



THIRUTHANGAL NADAR COLLEGE

(Belongs to the Chennaivazh Thiruthangal Hindu Nadar Uravinmurai Dharma Fund)

Selavayal, Chennai-51.

A Self-Financing Co-educational College of Arts & Science

Affiliated to the University of Madras

Accredited with 'B' Grade by NAAC

An ISO 9001: 2015 Certified Institution

NAME OF THE DEPARTMENT:COMMERCE

GENERAL SHIFT-1

SUBJECT :BUSINESS COMMUNICATION

TOPIC :COMMUNICATION TYPES

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COMMUNICATIONS- DRAFTING OF DIFFERENT TYPES OF LETTERS

- Exchange of letters or communication is an important function of a modern business establishment/Office
- A letter in reality is an intimate and personal conversation between the persons, who are quite far off from each others
- It should be simple & clear to understand.
- According to Charles Lamb – the famous essayist, a letter should be:-

- Respectful to superiors
- Courteous to subordinates
- Familiar to friends
- Affectionate to relatives
- Tender & sympathetic to in condolences
- Lively & joyous in congratulations
- Forcible and impressive in serious/important matters
- Easy and sprightly(lively) in light subjects

NETWORK OF COMMUNICATION:

- ❖ There are two types of communication systems in any organization
- ❖ formal
- ❖ informal

FORMAL COMMUNICATION:(WRITTEN)

- ❖ Formal communication are for specific purpose with determined business activity to be transacted
- ❖ The information passed from superiors to subordinates to do a particular job is a formal communication – usually communicated in writing

❖ **FORMAL COMMUNICATIONS ARE
NECESSARY WHEN:**

- ❖ A large number of people are involved
- ❖ The recipient of the communication is slow, forgetful or is expected to repudiate verbal communication
- ❖ The communication/information is complicated and involves detailed discussion/instructions, which may be adhered to in strict sequence
- ❖ The communication involves the use of figures
- ❖ It is to be transmitted , in turn, to other people

❖ INFORMAL COMMUNICATION:

- ❖ Informal communication, where there is no hard & fast rules – just casual - generally verbal communication
- ❖ Informal communication is made through outside the officially designated channels of communications (no spelled out rules, regulations or manuals)
- ❖ For example: when a workman is unable to communicate his feeling to his Supervisor/Manager, he communicates the same informally to his colleagues.

- ❖ Very often it becomes an instrument of spreading rumour, untruth or distorted information by vested persons and are likely to be mislead or misinformed
- ❖ Sometimes this resulting in emotional blackmail, disruption of industrial relations, flash strike etc.

- ❖ Oral or verbal communication is appropriate when:-
- ❖ The idea is simple – face to face communication – when immediate feed-back is required
- ❖ Demonstration or practice (acted upon) follows the instruction
- ❖ The effect of communication is not far remote in distance
- ❖ If communication affects only a few people
- ❖ If communication deal with ordinary matters

❖ **FORMAL COMMUNICATION MAY BE:**

❖ **(A) VERTICAL COMMUNICATION:**

❖ **DOWNWARD COMMUNICATION**

❖ from top management to subordinate executives to workmen to do a specific job – instruction, orders etc.

❖ **UPWARD COMMUNICATION**

❖ from lower level to higher management level – appeal, completion report or feed-back

❖ HORIZONTAL COMMUNICATION

- ❖ communication amongst the people working more or less at the same level is regarded as horizontal communication
- ❖ For example
- ❖ a Works Manager informing the Maintenance Manager regarding a machine break-down or likewise

❖ METHOD OF COMMUNICATION:

- ❖ Communication may be written, oral or visual.
- ❖ Oral or written are usually used for day-to-day working of an organization or industry
- ❖ Visual is generally used for education, training & publicity.

TYPES OF BUSINESS LETTERS:

(A) ROUTINE LETTERS:

- Business letters are direct formal communication with a client, business executive etc.
- It may be within or outside the organization for seeking information, sharing information, processing information, conveying the views and ideas.
- Such letters should be courteous, factual and polite
- The language & the tone of expression must be simple, friendly encouraging/enthusiastic to act upon immediately by the recipients

(B) OFFICE ORDER/OFFICE MEMORANDUM:

- OO/OM is, generally, a downward communication within the deptt/organization for specific purpose to enforce discipline, clear cut directions on issues etc.
- It has limited circulation to concerned authorities/employees
- It is , generally contains instruction/orders of the functional head or supervisor executes according to procedures, systems, rules & regulations practiced in an organization

NOTE-SHEET:

- Mostly an upward communication – from subordinate to superiors – seeking approvals, guidelines, orders, financial concurrence etc.
- Also used as a lateral communication. This type of communication is generally made in the Govt./CPSUs. Etc. to be preserved for audit etc., as and when necessary, or at the end of financial year or during inquiry for any irregularities committed by any individual or deptt.

- The main aim of note-sheet is to help in the disposal of a case or internal communication, by giving written comments about the issues involved
- The dealing hand, who first initiates the note-sheet should provide all relevant information/points , explaining its intricacies, analyzing the issues involved, citing the relevant laws and conventions and by making suitable suggestions regarding the course of action.

- The main objective of noting is that those who present it in such a way that it is complete in every respect enabling the executive to take an impartial decision without fear or favor
- The essentials of noting are :
 - Should be brief
 - Should be clear – no room for ambiguity
 - Should be summarized statement of facts
 - Should contain suggestions regarding the appropriate course of action

(D) DEMY OFFICIAL (DO) LETTERS:

- Demy Official letter is generally in correspondence between Govt. Deptts – important customers and officials connected with business
- For interchange of communication, opinions on sales, purchases etc. on important points without any formalities of official procedures
- To specifically attract the attention of the recipients immediately
- A demy official letter is written by senior executive or HOD to other executives of similar status or such other non-officials in public also.
- Do letter, generally, is directly dealt by the recipient official

➤ **DO LETTERS ARE, GENERALLY, UNDER THE FOLLOWING CATEGORIES**

- Requesting for an appointment
- Replying to a request for appointment
- For follow up the matter
- Extending an invitation(formal or informal)
- Expressing congratulations, appreciation, empathy, sympathy etc.
- Acknowledging a letter of request

NOTICE

- It is an advance communication with limited circulation within an organization to the concerned authorities/employees/participants/shareholders of a Company outside the organization
- For discussing & deciding an agenda or presentation of Annual Accounts of Company in the AGM
- Notice may also be issued for formation of a committee to deal with specific transactions to be undertaken or to attend a meeting/function

CIRCULAR LETTERS

- Objective of circular letters to give certain information to a number of concerned individuals on the occasion of :
- Change in the name & address of an organization
- Announcement of a new production & other information concerning the organization and its establishment etc.