K.T.S.P.Mandal's

SAHEBRAOJI BUTTEPATIL MAHAVIDYALAYA

Rajgurunagar, Tal-Khed, Dist-Pune, 410505

Department of Commerce

S.Y.B.COM

SEM-IV

Subject
Business Communication-II

Chapter 4
Writing Formal Mails and Blog writing

Chapter 4th
Writing Formal Mails and Blog writing

A) EMAIL WRITING
a) Elements of Mail Writing

Mail writing either formal or informal has some elements. A basic mail must include these elements for a clear understanding. These elements are

1. From
2. To
3. Cc
4. Bcc
5. Subject
6. Greeting / Salutation
7. Main body
8. Closing
9. Attachments
10. Signature Line

Let us study these in detail.

The Format/Elements of Mail Writing

1. From
This is the place that shows the name of the person sending the mail.

2. To
This shows the name of the recipient.

3. Cc
It stands for Carbon Copy. It is that portion of the mail that is used to send the same mail to other individuals. The email ids of other individuals are visible to all.

4. Bcc
It stands for Blank Carbon Copy. It is that portion of the mail which is used to send the same mail to other individuals without showing their ids.

5. Subject
This shows the title of the mail. It clearly expresses the idea or the reason for mail writing. It should be clear, simple, and short.

6. Greeting / Salutation
Mail writing always starts by greeting the recipient. Basic greeting words are Dear, Respected, Hello, Hi, etc.

7. Main body
It contains the main content of the mail. The main body of the mail must be clear and simple to understand. The first paragraph in writing a mail must state the main idea or the reason for writing. Below are the paragraphs which show other details for mail writing. The body of the mail is categorized into: Introduction-Matter in detail-Conclusion

8. Closing
It shows the conclusion of the mail writing. It basically shows the suggestions or the need of the action. The closing of the mail shows the expectation of the sender from the recipient.

Always end your mail by courteous words like thanking you, warm regards, look forward to hearing from your side etc.

9. Attachments
It is the list of the documents attached with the mail.

10. Signature Line
It includes the signature, name, and designation of the sender. It can also include other details like contact number, address, etc.

b) Format of Mail

A) *Formal Email:-*
Suppose we are writing or composing an email for any type of business communication. It will come under the category of formal email. Formal email writing will be an email written to companies, government departments, school authorities or any other officers.

Let us write a formal email for a resignation letter.

Formal Email

To: (Mail id of the recipient)
Cc:
Bcc:
Subject: Resignation Letter

Dear Sir,

I am writing this mail to inform you that I am leaving my position with this organization. As per the standard of the company I've to give a month's notice before quitting. I hope you will get a good replacement for me within this time period.

I really appreciate the opportunities that you have given to me and helped me to grow. Wish you and the company the best in the future.

Kindly let me know what to anticipate as far as my final work schedule and the employee perks. It would be an honor to be assistance with the above.

Waiting for your response.

Thanks and Regards

(Your name)
(Designation name)
Contact details

B) *Informal Email*
An informal email is written to any relatives, family or friends. There are no particular rules for informal email writing. A person can use any language of his or her choice. Suppose we need to write the invitation to a birthday party in the mail to your friends, then the sample would be:

Informal Email

To: (Email of the recipient)
CC:
BCC:

Subject: Invitation to a birthday party

Hi,

      I hope this mail finds you in considerable time. I am very happy to invite you to my birthday party on Jan 03 at XYZ Hotel from 7:00 pm to 10:00 pm.

      It would be excellent if you come and join us at the party. We will have a great time and fun together.

See You Soon

(Your Name)

C) Semi-Formal Email

      An email written for a colleague or a team-mate within a project comes under this category. The language used is simple, friendly, and casual. Modesty and dignity must be maintained.

      Writing a letter to inform your classmates regarding the intra-college quiz competition.

Semi-Formal Email

To: (email id of recipient)
Cc:
Bcc:

Subject: Intra-college Quiz Competition.

Hello Everyone!

      This is to notify you all that an intra-college quiz competition is going to be conducted in our college on Jan 25 from 11:00 am in Auditorium – 01.

      Everyone is therefore invited to take part in the competition so that our department can win.

      For further inquiries, feel free to contact me.

Thanks,

(Your name)
Class representative

B) BLOG WRITTING

Introduction and Meaning of Blog

Introduction

"Blog" is an abbreviated version of **"weblog,"** which is a term used to describe websites that maintain an ongoing chronicle of information. A blog features diary-type commentary and links to articles on other websites, usually presented as a list of entries in reverse chronological order. Blogs range from the personal to the political, and can focus on one narrow subject or a whole range of subjects.

Definition

A website that displays postings by one or more individuals in chronological order and usually has links to comments on specific postings.

a) How to Start a Blog

1. Pick a blog name.
2. Choose a descriptive name for your blog.
3. Get your blog online. Register your blog and get hosting.
4. Customize your blog. Choose a free blog design template.
5. Write & publish your first post. Share your thoughts with the world. The fun part!
6. Promote your blog. Get more people to read your blog with the proper marketing.
7. Make money blogging. Choose from several options to monetize your blog.

b) How to Write a Blog Post in Five Easy Steps

Step 1:

Plan your blog post by choosing a topic, creating an outline, conducting research, and checking facts.

Step 2:

Craft a headline that is both informative and will capture readers' attentions.

Step 3:

Write your post, either writing a draft in a single session or gradually word on parts of it.

Step 4:

Use images to enhance your post, improve its flow, add humor, and explain complex topics.

Step 5:

Edit your blog post. Make sure to avoid repetition, read your post aloud to check its flow, have someone else read it and provide feedback, keep sentences and paragraphs short, don't be a perfectionist, don't be afraid to cut out text or adapt your writing last minute.

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3.   Business Communication, Yogesh T Malshette, Nirali Prakashan, 2018