

Table of Contents:

Letter writing:	2
1- Social or friendly letters:	2
2- Invitation letters:.....	2
3- Business letters / Official letters:	2
4- Letter to newspapers:	5
5- Job applications or applications/letters of application:.....	5
Preparations for writing a job application:	5
Style of Application:	5
Caution/Conclusion:.....	5
1- Heading(Return Address):.....	6
2- To	7
3- Inside Address or Address of the Addressee:	7
4- Subject:	8
5- Salutation or Greeting:.....	8
6- Body of the letter or Communication:.....	8
Q. How to write your first paragraph(s)?	8
Remember...!!!.....	9
7- Subscription/Courteous leave taking:.....	9
8- Signature:	9
Sample Applications and letters:	11
Subject: Application for Appointment as Sub-Engineer.	12
Subject: Application as a Junior Clerk.....	13
Subject: Application for Appointment as a clerk.	14
letter to the editor, Dawn News Peshawar.	15
Subject: Application for the acquisition of B.A degree on immediate basis.	16

Letter writing:

Letter writing is an important activity of civilized society. The art of correct and good letters is important for general people and specifically for students. Certain rules and conventions should be carefully followed. These major types are mentioned below. The classification of letters is made on the basis of their different purposes;

- i- Social or friendly letters
- ii- Invitation letters.
- iii- Business letters / Official letters = Formal letters
- iv- Letters to newspapers.
- v- Letters of application/Job application.

1- Social or friendly letters:

Such letters are written to relations and intimate/close friends. They are in easy conversational style of the nature of friendly chat. However, there should be courtesy and sincerity. You should write as you would talk to the person if he were before you.

2- Invitation letters:

Invitation letters are actually the cards or notes of invitation we send to some to attend a ceremony. The reply to such notes is either in the form of acceptance or refusal. Refusal is also called regret or regrets.

3- Business letters / Official letters:

Such letters are much more than formal social letters. Business letters are terse, clear and to the point. A letter of this type should list every important point. It must be neither too brief, nor too rambling. (spread and with no specific direction). Banks, organizations and companies and general people in their correspondence follow this form of letter.

Salient Features of Official and Business Letters

- (i) Usually, an official or a business letter is written on a printed letter-head, giving complete address, including telephone number(s) and e-mail address of the office or the company which the writer of the letter represents.
- (ii) In case, it is just a formal letter written by an individual to someone who is not related to him or her the complete address, including telephone number(s) and e-mail address etc., is given on top on the left/right hand side of the letter.
- (iii) Then just below the address, date is written. Date can be written in any one of the ways as given in specimen letters. Avoid writing date like 11/3/2010 (= March 11, 2010). This is because to an American the first figure always stands for the month, second figure for the day/date, and the third figure for the year. So 11/3/2010 to an American would mean: November 3, 2010.
- (iv) Below the date is mentioned the name of the Officer concerned by designation to whom the letter is addressed. However, in case of a D.O. letter the letter is addressed by name of the officer concerned, along with his or her address.
- (v) Then comes salutation which is done by writing Dear Sir/Madam
(In case of D.O. letters we write like Dear Sharma/Dear Mrs./Ms. Kaur)
- (vi) After that we write Subject giving in brief what the letter is about.
- (vii) Then comes the body of the letter, the first paragraph of which usually gives the reference of the letter you are replying to, through the letter under reference.
- (viii) Thereafter, each paragraph of the body of the letter may be numbered like 1, 2, 3 and so on. Always remember as many points to write about as many paragraphs should form the body of the letter. You should not forget that an official or a business or a formal letter must always be brief and to the point—only most essential.
- (ix) There is no place for personal feelings or emotions, or even opinions in these letters. Only the bare facts of a situation are mentioned objectively in a logical order.
- (x) The language used must be polite and respectful, yet firm. It should not lead to any kind of confusion or different interpretations on the part of the recipient of the letter.

- (xi) After suitable subscription these letters must end with Yours faithfully, (In case of D.O. letters they end with Yours sincerely, or Sincerely yours) followed by the name and signature of the writer. It may be borne in mind that in case of a letter without the signature of the writer the recipient is free not to take any action on that letter. So unlike personal letter putting one's signature on these letters is a must.

How to Address These Letters

- (i) There are two ways to address such a letter—one by designation and the other by the name of the addressee. The letter addressed by designation begins with as follows:

Dear Sir /Madam,

(**Dear Sirs**—when addressed to the company, not to any particularly designated authority)

And when it is addressed by name it begins with **Dear Mr/ Mrs _____**. Such letters are technically known as **Demi-official letters or DO letters**.

At times, we just caption the letter as **To whomsoever it may concern**.

- (ii) **Addressing someone by name**

Dear Dr. Sharma not Dear Dr. Suresh Chandra Sharma

Dear Mrs./Ms. Singh not Dear Mrs. Kanti Singh

- (iii) **Concluding a formal letter**

Yours faithfully, (if addressed as Dear Sir/Madam, etc.)

Yours sincerely, (if addressed by name)—British style

- (iv) You can also end formal letters in American style as follows:

Sincerely/Sincerely yours,/Yours truly,

4- Letter to newspapers:

Letter of this kind is meant for publishing in a newspaper. Such a letter is addressed to the editor of some newspaper. It very often presents an issue of national interest to be redressed.

5- Job applications or applications/letters of application:

Much to our interest is this type of letter. Letters of application are for applying to some job in an organization. We shall deal with this form of letter in detail. Your job application is one of the most important pieces you will write. The quality of your letter will either open door for you and get you an interview or become just a piece of rubbish of an office dustbin.

Preparations for writing a job application:

The purpose of writing an application is not to get the job straight away but an interview. Therefore, an application should be well-ordered and organized. Job application and CV are sent to an organization first. CV provides all the facts about a person's life only. Thus, an application must give an image of those facts.

Style of Application:

An application should be to the point. A letter of this type should locate and describe every possible quality and qualification of the writer. An application should not seem boastful. So, it is wise to be on the mark by stating that your CV (Resume) is enclosed. Your CV should give full details of your personal background, qualifications, experience and education. Do not duplicate such information in your application.

Caution/Conclusion:

The applicant has to start his first body paragraph with the reference of the advertisement, but if he applies on his own responsibilities, even then he must mention it (his reference-person etc.).

Show your flexibility and interest in the job you are applying for.

Remember the purpose of your letter is the interview not the job.

Ensure your application is well typed and neatly printed. If it is not clear mostly in handwriting, make your application stand out of the rest.

Be brief, but give all the relevant information in as few words as possible.

Do not make exaggerated claims or sound boastful. Show a proper appreciation of your abilities.

Do not suggest, you are applying for the job because you are bored with the present one.

Do not state the figure of your salary you need. Instead, mention the salary you are getting now. It is possible that you claim for an amount which is less than are offering. Do not send your original documents. Take them along only to the interview.

The following are the parts of a letter which apply to all letter forms.

- i- Heading—(writer’s address and the date) / Return Address
- ii- To (optional)
- iii- Inside address---address of the addressee.
- iv- Salutation----Courteous greeting.
- v- Subject (optional)
- vi- The body--- the message of the letter.
- vii- Subscription--- courteous leave-taking/closing.
- viii- The signature
- ix- The superscription on the envelope.

1- Heading(Return Address):

The first part of the letter includes the writer’s address. It also has date below the address of the writer. This section of a letter or application is at the top right hand corner of the sheet. The heading and date may alternatively go on the left. However, the first choice is useful. In the heading one style is to put commas after first lines of the address and a full stop at the last line. The other style is to put no comma after first lines and full stop at the end. Both are correct but in Pakistani context the first style is mostly followed.

In some letters to newspaper the ‘heading’ is placed at the space exactly on the bottom left hand corner. While doing this, the date is written first and then the address exactly below it

1)

Room 22, BS Hostel,
GPGC Charsadda,
District Charsadda.
March 15, 2013

OR

2)

Room 22, BS Hostel
GPGC Charsadda
District Charsadda.
15th March, 2013

OR

3)

March 15, 2013
15 March, 2013
Room 22, BS Hostel,
GPGC Charsadda,
District Charsadda.

When the address of the writer is given in the bottom of the left corner, the date and month etc. are given in the first line. As shown exactly above, in sample # 3.

In Pakistani context the sample #1 is mostly used with commas and full stop. Heading tells the reader of the application/letter when and where you wrote the letter. The reader will perhaps reply to that address if needed. For examination purposes the name of examination hall is written instead of the writer's own address.

To center your letter of application, it is good to draw margin lines. Margins should be of about one inch on both sides of the page. This is especially useful in examinations.

2- To

The use of "To" has become optional nowadays, if you wish to write it, touch the word 'to' with the margin line. In other words T should touch the margin.

3- Inside Address or Address of the Addressee:

This part of the application includes the name and address of the addressee, either a person or an organization. There are commas after every line and a full stop at the last line. If you have started with optional 'To', then the address of the addressee will be written below 'To' but not exactly below. There needs to be some space between the margin lines and the addressee like this;

To

The Director,
Small Circuit Designing Company,
East Karachi.

But if there is no 'To', the given address must touch the margin line, as "To" would touch if you had to write.

Example;

The Director,
Small Circuit Designing Company,
East Karachi.

4- Salutation or Greeting:

The form of greeting depends upon the relation in which you stand to the person to whom you are writing. Example

Dear Sir, Dear Madam, Respected Sir.

It is always followed by a comma. In letters to members of your family names like Ahmad, Uncle, Mother, Father etc are used followed by a comma, like Dear Brother,

Salutation is written exactly below the "To" touching the margin line to the left side of the first page. The use of the word "Dear" is purely formal with no implication of special affection.

5- Subject:

Subject of the application is the theme and crux of the piece of writing. It briefly informs the reader about the purpose of the letter. The subject should be a summary of the letter in simple words. Subject writing is a good way to make sure your application goes in the right hands.

6- Body of the letter or Communication:

This is the message of the letter. The length and style of the letter/application depends upon the kind of letter you wish to write. The body and form/style of a letter to a close friend is different from those of business letters and letters for application. If your letter/application is long, it is a good idea to divide your letter into paragraphs. Every paragraph will mark the change of subject-matter. Using direct and short sentences it is better for your message to be understood. Sentences should be complete, because incomplete sentences sound rude. Mind your punctuation and spellings they can make changes in meanings.

Q. How to write your first paragraph(s)?

There are two acceptable ways of writing the first lines of a paragraph. The first one starts your first sentence from a space of about an inch from the margin line. In other words, there is left some space between the margin line and your first sentence. This way is mostly followed in Pakistan. It is a good way to mark the difference among different paragraphs. The second way is to directly start your paragraph from exactly below the salutation touching the margin line.

Sample 1 of Body Paragraph

Dear Sir,

I respond to your advertisement in the Pakistan Times dated March 15, 2013. I wish to offer myself as a candidate.....

Sample 1 of Body Paragraph

Dear Sir,

Today my need for accomplishment was sparked by your advertisement in the News Dated March 15, 2010

Remember...!!!

Always end your application with such sentences;

- ⇒ I am looking forward to the pleasure of an interview at your convenience.
- ⇒ Hoping for a favorable consideration.
- ⇒ Thanking you in anticipation.

However, friendly letters are wound up with good wishes and compliments, like with best wishes, Pay my respects to all etc.

7- Subscription/Courteous leave taking:

A letter must not end abruptly. It looks rude and slovenly. Certain forms of polite leave taking are prescribed.

Such as;

- ⇒ Yours sincerely/truly-----→ In applications (neutral)
- ⇒ Yours faithfully-----→ British English
- ⇒ Your loving friend-----→ In letters
- ⇒ Your loving brother-----→ In letters

The above leave-taking phrases can however be turned around like this;

- ⇒ Faithfully yours,
 - ⇒ Yours very sincerely,
 - ⇒ Sincerely yours
- } American English

The above first set of leave taking phrases are mostly used in Pakistan contexts.

NOTE: The first word of subscription begins with the capital letters. E-g

Faithfully yours-----→ F is capital.

8- Signature:

This section of the letter has now become part of the subscription. Signature includes the name and sign of the writer of the letter. The signature section comes exactly below the subscription, like

Yours faithfully,
Signature: ^\^\^\...*.
Aamir Bilal.

It is wise to write your full name, so that the reader may reply you if needed. A male can suffix to his name Mr.in brackets especially when the name given is not clearly the name of a male or female and a female should prefix to her name Miss or Mrs. The first prefix is used by single/unmarried females. The second is used by married females before their husband's name or their name + their husband's

Follow this format;

Mussarat (Mr) = (Male)

Mussarat [Ms. Or Mrs.]

Ms. Mussarat

Fore Name + Sur name

First Name + Family Name like

Miss Aisha

Mrs. Elizabeth Jordan

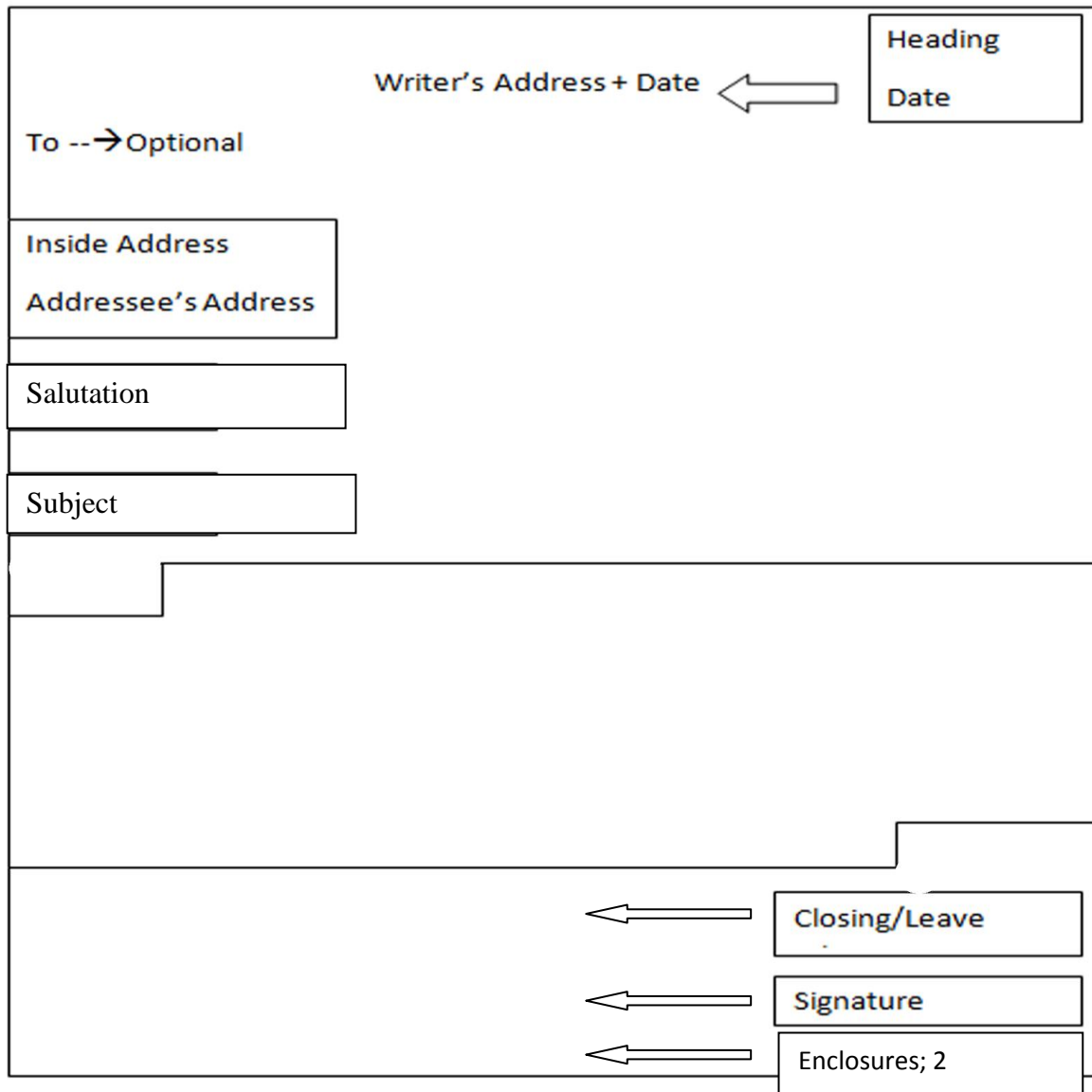
A female who does not wish to be called Miss or Mrs. may use Ms. before her name. Ms. is used for both married and unmarried females.

Ms. Mrs. Miss

Almost all the formal letters and applications partake of the following structure

Letter Writing and sample letters/job Applications

Diagram/Physical form of Application/Letter



Sample Applications and letters:

Room # 51 New Hostel Block A,
University of Peshawar,
District Peshawar.
11th March, 2013

The Director
Small Circuit Designing Company,
23 Garden Town,
Lahore.

Dear Sir,

Subject: Application for Appointment as Sub-Engineer.

I have read in the advertisement of Daily Mashriq Lahore dated 8th March, 2013 that some posts of sub-engineers are lying vacant under your kind supervision. I understand that you need competent persons with practical experience. Based on the information, I believe that my skill could be beneficial to your organization.

The kind of work your company is engaged in interests me. I have designed and developed six small circuits, besides; I have two years of experience in small computers circuit company Karachi, where I worked on internship.

Enclosed is my CV which will reveal that I have been an enthusiastic worker. My practical experience will be a good addition to your company. Moreover, I can handle office work independently.

Please consider me as an applicant for the post, if you feel I measure up to your standard. I look forward to the pleasure of an interview at your convenience.

Yours faithfully,
Signature: ^\^\^/\^...*.
Aamir Awais.

Enclosure: (1)

New Hostel Block A,
University of Peshawar,
District Peshawar.
March 14, 2013

District Police Officer,
Mardan Road,
District Charsadda.

Dear Sir,

Subject: Application as a *Junior Clerk*.

I have come to know from your advertisement in Daily AAJ Peshawar of March 14, 2013 that a post of junior clerk has fallen vacant in your office. I offer myself as a candidate for it.

I am a BS Computer Science with a speed of 40 W.P.M (Words per Minute). Besides the above I have taken a two year course in software designing. Enclosed is my CV for further consideration. I am looking forward to the pleasure of an interview at your convenience.

Faithfully yours,
Signature: \\\V\^...*.
Aamir Awais

Down Street,
130 The Mall,
Peshawar Cant

District Police Officer,
University Road,
District Peshawar.

Dear Sir,

Subject: Application for Appointment as a clerk.

I wish to apply to the post of clerk advertised in Daily Al-Akhbar dated March 14, 2013. I am skilled at application programs like Ms. Office especially Word and Excel 2010. Presently I am working as a computer operator at Khyber Hospital Shabqadar. Moreover, I can handle office works efficiently. Enclosed herein are my CV and photographs. If I am shortlisted for interview I can assure you that I will prove a good choice.

Yours faithfully,

Signature: ^\^\^\...*.

Aamir Awais.

To

The Editor,
The Dawn News Peshawar.

Sir,

Through the column of esteemed newspaper I want to draw the attention of the people towards the reasons of failure in the paper of B.A English. I hope you will a lot enough space in your paper to this attempt on the point.

There are good numbers of reasons why students fail in English. That English is a foreign language is the main reason. In other words, students have no good feeling with English. Very few of them are earnest in learning. What the students seek is to cross the stairs of examinations. To most of them, learning is unpleasant and examination is fearful. Secondly, teaching foreign language becomes very difficult when the learners are not mentally keen of the subject. In that situation, a teacher of English can hardly find out a technique suitable to all. They fail to motivate learners that they must master the four skills of language and that there is no easy way of a foreign language. In short, they fail to make language learning interesting. The most important matter is that the text books in different classes are not harmonious with the stages and the standard of the learners. In the college level, the topics are not suitable for the world that teenagers belong to. Finally, the motto of the questions in the public examination induces cramming(کرت) rather than learning the language. The faulty motto of the questions persuades the students to run after the so-called touch and pass system. It is high time; we did something to save the students from the disgrace of unsuccessful.

I hope my attempt will change the attitude of people for the better.

Yours faithfully
Lubna

30th October, 2013.
Katozai, Shabqadar.

Vill. and P/O Katozai,
Tehsil Shabqadar, District Charsadda.
October 03, 2013

To

The Controller of Examinations,
University of Peshawar.

Dear Sir,

Subject: Application for the acquisition of B.A degree on immediate basis.

Most respectfully it is stated for your kind perusal that I have recently passed my B.A. in the annual examination 2013. I am the eldest son of my parents. My father is out of work and wants to send me abroad as to earn our living. For this purpose almost all the requirements are met except the B.A. degree. Moreover, I will be working there for/with a private firm on the basis of my degree. That is why I am in need of my degree. Furthermore, I will have to verify my documents from the University and Higher Education Commission.

Sir, it is requested to issue me my degree on immediate basis, directing the concerned section in this regard so that I might submit my fee and documents in time for consideration.

I would be much obliged to you for this act of kindness.

Yours faithfully,
^\\^\\^...*.
Aamir Awais
Roll/No: 10

Combined effort by:

Aamir Bilal
Muhammad Awais