

SECTION

20

TEXT TYPES AND PURPOSES



WRITING

INTRODUCTION

Communication is an integral part of human life or institutions. Thus, before you live effectively, or human institutions run well there is the need for effective interaction or communication with others around you. This could be formal or informal based on the person you are communicating with, how you are supposed to communicate, and the medium through which you communicate. This lesson is going to focus on the formal way of communication, taking into account communication through email, memorandum, agenda, and formal letters. All these have their structural formats we have to follow when we need to deliver a message through them. Generally, all forms of communications have three structural features. These include introduction, body, and conclusion. This means that a formal letter would have different structure from an agenda of a meeting, and others. We are now going to take a look at them below.

By the end of this section, you will be able to

- Create an email, memo, programme agenda, application (job, services) acceptance letter on given topics using the appropriate format.

Key Ideas

- An *email* is a means or system for transmitting messages electronically.
- *Memo* or *memorandum* is a kind of formal communication or notification that usually operates within an organisation.
- *Agenda* is a list or outline of things to be considered, discussed or done at a meeting.
- *Formal letters*, also called business letters or professional letters, are letters that are written in a specific format.

TEXT TYPES AND PURPOSES

Emails

An email is a means or system for transmitting messages electronically. The world, it is often said, is now a global village. This means that you can be in one country and know or see what is happening in another country. One of the media through which we can do this is email. It is simply a medium/channel through which information or messages are sent. It is done electronically - by using information and communication technology (ICT) tools such as smartphones or computers. Before it is possible to do this, the sender as well as the receiver need to have valid email addresses. It is through emails that we can use the ICT tools to transmit the messages. Email is frequently used for formal communications.

How to communicate through email.

1. Click on the email account (Gmail or Yahoo mail)
2. The word “compose” will pop up.
3. Click on compose. This will send you to a new interface where you have:
 - a) To: This is where you type in the email you are sending the message to.
 - b) Subject: The subject requires that you give the reason (title) for your message.

After the title, you now have to give the details of the message. This serves as the body of the information you are delivering.

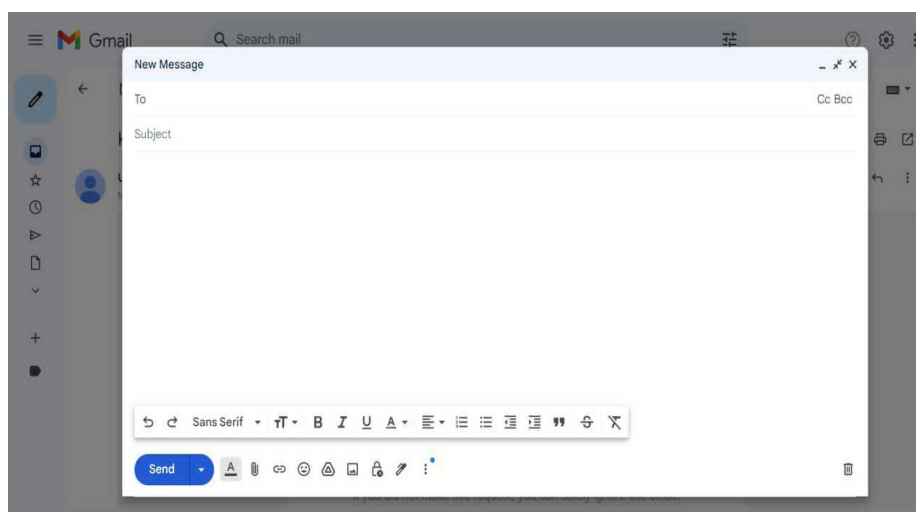
Having done writing the details, there would be a place that indicates “send”. Click on it and it will be sent to the owner of the email account.

In the case of sending a letter of application for a job via email, after you have indicated the email, you are sending to, and stating the subject, you can:

1. Start your email with Dear Mr./Mrs. + the person’s surname.
2. Identify the job you are applying for.
3. Let the recipient know why you are applying for the job.
4. Attach a curriculum vitae (CV) that gives further information about your background and qualification.
5. End your letter by saying *I would be much grateful to be given the opportunity/I hope to hear from you soon/I look forward to hearing from you soon.*
6. Thank the receiver.

To add an attachment to your email, you must follow the steps below:

- a. On the computer or phone, go to Gmail or Yahoo mail.
- b. Click compose
- c. At the bottom, click attach (or the symbol like a file pin/paperclip)
- d. Choose the file you want to upload.
- e. Click open
- f. Click send



NB: The template above will open when you click on compose. The second icon after the **Blue Send** icon (paperclip) is the one to click on when you are attaching a file.

ACTIVITY 20.1

1. You have been given the opportunity to apply for a vacant position in an organisation via email address. Following the guidelines, practise with a colleague using electronic tools to show how a message can be sent via email.

Memo or Memorandum

This is a kind of formal communication or notification that usually operates within an organisation. Because it is a formal communication, it requires a title or heading. It is mostly used for the day-to-day running of an organisation. This could be written from the top to the bottom of the organisational structure or vice versa. A memorandum is different from a formal letter in its features, where it is circulated, and even its formality. While a memo is a communication within an organisation/institution/agency or a firm, a formal letter can be sent to someone outside the jurisdiction of the writer. In some cases, a memorandum may be less formal as compared to a formal letter. The reason for writing a memo could be to instruct (in the case of it being written from top to the bottom), to inform the workforce of something, to educate, to warn, and others. Since a memo is written for different purposes, the approach may slightly be different. Writing a memo to warn may be different from writing to request something from an office.

The following are the tips to consider when writing a memo:

1. The heading (this is applicable when the company/organisation does not have a letterhead for memos).
2. A brief introduction
3. Background information on the issue under discussion
4. Outline actions you want to be carried out and timelines to carry out the actions
5. Conclusion/closing statement
6. Before you send, you have to review and proofread your text to ensure all is accurate.

Memo headings - format can vary. Some formats bold the headings (to, from...), some do not capitalise the subject line, some align the headings based on the colon.

REMEMBER THAT ANY EMAIL SENT MAY BE STORED INDEFINITELY BY THE RECIPIENT.

This is a sketched structure of a memorandum.

MEMORANDUM

To: (the receiver)

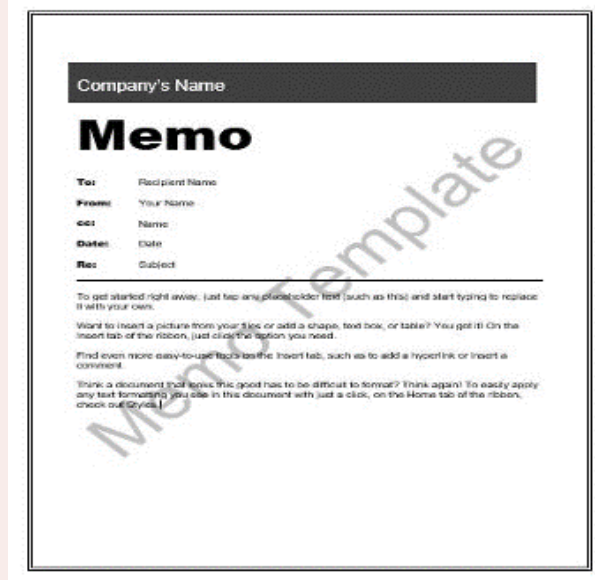
From: (the sender/writer)

Date: (when it is written)

Subject: (the reason/subject of the memo)

Body (introduction, main body, conclusion)

The above would be appropriate if the company does not have the letterhead for memos. But if it does, the “memorandum” on top would not be necessary.



2.1 Invite four of your friends and perform this activity with them. Discuss and write a memorandum requesting that textbooks be distributed to your class members.

2.2 Orally present your write-up in class for others to critique.

Agenda

This is a list or outline of things to be considered, discussed or done at a meeting. A meeting agenda takes place in our everyday life either formally or informally. Thus, we sit for meetings with our parents and other siblings in our homes. Those meetings do not happen accidentally. When we meet, there are issues or items we put together to discuss at the meeting. In other words, the agenda is a structured roadmap for a meeting, detailing the topics and activities planned to discuss in the meeting. These items we put together to discuss are called the agenda. It is also known as a programme of activities for a meeting. It communicates the purpose of the meeting and also tells the participants what to expect during the meeting and how they can prepare for it. Also, it helps participants to know who is tasked to do what at the meeting, and what amount of time they have to carry out their tasks assigned to them. A well-prepared agenda for a meeting maximises the effectiveness of the meeting and keeps members on track. Because they know the purpose of the meeting, items/issues to consider at the meeting, the task assigned to each member, and the amount of time allotted for each agenda item, members would have a better direction as to what is expected of them. It means that members have to be served with the agenda before the meeting day. This would help them deliver effectively at the meeting.

MEETING AGENDA (FORMAL)

The following are items to consider when preparing a meeting agenda.

INFORMATION OF MEETING

1. Objective of the meeting (what the meeting seeks to achieve)
2. Date (when the meeting is taking place)
3. Time to start the meeting
4. Meeting type (indicate the type of meeting)
5. Venue of the meeting
6. Call-in number (indicate the number)
7. Called-in by (caller's name)
8. Call-in code (indicate the code)
9. Timekeeper
10. Attendees (write the names of those present)
11. Apologies (write names of those who were not available to attend)
12. Facilitator (name the person to facilitate the meeting)
13. Note taker (assign someone to take notes/minutes)
14. Date of next meeting if any.

PREPARATION FOR MEETING

1. Indicate what documents to refer to.
2. Indicate what items/information members are to bring to the meeting.

ACTION ITEMS FROM PREVIOUS MEETING

1. Identify action items that were resolved to be carried out.
2. Name the person who was tasked to carry out the actions.
3. Indicate the time by which the actions were to be carried out.

AGENDA ITEMS

1. List the items to be discussed.
2. Assign participants to present on those items.
3. Allot time for the presentation of each item.

NEW ACTION ITEMS

1. List items that require actions to be carried out
2. Name participants who are to take actions on the items.
3. Indicate the date by which the tasks have to be accomplished.

If there are other notes or information then it can be brought up.

ACTIVITY 20.2

1. Perform this activity alone.

Assume the position of a secretary to your school's students' representative council (SRC) board, and draw up an agenda with your other executives, for your quarterly SRC meeting.

2. Share the agenda with the entire class for feedback.

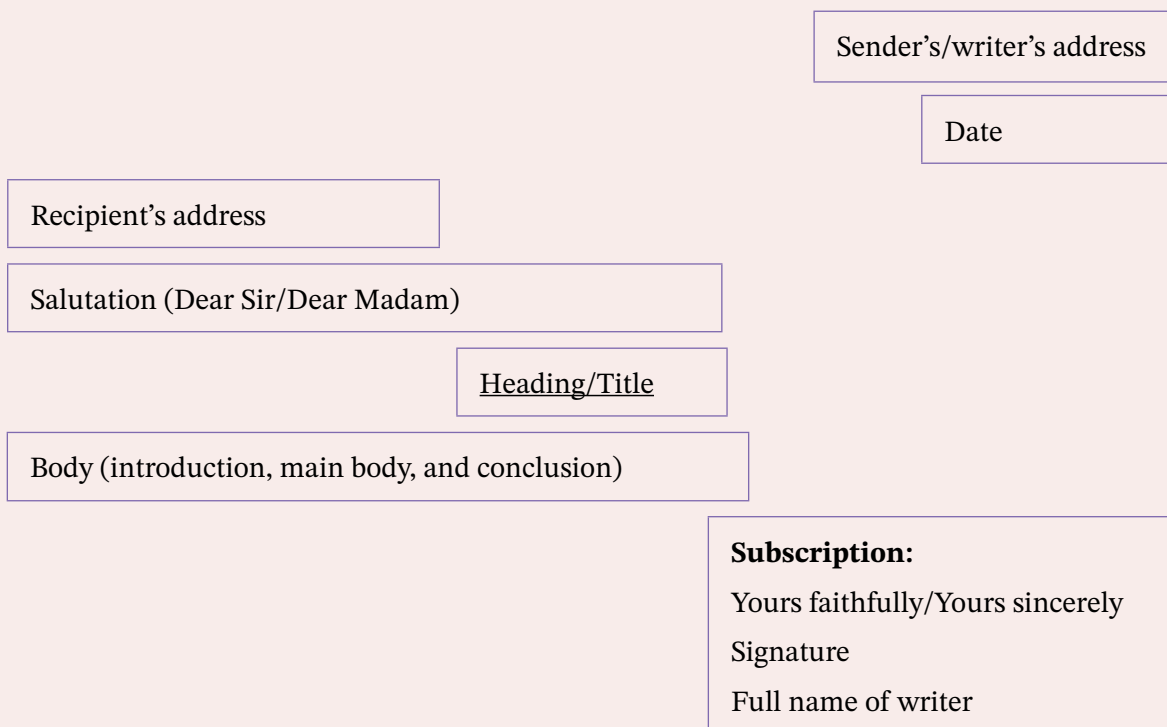
Formal letters

Formal letters, also called business letters or professional letters, are letters that are written in a specific format. Formal letters are much more formal in style than informal/friendly letters. These are addressed/written to office holders. Formal letters could be written to provide official information, apply for an employment, express a concern, and others. These types of letters include but are not limited to application letters, business letters, letters to editors.

Features of Formal letter

1. Sender's address
2. Date
3. Recipient's address
4. Salutation
5. Heading/Title
6. Body (Introduction, Main Body and Conclusion)
7. Subscription - the closing and signing of the letter

Layout of formal letter writing



These types of letters are extensively discussed in year two.

Review Questions

1. Examine the key difference of each of the following from the rest.
 - a. Memo
 - b. Email
 - c. Agenda
 - d. Formal letter
2. How do you prepare an agenda for a class meeting?
3. As part of the structure, what are the items to consider when you are writing an application for a job?

Answers to Review Questions

1. To be done by the learner
2. To be done by the learner
3. Sender's address, date, receiver's address, salutation, title, body, and subscription

Extended Reading

1. Dadzie, A.B.K and Grant, N. (2008). *New Gateway English for Senior High School Book 1* (2nd ed.). Longman Publications
2. Sandy, A.J. (2020) *English for Senior Secondary Schools Book 1*(volume 1). Independently Published
3. Victor, Y. *et al*; Leonard, A. (2008). *Black Star Series Book 1* (volume 1). Cambridge University Press
4. Old newspapers
5. Any English Language Textbooks approved by NaCCA
6. Sample texts from social media

Glossary

Curriculum vitae or CV	A comprehensive/detailed statement of one's educational background, teaching, and other experiences of the person. It is current practice to list previous positions and experience from the most recent onwards.
Via	Through

Acknowledgements



Ghana Education
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