

Formal and Informal Writings

Formal Writings are those in which formal language is used whereas informal writings are those in which informal language is used. In formal writing comes application, formal letter, notices etc. and informal writing personal letter, business letter, diary writing, reports, advertisements and short story.

Letter

A letter is a written message which the writer sends to others through courier, post or e-mail. Letter writing is an art which is of great practical utility in life. Writing an impressive letter is not every body's cup of tea. It may be used as a means to evaluate a person's knowledge of English. Letter is a means of correspondence in one's day to day life depending upon the relation between the sender and the receiver. A letter can be formal and informal. Formal letter includes applications, letters to the editor of newspaper, official letters, letters from and to the companies, government departments and institutions. Whereas informal letters are personal letters that one writes to relatives and friends. Each of them has its own particular style of writing but all of them have a common form based on certain rules. Basically, the content and the recipient determine the type of letter.

- a) Personal Letter: If you are writing a letter to your father (Recipient/addressee) for (purpose) enquiring about his health and personal information(content), the tone of the letter will be informal, easy relaxed and conversational and letter will be of personal type.
- b) Official Letter: If a letter is written to the Headmaster/Principal of the school or editor of the newspaper (Recipient) asking for his/her permission (Purpose) for grant of leave (content), the tone of the letter will be formal and the letter will be official.
- c) Business Letter: If a letter is written to a company/ merchants (Recipient/addressee) for placing an order of books (purpose)for your shop (content), the tone of the letter will be business like or matter of the fact style for communicating the message and type of the letter will be business. Here are some options of salutations and complimentary closes that can be used in personal, official and business letters:

Salutation	Personal	Dear/Dearest/My Dear (Name of the friend/Relation)
	Official	Dear Mam/Dear Sir
	Business	Sir/Mam (Highly Formal)
Subscription/ Complimentary close	Personal	Yours lovingly, or Lovingly yours, yours affectionately, or Affectionately yours
	Official	Yours faithfully, Yours sincerely, Yours obediently
	Business	Yours faithfully, Yours sincerely

Diary Writing

Diary is a very personal form of writing. It denotes a daily account of the life and activities of a particular person written by person himself informally. It gives you information about the person's personal life, achievements, activities, contribution to the family, society and other related details. A hidden message is conveyed in every entry of the diary.

The main difference between diary writing and a biography is that the writer of a biographical sketch is always a person other than the one about whom the sketch is written whereas the diary is written by the person himself. Secondly, the biographies of the famous persons are usually written after their death whereas the diaries are written daily by a person himself when he is alive. If a person regularly writes diary and adds information objectively without any exaggeration related to his life activities and achievements daily, it may lead to and autobiography. The diary entry should include the following in its format:

1. Day, date and time of the entry
2. A suitable descriptive heading of the entry
3. The body of the diary entry i.e. contents
4. Signature

Notice Writing

A notice is a short, written or printed statement made by a person or an organisation to inform concerned people within an organisation or for the general public about some meeting, occasions like inaugurations or sale, to issue public instructions, to make appeals, to extend invitations etc.

When a notice is written for sending general information to a large number of people, it is called as a circular. A notice is also different from memo (memorandum) which is a short piece of writing usually used by the officers of an organisation among themselves for recording or conveying information and decisions or to make short request. That is why it is also called as intra office memorandum or request for expression of interest.

Notice has to be circulated in advance to all the concerned people for calling an official or emergency meeting or as per fixed agenda of the meeting. Every notice has some sort of legal binding. The day, time and place of the meeting or activity must be mentioned in the notice.

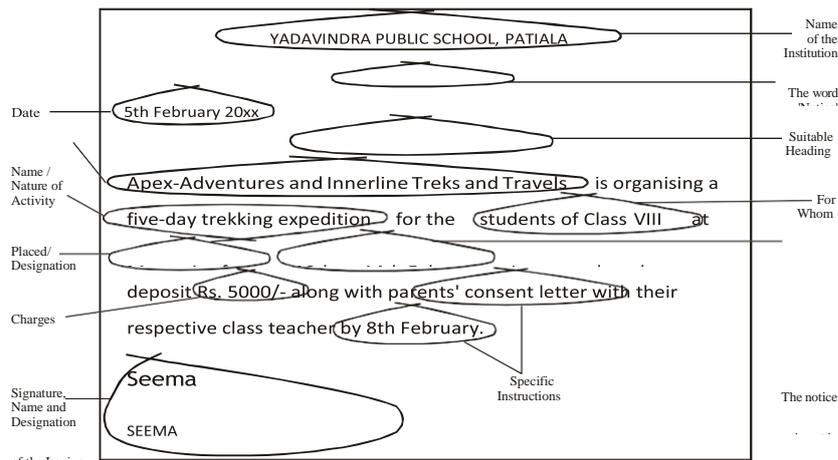
An effective notice will usually include the following:

1. Name of the organisation, institution or office
2. Date of issuing the notice
3. The word 'Notice'
4. A suitable description or heading
5. Purpose of writing the notice
6. Details of schedule (date, time, venue, program, duration) in case the notice is about an event or meeting
7. Signature, name, contact details, and designation of the person issuing notice
8. Style and tone of the language
9. Write the notice in the third person. If you have to use the first person, use the plural form of I, i.e. We.

Procedure of writing the notice

- a) List the main points to be included
- b) Always prepare a rough draft first
- c) Check grammar and style of the language
- d) Ensure the exact word limit
- e) Revise it
- f) Prepare the final draft
- g) Draw the box; mention contact address and specific instructions if any.

Format for Notice Writing



Issuing	← Education Department, PURC,
Date	← 30 January,
Headin	← Change in Date-
Name of the Paper	← 1. Philosophical Foundations of
Heading	Old Date New Date
Organiser	
Purpose	
Event	All the students are suggested to abide by the
Occasion	
Name and	← Dr. Raminder Singh

Report Writing

The word report is derived from Latin word 'Repertoire' which means to bring back an account of ascertained facts. A report can be called a communication based on facts and evidences. It contains information or analysis of a particular topic or situation and can give recommendation if needed. According to C.A. Brown, "A report is a communication from someone who has some information to someone who wants to use that information". Keeping in view the situation in hand, anyone can write a report if the person has a command over the language. But if a newspaper correspondent covers an event of the organisation and writes a report on his own, it is called as a press report and when an organisation sends the matter for publication on its own accord, prepared by its own staff, it is called a press release or press note.

Types of Reports

On the basis of the purpose, frequency or the subject, reports can be broadly categorised into:

1. Periodic and routine reports: we write these reports to record the routine matters periodically, these may be submitted daily, weekly, fortnightly, monthly, quarterly, bi-annually, annually. These are usually written on prescribed forms and do not contain recommendations.
2. Informative reports: These reports contain facts or ideas in an organised form without giving any conclusion or recommendation.
3. Interpretive reports: These reports include analysis, conclusions and recommendations along with facts. It needs an expertise in the area to write this type of reports.

Format of Reports

Depending on the type of report, reports can be written in Memoranda form, Letter form, Manuscripts form, Printed form etc.

Pre-requisites of good report writing:

1. Purpose of the report: First of all the report writer should know clearly the purpose and the scope of the subject that is being reported. It is better to understand the background, interest and level of the target audience. This is due to the reason that it may not be understood by non-specialists.
2. Collection of material: Usually data have to be collected for writing a report. Besides utilising library resources, internal records of the organisation, questionnaires, observations and personal interviews may be used.
3. Organising the material: The material collected has to be organised in a systematic way. It can be done chronologically or according to importance. Sometimes a combination of various orders of organisation is used.
4. Brief outline: Before starting to write, it is better to make a brief outline of the report. It can serve as a table of contents of your report.
5. Actual writing of the report: It is the last step. Firstly, make a rough draft and then revise it. The language used in the report should be clear, lucid and grammatically correct.

Advertisement Writing

An advertisement is a paid, non-personal, public communication about causes, goods and services, ideas, organisations, people and places through means such as direct mail, telephone, print, radio, television and internet. An integral part of marketing, advertisements are public notices designed to inform and motivate. Their objective is to change the thinking pattern (or buying behaviour) of the recipient, so that he or she is persuaded to take the action desired by the advertiser or in other words to enhance the image of the company, point out and create a need for products or services, demonstrate new uses for established products, announce new products and programs, reinforce the salesman's individual messages, draw customers to the business and to hold existing customers. When aired on radio or television, an advertisement is called a commercial. According to the Canadian-US advertising pioneer, John E. Kennedy (1864-1928), an advertisement is "salesmanship in print". The purpose of advertising is to convince customers that a company's services or products are the best.

Press Advertising

Press advertising describes advertising in a printed medium such as a newspaper, magazine, or trade journal. This encompasses everything from media with a very broad readership base, such as a major national newspaper or magazine, to more narrowly targeted media such as local newspapers and trade journals on much specialised topics. A form of press advertising is called classified advertising which allows private individuals or companies to purchase a small, narrowly targeted ad for a low fee advertising a product or service. Another form of press advertising is the display ad, which is a larger ad (which can include art) that typically runs in an article section of a newspaper.

Classified advertising is a form of advertising which is particularly common in newspapers, online and other periodicals which may be sold or distributed free of charge. Advertisements in a newspaper are typically short, as they are charged for by the line and one newspaper column wide. These advertisements are much cheaper than larger display advertisements used by businesses and are therefore normally used by businesses with smaller advertising budgets, or by private individual.

Story Writing

Story is basically a sequence of events or incidents that occur in the past. When you pen down all the incidents and draw a moral out of it, is called a story. It may be about animals, birds, kings, queens or a common man. A story is always written in the past indefinite tense. The beauty of a story lies in its narration and the characterisation and regular flow of events in a coherent manner. Any incident that occurs in your daily life, teaches you a lesson, takes the form of a story. There is no need to add any factual information nor is the need to consult any data from primary or secondary sources.

It may be an imagination of the author also, the characters used may be artificial but it should be lively. One should use simple language, interesting characters, narrative style while writing story.