

**KV INSTITUTE OF MANAGEMENT AND INFORMATION STUDIES**  
**BA5111 SPOKEN AND WRITTEN COMMUNICATION**

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**UNIT I PERSONAL COMMUNICATION**

**Journal writing, mails/emails, SMS, greeting cards, situation based – accepting/declining, invitations, congratulating, consoling, conveying information.**

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### **JOURNAL WRITING:**

Journal Writing is an informal and casual writing. It is a means for recording personal thoughts, daily experiences and evolving insights. The process often evokes with self, another person, or even an imagined other person.

### **REASONS FOR JOURNALING**

- Preserve memories
- Improve your writing
- Sharpen your senses
- simply for the love of doing it.
- other side of journaling is reading

### **JOURNALING FORMATS:**

There are two types of journaling formats that are used for journal writing. They are:

- i. Free style journal writing
- ii. Structured or guided format journaling

#### **i) Free style journal writing:**

It is where you use a blank writing journal, notebook or sketch book to record your journal entries. You allow your thoughts to flow freely from your mind and onto the page.

#### **ii) Structured or guided format journaling:**

It involves recording information, thoughts or ideas within a series of fill in the blank type journal entries. You fill with your responses to a number of questions related to one topic.

Eg: Baby's first year memory book

### **TYPES OF JOURNALS**

- **Time capsule** - record of events that are important to you
- **Specific topic** - exercise habits
- **Dreams** – Record Dreams
- **Sketchbook** – Express via Drawings
- **Travel journal** – Business Trip or Holiday Trip
- **Reading journal** – Create your own book
- **Specific time frame** – Recording events in a particular time frame eg: Building a house
- **Gratitude journal** – To whom we are grateful for the help that we received.
- **Group or family journal** – One journal used by all the members of the family or group.

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- **Recipe journal** – Transferring family special recipes to the next generation
- **Personal development** - identify opportunity to improve & measure your progress
- **Project journal** – learn from what you do. Eg: Chemistry lab
- **Gardening / Nature journal**
- **Meditation** – To record all that you want to share with others. Help to reduce stress.
- **Planning** – To-do-list
- **Creativity** - collection of ideas, observation, sketches, magazine clippings that could be used to inspire creative work such as paintings, stories.
- **Quick journal**- Gretchin Ruben - one sentence a day, Kathleen Adams – one adjective a day.

### SOME EXAMPLES OF JOURNALS

#### July 13, 2014....

The birthday party got cancelled. My boyfriend felt the invitees had enough time to respond. They did not. So he cancelled it. I thought he jumped the gun, but it was not all in my hands. My son got some lizards instead. I did not really like that idea either, but it was his birthday. His grandfather still has to get him something. And my parents also have a gift for him.

My writing is progressing. I am still waiting for payment for my article writing. I did however receive a phone call this morning about payment. I am happy about that. Although I couldn't understand the gentleman on the other end. I don't know if he said payment was coming, or someone was phoning. he was on a cell phone.

I guess I will know soon.

It is sooo...hot here in Ontario...you can't even go outside. There are bans on water usage.

I have an appointment this Friday with a specialist, about a problem I am having. I will have no choice, but to go out.

I hope there is nothing wrong. I have already had an ultrasound on my kidneys. They seem to be fine, from what the technician told me.

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**November 23, 2011**

I can't believe it's already Thanksgiving! I do love this holiday, and I love fall, so I'm excited to go back home where the leaves are changing and it's cold. I'm nervous about bringing Jack home to meet everyone, though! He's going to be so overwhelmed, but I keep telling him that they're all going to love him. Which I know they will. I guess I'm most worried about my sister, since she just got divorced. I'm worried she'll feel lonely the whole weekend and won't want to hang out with us because she'll be the only one without a significant other. It almost makes me not want to bring Jack, so I can hang out with my sister the whole time and help her get through this. But then again, that's not fair to Jack or myself. I want my sister to be happy, but I have to do what's right for me as well. I'm sure it'll all work out. I just don't want her to be depressed the whole time. Man, this has always been my favorite holiday, but this year I can't wait for it to be over.

### **Emails**

Email is Electronic mail, a text message that contains files, images, or other attachments sent through a network to a specified individual or group of individuals. An example and breakdown of an Internet e-mail address.

**support@hp.com**

**support** - The first portion indicates the user group or department.

**@-** is used as a divider in the e-mail address

**hp.com** - is the domain name

**Email Provider** – Gmail, Yahoo, rediffmail etc..

**Username** – unique, alphabet, Numeric, Alphanumeric, Symbols (hyphen -, underscore \_, & dot .)

**Password** – alphabet, Numeric, Alphanumeric, symbols

**Verification questions** – incase if you forget your password

### **COMPONENTS OF AN EMAIL**

- **Receiver's Id / recipients id - To :** [prince@kvimis.co.in](mailto:prince@kvimis.co.in)
- Email Id of the person to whom the mail has been written
- multiple recipients, separate each address with a comma

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- CC : carbon copy – official mails has to be carbon copied
- BCC : BLIND carbon copy – is anonymous, used for bulk mailing
- **The Subject**
  - main purpose of the Email has to be mentioned in a very short and clear manner in the Subject column
  - The reference number has to mention in case of formal communication
  - Eg: Subject lines
  - "Uh-oh, your prescription is expiring"
  - "Happy Birthday Lindsay - Surprise Inside!"
  - Questions about Sociology 210 project
  - Hi
  - Meeting                      Worst subject lines
  - Questions
- **Salutation & Greetings**
  - Every Email should start with a Salutation. Salutation honors the person to whom you are writing the Email. Greetings following the salutation will please the reader. The different forms of salutations can be:
- **Personal Communication:**
  - Dear Friend
  - Dear .....
- **Formal Communication**
  - Dear Sir/ Dear Madam
  - Dear Mr/Ms/Mrs/ Shri/ Shrimathi ...
  - Dear Customer/Parent/Suppliers.....
- **Body / Content / Purpose of the Email**
  - The purpose or the information to be conveyed has to be clearly mentioned. The information conveyed should be
  - Clear
  - Precise
  - Direct approach.
  - Contain Relevant facts
  - Negative statements should be avoided.
  - Brevity & Clarity, Use Paragraphs (5 sentences each)
  - Provide important dates or references

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### **Eg for an email content format**

Dear Ravi,

Can you send me a list of the students included in the resume-writing workshop by tomorrow?

We may have forgotten to include all of the students who might benefit from this workshop. There are several groups of students at the ABC college of arts and science that were not on your list.

Sara from the ABC college of arts and science contacted me to ask if the students from the BBM program were on our list. I will send her that information tomorrow after I get the list from you.

Thanks & Regards,  
Sudakar

### **Complimentary Note/ Closure Note**

- **Personal Communication**
  - With Regards , Warm Regards , With Best Wishes, With Love
- **Official Communication**
  - Use Thanks & Regards, or With regards or Regards

### **Signature -**

- Your name
- Informative - provide all contact information(Designation, Company name, Contact)
- Professional - do not include pictures, quotes, animations

### **Replying to an email**

- **Reply vs Reply All**
  - Reply - your message will automatically be sent to the person who sent you the email (FROM field in header.)
  - Reply All - your message will automatically be sent to the person who sent you the email AND everyone in the TO and CC fields in the header.

### **Forwarding an email**

- When you click on FORWARD, you may share the email you've received by sending it to others.
- You may add your own message before sending

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### Deleting email

Click on delete to send the email to the TRASH CAN

**Sign out** – Make sure you sign out your email

### Professionalism

- Always **spell-check** before sending
- Set your email program to automatically check before sending
- **Re-read** email for other **spelling, grammar and punctuation errors.**
- Always **proofread** at least once!
- **Read it out loud**
- Before sending ask yourself....
- Would I be **comfortable** having this email **posted** on a **public bulletin** board or forwarded on to my entire department?
- **Complete** the “**TO:**” **line last**

### Email Etiquette

- Be concise and to the point
- Answer all questions, and pre-empt further questions
- Use proper spelling, grammar & punctuation
- Make it personal
- Use templates for frequently used responses
- Answer swiftly
- Do not attach unnecessary files
- Use proper structure & layout
- Do not overuse the high priority option
- Do not write in CAPITALS
- Don't leave out the message thread
- Add disclaimers to your emails
- Read the email before you send it
- Do not overuse Reply to All
- Take care with abbreviations and emoticons
- Be careful with formatting
- Take care with rich text and HTML messages
- Do not forward chain letters
- Do not request delivery and read receipts

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Do not ask to recall a message.

- Do not copy a message or attachment without permission
- Does not use email to discuss confidential information
- Use a meaningful subject
- Use active instead of passive
- Avoid using URGENT and IMPORTANT
- Avoid long sentences
- Don't send or forward emails containing libelous, defamatory, offensive, racist or obscene remarks
- Don't forward virus hoaxes and chain letters
- Keep your language gender neutral
- Don't reply to spam
- Use cc: field sparingly

### **SMS**

SMS (Short Message Service), commonly referred to as "text messaging," is a service for sending short messages of up to 160 characters (224 characters if using a 5-bit mode) to mobile devices, including cellular phones, smart phones and PDAs.

SMS is similar to paging. However, SMS messages do not require the mobile phone to be active and within range and will be held for a number of days until the phone is active and within range.

SMS messages are transmitted within the same cell or to anyone with roaming service capability.

They can also be sent to digital phones in a number of other ways, including:

- From one digital phone to another
- From Web-based applications within a Web browser
- From instant messaging clients like ICQ
- From VoIP applications like Skype
- From some unified communications applications.

### **Uses of SMS**

#### **USES OF SMS:**

- Notifying a mobile phone owner of a voicemail message
- Notifying a salesperson of an inquiry and contact to call
- Notifying a doctor of a patient with an emergency problem
- Notifying a service person of the time and place of their next call
- Notifying a driver of the address of the next pickup

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- Enhanced messaging service (EMS), an adaptation of SMS that allows users to send and receive ringtones and operator logos, as well as combinations of simple media to and from EMS-compliant handsets.
- Many of these uses depend upon short telephone numbers called common short codes (CSCs), usually consisting of five digits, that are used to address SMS and MMS messages from cellular telephones.

### SMS ETIQUETTE

- Common courtesy and greetings still rules.
- Remember that SMS is informal.
- Don't get upset if you don't get a reply be aware of your tone.
- Don't SMS while you're driving.
- Remember that SMS can be traced.
- Be conscientious of others' schedules..
- If it's immediate, make a voice call.
- Remember that your phone does have an off button.

### GREETING CARDS

A **greeting card** is an illustrated, folded card featuring an expression of friendship or other sentiment on special occasions. They are also sent to convey thanks or express other feeling. The former president of the Greeting Card Association, says greeting cards are effective tools to communicate important feelings to people you care about: "Anyone feels great when they receive an unexpected card in the mail.

Greeting cards, usually packaged with an envelope, come in a variety of styles. There are both mass-produced as well as handmade versions that are distributed by hundreds of companies large and small. While typically inexpensive, more elaborate cards with die-cuts or glued-on decorations may be more expensive.

### DIFFERENT TYPES OF CARDS

#### STANDARD GREETING CARDS:

A standard greeting card is printed on high-quality paper (such as card stock), and is rectangular and folded, with a picture or decorative motif on the front. Inside is a pre-printed message appropriate for the occasion, along with a blank space for the sender to add a signature or handwritten message. A matching envelope is sold with the card. Some cards and envelopes feature fancy materials, such as gold leaf, ribbons or glitter.

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### **PHOTO GREETING CARDS:**

In recent years, photo greeting cards have gained widespread popularity and come in two main types. The first type are photo insert cards in which a hole has been cut in the center. Your photo slides in just like a frame. The second type are printed photo cards in which the photo is combined with artwork and printed, usually on a high-end digital press, directly onto the face of the card. Both types are most popular for sending holiday greetings such as Christmas, Hanukkah & for baby showers.

### **PERSONALISED GREETING CARDS:**

Websites using special personalization technology, such as Moonpig, allow consumers to personalise a card which is then printed and sent directly to the recipient.

### **REUSABLE GREETING CARDS:**

These are greeting cards for the budget conscious. There are two common formats for reusable cards. Firstly there are cards with slits in them positioned to hold pages. Secondly there are notepad style cards where pages stick to the back of the cards. The pages that have been used for reusable cards can be removed after being received and fresh pages can be used to reuse the cards.

### **MUSICAL GREETING CARDS:**

Recently greeting cards have been made that play music or sound when they are opened. They are commonly 3D handmade birthday cards which play traditional celebration songs.

### **ELECTRONIC GREETING CARDS:**

Greeting cards can also be sent electronically. Flash-based cards can be sent by email, and many sites such as Facebook enable you to send greetings. More recently, services have launched which enable you to send greetings to a mobile phone by text message. Many of these electronic services offer open or anonymous chat, to enable further discussion.

### **POP-UP CARDS:**

Pop-Up Cards are normally cards that, once opened, have a picture coming outward, giving the reader a surprise.

### **Advantages Of Greeting Cards To Business**

#### **GREETING CARDS ARE PERSONAL**

Tradition says greeting cards are personal. Greeting cards have a traditional feeling of warmth and sincerity; our culture maintains that greeting cards are personal and sent from someone who has a relationship with you. In a world of impersonal form letters and mass email, memorable corporate greeting cards are a refreshing marketing tool that will add a personal and memorable touch to your interaction with clients. By incorporating corporate greeting cards into your marketing strategy, you are

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sending the message to your reader that an important relationship already exists. Utilize this existing association by implementing business greeting cards as one of your marketing tools; you will be astounded at the results.

### □ **GREETING CARDS ARE EFFECTIVE**

The business world continues to get more competitive, to increase sales companies have to find innovative ways to stand above the crowd and connect with their customers. Potential customers can get annoyed with ceaseless cold calls and junk mail, set you apart from the rest with personalized corporate greeting cards that are brightly colored, to the point, and humorous. Greeting cards work. Not only will your client open and read your greeting card, but they will pin it to their wall for others to enjoy. Most importantly, your message has effectively gotten through and you are that much closer to your goal. Corporate greeting cards can play a vital role in your company's sales and marketing strategies.

### □ **GREETING CARDS HELP PEOPLE COMMUNICATE**

Business greeting cards allow you to communicate in a direct and powerful way. Business greeting cards can say a lot of things you normally couldn't say as a sales person, such as: "I've been trying to come up with a creative way to get your attention," or "Not ANOTHER call from a sales rep." These statements get right to the point. Saying such things in person, or on the phone, might seem too forward or inappropriate. However, in the context of a creative card, a message of tenacity, humor and sincerity are conveyed.

### □ **GREETING CARDS ARE INEXPENSIVE**

Businesses must always be watchful of their bottom-line. Corporate greeting cards are an effective way to convey your intended message without a huge investment. This is also a marketing technique that will not need a whole staff to maintain it. As Jeffrey Gitomer, author of The Sales Bible, states: "Stamp out the competition with a 37 cent sales call." Sending business greeting cards is an affordable solution for the smallest of companies and tightest of budgets.

### □ **GREETING CARDS ARE QUICK**

Research shows that it takes 5 to 10 exposures to a client before a sale is made. A lot of time can be used up in composing emails and form letters, where as it only takes two minutes to write a quick note, sign, address and mail a greeting card.

## **General Advantages Of Cards**

### **1 – Fast and Easy**

Sending and receiving cards online is typically free, or at least at a very low cost compared to sending a card through the post. In the same way, senders save money on buying stamps, and are more likely to

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send a large amount of e-cards as a result. Sending e-cards has the similar advantage of reducing a backlog of post during the holiday period.

### **2 – Easier to Personalize**

Online cards can be easier to personalize than a more generic card, where you may only have the space to write a message. Holiday cards sent online can include photos and videos, as well as more space to add in detailed messages as part of an email or social networking attachment.

### **3 – Cuts Down on Space**

Sending seasonal cards online mean that there is less likelihood of cards being thrown away after the holidays. Sending cards online also means that people do not end up with drawerfuls of cards every year, which can eventually mount up to be thrown away.

### **4 – Allows People to Send Out More Cards**

The ability to send out more e-cards does create the advantage of being more social, and to make sure that more people receive cards than they would normally. Sending e-cards via social networks also means that it is possible to connect to people that you wouldn't typically have a physical address for to send a card.

### **5 – Online Service Reminders**

An online e-card service can often be enhanced through reminders and receipts for sending cards. These reminders are also useful in the sense that they offer a longer window in which to email out cards, rather than having to deal with post.

## **Disadvantages**

### **1 – Can't Be Put On Display in the Same Way**

As advanced as e-cards have become, they still lack some of the tangible quality of a traditional card. While e-cards can be printed and displayed by the receiver, this adds extra hassle compared to displaying or hanging up cards sent through the post. In this way, an e-card can be less memorable at holiday times, and might lead someone to forget that they have received a card from a person. A tangible, card in the post is also more likely to be appreciated by older relatives, who may be unused to sending and receiving e-cards.

### **2 – Still Limited By Templates**

As strong as the options are for designing an e-card, the final results can vary in terms of quality. You may also find that the templates used by sites can be generic, and that you prefer the look and feel of more traditional cards.

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### 1.5 Situation Based Writing

#### ACCEPT / DECLINE AN INVITATION TO AN EVENT

1. Thank you for your kind invitation to John and Jane's engagement party on Friday, January 16 at 6:30 p.m. My wife and I will be happy to attend and eagerly look forward to helping you celebrate this happy occasion.

2. Thank you for inviting us to be part of Jane's graduation celebration. We're eager to see you all again. This event will make seeing you even more special. We'll be arriving Thursday at 7:00 on flight 401. Thank you for offering to pick us up and getting us a room at the Doe Inn. You seem to think of everything. We look forward to spending this time with you and getting better acquainted with Jane and her husband.

#### NOTE

- Thank the person for the invitation
- Mention the occasion with date and time as mentioned in the invitation
- Mention who and all will be attending the function
- In case of decline – mention the reason why you are not able to accept the invite
- Show that you regret and wish them for the occasion.

#### DECLINE TO ACCEPT A GIFT

1. I loved the beautiful plant you had delivered to my office. Unfortunately, I had to ask the delivery boy to return it, because we are not allowed to accept gifts from clients. Still, I sincerely appreciated the gesture and look forward to our continued association.

2. You must have read my mind. I have been admiring your beautiful fountain pen since we first met. To make it a gift to me was very thoughtful. Sadly, I cannot accept your generosity because company policy prohibits employees from receiving gifts. But be assured that I will not forget your kind gesture.

#### Note

- Describe the gift
- Tell that you liked the gift very much
- Mention the reason for not accepting the gift
- Appreciate them for their gesture

#### CONGRATULATE A FRIEND OR ASSOCIATE ON GETTING A NEW JOB

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1. I just heard the news about your new job. Congratulations! I know that getting that first position after college is often very difficult, and I commend you for the resourcefulness you showed in your search. With your background in computers and your artistic talent, you will make a fine contribution to Doe Graphics. Best wishes for success and keep in touch.

2. I am sure Doe Corporation is thrilled to have you as their new secretary. Congratulations! With your corporate experience and rich background in personnel, you will be a great asset to them. I trust they recognize how fortunate they are to get you. Good luck and give me an update once you get settled.

#### **CONGRATULATE AN EMPLOYEE, FRIEND, OR ASSOCIATE ON AN ADVANCEMENT OR PROMOTION**

1. I have always known you were cream--and cream rises to the top. You have done a great job and deserve the promotion. Many of us are aware of the extra hours you have spent keeping the warehouse in order, and the way you helped others when their workloads became too heavy. You are a natural for the supervisor position. The workers in your division are very fortunate to have you over them. Best wishes for continued success.

2. I just read in the Doe College Newsletter that you have been promoted to the rank of Associate Professor. Congratulations! I am well aware of what it takes in terms of publication and teaching to satisfy the advancement committee. You are making your mark both as a scholar and as a teacher. I have heard many students comment positively on your classes and have enjoyed your recent articles. The college is fortunate to have you on the faculty. Best wishes for continued success.

#### **CONGRATULATE SOMEONE ON A RELIGIOUS OCCASION**

1. Congratulations on your ordination to the priesthood. Your decision to live a life of service to others is one that your grandfather would be very proud of. You have worked hard to finish your seminary training and have been a great example to all of us. May you find joy and satisfaction in your ministry.

2. Congratulations on your daughter's baptism. You must feel great satisfaction in knowing that you are already helping her grow spiritually by participating in this important event. You are wonderful examples of faith and dedication and we are all pleased that you have chosen to follow the traditions of your parents. Please accept the accompanying gift as a token of our sincere congratulations. May your family always remember this special day.

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### CONGRATULATE SOMEONE ON HIS OR HER BIRTHDAY

1. Greetings on your birthday! You have reached a new milestone. All of us at Doe Corporation join in wishing you Happy Birthday and express our appreciation and admiration for all you have accomplished. We are confident you will continue to even greater heights. Thanks for all you do to make us look good. We enclose a book which has been signed by the entire staff. Happy reading.

2. We extend our best wishes to you on your upcoming birthday and want you to know how much we have enjoyed you as an employee at Doe International. To help you celebrate, we have enclosed a small token of our appreciation for your unselfish service. Here's to another successful year for you and yours.

#### Note:

- Congratulate them for the success (Mention the event)
- Highlight their hard work or mention their achievement which lead to that success
- Wish them all success
- In case of occasions - wish them mentioning the occasion

### • CONSOLE SOMEONE FOR THE LOSS OF A JOB

I'm so sorry to hear that you have been a victim of the heartless cuts at your company. I want you to know that we are thinking of you and your family at this time. Jane and I will pass by on Saturday to speak with you personally about some ideas we have to help.

### □ CONSOLE TOWARDS A DEATH

1) Our sincere condolences to you and your family. Our thoughts and prayers are with you during this sad time. I will always remember \_\_\_ fondly and have wonderful memories of many times spent with you all during the younger years! He leaves behind a wonderful family and I know you will all be a great source of comfort and support to one another.

2) My condolences to you and your family on the passing of your . It is never easy to lose a parent, no matter your age. I pray for your peace and comfort as you continue your life journey without your  
\_\_\_\_\_ 's earthly presence

### • Use the KISS principle

- **Keep It Sensitive and Simple** when writing words of comfort, and say the following:
- Say that you're sorry for their loss

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- Share a funny memory of the deceased
  - Mention their unique qualities
  - Say that you'll miss them also

- **CONVEY INFORMATION**

- **Death of a Family Member**

We are sorry to be the bearers of sad news, but our grandfather Doe passed away last Saturday from complications following heart surgery. He had been experiencing chest pains for several weeks. The surgery was intended to alleviate the problem.

Following his wishes, we held a graveside service with his children and grandchildren at the Doe family plot in the Springfield City Cemetery. Grandfather was a modest, private man and wanted it that way. Grandmother Doe is holding up well.

**Note:**

- Say that you feel sorry for it
- Tell about the person who passed away and when
- Narrate the incident briefly
- Mention about the following programs that has to be held with the time and venue

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