**Learning Objectives**

Upon completion of this unit, students should be able to:

1. Compare and contrast full block, semi-block, and simplified forms of letters.
2. Describe the contents and uses of letters and memos.
3. Compare and contrast letters and memos.
4. Describe the circumstances under which neutral, good news, and bad news memos should be composed.
5. Define proper formats for writing e-mails.
6. Compare and contrast e-mails, letters, and memos.
7. Identify alternative types of transmittal forms.

**Unit Summary**

While there are obvious differences in technical, business, and academic writing, there are some similar elements. The main similarities among these types of writing are forms of correspondence or standard communication. Unit III will focus on these types of correspondence. More specifically, three basic elements of correspondence are discussed in Unit III. These include basic types of letters and memorandums, varieties of letters and memorandums, and electronic mail (e-mail) and related communication mediums.

The first part of Unit III looks at various formats and applications of letters including full block, semi-block, and simplified formats. You will see many similarities for each type, as well as differences in purpose and use.

In the second part of Unit III, the attention turns away from letters to more internally-oriented correspondence, i.e. memorandums (or memos). You should be sure to note differences in format, required elements, and writing tone compared to letters. As with the earlier section of this unit, you will see a variety of memorandum formats that will be useful as the course progresses.

In the final section of Unit III, the author reviews electronic mail, as well as other formats including fax cover sheets. Format and presentation are very important, especially for the section related to electronic mail. It is essential that you write electronic mail messages in a professional manner to make this a more accepted form of correspondence.

There are numerous examples provided throughout the assigned readings. You should pay close attention not only to format, but also to how the tone or demeanor of the writing can help influence the perception and attitude of the reader. These examples will also be useful when preparing for and completing the section exams. Consistent with the focus of this course, the unit assessments will be writing intensive.

**Key Terms**

1. Bad news letter
2. Closing
3. Closure
4. Electronic mail
5. Fax cover sheets
6. Full block form
7. Good news letter
8. Memorandum
9. Message
10. Neutral letter
11. Other-oriented transactional communication
12. Salutation
13. Semi-block form
14. Simplified form
15. Support
16. Transition