UNIT 18 THE LANGUAGE OF FORMAL LETTERS

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18.1 OBJECTIVES

In this unit we discuss the language we use in formal and informal letters. We will take a specific look at the choice of words and phrases, style and tone of formal letters.

18.2 INTRODUCTION: THE LANGUAGE OF FORMAL LETTERS

In Unit 1, we discussed the basic phrases (*Dear Sir, Sincerely, Thank you, Best wishes...*) that are usually found in a formal letter. These phrases are used as a kind of frame to introduce the content of a letter. By using these standard phrases, you can give a professional tone to letters in English. In this unit we will look at the language and content of formal letters: letters to offices or business houses or to professionals.

In this age of advanced electronic communications, composing a well-crafted letter is no less important than it was earlier. We still depend on letters as a means of communicating our professional, business or consumer interests. Our letters frequently express a point of view, make a case, register an opinion or profess a need. This purpose requires the writer's language to be *precise*, *formal*, *friendly* and *polite*.

18.3 USE A FORMAL STYLE

Let us first begin with an exercise to show you what we mean by a *formal style*, and how this is different from the style we use in friendly personal letters, we write to our relatives, parents, and friends.

Look at the box given below. The box has words and expressions with similar meanings, but with a different "register" or style. One set of expressions is used in informal letters and the other in formal letters.

191	Informal	Formal
(a)	Hi	Dear
(b)	putting me up	your hospitality
(c)	when I was in	during my visit to
(d)	Sorry	Please accept my apologies
(e)	that I haven't written	for not writing to
(f)	when I got back	on my return
(g)	workmates	colleagues
(h)	go on	proceed
(i)	straight away	immediately
(j)	great that you were able to	very kind of you to
(k)	pass on	convey
(1)	thanks	gratitude

The dictionary often gives you information about whether a word or expression is formal or informal.

Now let us do a task that has been adapted from an online dictionary. If you are confident using the net, you can visit the site

http://www.macmillandictionary.com/ess

gister.PDF

Can you now complete these letters with the expressions above? First, try to find out by quickly reading the letter, whether the letter is an informal or a formal one. It is easy to fill in the blanks once you have identified the style of the letter.

A

PowerSafe Peers House Sardar Patel Road New Delhi (a) Parimal, I am writing to thank your for (b)____ (c) ____ Hyderabad (d) last week. Please accept my apologies (d)_____ earlier, but I have been busy with work (e)_____. It was (g) and your (h) to meet me and your comments and suggestions were very useful and informative. I am confident we can now (i) _____ with the EDF project (j) ____. Thank you again for your invaluable input and please (k) ____ my (l) ____ to your colleagues. With best wishes, Hussein Fida

B

PowerSafe Peers House Sardar Patel Road New Delhi
(a) Parimal,
Just a short note to say thanks a million for (b) (c) Hyderabad last week. Sorry (d) before now, but I've been pretty busy with things since (e)
I had a great few days with you and it was (g) to show me round where you work. It was really interesting to see what you do and I thought your (h) were really funny. Well, for me, it's back to my studies. I need to (i) with writing up my project (j)
Please say hi to your housemates and (k) my (I) to them for letting me stay.
Love, Hussein Fida
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As you can see, the choice of words and expressions change the register of the letters completely. When we write for professional, official purposes, we use a formal style.

As we have shown in the table above, formal letter writing (for e.g., *immediately*) is different from the chatty, conversational style (for e.g., *straightaway*) we use in our friendly email messages. That is, we normally do not use slang and colloquial expressions like "guy", "bloke", "I was cheesed off" in formal letters. But the language of formal letters is also different from the specialized language we find in legal contracts and reports. In the majority of formal official letters and email messages we write and receive, we find a style between these two extremes.

*Read the three letters below, and pay close attention to the language each of them uses. Text A*is an **informal** letter written to a friend by another friend. Text B is a **formal** email written by the Head to his team members in a Sales department. Text C is an extract from a **very formal** legal document on copyright.

Hi Maya,

It's been a while since we wrote, so I thought I'd drop you a line to bring you up to date with what's been happening here. Nalin got a fantastic job in January. That means, we can relax a little. I still don't have what I really want work wise, but it will happen soon. You have to stay positive, don't you? My parents are both fine, and I think they are really happy that we've moved back to Delhi. For us, it's great to be so close to family again, an extra sense of comfort and security.

So, what about you these days? Are you still stuck in that old job? Since I've been having so much trouble getting a job I understand your reluctance to change. There is nothing worse than filling in endless application forms, with no idea of what it will lead to.

Anyway, I've got another form to fill in so I'll end now.

Love,

Payal

TO: Sales Department Members FROM: H.C. Chambers SUBJECT: Monthly Results

The numbers are in and I am proud to inform you that our total sales for the period of April 15th through May 15th amount to \$358,466.00, which represents a 10% increase over our sales for the preceding period.

You have achieved the goal we established in the first week of April, and you are all to be highly commended for your achievement. Congratulations!

ASSIGNMENT OF COPYRIGHT

FOR VALUE RECEIVED, the undersigned hereby sells, transfers and assigns unto its successors and personal representatives, all right, title and interest in and to the following described copyright... The certificate of copyright is attached.

The undersigned warrants good title to said copyright, that it is free of all liens, encumbrances or any known claims against said copyright.

Signed under seal this _ day of _, 19_.

Always remember, writing that is too formal can sound unfriendly, and an overly obvious attempt to be causal and informal may strike the reader as insincere or unprofessional. In using a formal style, we have to ensure that your style is businesslike without being stuffy. The tone should suggest that you are sensible, objective, interested in facts and courteous.

Check Your Progress 1

Decide if the following expression comes from a formal or informal letter. Write F (formal) or I (informal) after each one.

- (1) I'll finish now as I'm running out of space.
- (2) Thank you for sending me your brochure.
- (3) Sorry for not writing for so long.
- (4) If you have any further questions, please contact me again.
- (5) I must apologize for not contacting you sooner.
- (6) I look forward to hearing from you.
- (7) I'd better finish.
- (8) Write again soon!
- (9) I wish to apply for the post of Call auditor at ACER Industries, that was advertised in the Deccan Herald on 22 March, 2007.
- (10) It was lovely to hear from you.
- (11) Best wishes.
- (12) It was great to get your letter.
- (13) Good luck!
- (14) I wish to complain about the terrible service at your restaurant.
- (15) I am writing with reference to your letter...

18.4 TAILOR YOUR STYLE TO GET RESULTS

We have seen that formal letters limit our options about the kind of language to use. But we do still vary our style depending on the purpose of the letter. Sometimes we want to make an impact, so we adopt *a forceful style*. At other times, we find that *a passive style* is preferable. Sometimes, when we are selling or promoting a product, we find *a personal style* works wonders. In making a complaint, *an impersonal style* sounds less offensive. Sometimes, especially in letters thanking and congratulating people, a style where we use many adjectives is more apt.

Style is the way we use words to achieve a certain tone, or an overall impression. We can vary our style – our sentence structure, the vocabulary – to sound forceful or passive, personal or impersonal. The right choice depends on the **purpose** of the message and our **relationship** with the reader.

The first step toward getting the tone right is to think about your relationship with the reader. Who are you and who are they? Are you friends of longstanding or are you total strangers? Is the reader your senior (in age, occupation and experience) or your equal?

Though formal letters are not conversational they definitely have to be friendly. What do we mean by the term 'friendly'? Friendliness in official discourse suggests that we show a consideration for the reader/the receiver. If we just stop and think how the other person is likely to receive your communication, we will be able to prevent misunderstandings, and will make sure that it doesn't offend our readers. The simple test we need to use here is: "How would I feel if I received this letter? Would I want to answer this letter?"

The second test is to take time to consider the purpose of our letter. Obviously, we want the message to reach our audience, and we will probably want the reader to take some action in response to our message. Once we are clear about the message and how we wish to express it, the tone of our letter will become clear.

Let us see what Nalin, Payal's husband did, when he got this 'fantastic' job offer. He has been offered the post of a Training Manager in EXCEL Systems, and he wants to write a letter saying that he is accepting the job. But he is unsure of the tone he should take in the message. He asks himself, "What do I want to say in my letter? I want to inform them that I have decided to accept the position, I want to thank the company for the offer, and also establish goodwill with my new coworkers." So Nalin is quite clear what he wants to say in his letter, so he assumes a tone that shows that he is happy about the offer, and is enthusiastic about beginning a new job.

- · Knowing what to say and
- Knowing how to say it

has set the tone of the letter for Nalin

In this section, we will try to illustrate different circumstances, where a particular style seems to be more effective than others. We will give you examples of the following styles we use in formal letters

- A personal and friendly style
- An impersonal and indirect style

18.4.1 A Personal and Friendly Style

Today, the world has changed, and we find that sales promotion letters from banks, credit card companies and shopping malls use language which is personalized. These companies know that readers would want to read a letter if they feel that there is someone at the other end of the letter (the writer, or the company) who is taking notice and showing some interest in their concerns. Read this letter, and see how the writer (here, ICICI bank) has personalized the letter.

Dear Customer,

At ICICI bank we have always understood the value of your time.

That's why we have recently introduced the one-stop, single point FAST FORWARD service, especially for privileged customers like you. As an

esteemed customer with a quarterly average balance of Rs. 1,00,000 and above, we are sure you will welcome special facilities aimed at saving time and enhancing your experience with ICICI bank. Our FAST FORWARD service is intended to make banking easy, convenient and fast.

How does it work? Simple! To avail of this service, all you have to do is head for the fast forward service counter at your branch and show your FAST FORWARD privilege card. This service is available to you whenever you visit us for your banking needs.

I am confident that you will find our FAST FORWARD service convenient and prompt. I look forward to helping you grow your business.

Warm regards, Anup Bagchi General Manager

The letter sounds friendly and personalized, it makes the reader feel good and doesn't sound like a computergenerated routine letter (though it is!). How does the letter achieve this tone? It uses I, you and we with ease, and not the third person or the impersonal 'the ICICI bank'. The first line of the letter could have been a very impersonal "The ICICI bank understands the value of the customer's time." Instead it uses "at ICICI bank, we..." and "of your time". The letter also uses a direct active voice. It uses questions and easyto-understand language ("How does it work?"). The letter refrains from overusing the passive voice (like "Our fast forward is intended to...").

Dictionary entry (OALD 2000)

personal adjective

not official not connected with a person's job or official position: The letter was marked 'Personal'. • I'd like to talk to you about a personal matter. Please keep personal phone calls to a minimum.

done for person made or done for a particular person rather than for a large

particular person rather than for a large group of people or people in general: We offer a personal service to all our customers.

Offensive referring to a particular person's character, appearance, opinions, etc. in a way that is offensive: Try to avoid making personal remarks. • There's no need to get personal!

Look at the dictionary entry on the right. OALD (2000) gives us seven meanings of the word 'personal' of which we have listed three for you. When we use the term 'personal' in formal letters we are using the second sense – where the reader gets a feeling that a letter is being written for him/her rather than a large group of people or people in general. In the context of business letters, it should not be made to mean giving personal information that is not official or making personal remarks which can be offensive.

When we use words such as **I**, we, you, your, my, and our in letters, our writing becomes much more readable. A personal style exudes warmth, and sounds just like one human being talking to another.

However, the use pf personal pronouns like I and you, may not sound proper in a letter of complaint. Compare:

You have not paid your telephone bill. When can you pay it?

The bill has not been paid. Kindly let us know by which date it can be paid.

The second (the bill has not been paid..) sounds less accusing and offensive.

Therefore, if you feel that you need a personal and friendly tone in your letter, you may:

- Use personal pronouns, especially: we and you, when saying positive things
- Use the active voice
- Use short sentences that capture the rhythm of ordinary conversation
- Direct questions at the reader

√ Check Your Progress 2

- A. Given below are some phrases from letters. How will you make them sound less impersonal?
- 1. The customers will appreciate the fact that the company is giving a 10% discount on computers this month.
- 2. Further to your recent communication, please find enclosed the requested quotation.
- 3. If the customers have any further questions they should contact the company at 9886745612.
- 4. It was discovered that the salary totals were incorrect.
- 5. The list of the names and the number of people attending the course has not been finalized.
- B. Rewrite this letter to make it sound more friendly and personal.

Your letter requesting information about our programme has been received in the director's office. Please be advised, however, that in order for this office to respond to your inquiry, appropriate forms must be completed. Accordingly, your letter is being returned to you, and if you want the information being sought, another letter with the enclosed forms that are being sent to you, must be mailed to the above address.

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18.4.2 An Impersonal and Indirect Style

We have said that a personal and direct letter is usually good to receive, but this is not true of all occasions. Read the following letter:

I regret to inform you that <u>we must reject</u> your application for admission into our law college programme. <u>We cannot accept your application</u> because <u>you were supposed to send it on or before July 9. We have stated this clearly in our college catalogue. We have also printed this information on the application form.</u>

We have made every effort to prevent late applications: therefore we cannot make any exceptions. We deeply regret any inconvenience associated with your reply.

Would like to receive this kind of letter? The letter is in a style so direct that it may offend the reader. The statements – we must reject..., we cannot make exceptions, you were supposed to... are blunt statements that are likely to cause pain and anger. In giving bad news, a personal style of this kind can be offensive. Now read a revised version of this letter:

Your application to our law school programme cannot be accepted. The refusal is based on the fact that all applications must be received before July 9. This policy is clearly stated in our catalogue and has also been printed on the application forms.

In writing bad-news letters (refusing permission, declining requests, making complaints) it is often better to use an indirect and impersonal style.

√ Check Your Progress 3

Given below are two fetters of complaint. Read them and do the tasks that follow.

To: vijayashree@rediffmail.com From: sureshkv@sanchar.net.in Subject: Overdue payment

Dear Ms. Vijayashree,

This is to inform you that our records indicate that you have not paid your bill for the Internet service and it is more than 60 days overdue. Because you haven't responded to our repeated letters and phone calls, we have no choice but to discontinue your service if you do not make a payment within five business days.

If you would like us to continue to be your Internet service provide you should make a payment on or before January 3, 2002. If not, we will terminate your service as of that date. Perhaps you need to review your accounting system?

Regards, K V Suresh Account Manager To: vijayashree@rediffmail.com From: sureshkv@sanchar.net.in Subject: Overdue payment

Dear Ms. Vijayashree,

This is to inform you that our records indicate that your payment for Internet service is more than 60 days overdue and our attempts to contact you by phone and letters have been unsuccessful. As per policy, your service will be discontinued if a payment is not received within five business days.

Kindly make a payment on or before January 3, 2002. We look forward to a continued association with you.

Regards, K V Suresh Account Manager

A. List the common factual information given in both the letters.			
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P .		¥
Fact	Language of Letter A	Language of
		Letter B
payment not received	you have not paid your	that your
	bill for the	payment for
	Internet service	Internet service is more
		than 60 days overdue
C. Which letter do you th	nink is less offensive? And v	vhy?
C. Which letter do you th	nink is less offensive? And v	
C. Which letter do you th		
C. Which letter do you th		

18.5 AVOID OVERUSED PHRASES

Many people write in too formal a style which contains tired overused phrases like we acknowledge receipt of..., after careful consideration...Enclosed herewith, I am writing this letter to inform you.... One of the common failings of such writing is either using words that are unnecessary or using wordy phrases when a much shorter phrase would do.

Writing in plain simple English makes it easier to understand, and saves the reader's (and the writer's) time. Writing in simple English means cutting out useless words and phrases. Look at the following examples with the unnecessary words in bold.

....During the course of investigations also, it should be mentioned that many people...
Allow a few days to elapse before speaking with....
You should contact.....

Similarly, we can use single words for some overused phrases. For example, we can use 'soon' instead of 'at an early date' and 'until' for 'until such time that'.

There are also many words we use that have simpler, clearer or less formal equivalents. We can use the simple word 'get' for the formal word 'obtain'; and 'help' for 'assistance' The simpler, familiar words put us and our readers on the same plane; longer, abstract words make it more difficult to achieve understanding. The American author and humorist, Mark Twain once worked as a journalist and he was paid seven cents a word for his articles. He clearly expressed his rules for successful writing when he said "I never write metropolis for seven cents, because I can get the same price for city".

Check Your Progress 4

- A. Rewrite these wordy phrases in simpler English.
- 1. In the course of
- 2. during such time that
- 3. in spite of the fact that
- 4. anything over and above this
- 5. For a period of 14 days
- 6. Up to a maximum of four people

- 7. It would be appreciated if you would...
- 8. I am writing with reference to....
- 9. at this moment in time
- 10. In accordance with your request

B. Try to write the following sentences in simpler English:

- 1. The duty of a clerk is to check all incoming mail and to record it.
- 2. The current focus of the medical profession is disease prevention.
- A shortage of tellers at our branch office on Friday and Saturday during rush hours has caused customers to become dissatisfied with service.
- 4. She has the ability to influence the outcome.
- 5. It is necessary that we take a stand on this pressing issue.

18.6 MAKE YOUR LETTERS GENDER NEUTRAL

Try solving this riddle: A young man is rushed to hospital after a road accident. He is taken to the operating theatre immediately for an emergency operation but the surgeon takes one look at the patient and says "I cannot operate on this man, he's my son". The surgeon is not the patient's father. Who is the surgeon?

Language and society reflect one another. It is important for us as communicators to recognize and respect change in the meaning and acceptability of words. Today, with the changing roles of men and women, our awareness and use of language

also needs to change. Did you know that in Old English, the word *girl* meant a young person of either sex? Now we would think it rather odd if we heard someone referring to a boy as 'hey, girl.' Just as you would not use girl with its outdated meaning, you should not use other words that do not accurately represent the people we are addressing.

The English word *girl* (first documented in 1290) originally designated a child of either sex. To designate between the two genders, a female child was called a *gay girl*, while a male child was called a *knave girl*. During the 14th century its sense was narrowed to specifically female children. Subsequently, it was extended to refer also to mature but unmarried young women since the 1530s. http://en.wikipedia.org/wiki/Girl

Do you think using a gender-neutral language is necessary? Or do you think it

is just an attempt at being politically correct, and should be taken too seriously? Read the information in the box to see the way communication is perceived by people in the workplace today.

Let's take another example. Since the majority of physicians historically have been male and most secretaries female, the cultural habit is to refer to all physicians as **he** and all secretaries as **she** when their particular gender is not known. One might state,

Several years ago I received a cover letter and résumé for an open position. The cover letter was addressed to the "Hiring Manager", but the salutation was "Dear Sir." I was stunned. That this person clearly assumed the Marketing Director was a male stunned me. I did keep the résumé and cover letter on my desk for a couple of days, but only to show my colleagues. I did not consider the writer fit for my department and did not respond to his application. http://safari.adobepress.com/0028640314/chl5lev1sec6

"Tomorrow I will meet my new doctor; I hope he is friendly. I don't know his secretary either — I hope she's efficient."

However, unless one is certain that the new doctor is male, it would be better to alter the sentence so it does not use the gendered pronoun "he". Options might include:

- "Tomorrow I will meet my new doctor, who I hope is friendly."
- "Tomorrow I will meet my new doctor; I hope the doctor is friendly."
- "Tomorrow I will meet my new doctor; I hope he or she is friendly."

The pronouns *he*, *his*, *him*, and *himself* should be used only when referring to a male person. It is not acceptable now to use all masculine nouns and pronouns to refer to both men and women. Such language is considered sexist. It is safer to use the plural pronoun (*they*, *their*, *themself*); *he/she*, *him/her*, *himself/herself*, or use *you*, in letters.

Human resources has replaced manpower, mail carrier has replaced mailman, and chair or chairperson has replaced chairman. We now commonly use flight attendant instead of steward or stewardess, and salesperson or sales representative to replace salesman or saleswoman.

Instead of *a lady doctor*, it is better to say *a doctor* because *lady doctor* implies that doctors are usually male. Similarly instead of *an actress* it is better to say *an actor*. Also, we should try to avoid stereotyping. For example, instead of 'both the applicant and his wife should sign' we should use 'Both the applicant and spouse should sign' because the applicant can be a man or a woman.

√ Check Your Progress 5

Here are some sentences which you can revise to make them gender neutral.

- If the researcher is the principal investigator, he should place an asterisk after his name.
- 2. The driver should submit his completed form at the registration counter.
- 3. Each supervisor should be at his workstation by 8 a.m.
- 4. If a student is late in enrolling, he must pay an additional fee.
- 5. A teacher must communicate clearly with her students.
- 6. The writer should use his own judgment in this regard.
- 7. Professors and their wives are invited to the Presidential dinner.
- 8. Please consult your gynaecologist for her opinion.
- 9. The authoress, Jane Seymour, hosted a book signing at Barnes and Noble.
- 10. Kindly send a copy to your Chairman for his approval.

18.7 LET US SUM UP

In short, business letters should be

- formal
- polite and friendly
- positive
- personalized and
- gender neutral.

These are features of all business communications, and not only letters and emails.

18.8 FURTHER READING

Poe, F. W. (1993). McGraw-Hill Handbook of Business Letter Writing. New York; McGraw-Hill.

Monippally, M. M. (1997). *The Craft of Buisness Letter Writing*. New Delhi: Tata McGraw-Hill.

18.9 ANSWERS TO CHECK YOUR PROGRESS

Check Your Progress 1

- 1. I'll finish now as I'm running out of space. (I)
- 2. Thank you for sending me your brochure. (F)
- 3. Sorry for not writing for so long. (I)
- 4. If you have any further questions, please contact me again. (F)
- 5. I must apologize for not contacting you sooner. (F)
- 6. I look forward to hearing from you. (F)
- 7. I'd better finish. (I)
- 8. Write again soon! (I)
- 9. I wish to apply for the post of Call auditor at ACER Industries, that was advertised in the Deccan Herald on 22 March 2007. (F)
- 10. It was lovely to hear from you. (I)
- 11. Best wishes. (F/I)
- 12. It was great to get your letter. (I)
- 13. Good luck! (I)
- 14. I wish to complain about the terrible service at your restaurant.(F)
- 15. I am writing with reference to your letter... (F)

Check Your Progress 2

- As a customer, you will be happy to know that the company is giving a 10% discount on computers this month.
- 2. Thank you for contacting us. I enclose the quotation you asked for...
- 3. If you have any questions, please contact us at 9886745612.
- 4. We discovered that the salary totals were incorrect.
- 5. We have not finalized the list of the names and the number of people attending the course.

Thank you for your letter to our director asking for information about our programme. You need to complete the appropriate forms so that we can respond to your enquiry, so we are returning your letter. We enclose the forms that you need to complete. Kindly write back to us, enclosing your filled-in-forms.

Check Your Progress 3

- A. List the common factual information given in both the letters.
 - 1. payment is overdue
 - 2. no response to emails and telephone calls
 - 3. termination of service if payment is not made

Payment not received	you have not paid your bill for the Internent service	that your payment for Intenet service is more than 60days overdue
no response	you haven't responded to our repeated letters and phone calls	our attempts to contact you by phone and letters have been successful
termination of service	your service will be discontinued if payment is not received payment	we have no choice but to discontine your service if you do not make a payment

- 4. payment to be made on or before January 3, 2007
- B. Differences in language

payment not received

C. Letter B is more polite and less offensive, because it is written in an impersonal and indirect style. Letter A sounds harsh and I written in a tone which is accusing and threatening.

Check Your Progress 4

- A. 1. During
 - 2. Till
 - 3. Despite/ in spite of
 - 4. anything over this
 - 5. For 14 days
 - 6. Up to four people

- 7. Please...
- 8. I am writing about
- 9. Now
- 10. As requested
- B. 1. The clerk must check all incoming mail and record it.
 - 2. The medical profession currently focuses on disease prevention.
 - 3. A teller shortage at our branch office on Friday and Saturday during rush hours has caused customer dissatisfaction.
 - 4. She can influence the outcome.
 - 5. We must take a stand on this pressing issue

Check Your Progress 5

- 1. An asterisk may be placed after the principal investigator's name.
- 2. Drivers should submit their completed forms at the registration counter.
- 3. **Supervisors** should be at **their** workstations by 8 a.m.
- 4. Students enrolling late must pay an additional fee.
- 5. Teachers must communicate clearly with their students.
- 6. Writers should use their own judgment in this regard.
- 7. Professors and their spouses are invited to the Presidential dinner.
- 8. Please consult your gynaecologist for **his/her** opinion. (or Please get a gynaecologist's opinion.)
- 9. The **author**, Jane Seymour, hosted a book signing at Barnes and Noble.
- 10. Kindly send a copy to your Chairperson for approval.