

Faculty of Liberal Arts & Professional Studies

Internationally Educated Professionals Bridging Program



Professional Communication in a Canadian Context

Informative Writing



redefine THE POSSIBLE.





Objectives

- To understand the purpose and components of informative messages
- To examine various document formats



What is informative writing?

- Informative writing conveys information clearly and logically, without requiring the reader to respond or to act

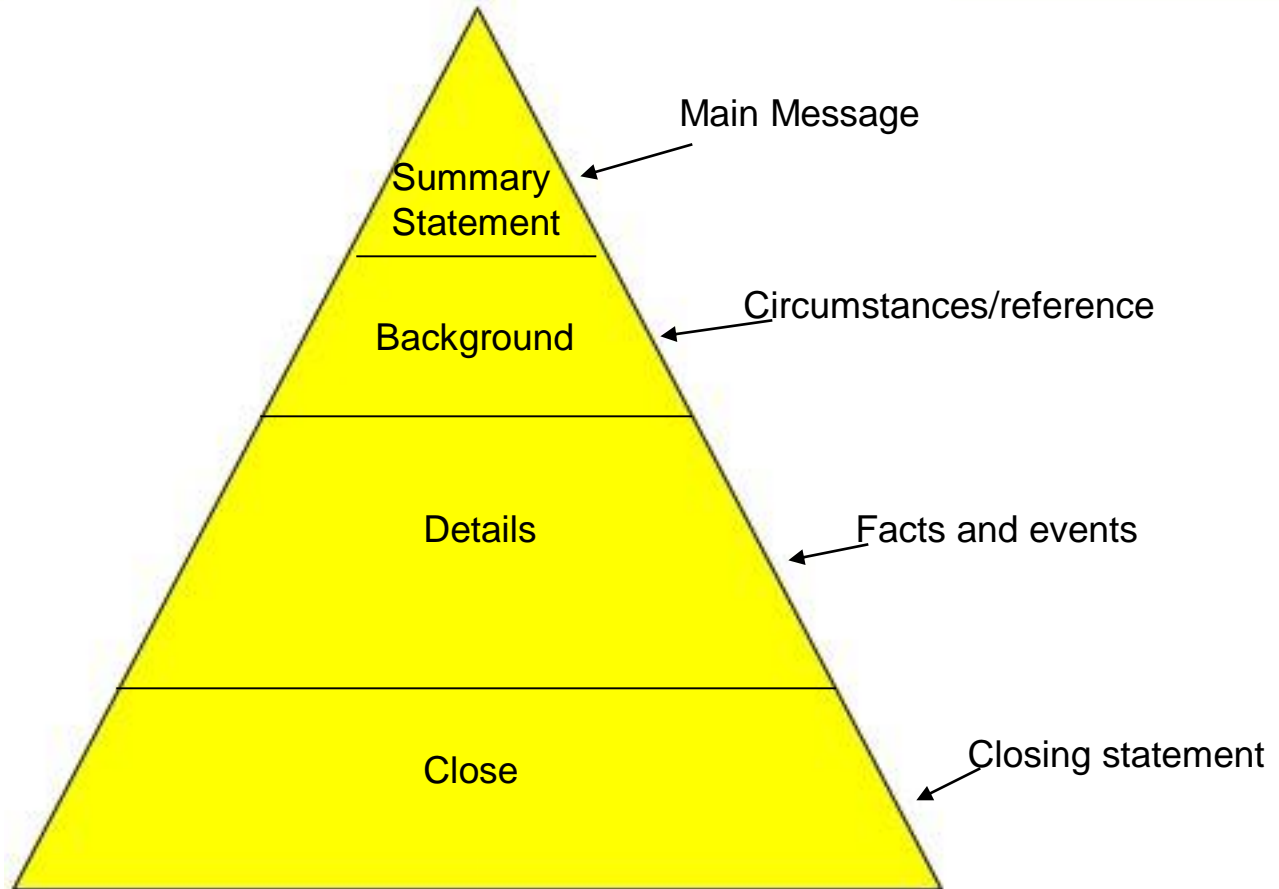


Types of informative writing

- Types of informative writing include:
 - Announcements
 - Confirmation of agreements/contracts
 - Instructions/processes
 - Transmittal messages
 - Social messages
 - Personal references



Organize with the Writer's Pyramid





Announcements

- Purpose
 - To convey news
 - To announce an event or accomplishment
- Key components
 - The announcement
 - The history or rationale
 - Details about the announcement
 - A closing statement indicating next steps



Sample Announcement

I am pleased to announce the appointment of Ms Maria Bryce to the position of Manager, Product Safety. Ms Bryce replaces Mr. Lukas Schmidt, who is now Manager, Business Strategy.

Ms Bryce and Mr. Schmidt will report directly to me.

I am sure you will join me in congratulating Maria and Lukas and wishing them well in their new positions.



Bad News Announcement

- Your company has decided to close its Oshawa branch due to low sales volume and higher interest rates caused by the downturn in the economy.
- This is a very close-knit company, and most people in each office location know each other well.
- As the HR manager, you have been asked to notify the company of this decision.



Confirming a contract/agreement

- Purpose:
 - To ensure that you and your reader have the same understanding of an agreement
- Key components:
 - Restate the agreement
 - Remind the reader of the context for the agreement
 - Display key components of the agreement
 - Duties, specifications, timelines, costs, payment method
 - Close with thank you and next steps



Confirmation message

I am confirming our acceptance of your order (#2456) for two UltraCool desk chairs (model #223), placed on April 22, 20xx.

The cost of each chair is \$565 plus HST, for a total of \$1186.50. They will be delivered on May 24, 20xx to your Toronto office.

We will contact you on May 23 to arrange a convenient delivery time.

Thank you for choosing UltraCool.



Instructions

- Purpose:
 - To explain how something should be done
- Key Components:
 - Indicate what process will be described
 - Provide reasons for the instructions
 - Detail the instructions in logical order
 - Close with next steps



Sample Instructions

When you arrive at Pearson Airport on May 22, please come directly to our York Lanes office at York University so that we may introduce you to our faculty and students.

Once you have rented your car, follow these directions:

1. Follow the airport exit ramps onto Highway 401 east.
2. Take Hwy 401 east to Hwy 400 north.
3. Take Hwy 400 north to the Finch Avenue exit.
4. Take the Finch Avenue exit, heading eastbound, until you reach Sentinel.
5. Turn left onto Sentinel Rd. and follow it to Pond Road.
6. Turn right on Pond Road and follow the signs to the York Lanes parking lot
7. Park your car and walk south to York Lanes, where you will see signs to our office

We look forward to seeing you on May 22.



Instruction activity

- Write a set of instructions for the new handshake you developed
- Exchange your instructions with those of another group
- Follow the instructions exactly
- Provide feedback for revision



Transmittal Messages

- Purpose
 - To introduce an enclosed or attached document
 - To focus attention on key elements of enclosed item
- Key components
 - Announcement and identification of enclosed document
 - Introduction of documents and reasons why they were sent
 - Identification of noteworthy elements in the documents



Sample Transmission Message

I have attached a copy of our summer program brochure, which outlines the courses and workshops that Technowiz offers in July and August.

The Negotiation Workshop is especially relevant to the work you do as a Human Resource Manager.

Please note that the early bird discount expires on May 15, 2010.



Social Messages

- Purpose
 - To establish and maintain positive relationships with colleagues and clients
 - To demonstrate interest and appreciation for the contributions and losses of others
- Key components
 - Identify the event that you are acknowledging
 - Provide comments to indicate why the situation or action was meaningful to you
 - Close by summing up your feelings about the kindness or service provided



Sample thank-you note

Thank you for correcting the error in my Acme MasterCard statement.

On April 27, I received notification that both the erroneous \$875 charge for whale watching in Newfoundland and the accrued interest of \$47 had been reversed.

I appreciate your prompt assistance and have copied this message to the Customer Service Manager at Acme MasterCard.



Personal references

- Purpose
 - To provide information on a colleague's character and quality of work
- Key components
 - Identify yourself to a specific reader
 - Indicate your relationship to the colleague
 - Highlight special attributes that the reader will find valuable for the position in question



Format Options

- Full-block and modified block letters
 - For formal communication - usually external
 - Full block is more common today
- Memo
 - For interoffice correspondence
- Fax
 - For documents requiring signatures
- E-mail
 - Most common form of communication
- Texting
 - For short or urgent messages



Full and Modified Block

Dixie Cleverelle
SavbizCor Ltd
28 Green St., Suite 14
Upstate, NY 10947

October 27, 2006

Ms. Margaret Edwards
Barnelli Ltd
48 Stanstead Road
London SE27 1HF

For the Attention of Financial Manager

Dear Ms. Edwards:

I wanted to take this opportunity to thank you for the excellent job you did in arranging financing for our project. We appreciate the fact that you made yourself available for discussion seven days a week. We were impressed by your thorough knowledge of financing and investment banking.

We have been dealing with our new financial institution for about a week now. The advantages of association with this institution are already apparent. I feel as though we have taken a quantum leap forward in progress.

I would not hesitate to retain your services again and to recommend your firm to any company seeking the best representation.

Sincerely yours,

D. Cleverelle

Dixie Cleverelle,
President

Imperial Stationery Ltd
258 North Hampton Road Manhasset, NY 10847 (914) 375-2788

January 4, 2007

Ms. Ashley Nickols
Savbizcor Ltd
28 Green St., Suite 11
Upstate, NY 10947

Dear Ms. Nickols:

Thank you for ordering 15 cases of premium paper from Imperial Stationery Ltd. Your order has been shipped and should reach you within the next five business days.

Find enclosed your total bill for the above order amounting to \$794.85, and the check for \$23.85 is your refund. Because you paid in advance, we are giving you 3 percent cash discount and we also are paying for shipping and handling.

Imperial Stationery is pleased to add you to its list of customers. We look forward to your next order.

Sincerely,

J. O'Conelly

Jennifer O'Conelly
Customer Service

2 Enclosures



Memo and Fax Cover

Olansoft
Olansoft
Olansoft

Memo

To: Files
From: Steven Bradshaw
Date: June 2, 2006
Re: Nadine Prentice's Employment Status

Nadine Prentice initiated a meeting with the management to discuss her current employment status, given her on-going leave without pay as of 29 March 2006. As her current family obligations do not allow for a full-time return to the office, Ms. Prentice has requested an extension of the unpaid leave period up until 15 September 2006. At that time, the management and Ms. Prentice will revisit her engagement with the company. In the meantime, Ms. Prentice will perform specific job tasks on an as-needed basis, as requested by the Technical Services Department.

MORIONS LTD
8741 Toledo Blade Blvd, Port Charlotte, FL 33975
Tel. (941) 631 4392, Fax (941) 631 4398

FAX

To: Chris Linden
Fax #: (239) 982 734
From: Judith Starr
Date: 18 September 2007
Subject: Institute of Building Consultants Annual Meeting
Transmitting 2 pages including this page

Dear Chris,

Enclosed is a draft agenda of the
ANNUAL MEETING organized by the
INSTITUTE OF BUILDING CONSULTANTS

DATE: 15 November 2007
TIME: 9:00 A.M.
VENUE: Port Charlotte Community Club
8930 Toledo Blade Blvd, Port Charlotte

If you have any questions regarding Annual Meeting registration, please contact me.

Best regards,

J. Starr
Judith



Key Learnings

- Informative writing must be clear and specific
- Systematic organization and logical development are important
- Informative writing help to build positive relationships