

Chapter 6: Writing Electronic and Other Messages

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1. Formats and Techniques of Letter Writing

- Use formal structure: sender's address, date, recipient's address, salutation, body, closing, signature.
- Keep tone professional and purpose-focused.
- Use clear subject lines in emails.
- Proofread for grammar and clarity.

present tenses {
Simple present
Continuous present
Perfect (s + has/have)
perfect continuous + v3

Business letter

↳ sales letter →
↳ order letter →
↳ Complaint letter — negative message
↳ Positive message letter.

format:

Sender address → [company name, address]

Date [Jan 16th, 2024]

Receiver address

[To, Post
Company name
Company address]

Subject: Regarding [sales, order, complaint]

Salutation — ~~अभिवादन~~
Dear Sir / madam

I am formally writing this letter [subject matter]
[Topic of describe
→ sales
→ order
→ complaint
Positive]

Thank you for your co-ordination and support we look forward to continue our business relationship up coming days.

1. Google classroom
2. website: nagendraadhimal.com.np

Yours faithfully / Sincerely
XYZ

Q no: 3 Write the order letter for office computer from ABC Company [to General manager of ABC Company]. [Your organization name is XYZ].

XYZ Company
Koteshwar, Kathmandu

Date: Jan 16th, 2025

To,
The General manager
ABC Company
Nayabanshwar Kathmandu

Subject: Requesting / order for office Computer.

Dear Sir / madam

I am formally writing this letter on behalf of our XY2 company an order for office computer.

We are pleased to place an order for office Computer because our previous business deal was great. Now, our company has demanded for 50 pieces of computer. The following order details has been enclosed:

S. N)	Item	Quantity	price
1	SO1 model desktop	20	50000 per
2	SO2 model laptop	30	1,10,100 per
3	SO5 model desktop	30	60000
4	SO3 model laptop	50	70000 per

We hope for timely delivery and smooth business transaction also attach payment details with ordered items.

Thank you for your coordination and support we look forward our business relationship in upcoming days

Yours faithfully

XY2 Company

2. Business Letter Formats

- **Full-block format:** All parts aligned to the left.
- **Modified-block format:** Date and closing aligned to the right.
- **Semi-block:** Paragraphs indented; mix of block styles.
- Choose the format based on company standards.

3. Writing Business Messages

- Be concise, clear, and direct.
- Start with purpose, provide necessary details, end with a call to action.
- Avoid jargon; use business-friendly tone.
- Maintain logical flow (introduction → body → conclusion).

4. Positive Messages

- Communicate good news: approval, appreciation, congratulations, etc.
- Begin with the positive statement.
- Provide details, then end with goodwill or encouragement.

5. Negative Messages

- Deliver bad news tactfully: rejection, complaints, refusals, etc.
- Use the **indirect approach**: buffer → reasons → bad news → positive closing.
- Be empathetic, clear, and professional.

6. Writing Persuasive Messages

- Used to influence decisions or actions (e.g., sales letters, proposals).
- Follow **AIDA model**:
 - Attention – Grab the reader's interest.
 - Interest – Explain benefits.
 - Desire – Create emotional appeal.

- Action – Encourage the reader to act.
 - Use strong evidence and respectful tone.
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7. Final Considerations

- Always revise and proofread.
- Tailor your message for your audience.
- Keep tone appropriate for the message type.
- Be culturally and ethically sensitive