

Lecture 16

16.1. Format

A format is pre-established lay out for data and assumes the role of a pattern, plan or arrangement. This may generally be categorized in global or outer settings and inner or local settings.

16.1.1. Outer Frame

Generally, memorandum have 1-inch margins around the page. All lines of memorandum begin from the left side. The text begins two spaces after the subject line. The body of memo is single spaced with two spaces between paragraphs.

16.1.1.1. Sender's details

The sender usually signs the memo using initials, first name or complete name at the end. It is important to keep in mind the designations and ranks of people who will be reading the memorandum. In electronic copy of memorandum, signature or initials are not required because the sender's name is already visible. The memo, short for memorandum, contains the organization's name, its logo and, sometimes, other details.

16.1.1.2. Additional page

In case the memo exceeds one page, a header is used to develop a link between the pages by specifying page numbering. Thus, a header may contain recipient name, page number and date as shown in Figure 1.

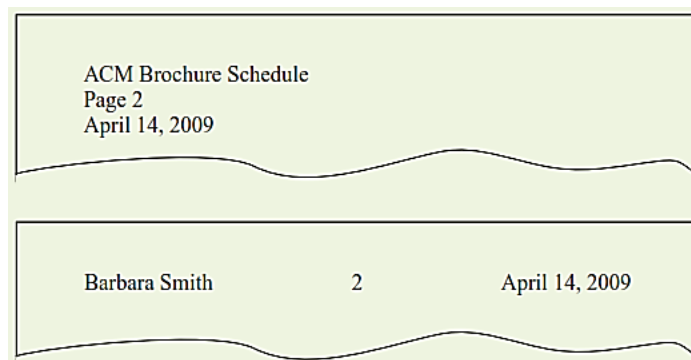


Figure 1 Memo header

16.1.2. Inner Frame

Text structure refers to how the information within a written text is organized.

16.1.2.1. Recipients

For informal memos, the receiver name is enough. In case there are two people with the same name within an organization, specifying designation or department may be necessary. In formal memos, if receiver is in another department, it is necessary to specify designation and department. In practice, specifying full name was an integral practice but has become outdated, depending on the type of the organization. If the memo is sent to several people, they are listed after "To". If the recipient's list

exceeds a dozen, then it is preferable to write their names at the end of the memo. This should be referenced in the “To” line.



Memorandum

To:

From:

Copy to:

Date:

Subject:

Message

Figure 2 A sample memo. Source: Alred, G. J. Brusaw, C. T. Oliu, W. E., Handbook of Technical Writing, 10th Ed., St. Martin's Press. p.329

16.1.2.2. Sender

The “From” section contains the name of the sender. The writer’s name and professional title come after this heading. For informal memos, the sender’s first name usually suffices, again, but may be necessary to add further details if there are two people with the same name. If the memo is not formal, then you skip titles, which include Dr., Mr., Mrs., Ms. or Miss. By the way, there is a fundamental difference between the use of Ms. and Miss. Be sure to know them before hand and these vary from country to country.

In more formal memos, the use of full name is mandatory. Some organizations may require details regarding designation and department, as well, if this is not specified on the letter head. However, again, if the receiver(s) is/are from another department, then details pertaining to designation and department are usually required.

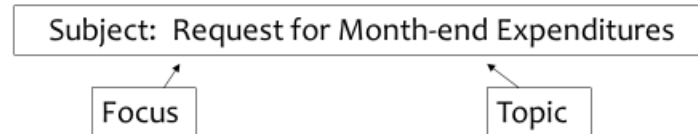
16.1.2.3. Date

Organizations use date for record-keeping and it helps with organizing past events and information. Thus, writing up a date is mandatory. Preferably, write the month or its abbreviation to avoid confusion between British and American date system.

16.1.2.4. Subject

A subject line is the introduction that identifies the email's intent. This subject line, displayed to the email user or recipient, when they look at their list of messages in their inbox, it should tell the recipient what the message is about, what the sender wants to convey.

Use the exact topic words in subject to communicate the point of memo. For example, "Changes in Employee Medical Benefits" is more specific than "Employees Benefits Program".



These general guidelines are usually applicable but the order of placement of these headings may vary from organization to organization. For example, the "To" lines furnish the need for a salutation, as may be evident from the opening, "Dear Mrs. Bernstein".

To: Joe Campos, VP of Sales
From: Kate Chaplain, Senior Sales Associate
Date: April 5, 2013
Subject: Quarterly Review

I've attached my quarterly review report to this email, but I also wanted to quickly discuss the trends I've noticed in our sales data over the past few months.

We've sold over 10,000 new memberships over the past quarter, which is a 22% increase from Q4 of last year. Our data analysis shows that this upswing corresponds with the creation of company pages on various social media sites, including Facebook and Twitter, which allows more people to connect with us virtually. In fact, over half of our new memberships were purchased from links that were posted on our Facebook and Twitter profiles.

We've also had an 82% renewal rate in memberships that were set to expire in Q1. This is 16% higher than our renewal rate in Q4, which suggests that our new program—having sales associates contact members directly about renewing their memberships—is working even better than we had expected. Unfortunately, we haven't seen the same rapid growth in the purchase of family memberships. While the number of FMs has increased by 2% over last quarter's numbers, I believe we can get that number even higher. I've listed some suggestions in my report, but I would also like to add it to the agenda for our quarterly review meeting later this week.

Please let me know if you have any questions.

16.1.2.5. Message

The content of memo should have a concise introduction, middle paragraph for details and a brief conclusion. Some memos are as short as one paragraph or even one sentence. Memo length is set by purpose and audience. Unless the memo is a brief note, a well-organized memo message should contain situation, a problem, a solution, action and politeness.

A long memo has different sub-sections. These are explained hereafter.

16.1.2.6. Summary

For longer memos, a summary is placed at the beginning of the memo. This summary should condense the subject in five or ten lines with simple language.

16.1.2.7. Introduction

The introduction consists of memo's purpose and scope. It may be used to ask questions or to provide

To: Customers of Chloe's Cupcakes
From: Dan Lionel, Public Relations Liaison
Date: May 12, 2012
Subject: Publication of Nutrition Facts

Due to extensive customer feedback, we at Chloe's Cupcakes would like to demonstrate our commitment to making healthy choices by publishing nutrition information for all of our baked goods. Although our stores would not be required by law to provide the nutrition facts of our products, we agree that customers should have access to as much information as they desire before making a purchase.

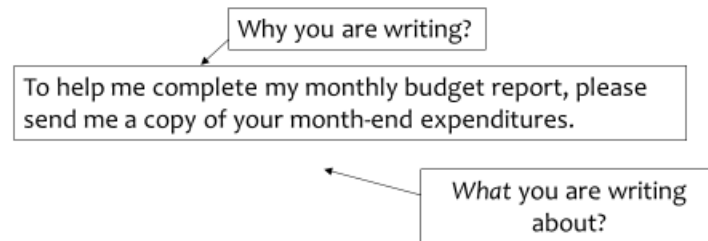
We are confident that that you, the customer, will feel better about choosing Chloe's Cupcakes once you are aware of these facts. We are committed to use the best locally grown ingredients in our baked goods, and we freshly prepare all our desserts each morning. Moreover, we have a line of vegan treats that substitute some of the highest-calorie ingredients in non-vegan goods with healthier options—while still delivering great flavor. For those customers who are looking to splurge, we have an exquisite selection of decadent treats too, including our famous crème brûlée macaroon sundae.

All our nutrition information will be available online, along with a list of ingredients and possible substitutes for those with dietary restrictions. We will also provide pamphlets in stores with the same information, to be updated periodically. As it is cumbersome to obtain accurate nutritional analyses of handmade food products, we are unable to guarantee access to nutritional information for seasonal flavors and promotional items.

Sample memo for customers. Source: [wikihow.com](http://www.wikihow.com)

answers, and even to thank the readers. If the memo concerns refusal of a request, be sure to give out a

reason prior to a blunt no. This stems from the need to cushion unwelcoming news. In analytical memos, your tone should be unemotional and objective. Explain what you are writing and why there is a need for it.

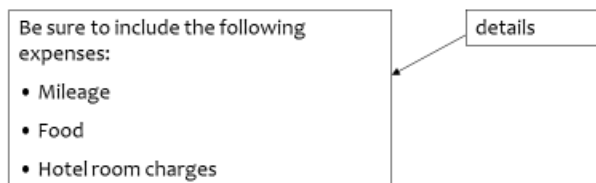


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16.1.2.8. Discussion

The facts of a situation need to be accurately identified and the arguments should be supported carefully.

Example:



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To: All Staff and Interns
From: Ana Lucily, Executive Assistant to the President
Date: July 15, 2012
Subject: Dishes in the Sink

It has come to our attention that there has been a pile of unwashed dishes that accumulates in the sink by the end of each week. It has gotten so bad that washing one's hands in the kitchen sink becomes an uncomfortable undertaking. Therefore, we are introducing a new policy that mandates that employees wash their dishes as soon as they are done with them, keeping the sink clear for other uses.

If you do not have the time to wash your lunch container or coffee mug, leave it by your desk until you are ready to wash it. Even two or three dirty plates will encourage every person thereafter to leave their unwashed, food-stained dishes and silverware in the sink. Conversely, studies have shown that when a sink is empty, people are more likely to wash their dishes immediately.

Thank you for your cooperation!

Sample memo to colleagues. Source: [wikihow.com](http://www.wikihow.com)

16.1.2.9. Analysis

Before undergoing an analysis, you need to inform your readers the following:

- **Data:** What date will you be using? How did you get the data? Where was it collected from?
- **Method:** What is the procedure for analyzing your data?
- **Assumptions:** Are there some key assumptions in your analysis?

16.1.2.9.1. Scientific Analysis

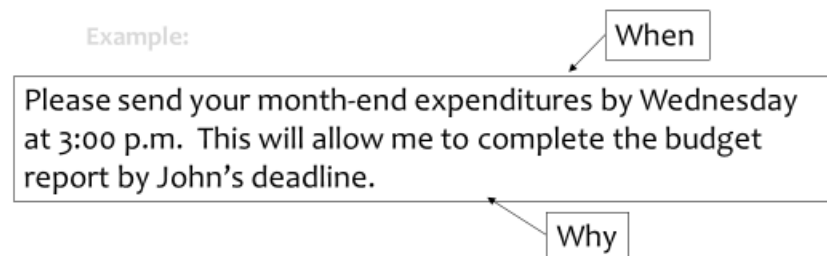
The scientific analysis is a process of studying the nature of an abstract or tangible concept or determine its essential features and its relations with its environment.

16.1.2.9.2. Significance of Data

Most analytical reports require the incorporation of data to be convincing. This encourages objectivity. Data are usually expressed in either tables or graphs. All tables and graphs should have a title and a numerical reference.

16.1.2.10. Conclusion

The conclusion summarizes the main points and discuss what action is required of the reader. At this stage, you may want to mention when you expect a follow-up or why that date is important.



16.1.2.11. Writer's Initials

A memo is completed by the writer's initials and usually not by his/her signatures immediately after the last sentence. The "from" line eliminates the need for a complementary close.

16.1.2.12. Distribution List

Names on the distribution list are usually typed in alphabetical or by seniority in designation.

16.1.2.13. Attachments

If you've attachments, you may list them at the top of the memo or at the end.

16.2. Copies

A duplicate copy of the memo should be held for the future reference.