

INSTITUTIONAL WRITING - English Form 2 Functional Writing Notes

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[Business Letters](#)

- Usually from one organization/company/institution to another, or between such and their customers and other external parties.
- A business letter is any letter with two addresses, salutation, RE, and ends with a signature, and whose contents are professional in nature.
- It is more formal than personal letters.
- You must have the formatting down.
- Some types of business letters are:
 - Sales letters
 - Order letters – sent by consumers or businesses to manufacturers, retailers or wholesalers to order goods and services. The contents include quantity, name, etc of the product.
 - Complaint letters – use a tone that will make your complaint be satisfied.
 - Inquiry letters. Written to elicit information from the recipient.
 - Letters of Recommendation. Usually written by previous employer describing the sender's relationship with and opinion of the job seeker.
 - Others include: cover letters, acknowledgment letters, letters of resignation, follow-up letters, and adjustment letters.

[Business Letters Format](#)

- There are two layouts of business letters: Block and Indented layouts.
- When you choose to use block layout, all the information is written flush left.
 - Provide your address first.
 - Then skip one line and provide the date.
 - Skip one more line and provide the inside address of the addressee.
 - Note that when using letterhead, there is no need of writing your address. Only begin with the date.
 - Skip yet another line and write salutation. This is followed by a colon. Comma is used for personal correspondence.
 - Write "RE" and write the subject.
 - Write the body. Skip lines between the paragraphs.
 - After the body, write complementary close, followed by a comma, sign, then type your name and title(only if applicable)
- When you choose to use indented layout:
 - Your address appears on the right.
 - Date on the right.
 - Addressee's address, salutation on the left.
 - Typing do not start from the flush left.
 - No skipping lines between paragraphs.
 - Type the closing and signature in the center.

Note: Block format looks professional.

[Sample Business Letter](#)

Kamato Academy,
P.O. Box 789 - 20100,
OGONGO - KENYA.

January 3rd, 2016.

The Director,
Kamato Academy,
P.O. B ox 789 - 20100,
OGONGO - KENYA.

Dear Ms Jane,

RE: RESIGNATION FROM KAMATO ACADEMY

I am writing to provide formal notice of my resignation from Kamato Academy. My last day will be 31st January this year.

I trust four weeks is sufficient notice for you to find a replacement for my position. I would be pleased to help train the person you choose to take my place before I finally leave.

Thank you for offering me the job for the past two years. My experience as a teacher, head of various departments and patron of clubs and societies here has been positive and I am confident that I will use most of the skills I have learnt at Kamato Academy in future.

If you have any concerns, please let me know. I will be more willing to listen to you.

All the best,
[sign]
D'Matteo Kichapo
TEACHER ASSISTANT

[Posters](#)

- A poster is any piece of printed paper designed to be attached to a vertical surface e.g. a wall.
- A poster is intended to convey message at the same time appeal to the audience.
- A poster can be professionally used for advertisements, announcements, or to share information.
- A poster can focus on topics like:
 - i. Child labour
 - ii. Drug abuse
 - iii. Corruption
 - iv. Prostitution
 - v. Domestic violence