



MARIANO MARCOS STATE UNIVERSITY

College of Teacher Education

Center of Excellence in Teacher Education



Technical Writing

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MARIANO MARCOS STATE UNIVERSITY
College of Teacher Education



Writing Formal / Business Letters



MARIANO MARCOS STATE UNIVERSITY
College of Teacher Education



Objectives

- To define business correspondence
- To identify reasons for writing formal letters
- To describe the parts of a formal letter
- To determine the conventions in writing a formal letter
- To analyze the composition and language register of sample letters



Business Correspondence

= means the exchange of information in a written format for the process of **business** activities.

The **correspondence** refers to the written communication between persons.

Business correspondence can take place between:

1. organizations,
2. within organizations, or
3. between the customers and the organization.



Reasons for Writing Formal Letters

Although most of our written communication is by email, text message or social media, there are still all sorts of reasons that you might need to write a formal letter. These could include:

1. making a complaint,
2. questioning a decision,
3. making a travel reservation, or
4. writing to an employer to apply for a job or work experience.

Enumerate reasons for you to write a formal letter in the context of the school.



Dressing Up the Formal Letter

Your formal letter must create the right impression, just like dressing-up more formally for a special occasion.

- A formal letter has a number of conventions about **layout, language and tone**.

Convention - a way in which something is usually done, especially within a particular area or activity.

- There are **set places** to put addresses and the date.
- **How you begin and end** the letter is also very important.



Basic Parts

Letterhead or Heading

Date

Inside Address

Salutation

Body of the Letter

Complimentary Close

Name and Signature



Types of Formal Letter

1. Inquiry letter
2. Sales Letter
3. Acceptance Letter
4. Replying to an Inquiry
5. Making a Claim
6. Adjusting a Claim
7. Apology Letters
8. Cover Letter

Enumerate other types of letter you wrote for school / academic purposes.



Letterhead or Heading



- Includes the company's name, address and logo of the company that sent the letter of communication.



Letterhead or Heading



Republic of the Philippines
Department Of Education
Region III
Matalino St. Diosdado Macapagal Government Center, Mampis, City of San Fernando (P)

OFFICE OF THE REGIONAL DIRECTOR

April 4, 2018

Addresses and date

- Begin with your address in the top-right corner or center part of the page.
- Immediately, below this include the date.



Letterhead or Heading

	Sitio 2, Brgy. 43 Cavit Laoag City, Ilocos Norte
	July 10, 2020
PROF. HYACINTH D. ASUNCION Principal, North Star Elementary School Laoag City, Ilocos Norte	

Addresses and date

- Begin with your address in the top-right corner or center part of the page.
- Immediately, below this include the date.



Letterhead or Heading

- If the communication comes from an individual like in the letter of application, it consists of the complete address followed by the exact date when the letter is written.

PROF. HYACINTH D. ASUNCION Principal, North Star Elementary School Laoag City, Ilocos Norte	Sitio 2, Brgy. 43 Cavit Laoag City, Ilocos Norte July 10, 2020
--	--

- Complete Address:

No. of the house

Name of the street

Barangay

The town/city/province



Inside Address

Sitio 2, Brgy. 43 Cavit
Laoag City, Ilocos Norte

July 10, 2020

PROF. HYACINTH D. ASUNCION
Principal, North Star Elementary School
Laoag City, Ilocos Norte

Addresses and date

- On the left hand side of the page, comes the name and address of the person that you are writing to - the recipient or receiver of the letter.



Inside Address

This part indicates the addressee's name, position, firm or office address, city zip code.

Example

DR. HANNAH IRISH D. ASUNCION
Medical Officer III
Head, Ramos-Domingo Clinic
Laoag City



Inside Address

In case you don't know the name of the president or the head of the institution or a company, begin with the position / designation

Example

The Operations Manager
Ramos-Domingo Clinic
Laoag City



Inside Address

In case you don't know the name of the president or the head of the institution or a company, begin with the position / designation

Example:

The Principal

Laboratory High School

College of Teacher Education

Mariano Marcos State University

12 Castro Avenue, Laoag City



Salutation

Most formal letters will start with 'Dear' before the name of the person that you are writing to:

'Dear Ms Asuncion,'
or 'Dear Jahnese Asuncion,'

- Western Tradition

<https://www.bbc.co.uk/bitesize/topics>



Salutation

Most Commonly Used

	Female	Male
Most Formal	Madam: Dear Madam:	Sir: Dear Sir:
Formal	My dear Madam: Dear Dr. Domingo:	My dear Sir: Dear Dr. Ramos:
Less Formal	Dear Mrs. Asuncion	Dear Mr. Asuncion



Salutation

To whom it may concern:

- In case you are writing to a group of people concerned.

If you don't know the name of the person you are writing to,
use:

‘Dear Sir/Madam,’

Punctuation: comma (,) or colon (:)



Salutation

To the concerned faculty:

To all faculty and staff:

- In case you are writing to / addressing a specific group of people.



Body of the Letter

This contains the message that the sender wants to convey to the reader/ recipient.

Layout is preferably:

- = must be typed in single space
- = two spaces after the salutation
- = one or two spaces every after paragraph
- = two spaces before the complimentary close



Body of the Letter

Madam:

May I request your approval for me to meet the Presidents, Vice Presidents, Secretaries and Sub-Secretaries of the Academic and Interest Clubs, Student Council, Men's Club and Women's Club on March 06, Friday, 4:00-5:30 PM at the CTEH Hall to relay to them important matters that were discussed during our meeting with the Chief of Student Development last Feb 28.

The agenda of the said meeting will be:

1. Evaluation of the activities of the Clubs
2. On-line reporting of the activities at the MMSU Student Portal
3. Upcoming USC election.

Your kind approval is highly appreciated. Thank you very much.



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Tone and purpose:

The opening sentence, needs to be precise and to the point.

You may need to be firm, but polite.



Body of the Letter

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Tone and purpose:

In a formal letter, the aim is to sound 'businesslike'.

Avoid any language that seems **casual or chatty**.



Body of the Letter

Think about the **purpose** of your letter and include all the **relevant details** to help the reader to respond.

For example:

In a job application, include some specific details about why you are an ideal candidate for the role.



Body of the Letter

For example:

In a letter of complaint, include a summary of what has happened to prompt your complaint, with names, locations and dates, if necessary.

Make sure that each point you make is given a separate paragraph.



Body of the Letter

Example:

Madam:

It is my great honor to apply for a teaching position at the College of Teacher Education of this prestigious University.

I am a graduate of Bachelor of Secondary Education major in English, cum laude from the Mariano Marcos State University College of Teacher Education. I passed the Board Licensure Examination for Professional Teachers last December 2018. With these credentials and my excellent communication and strong interpersonal skills, I believe that I am very qualified for the said position.



Body of the Letter

Example:

Madam:

The Young Farmers' Club purchased drums to be used as trash bins which will be installed at the garden near the Student Center Building. This is one of the tangible projects of the club.

In this connection may we ask for your approval for us to use the school's vehicle and the trailer, and for us to avail of the services of the school driver to ferry the said project from Pasuquin to the school.

Your kind approval is highly appreciated. Thank you very much.



For analysis: Body of a Sales Letter

Pierre Roustan
Deal's Consulting Sales Letter
1/21/2011
(616)248-1509
Page #1

[Main Sales Letter: 1 page]

Bringing the classroom to *you*. That's the new age of education where you can have the benefit of saving your money normally used for parking — no headaches of scheduling or having to wait weeks for an opening to take one class, and no need for a vehicle (because you won't *have to travel anywhere*). This is a class where you can wear your pajamas to school and not get weird looks, and get your credit hours when *you choose* and not when the *school chooses*.

Convenience is the key.

That's why Deal's Consulting Incorporated, the leader in premier fire safety training services for corporate management and associates, is now offering a new online training website and classes, making it possible for potential attendees to learn what they need to know about fire safety in the comfort of their own home.

Master Houston Fire Inspector Steve Deal is at the helm, and has been working with office building owners and managers since 1991. You won't miss any bit of information. And the best part? *You ensure your office's safety*.

For more information on this new convenient fire safety training regimen, contact Fire Inspector Steve Deal at 713-253-4106 or e-mail at dealsconsulting@gmail.com.



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For analysis: Body of a Inquiry Letter

Inquiry Letter Sample for a product

I am writing to inquire about the availability of [product name]. I have seen the product details on your [website] and I'm very interested in buying one. I appreciate if you can send me samples so I can test before taking a decision. I have confidence in your commitment to quality but part of our procurement process is to test before any purchase. I also appreciate if you could send me the price of one unit as well as discounts on bulk orders. I need to take a decision in the coming few days so it's really very important that I receive this information as soon as possible. Awaiting your reply.

Best Regards



For analysis: Body of a Complaint Letter

Sample Complaint Letter

Jim Dandy
2525 E. 34th Street
Greeley, CO 80631
July 15, 2006

Customer Service
Cool Sports, LLC
8423 Green Terrace Road
Asterville, WA 65435

Dear Sir or Madam:

I have recently ordered a new pair of soccer cleats (item #6542951) from your website on June 21. I received the order on June 26. Unfortunately, when I opened it I saw that the cleats were used. The cleats were dirty and there was a small tear in front of the part where the left toe would go. My order number is AF26168156.

To resolve the problem, I would like a credit to my account for the amount charged for my cleats; I have already purchased a new pair of cleats at my local sporting goods store so there is no need to replace the defective cleats.

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Then you for taking the time to read this letter. I have been a satisfied customer of your company for many years and this is the first time I have encountered a problem. If you need to contact me, you can reach me at (555) 555-5555.

Sincerely,

<Signature>

Jim Dandy

<https://www.google.com/search?q=complaint+letter+sample&tbm=isch&ved>



For analysis: Body of a Complaint Letter

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Sincerely,

<Signature>

Jim Dandy



For analysis: Body of a Request Letter

The MAEd Language and Literature students taking Lang/Lit 207 Current Trends in Teaching Language, Reading and Literature course under my tutelage in the MMSU Graduate School will be holding an Action Research Proposal Presentation on May 6, 2018 (Sunday), 1:00-5:00 PM at Rooms 103 and 104 of our college's main building. The said presentation is an application of the current trends and strategies that we discussed in class.

Recognizing the relatedness of the said activity to my undergraduate class in the college, EngEd 104 Language Research with the BSEd English Majors, I would like to involve them in the action research presentation as audience and reactors. Through such participation, our BSEd students will gain wider and richer understanding of action research and of the current strategies in teaching language arts. This will also be a good venue for our pre-service students to build linkage to the MAEd students who are language teachers in the field and who will possibly be their critic teachers when they will have their teacher internship. Moreover, this endeavor will also be a manifestation of the strong partnership of CTE and the Graduate School.

The BSEd English Majors agreed to join the said endeavor. I have required them to secure notarized parents waiver. The said waivers will be completed and submitted to me on May 3, 2018 (Thursday).

In this regard, may we request your approval for their participation in the said event and for the use of the rooms in the main building as venue for the presentations.

We anticipate with gratitude your support and approval. Thank you very much.



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For analysis: Body of a Request Letter

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Ending the Body of a Letter

Before you sign off and end your letter, make sure that you provide a clear course of action for the reader.

Examples:

- Letter of Complaint = Make it clear that you need a reply.
- Letter of application for a job = End on a positive note and say that you are looking forward to hearing from them.
- Letter of invitation = _____
- Letter of request = _____



Ending the Letter: Complimentary Close

Signing off will depend on how you started your letter.

- If you used someone's name, end with 'Yours sincerely,'
- If you didn't use their name, you used 'Sir/Madam' instead, so end with 'Yours faithfully,'



Complimentary Close

The courtesy word ending with a comma.

= written in phrase

= only the beginning of the word is capitalized

Examples

- Respectfully yours,

- Very respectfully yours,

(Formal, the writer is subordinate of the sender)



Complimentary Close

- = Sincerely yours,
 - = Very sincerely yours,
 - = Truly yours,
 - = Very truly yours,
- (Less Formal)



Complimentary Close

Your kind approval is highly appreciated. Thank you very much.

Very truly yours,

JAHNESE D. ASUNCION
Student Affairs Coordinator



Name and Signature

- The name of the sender of the message
- = typed 2 spaces after the complimentary
- = typed in all CAPITAL letters
- = include the designation of the writer
- = duly signed by the writer



Name and Signature

Your kind approval is highly appreciated. Thank you very much.

Respectfully yours,

HANNAH IRISH D. RAMOS
President, Student Council

Noted:

JAHNESE D. ASUNCION
Student Affairs Coordinator



Proofreading

Once you have written your formal letter, check the grammar and spelling carefully.

Use the spell-checker on your computer and then read the letter over yourself as the spellchecker will not catch every error.

Use a dictionary or thesaurus, if necessary.

Check the grammar and punctuation for correctness and make sure the sentences are complete.





“You can have brilliant ideas, but if you can't get them across, your ideas won't get you anywhere.”

- *Lee Iacocca*



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Get in Touch With Us

Send us a message or
visit us

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cte@mmsu.edu.ph

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