KV Luzern
Berufsfachschule

BEC Writing *4 Types of Text*

1 E-Mail

An e-mail is a message sent over the Internet. They have a clear structure (To, CC, Subject, Body). Although e-mails can be quite formal, there is a tendency towards a more formal style. When unsure about how formal your e-mail should be, think about your relation with the person you are writing to and choose the appropriate style. E-mails appear in BEC writing part 1 and part 2.

Subject: Delivery delay

Dear Mr Pascal,

We regret to inform you that we will not be able to respect the deadline previously agreed for the delivery of your order. Our supplier has warned us today that they are experiencing supply problems, which will result in a delay in our production chain. We count on your understanding and thank you for your patience.

Please accept our apologies.

Best regards,

...

- A **message over the Internet**
- Formal or informal style
- Clear structure
- **Subject line** (mostly given)
- Start with a **salutation** (Dear)
- Write 30–40 words
- Include a **sign-off** (informal: Yours sincerely /Yours faithfully; informal: Kind regards / best wishes)
- End with your **name** (position)

Subject: Web Content Editor position

Dear Sir/Madam,

With reference to your job ad in xxx, I would like to submit my application for the position of Web Content Editor in your company.

I graduated in Communication Sciences at the University of xxx and worked for several years in a Digital Agency as Content Specialist. I believe my skills and experience are in line with the requirements for the job position. I will be glad to introduce myself in an interview, that will allow you to better evaluate my possible recruitment.

Please find attached a copy of my resume. I look forward to hearing from you.

Yours faithfully,

...

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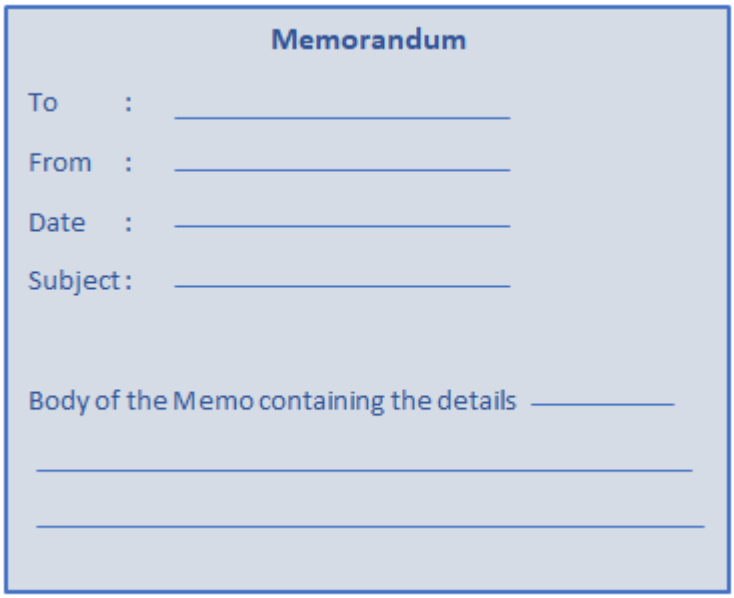
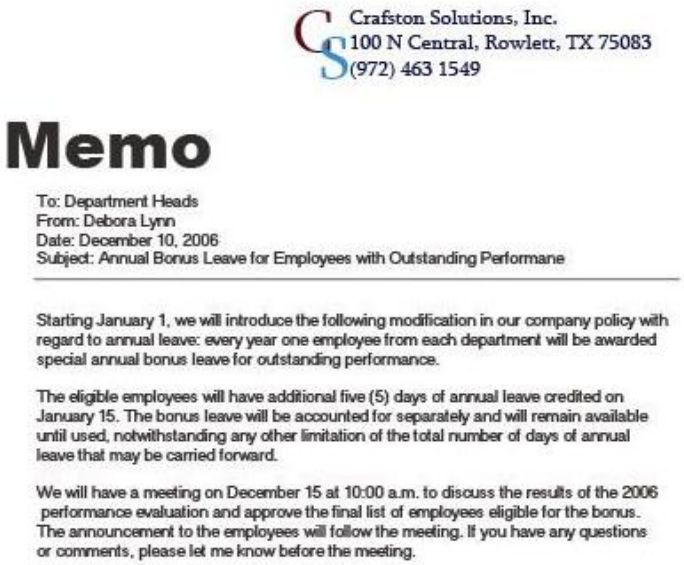
2 Memo

A memo is an **internal, informative document**. Memos are like internal press releases; they are ideal for **sharing brief yet vital information** quickly **with multiple people at once. They do not include a greeting**. While less formal than business letters, the language in a memo should still be **professional and formal**.

A memo is suitable for **conveying changes to personnel, updating on upcoming events** or **shifts in everyday operations or workflows**. The purpose of the memo is to announce that it is time **to implement a solution** and **to provide instructions**.



- **Internal, informative document**
- Start with a **subject line**.
- Be **formal**.
- Omit the **greeting** (~~Dear~~)
- Write 30–40 words
- Use **bullet points** to list items
- **No sign-off** ~~(Yours sincerely)~~
- End with your **initials**



Crafston Solutions, Inc.
100 N Central, Rowlett, TX 75083
(972) 463 1549

Memo

To: Department Heads
From: Debora Lynn
Date: December 10, 2006
Subject: Annual Bonus Leave for Employees with Outstanding Performane

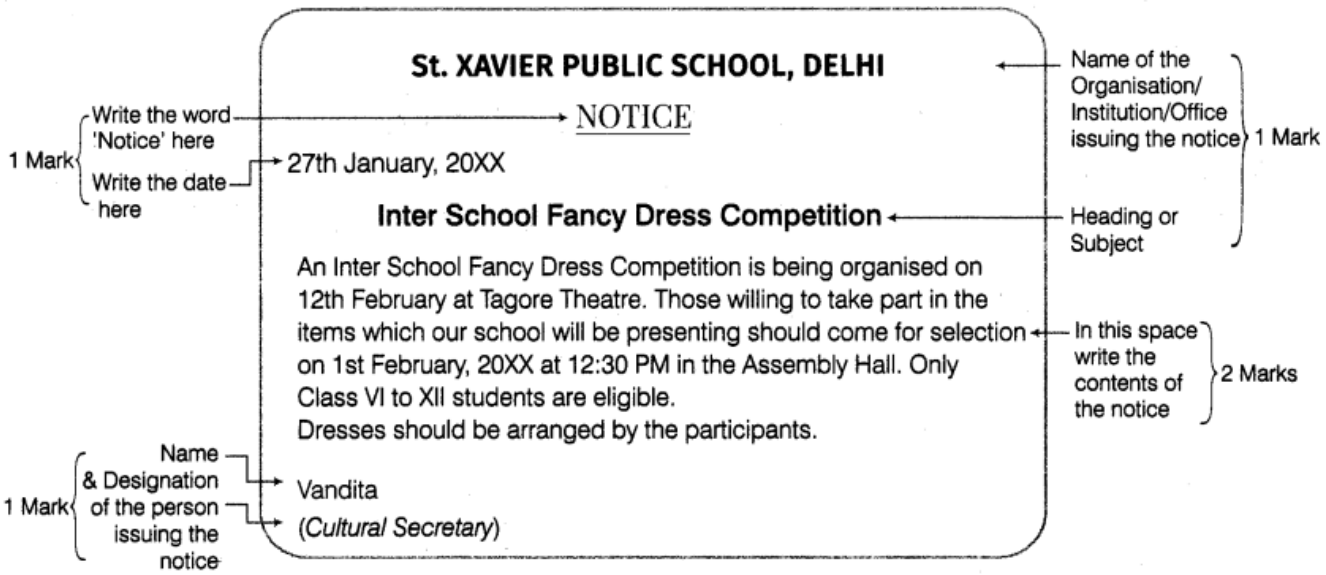
Starting January 1, we will introduce the following modification in our company policy with regard to annual leave: every year one employee from each department will be awarded special annual bonus leave for outstanding performance.

The eligible employees will have additional five (5) days of annual leave credited on January 15. The bonus leave will be accounted for separately and will remain available until used, notwithstanding any other limitation of the total number of days of annual leave that may be carried forward.

We will have a meeting on December 15 at 10:00 a.m. to discuss the results of the 2006 performance evaluation and approve the final list of employees eligible for the bonus. The announcement to the employees will follow the meeting. If you have any questions or comments, please let me know before the meeting.

3 Notice

A notice is a **short announcement** which is direct and **mostly formal** in style. A notice is a very important form of written communication used by **individuals** and **organisations** to **convey information** about **functions**, **events** and **occasions** or to announce something that has happened or is about to happen. It is put in a public place or published on the intranet where everyone can see it.



Translam Academy, Kanpur

NOTICE

20th December, 20XX

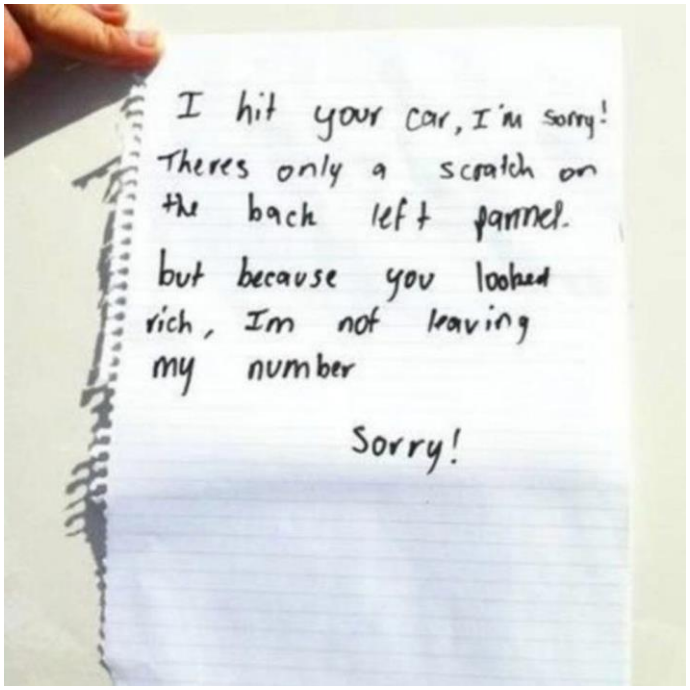
Activities for Celebration of Christmas Day

All the Activity Council members are informed to attend a meeting on 23rd December, 20XX at 10:30 am in the Biology Lab. The purpose of the meeting is to discuss the activities for Christmas Day celebration. Members should come with their ideas and the estimated cost as well as the infrastructure required for the same.

Abhishek
(Activity Coordinator)

- **Short announcement**
- Put in a public place
- Addressed to whom it may concern
- Add the **current date**
- Include a **bold subject line**
- No salutation (~~dear~~)
- Write between 30–40 words
- No sign-off (~~Kind regards~~)
- End with **name** and **position**

4 Note

A note is a **short informal** piece of writing that is used to help someone **remember something** or to **leave a message** when you cannot speak to that person. It is addressed mostly to people with whom you have a close working relationship or a familiarity. It is written in a quite **informal style** (write as you would speak). Notes usually end with the **name or initials of** the author.

- A piece of information that you leave for someone
- Quite **short**
- Mostly **informal** (write as a speak)
- Starting with an **informal salutation** (Hi, hello, dear) or just **the first name**
- About 30–40 words
- **No sign-off** necessary (sorry, thanks)
- End with your **initials** or **fist name**