

UNIT 3

Essential Qualities of Business Letter (Adopted from <https://www.toppr.com/guides/business-communication-and-ethics/business-correspondence/essential-qualities-of-good-business-letter/>)

A business letter is a letter written in formal language, usually used when writing from one business organization to another, or for correspondence between organizations and their customers, clients and other external parties.

A person should always maintain the quality of the business letter. The qualities of a business letter make it presentable. It becomes easy for a person or an organization to imprint an impression onto the others. The qualities of a business letter can be classified as

- Inner Quality
- Outer Quality

Inner Quality

It refers to the quality of language used and the presentation of a business letter. They are

1. Clear

The language used in the business letter must be clear. It helps the receiver to understand the message immediately, easily, and clearly. Any ambiguity will lead to the misinterpretation of the message stated.

2. Simple

The language used in the business letter must be simple and easy. One must not write a business letter in difficult and fancy words.

3. Concise

The message written in the letter must be concise and to the point.

4. Concrete

The message is written must be concrete and specific. By using concrete language, a reader will have a clear picture of the message.

5. Accuracy

One must always check for the accuracy of the business letter. Accuracy generally means no error in grammar, spelling, punctuations etc. Correct personnel should be targeted for communication.

6. Coherent

The language used in the business letter must be coherent. The message must be in a logical way for the clear understanding of the message. The flow of the message must be consistent.

7. Complete

One must write a complete message. It helps the reader to know about the issue and the solution to be taken. It should provide all the necessary information. One must also keep in mind that the message should be concise and short along with the complete details.

8. Relevance

The letter should only contain important information. Irrelevant information should not be included and avoided in any business communication.

9. Courteous

The language used in the business letter must be courteous. A writer must always use open, friendly, and honest wording in his letter. It does not mean that one must use slang and abusive words. One must always add the words like please, thank you etc.

10. Neatness

A business letter must be neatly typed or handwritten. Proper spacing, indention, and use of paragraph should be used.

Outer Quality

The outer quality of a business letter means the quality of its outer appearance. The outer look of the letter must be catchy and impressive. Some of the outer qualities are

1. Size of the Paper

The standard size of paper should be used. An A4 paper is the most used paper for writing a business letter.

2. Quality of the Paper

The quality of the paper used must be good. It is not always possible for a firm to use the costly paper. One must use good quality paper for original copy and ordinary copy for the duplicate copy.

3. The Color of the Paper

Sometimes it is very useful to use the different color of paper for different types of letter. The receiver can clearly understand the intention and the purpose of the letter by its color.

4. Folding of Letter

One must fold the letter properly and uniformly. The folding must be done to fit the letter in the envelope. It is noticeable that one must not over fold the letter. It will have a bad impression on the reader's mind.

5. Envelope

The envelope used must be of good quality. Special attention must be given to the size of the envelope for fitting the letter.

TYPES OF LETTER – OFFICIAL AND DEMI OFFICIAL(D.O.)

Official - Official Business Letter carrying the messages of official matters is known as official letters. In a broad sense, a letter was written with a view to communicating any official information to a firm, a company, an educational institution, government or semi-government bodies, or a newspaper editor that falls within the context of an official letter. Official rules and procedures are strictly observed while writing these letters.

The official Business letter is somewhat different from business letters because it is separated from a personal touch and is written in a very formal 'official' language and style.

More important is given to the 'positions' of the sender and receiver of the letter, to the 'rules' that deal with the subject, to the 'procedure' in writing letters or replies.

Correctness, completeness conciseness, appropriateness, etc. are very much important in writing an official letter.

Basic Factors/Features of Official Business Letter

There are some special features that distinguish the official letter from official business letters. Those features are highlighted below:

- 1. Formation:** the Official letter is written by strictly following the official rules, procedures, or systems.
- 2. Speech:** Only official aspects are included in the official letter. There is no scope for personal topics to be incorporated in such a letter.
- 3. Conciseness:** Irrelevant matters are totally avoided in such a letter. Only official interests are written in a complete but in brief.
- 4. Structure:** Such a letter is composed according to the pre-determined structure.
- 5. Legal Status:** Such a letter bears legal status, which is significant than other letters. All responsibilities and liability are borne by the office, but not by the writer.
- 6. Use of language:** Only official language is used. There is no scope to use emotional language.
- 7. Use of Grammar:** First person or third person is used in plural form e, g, we, or ourselves.
- 8. Application:** Its appeal is universal and widely used.
- 9. Method:** Both direct and indirect methods can be used to write such a letter.
- 10. Copy:** It is copied for various purposes and to serve various people.

11.Enclosure: Enclosure is generally used for supporting the letter.

12. Salutation and complimentary close: Salutation and complimentary close are used according to the status and designation of the receiver of such a letter.

13. Reference Number & Date: These are two (2) very important features of the official letter.

14. Status: The status of such a letter is determined by the status of the sender.

15.Circulation: Such a letter is communicated within the various branches and departments of an organization and between various private, government, and semi-government bodies.

Demi government letter or demi official letter definition

In a general word, demi official letter definition is the letter that communicates official correspondence along with personal news is called a demi-official or Demi government letter.

Because of the personal relationship between the sender and receiver, there are topics of personal interest in such a letter. There are no strict official rules to be followed in drafting such a letter.

Persons having the same designation with better personal relations take the advantage of communication through such a letter.

The language, writing style, and presentation system are very much flexible in such a letter and for these reasons, it is practiced widely in the communication world.

Actually, a Demi-official or Demi Government letter is official in purpose but involves some personal affiliation or touch. It is not as formal as the official letter.

When the receiver of an official letter is addressed by name such as Dear Mr. Tahsin, because of such a close relationship, it is a demi-official letter.

Points of Difference	Official Letter	Demi-official letter
1. Purpose	Various official interests are served through an official letter	To attain an official objective through personal relationships is the purpose of the demi-official letter.
2. Nature	Its nature is official and impersonal.	Its nature is a mixed i.e. combination of personal and official.
3. Classification	On the basis of subject matter, it can be classified as urgent, secret, general, etc.	It cannot be classified as an official letter
4. Size	Its size is small	It is comparatively large in size.
5. Structure	The specific structure is strictly followed.	No specific structure is required to be followed.
6. The official style	Official style is maintained completely	Official style may not be maintained or not necessary to write such a letter.
7. Status of the letter	The status of the	A personal relationship

	official letter is determined by the status of the writer.	between the sender and receiver influences the status of such a letter.
8. Use of Language	Traditional and official languages are used here	Such a letter can be written through personal touch for which language seems to be very simple
9. Salutation	Official systems provide the basis for salutation	Personal relation influences the salutation
10. Method	Both direct and indirect methods can be used to write such a letter	Only a direct method is applicable to write such a letter.
11. Copy	It may be copied for various purposes	No Copy is made of such a letter.