Expression

I recently graduated with a Bachelor of Science degree in Civil Engineering from the University of Peshawar. I now want to apply my skills in a multinational company like IQRA. As a development engineer, I can implement engineering concepts to design innovative and ingenious products for consumers. I have attached a cover letter, resume, and certificates for your consideration.

Polite Conclusion

I would love to talk to you in more detail regarding this amazing opportunity at your company. It would give me great pleasure to hear back from you regarding my application.

Signature

Sincerely,
M. Arslan
Office # 15, CED, INU, Hayatabad, Peshawar
03335893727
ma.arslan@outlook.com