

PART III
LETTER WRITING

CHAPTER 14

SOCIAL FORM IN CORRESPONDENCE

PARTS OF SOCIAL LETTERS

There are six main parts to a social letter: heading, inside address, salutation, body, complimentary close, and signature.

Heading of the Social Letter

The heading is placed at the upper right-hand corner of the paper. It includes the writer's address and the date. The heading should have an upper margin of at least one inch and a right-hand margin of about three quarters of an inch. It usually consists of three or four lines. The first line should give the address number and street; the second the name of the city and the state, and followed by the Zip Code. The last line is the date.

Name of cities, even if long, should be spelled in full, but names of states may be abbreviated, Street numbers are written in figures. It is best to spell in full the words Road, Boulevard, Square, Building, Place, Avenue, and Street.

The name of the month should be spelled in full. The day of the month and the year are usually written full figures. Do not use the ordinal numbers (first, second, etc.) or an abbreviation(1st, 2nd), except in very formal letters. Write, for example, August 1, 1974 (not '74).

(1) Form of the heading

The heading may be either the block style or the indented style. In the block style each line begins exactly the same distance from the right and left margins. In the indented style each succeeding line is spaced uniformly to the right. The block form is almost always used in typing; the indented form may be used in writing longhand. Illustrations are given below.

Block style

555 Gayley Avenue
Los Angeles, Ca. 90024
August 1, 1974

Indented style

555 Gayley Avenue
Los Angeles, Ca. 90024
August 1, 1974

If the writer lives in a country such as Thailand, where there are no states, the second line of the heading can just contain the name of the city or town:

Block style

510 New Petchburi Road
Bangkok
August 1, 1974

Indented style

510 New Petchburi Road
Bangkok
August 1, 1974

If the address includes the name of the lane or the number of the lane, put it in the first line following the address number. The name of the street (road, avenue, etc.) then moves to the second line, followed by a comma before the name of the city or town.

Block style

7 Soi Napasab
Sukhumvit Road, Bangkok
August 1, 1974

Indented style

7 Soi Napasab

Sukhumvit Road, Bangkok

August 1, 1974

If the letter is to be sent abroad, the name of the country will replace the name of the state:

Block style

510 New Petchburi Road

Bangkok, Thailand

August 1, 1974

Indented style

510 New Petchburi Road

Bangkok, Thailand

August 1, 1974

If the address includes the lane, the name of the country will be moved to the third line:

Block style

6 Soi Aree

Sukhumvit Road, Bangkok

Thailand

August 1, 1974

Indented style

6 Soi Aree

Sukhumvit Road, Bangkok

Thailand

August 1, 1974

(2) Punctuation of the heading

Almost no punctuation appears in the heading except for the comma between the names of city and state (or country) and the comma between the numbers indicating the day and the year in the date (see the previous examples).

Inside Address

The inside address should be placed at the left margin below the heading preceding the salutation. For social letters, the inside address may be placed at the left side three spaces below the signature.

The inside address consists of the name and address of the person to whom you are writing. The first line gives the name of the receiver. The title Mr., Mrs., or Miss should be used unless the individual has some special rank, in which case use that; for example, Dr. John N. Atkin, Reverend (or Rev.) John F. Charles, Professor Edward L. William, etc. The second line gives the address number and street; the third the name of the city and the state, followed by the Zip Code. Again the names of cities should be spelled in full, but names of states may be abbreviated if not too long. The words Road, Boulevard, Square, Building, Place, Avenue, and Street should be spelled in full.

However, the inside address is not generally used in a letter to a friend but is proper in some letters requiring a touch of formality (and it is customary in business correspondence), for example, in a letter you might write to someone when you want to compliment or perhaps to question. The inside address may also be used in a letter from a club secretary to a guest whom he is inviting to appear at a club meeting, or in a letter from on club official to another. A letter to a senator or the president or prime minister of a country should carry an inside address.

(1) Form of the inside address

The form of the inside address should be consistent with that of the heading. That is, it should be in the block form if the heading is in the block form, and indented form if the heading is indented.

Examples:

Block form

555 Gayley Avenue
Los Angeles, California 90024
August 1, 1974

Mr. High H. Punch
101 Highland Street
Houston, Texas 77002

Dear Mr. Daniel,

Indented form

555 Gayley Avenue
Los Angeles,
California 90024
August 1, 1973

Mr. High H. Punch
101 Highland Street
Houston, Texas 77002

Dear Mr. Daniel,

(2) Punctuation of the inside address

There is a comma between the names of the city and the state or country

Salutation

The salutation is the part of your opening greeting to the person to whom you are writing. In informal letter, you should use the same name that you use in talking with a person: Dear Jack or Dear Patty. Again, Dear Aunt Meg or Dear Uncle Rob-the same name you would use in talking with them. Those with whom your acquaintance is more or less formal you may address as: My dear Mr.--, Dear Mr.--, Dear Mrs.-- Dear Miss--, etc.

All titles (such as Mr., Mrs., Professor, Dean, Captain, etc.), the first and the last word in salutation should be capitalized, for example, My dear General Hunter, Dear Miss Hudson.

The salutation is placed at the left margin two spaces (about one half inch below the inside address.)

(1) Punctuation of the salutation

The punctuation mark used after the salutation in a social letter is the comma.

Body of the Letter

The body is the part that contains the main content of the letter. It constitutes the whole purpose or object of the correspondence. In writing, make sure your letter is clear and direct. **Let** it express throughout whatever its particular purpose: to offer an invitation, to express sympathy, to congratulate someone on a special occasion, or just to chat with a friend.

Make your Letter visually neat: if handwritten, clearly legible, not crowded, free of blots and of words substituted for word crossed out; if typewritten, neat in appearance, with ribbon that makes the writing clearly visible, with no jumped capitals above the lines, and with no gaps from jumped spaces between the letters of a word or between words.

Whether handwritten or typewritten, only the most informal letters may have insertions above the underlined-words or phrases you originally omitted.

Complimentary Close

The Complimentary close is simply a graceful way of ending your letter. At least two spaces should be left between the body of the letter and the complimentary close. It should begin exactly where the first letter of the heading starts. Capitalize only the first word and end the complimentary close with a comma.

The wording of the complimentary close varies according to the formality of the letter and degree of acquaintance with the person to whom you are writing:

(1) Very formal

Respectfully yours, Yours respectfully, Faithfully yours, Very truly yours,
Yours truly.

(2) Less formal

Cordially, Cordially yours, Sincerely, Sincerely yours, Yours very sincerely,
As ever, Ever yours, Always yours.

(3) Entirely informal

With much love, Love, With all my love, Affectionately, Affectionately yours,
Your loving son, Your loving daughter (nephew, etc.). In letters and other intimate personal
letters, any terms of affection and endearment are appropriate in the complimentary close.

Signature

The signature should be clearly written. It should be begun two or three lines below the complimentary close. If the heading and/or the inside address is in the block form, the signature should start exactly where the first letter of the complimentary close or the heading starts. If the heading and/or the inside address is in the indented form, the signature should start a little of the right.

The signature should always be handwritten, in ink, and ordinarily no title is attached. Spell out the first and the last name-just the initial is not in good taste. The middle name is usually signed in initial: Edward M. Faust, Mary E. Lee, etc.

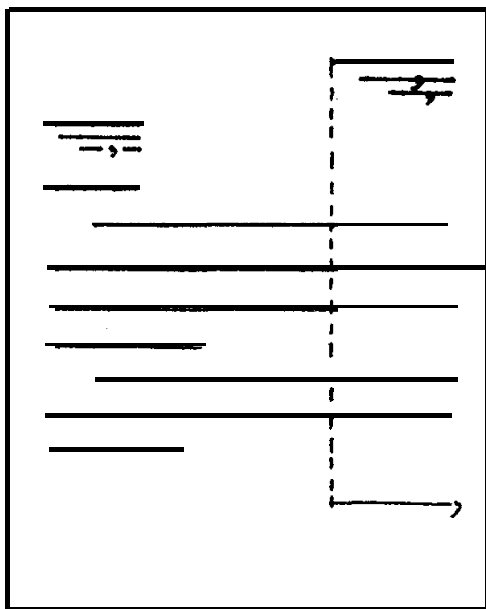
A widow or a married woman's formal signature will be her full name-first, maiden, and married: Nancy Mark Halliday. She may write Mrs. in parentheses before the name: (Mrs.) Nancy M. Halliday. In very informal letters, just her first name (Nancy) or nickname may be used.

A divorcee has a choice in the use of her maiden name either with or without Mrs. (Mrs.) Nancy M. Halliday, or Nancy M. Halliday.

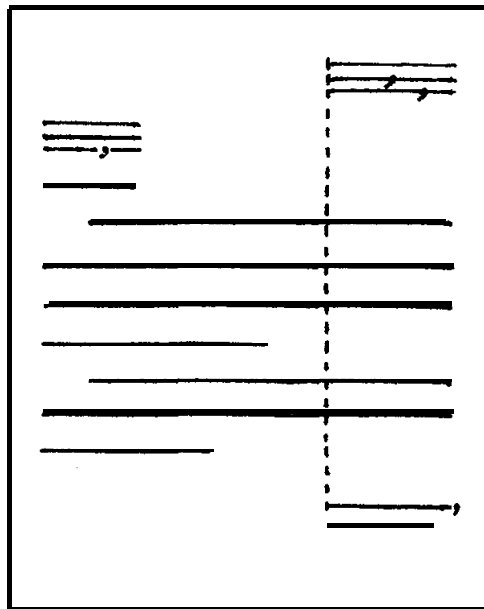
A single woman will sign formal correspondence with her formal signature. It may be three full names: Elizabeth Forest Mason; two names: Elizabeth Mason; or first, middle initial and last name: Elizabeth F. Mason. In very informal letters, she will use her first name only or nickname.

Illustrations of parts of social letters

Indented form:



Block form:



PAPER, PAGING, and FOLDING OF SOCIAL LETTERS

White paper is correct for either men or women. Women may use a delicately tinged paper. Men may prefer grey paper to white. The paper may or may not carry the address or a monogram. In any case, the letter should be neither too plain nor too ornate. If the letter is more than a page in length, number the pages. It saves your reader time.

There should be even margins at both left and right, a slight margin on the right, a little margin on the left. The letter should be neatly folded so that edges, top and bottom, meet evenly. The First page of the letter should face the reader of the letter.

THE ENVELOPE

Clear information and proper form of an envelope are important both to the postman and to the receiver of the letter. The envelope consists of the receiver's address and the return address (or the writer's address).

The receiver's address should be the same in content and form as the inside address. The first line should be about the center of the envelope from top to bottom, though some writers prefer that it be slightly below.

The return address of a social letter can either be placed in the upper left-hand corner of the envelope, on the same side as the receiver's address or on the back flap of the envelope. The return address should be the same in content and form as that of the heading.

Special notations such as "Please Forward" or "Personal" may be written on the front of the envelope in the lower, left-hand corner. The postage stamp is on the upper right-hand corner of the front of the envelope.

The following is an example of the return address and the receiver's address on the front side of the envelope in the block form:

Harry C. Wilson 111 Valleyroad Avenue Springfield, Missouri 65804	Postage Stamp.
Mr. Jack F. Masfield 220 Spring Street Atlanta, Georgia 30304	

CHAPTER 15

TYPES OF SOCIAL CORRESPONDENCE

Social correspondence varies from the most informal letter of friendship (friendly letters) to the most formal notes. In this chapter, types of social correspondence are divided in accordance with the purposes of letters.

Social correspondence can be divided into two groups: the friendly letters and the social notes. The latter is divided into invitation notes, letters of congratulation, letters of condolence, letters of acknowledgement and letters of thanks.

FRIENDLY LETTERS

A friendly letter is a **letter** of chatting. It is like a private conversation in writing. **What to say and** how to write in this kind of correspondence depends very much on the relationship of you, the writer of the letter, and the receiver of the letter and on how well you **know** the person to whom you are writing. If you know him well, you may not have to think much **about** what you are going to say. In this latter case, some people do better with some advance planning, by reading over the last letter received and write down what they want to say. Whichever way you choose to write, the most important thing about a friendly letter is to try to write as naturally as you can. Make the letter spontaneous, informal and interesting.

Some Guides for Writing Friendly Letters

1. Avoid making vague statements. Try to put yourself in the reader's situation; then write as naturally as you can. Write informally as if you are conversing with your friend or relative. Tell what you are doing, thinking, and how you are feeling. Be specific and give details.
2. Tell some news that will interest the reader, but try to avoid gossiping in a way that will make the reader feel unhappy.
3. Avoid making excuses for closing your letter or for untidiness.
4. The inside address is usually omitted in a friendly letter.

Examples of friendly letters

The following examples of friendly letters are designed, not to tell you what to say, but rather to reflect an appropriate atmosphere and indicate effective language in correspondence with intimate friends and family.

EX. 1: Letter to chat with a close friend.

14 Dao Khanong Road
Pattani
September 3, 1974

Dear Jane,

You see, I'm answering you promptly this time, and let's keep up a good schedule. I just can't get used to the fact that we are no longer living in the same town anymore. Let's see how long it is since you left here. The calendar says it is eleven months, and you can't argue with it.

How is everything with you? Give me more news about yourself. Is the new job challenging? Is the manager easy to get along with, or is he a crumb like that guy you used to work for? I've heard he is rather hard to please. Have you found a good apartment? Last time you wrote you were looking for one.

I'm having a lot of fun working out here. You'll be glad to hear that I've already been accepted as full-time staff. From now on you'll have to address me as "Archaan" (professor). Although this place is not considered to be one of the best I find I'm more willing to work here than any other places. Besides, I learn a lot more by working here than when I taught in Bangkok. Now, I'm teaching three courses, and that is more than enough to keep me busy for the whole week.

My apartment is a little small, but very cozy. I haven't got used to living alone yet. I don't know whether I have told you about Khun Chanida (my friend from USC), who is living in a room just below me, and Khun Kalaya who is taking another apartment just across the lawn from me. Fortunately, I have them to count on whenever I feel homesick. The other night I had a bad dream, so I just called Khun Chanida up to let me in. Khun Kalaya is married but her husband works in Song Khla and stays there; he only comes here for week ends and some week days if he's got time off.

Well, that's about all. Let me hear from you soon. And how are your parents? Give them my regards, will you?

Love,

A handwritten signature in cursive script that reads "Lisa".

Ex. 2: Letter to chat with a member of the family:

140 Soi Napasab
Sukhumvit Road, Bangkok
September, 14, 1974

Dear Sis,

I'm now sitting idly on our lawn under the mango tree. The Sritrang and Khoon are blooming in smashing colors. I wish you were here to see them. There is a little breeze once in a while, which makes the atmosphere even more peaceful. Away from me, in the back of the lawn, I can hear our three dogs playing and chasing each other.


Dad and Mom have been invited to lunch and haven't come back yet. They've been complaining about not having heard from you for quite some time. They're getting worried about you.

I think Dad is getting more and more worried everyday about things, since he's getting older. Yesterday Phailin took five hours just to shop for a book to read. She didn't phone US at dinner time and didn't get home until eight o'clock. Dad almost had a cat, thinking she might have been in an accident or in hospital or worse, Phailin said that traffic was terrible and she didn't have a chance to call. Mom changed the atmosphere by saying, "Let's put an end to this. From now on, both of you (she was including me) are going to have telephones connected in your cars, SO that you'll have no more excuses not to call home."

And all of us, including Dad who was in a tense mood, broke into laughter.

Let us hear from you soon, Sis, and take good care of yourself

With much love.

A handwritten signature in cursive script that reads "Jane".

Exercise 1:

Think of someone who would like to hear from you, and write that person a letter.

Try to make it sound like yourself:

1. Write to a friend who has moved away and attends another university.
2. Write to a friend who lives in a town you used to live in, Tell him (her) about your job, about new things that happen to you.

Exercise 2:

1. Write to your brother or sister, who is away in a foreign country.
2. Write to an aunt, uncle, or cousin whom you know very well. Tell her (him) about things that happen to you.

SOCIAL NOTES

In social contexts, it is important to be thoughtful of others. Writing letters to issue invitations and to reply to them, to congratulate people, and to express your sympathy or thanks, are some of the ways in which you can show your thoughtfulness and to extend courtesy. Letters of these kinds are called social notes.

The following are examples of the principal kinds of social notes, which may suggest to you acceptable ways of writing such letters. Study them carefully but when you write your own social notes, be yourself and express your own ideas.

Note: There are some points of the social note on which people are not agreed. For instance, some people omit the inside address, while others might place it at the left corner below the signature. This depends on the relationship of the writer and the receiver. If you are writing to someone you do not know very well, you might want to include it, but if you are writing to your close friends or someone with whom you are very close in relationship, you might want to omit it entirely.

Notes of Invitations and Replies

All notes of invitations should include information about the day, date, time and place of the occasion, as well as what the activity will be, so that guests will know how they should dress and what they can expect.

(1) Informal invitation notes

Informal invitation notes may be written on regular stationary or on a correspondence card.

Examples of informal invitation notes:

Ex. 1: Informal invitation to a party written on a regular stationary

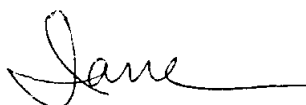
9 Soi Asoke
Sukhumvit Road, Bangkok
September 9, 1974

Dear Julie,

Could you and Walter come over Sunday evening September 20, at six o'clock? We'll have a very informal barbecue dinner at our house and a dance afterwards.

We're inviting six or eight other couples, all people I'm sure you'll like. You remember Naengnoi and Anucha Chumsook, who were at the Cheiwnois' last month? They'll be coming, and so will the Johnsons. So mark it on your calendar, O.K.?

Love,

A handwritten signature in cursive script that reads "Jane". The signature is written in black ink and has a long, horizontal flourish extending to the right.

Ex. 2: The same invitation as Ex. 1 • but this time written on an informal card.

A Party !	
Where?	At our house, 9 Soi Asoke, Sukhumvit Road
When?	Six o'clock, Sunday, September 20
What?	For an informal barbecue dinner and a dance afterwards
R.S.V.P.	
Nancy Wentworth	
9 Soi Asoke	
Sukhumvit Road, Bangkok	

Ex. 3: Informal wedding invitation to a friend

9 Soi Asoke
Sukhumvit Road, Bangkok
November 20, 1974

Dear Betsie,

Well, here's the good news for you. Dick and I are getting married. We have decided on Thursday, December the third, as our wedding. The wedding will be at the St. Joseph's Church, at four o'clock in the afternoon, but it will be an extremely simple ceremony with only a few friends and relatives present. You, Betsie, are one of the few.

You know how much it will mean to us both to have you there. You must come to the informal reception, also, at my home. The occasion wouldn't be perfect without you.

Most sincerely,



Ex. 4: Informal wedding invitation to a relative:

9 Soi Asoke
Sukhumvit Road, Bangkok
November 20, 1974

Dear Aunt Liz,

Dick and I are going to get married on Thursday, December the third, at four o'clock. We're being married at St. Joseph's Church, that nice little church-you know- it all-at Convent Road.

We would not consider it a real wedding unless you were there. There will be an informal reception at home, also, afterwards, and we want you there, too.

Affectionately,

A handwritten signature in cursive script that reads "Julie".

Exercise 3:

1. Write an informal invitation letter to a friend to come to your birthday party. Make up the place and details.

2. Write an informal invitation card to the whole class to attend a beach party. Make up the place and details.

Exercise 4:

1. Write an informal wedding invitation to a friend. Invent the time, date, place, and other details.

(2) Formal invitation notes

The formal invitation is always written in the third person. It has neither heading, inside address, salutation, complimentary close, nor signature, only a few abbreviations such as Mr., Mrs., and Dr. are permitted. Numbers other than street numbers are written out. R.S.V.P. is placed in the left hand corner or in the center of the last line.

Most formal invitations are engraved or printed on cards.

Examples of formal invitation

Ex. 1: Formal invitation to a dinner

Mr. and Mrs. Chartchai Chiewnoi
request the pleasure of
Miss Janifer William's company
at dinner
on Friday evening, August the sixth
at seven o'clock
147 South Sathorn Road, Bangkok
R.S.V.P.

Ex. 2: Formal wedding invitation

Mr. and Mrs. Chartchai Chiewnoi
request the pleasure of your presence
at the marriage of their daughter
Duangdao
to
Mr. Songkhram Kriangkrai
on Saturday, the first of September
Nineteen hundred and seventy-four
at seven o'clock in the evening
147 South Sathorn Road, Bangkok
R.S.V.P.

Exercise 5:

1. Write out a formal invitation to a dinner. Make up the time, date, place, and other details.
2. Write out a formal wedding invitation. Make up the time, date, place, and other details.

(3) Replies to invitation notes of acceptance and regret

Invitations should be answered promptly. It is not polite to wait until a day or two before the occasion before replying. When you are unable to accept an invitation, it is courteous, although not necessary to explain why in an informal letter.

Examples of replies to invitation notes: informal notes of acceptance and regret:

Ex. 1: Informal note of acceptance to a party:

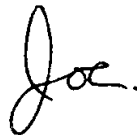
247 Phya Thai Road
Bangkok
September 12, 1974

Dear Nancy,

Your **irrisistible** invitation calls for just one possible answer: "Yes" Walter and I will be glad to come. We can hardly wait for the day to arrive.

We'll be seeing you, and thanks.

Sincerely yours,

A handwritten signature in cursive script that reads "Joe." with a period at the end.

Ex. 2: informal note of regret:

247 Phya Thai Road
Bangkok

September 12, 1974

Dear Nancy,

Walter and I are terribly sorry that we won't be able to come to your barbecue dinner and dance party. We have already accepted Uncle Bob's invitation to his birthday party at **Soi Nana** on the same date.

We do appreciate your thinking of us and hate to miss the fun. Perhaps at some later date, you'll ask us again.

Sincerely yours,

A handwritten signature in cursive script that reads "Joe." with a period at the end.

Ex. 2: (alternative to Ex. 2)

247 Phya Thai Road
Bangkok

September 12, 1974

Dear Nancy,

Very sorry, but we won't be able to make your barbecue—we're invited to the wedding of one of Walter's colleague's at work, and Walter is very close to him.

Appreciate the invitation very much and we hate to miss the fun. May be we can have a raincheck?

As ever,

A handwritten signature in cursive script, appearing to be "Am".

Exercise 6:

1. Write an informal note of acceptance to an invitation letter you received from exercise 3.
2. Write an informal note of regret to an invitation letter you received from exercise 3.

Ex. 3: Informal note of acceptance to a wedding invitation:

125 Soi Suanplu
Sathorn Road, Bangkok
November 22, 1974

Dear Nancy,

That certainly is good news. Congratulations and all good wishes to you and Dick. I don't know any two individuals whom I'd rather see starting out together.

You can count on me reception and all. It is good of you to say it will mean a lot to have me with you. For my part it will mean a great deal to me to be there.

Again, my heartiest congratulations to you both.

Sincerely yours,



Ex. 4: Informal note of regret to a wedding invitation:

125 Soi Suanplu
Sathorn Road, Bangkok
November 22, 1974

Dear Nancy,

It is with the greatest disappointment that I won't be able to attend your wedding ceremony and reception on December the third. You were so good to include me among your guests. Unfortunately, I have to represent my department at a special conference in Chiang-mai at the time.

My congratulations and best wishes to you and Dick for all the years ahead.

Sincerely yours,



Ex. 4: Informal note of acceptance to a wedding invitation (from a relative):

420 Silom Road
Samutsakorn
December 22. 1974

Dear Nancy,

You have no idea what a thrill your note gave me. My Nancy is getting married, and to that wonderful man. You know how much I think of you both, and how many good wishes I'm sending along right now.

Yes, indeed, I'll certainly be at your wedding, and at the reception too. I wouldn't miss a minute of the occasion.

I'll be seeing you soon.

Affectionately,

A handwritten signature in cursive script, appearing to read 'Ann'.

Exercise 7:

1. Write an informal note of acceptance to a wedding invitation received from a friend (or reply to a letter in exercise 3).
2. Write an informal note of regret to a wedding invitation received from a friend (or reply to a letter in exercise 3). Make up an excuse.
3. Write an informal note of acceptance to a wedding invitation received from a relative (or reply to a letter in exercise 3).

(4) Replies to formal invitation notes

The formal replies to formal invitation must be written in the same rigid form as the invitation and must contain the information given by it.

Examples of replies to formal invitation notes:

Ex. 1: Note of acceptance to a formal invitation to dinner

Miss Janifer Williams
accepts with pleasure
the kind invitation of
Mr. and Mrs. Chartchai Chiewnoi
to dinner
on Friday evening, August the sixth
at seven o'clock

Ex.2: Note of regret to a formal invitation to dinner

Miss Janifer Williams
Sincerely regrets that
a previous engagement prevents her
from accepting
Mr. and Mrs. Chartchai Chiewnoi's
kind invitation to dinner
on Friday evening, August the sixth

Ex. 3: Note of acceptance to a formal wedding invitation

Mr. and Mrs. Jane Williamson
accept with pleasure
the kind invitation of Mr. and Mrs. Chartchai Chiewnoi
on the occasion of the marriage of
their daughter
on Saturday, the first of September

Ex. 4: Note of regret to a formal wedding invitation

Mr. and Mrs. Jane Williamson
Sincerely regret that
a previous engagement prevents them
from accepting Mr. and Mrs. Chartchai Chiewnoi's
kind invitation
on the occasion of the marriage of
their daughter
on Saturday, the first of September

Exercise 8:

1. Write a note of acceptance to a formal dinner invitation.
2. Write a note of regret to a formal dinner invitation.
3. Write a note of acceptance to a formal wedding invitation.
4. Write a note of regret to a formal wedding invitation.