



DEVELOPMENT OF LETTER DRAFTING

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ABSTRACT

Letter writing enhances to convey the message in proper way. It is meant to serve purpose. It includes the way one promotes the message, based on the usage of letters, drafting has taken many genres. It has been undergoing changes (in writing greeting/ salutations and closing lines) .changes came in to existence due to modernization, globalization and corporate etiquette.

KEY WORDS: Letter drafting, Formal letters, Informal letters, Corporate etiquette, margin alignments.

INTRODUCTION

This paper is presented based on the readings, web search and articles. It focuses on the changes, requirements, purpose of writing letters and impact of corporate etiquette on letter writing.

RESULTS AND DISCUSSION

Basically letter came in to existence dates long back, it was used to convey message, and still it goes with same operations. But only thing varies is the way of drafting, it went on several changes, now letter are broadly divided in to two ways

Informal letter deals with personal conversations, Where in case of informal letters, we go on usage of things/message in prose form, thoughts will run irrespective of sequence, It doesn't go on strict /standard rules, here one is free to express their own thoughts based on the person whom one addressing, greetings and salutations vary, it does not come under any kind of scrutiny, it goes with

personal relations they hold. These letters greetings/ salutations and closing lines include

Dear Mr./Mrs./Miss.

Yours loving

Yours beloved

Yours!

Formal letters we are bonded to draft letters based on the rules and guidelines set by individual organization, in this category official letters deal with following cases

- Problem Vs solution
- Requirement Vs fulfillment
- Request Vs acknowledgement

In corporate/official letter drafting, one must write things in proper sequence (Greeting/salutation, body Of the letter),

Heading: i.e. addressing/ naming the place from where you are writing letter and date. Use a courtesy title to name the people (such as Mr., Ms., Mrs., Miss)

Salutation: greeting the person whom you are writing letter

Subject: short narration to from an idea about entire letter (Ends with –reg.), subject lines emphasize on the theme and concept of letter, and it is précised from of the letter where one gives outlook of the letter.

Reference (Ref.): is used to replying previous conversations , helps trace past history

Body of the letter: deals with extensive narration of entire message

Closing line: is the courteous taking leave, in formal letters closings must be taken care, it depends on your designation, and how one is relevant with the letter.

Frequently used closings lines are

Yours faithfully

Sincerely

Yours truly

Yours faithfully

Regards

Coming onto the closing line, most of the corporate etiquette (BPOs) made it mandate to use “Regards” in corporate communications, to form fair understandings between all the employees and bring everyone under same cap (equality among employees).

In case of e-mail official letters alignment (Block form style) goes with complete left side margin (from greeting to salutations), subject line simply goes with bold font, skipped with the tag of “Regarding/reg.”. We find official letters opening and concluding lines with “Please acknowledge the above/below things”, “Wish to have your kind attention.....”, “please do the needful”.

These kinds of expressions will help to communicate and understand.

In drafting letter many changes happened one among is margin style.

Modified block (classical) – sentences are into mixed/imaginative alignment, few lines will start in left margin, centre margin, right margin. i.e. Heading & salutation on left margin, subject & body of the letter with somewhere near centre margin and closing line on right margin.

Block form (Modern)–entire sentences are into left alignment i.e. left-hand margin. This form is most widely used in e-mail letter drafting.

CONCLUSION

Though centuries pass, letter drafting has been part of our day to day life, it may have developed from paper to email, it has got it’s esteem requirement.

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