

# Business correspondence

Business



**ASSIGN  
BUSTER**

Report: Proposition (Manila Paper, 1inch font) Portfolio in BCTRW(Old Magazine) 1st Page: A Prayer from my Heart (5 sentences) 2nd Page: Importance of Correspondence in my Everyday Life •Introduction

•Importance •Conclusion(must be connected to introduction)

Correspondence a : the agreement of things with one another b : a particular similarity c : a relation between sets in which each member of one set is associated with one or more members of the other — compare function 5a 2 a : communicationby letters; also : the letters exchanged : the news, information, or opinion contributed by a correspondent to a newspaper or periodical Examples of CORRESPONDENCE 1. They communicated by telephone and correspondence. 2. E-mail correspondence has become extremely important for modern businesses. 3. The two men began a correspondence that would continue throughout their lives. 4. A book of the author's personal correspondence was published early last year. 5. A formal tone is always used in business correspondence. . Note the correspondence of each number to a location on the map. 7. Sometimes there is little correspondence between the way a word is spelled and the way it is pronounced in English. 8. Sometimes there are few correspondences between spelling and pronunciation. Is business correspondence still essential in this age of computerization? Yes, it is. Business correspondence is still the principal means used by a business firm to keep in touch with its customers. Is business correspondence still essential in this age of computerization ? Yes, it is.

Business correspondence is still the principal means used by a business firm to keep in touch with its customers. What are the principles of good business

letter ? A good business letter should have five qualities : (a) conciseness; (b) clarity; (c) completeness; (d) correctness; and (e) courtesy. What about the language of a business letter ? Well, just write simply, in an easy and natural way just like you talk with your friends. So, I have to make my business letters sound like a good conversation ? That's right. To write a business letter is just " to hold a conversation" by post.

By the way, what are the rules of good writing ? In fact, there are a lot of rules to be followed if you want to write good letters. But we may summarize them as follows : 1. Think first of the reader and address yourself to his interests. Tell him or her all he or she wants to know and don't leave him to guess between the lines. 2. Adopt a tone suited to the occasion and the purpose of the letter 3. Write naturally, as you would talk, using plain and familiar words. 4. Write clearly and to the point. Don't beat about the bush.

Please keep in mind that the most essential point in all business writing is exactness expressed in language that is absolutely clear. 5. Write courteously and make your letter sound friendly and sincere. 6. Avoid wordiness. 7. Avoid commercial jargon. 8. Write effectively. 9. Avoid monotony by introducing variety. 10. Write to a plan if your letter is long or specially important. 11. Pay special attention to the opening and closing paragraphs first and last impressions leave a special mark on the reader. 12. Check your letters before you send them.