

APPENDIX A

SCHEME OF WORK BBI 2407 : Written Communication in Business

Week	Topic	Reference (McComas & Satterwhite)	Discussion	Evaluation
1	Confirmation of tutorial group Principles of Good Writing	Unit 1	Section B (p.8)	
2	Choosing the right words - Use simple, conversational, concise and specific words - Avoid trite expressions and clichés	Unit 2	Section B and C (p.17 - 20)	Worksheet 1
3	Projecting a positive tone - Project a 'you'-attitude - Focus on positive ideas	Unit 4	Section A and B (p. 47-49)	Worksheet 2
4	Writing effective sentences (1) - Sentence fragments - Run-on sentence - Four basic sentence structure	Unit 3	Section C and D (p. 32 - 34)	Worksheet 3
5	Writing effective sentences (2) - Active and passive voice - Using Connectives	Unit 3	Section A, B and E	Worksheet 4
6	Formatting business letters - Parts of a business letter	Unit 10	Section A, B and C	Worksheet 5
7	Planning and preparing letters - Choosing the best approach - Planning your message	Unit 6	Section A and B (p. 73-75)	
8	Building and Maintaining Goodwill	Unit 5	Section A and B (p. 57-60)	

Semester Break

Homework : Read p 291 - 304 and p. 77 -88

Week	Topic	Reference (McComas & Satterwhite)	Discussion & Evaluation
9	Sales letters	Unit 16	Group Assignments Simulation Approach (Refer to Assignment Sheet for more details)
10	Inquiries and requests	Unit 12 and 13	
11	Credit and collection letters	Unit 17	
12	Claims and adjustment letters	Unit 18	
13	Interoffice memos	Unit 8	
14	Short Reports	Unit 9	
15	Revision and course evaluation		

APPENDIX B
Writing Tasks
(Think-aloud Practice Sessions)

Worksheet 1

Revise the wordy sentences below to eliminate needless phrases, redundancy and repetition.

1. Jamilah initiated the initial action.

2. We found this ancient old office equipment.

3. Magazines that are published locally usually give away free gifts to attract more customers.

4. I would be willing to part with my car at the price of RM20,000.

5. It is not uncommon for young workers to make decisions that are not altogether wise.

6. There were three reasons why the plan was met by failure, and all these reasons were understandable.

7. The fact that the sales manager made up her mind to postpone the campaign came as a surprise to us.

8. Please return back the report to me as soon as you have finished reading it.

9. By the year 2020, Malaysia would have achieved the standard of an industrialized country.

10. It was clear to En. Abdullah why the financial report was rejected by the chairman.

APPENDIX B (cont'd)Worksheet 2

- A. Combine the following pairs of simple sentences into
- compound and,
 - complex sentences.

1. Here is our cheque for RM250.
It represents an overpayment on your account.

- a. _____

- b. _____

2. She went to the management seminar last week. She didn't have enough time to learn everything.

- a. _____

- b. _____

3. She chose the IBM computer. The IBM had more software available. Everyone else in her office uses a Macintosh.

- a. _____

- b. _____

- B. Read the following sentences. Then
- a. place these sentences in a logical sequence, and
 - b. group the sentences into acceptable paragraphs.

1. Please take a few minutes to look it over.
2. As soon as they arrive, we will rush them to you.
3. Unfortunately, there will be a slight delay in sending the V-blocks and clamps, as we are awaiting shipment of a new supply from the manufacturer.
4. The next time you need tools, think MULBERRY TREE! Those who know quality do.
5. We are sorry for the delay and hope you will not be too inconvenienced.
6. Thank you for your order of February 14, 1994 for RM 115.95.
7. For your future use, we are sending you today our latest catalogue.
8. You will be pleasantly surprised at the low cost of quality tools guaranteed to perform or your money refunded.
9. The cold steel chisels and the carpenter's folding rule will be sent out on September 5 by insured Parcel Post, and you should have them to use in just a few days.
10. Shopping by mail is not only fast by economical by saving the cost of gasoline, the wear and tear on your car, and the sales tax levied in Malaysia, not to mention your time.

APPENDIX B (cont'd)Worksheet 3 : Writing Sales Letters

Write a letter to convince the readers of your monthly magazine that they should buy a special publication featuring ten great mystery stories. The reader receives a free bonus gift but may return the mystery book within seven days if not satisfied. The hardbound volume consists of 931 pages and 61 full-colour illustrations. It costs RM 19.98, payable in three monthly installments of RM 6.66 with no charge for interest, postage, or handling.

APPENDIX B (cont'd)Worksheet 4 : Writing Memoranda

You are an administrative assistant in the Public Relations Office at Baxter Corporation. Write a memo dated October 10 for your boss, Fong Lam, to all division heads. Request volunteers to work on two-hour shifts at Baxter Corporation's first Open House for the public. The Open House is scheduled for Sunday, October 23, from 10 a.m. to 6 p.m. You may include additional information to make this memo complete and effective.

APPENDIX C
Post-Session Interview Guide

1. Are you satisfied with what you have written?
2. Which aspect of the letter are you satisfied with?
3. Which aspect of the letter are you not satisfied with?
4. Do you find this task easy or difficult? Why do you feel so?
5. Did you encounter any (other) problems while writing this letter?
6. What did you do to solve this problem?
7. Can you explain what you were trying to do in this situation?
8. Do you know of any other ways of solving this problem?
9. Do you think this problem can be solved using a different approach?
10. Why have you chosen this particular way to solve this problem?

APPENDIX D
WRITING TASKS
(Think-aloud Data Collection Sessions)

Task 1 (Source: Ashley, 1990: p 8)

Follow the instructions in this memo, and write a letter.

Sarah Barnard is Managing Director of Barnard Press Ltd., 183-7 Copwood Road, North Finchley, London N 12 9 PR, and Rosalind Wood is her secretary.

MEMO

TO: Rosalind
 FROM: Sarah

Date: 1 March 19 --

Please type a reply to Claudio Bini of International Books.

Address : Via Santovetti 117/9, 00045 Grottaferrata, Rome, Italy.

Use Reference: RW/SB

His Letter dated 15 Feb

He asked about story-books in English and Italian for intermediate students. Tell him they're out of stock at the moment, but we'll be publishing a new list of them this summer. Send him details of the new list, and a current catalogue of present stock.

Thanks.

APPENDIX D (cont'd)

Task 2 (source: King, 1989: p. 35)

Your company has just received the following letter.

16, Jalan Hijau
50123 Kuala Lumpur

May 6, 1996

Superelectric
Lot 21A, Mega Mall
Jalan Kota
50400 Kuala Lumpur

Dear Sirs

I purchased a vacuum cleaner on the 30th of April, from your shop. The receipt is enclosed for your reference.

For the last six months, I have had nothing but trouble with the machine. There is a strange rattling noise lasting for a few minutes every time it is switched on. Sometimes there is a strong smell of burning. Recently the motor has begun to cut out while being used. I am afraid that one day it may explode or catch fire.

This vacuum cleaner is little more than a year old and I am sure you would agree that the conditions I have described are quite unacceptable. I therefore request that you either refund the purchase price of RM 455 or supply me with a replacement.

Yours faithfully

Alice Chong (Mrs.)

Encl.

It is unlikely that Mrs. Chong's request can be entertained. The guarantee period expired one year after the purchase and, although she claims that the problems with the machine began during the guarantee period, she cannot expect the expired guarantee to be applied. You are the Manager of this electrical shop. Write a suitable reply to this letter.

APPENDIX E

Transcriptions of A Think-aloud Session

(Milah: Task 1)

Key

...	short pauses of 1-2 seconds
line break	pauses between 3-5 seconds
paragraph break	pauses between 6-10 seconds
(pause)	long pauses which exceed 10 seconds
R:	researcher talks to student
S:	student talks to researcher
()	notes made during transcription
underlining	writing and talking at the same time

Follow the instructions in this ... in this memo and write a letter. Sarah Barnard is Managing Director of Barnard Press Limited, 183-7 Copwood Road Finchley London N.12.. 9Pr, and Rosalind Wood is her secretary.

Memo to.... Rosalind. From sarah.

Sarah managing director.

date.

please type a ... please type a reply toClaudio Bini of international Books.

Address... use reference...His letter dated... 15 February.

He asked about story-books ... story books in english and italian for intermediate students. Tell him try....tell him .they're out of stock at the moment, but we'll... be

publish a new list of them this summer. Send him details of the... new list, and a current catalogue of present stock. Thanks

Surat ah..

Please type a reply to.... claudio bini of international book

dia suruh reply... reply.. reply to claudio bini. Ini address dia. eh letter dated 15 february

(mumbling)managing director. Dia suruh rosalind dia secretary memo dari from sarah to rosalind to reply to claudio bini of international book Jadi address from sarah eh rosalind secretary

rosalind wood rosalind wood ro...sa.. lind.. wood

addressnya barnard press limited barnard.... press.... limited.... 183-7.... copwood... road...

london N twelve nine P R ah..

ah .. rosalind ..format

claudio bini of international book

sebab dia tanya...ah address tiga baris

his letter dated 15 February

February... 15... 1997

to Claudio bini of international book..... bini.. of international book

via santiretti one one seven nine O O O four five G R O

(Writing silently)

Ini dia punya reference

He asked about him. Refer to claudio international books... about story books in english and italian for intermediate students. Tell him they're out of stock.... tell him they are out of stock at the moment... but we will be publish...a new list of them this summer. Send him details of the new list and a current catalogue of present stock

Kejap.

R: Fikir tentang apa?

S: Tak ada Saya ni.. ah.. Selsema susah nak ni..

Dia rasa ...

He refer pada claudio international book.

Dia berminat ask about story book in english dan italian for intermediate students

so kita reply ... ah... we appreciate.. firstly we appreciate their ... eh.. interest to buy our... eh... story books in english

we are happy to hear that... you are interested to order story books in english and italian for intermediate students but tell him they're out of stock at the moment
Kita tidak ada stok untuk buku in Italian and we will publish a new of them. So kita offer to him a new list and current catalogue of present stock.

to hear that ... you are interest..... eh salah ini dated.. you are interested.. interested...
our story books salah... ehh... not February one march... march one ...interested in
story books in english.. and italian...for... inter..mediate... student

We are happy to hear that you are interest... interested our story books in english and italian for intermediate students dated on eh... fifteen february... february..
1997

Second... ehmm...

(pause)

publish a new list ...new list refer eh....send him details of a new list and current catalogue of present stock

ehmm..

kita tak boleh cakap..ah.. ah...secara direct..sebab... secara direct...sebab... sebab...
out of stock ni...

beri positif...

menghargai dia punya minat... dia punya minat untuk beli ni..

kita cadang... kita cadang sebab kenapa kita tak dapat... sebab out of stock lah dan
kita akan publish a new one....

aha...

even though we are not... ah...

we can start from...even though

even though... we are ... we... we... we are not.... publish... we are not accept your
order...

even though we are not...

can use this word or not...even thought... we.... we are not accept ... a c c e p...
accept the order because

because .. ah... because.. they are out of stock at the moment...

because... out ..of stock ...at the moment... but we will be publish... but ... we ...
will...be.. publish... publishing... a new list...new list ... ah... of them new list of
them this summer...

jadi alasan

Sini kita harus

Here is a detail... here is a detail about...here it is details of the new list and a
 current catalogue of the present

kami terangkan about ... new list .. senarai yang baru... senarai yang baru about

sebabnya dia nak story books in english and italian for intermediate students... so..

eh

saya fikir alternatif kita nak cadangkan yang baru... apa benda yang kita nak
 cadangkan..

new list... new list.. kita kena beri... kita kena berisenarailah

here... is... the... new... list... new list...

here is the detail of ... here is the detail.... of ... new list...

current catalogue...

present stock...

The last paragraph.

We hope ... ah...ah... dia ni akan... ah.. berminat untuk order ... ah .kita punya new list ni kan . ah..

Hopefully we are really... we are really appreciate....

ah...

ah .. macam mana nak cakap ...

nak beri ataupunkita menghargai dia punya minat.

Dia tak berminat

tak boleh cakap menghargai minat dia beli barangan... ah.. new list ni sebab kita

tak tahu lagi dia berminat ataupun tak

so kita hanya berharap yang dia akan berminatlah beli barang new list ni.

You are interested. you.. are ... interested... for ... a .. to accept.. to accept our....

to dealing with me in the future .. no

to accept ... our... ah..

our ... our new product...

keluaran yang baru.. thank you

(pause)

siap.

APPENDIX F

Sample Field Notes

Milah: Task 1

Observation Notes	Questions
reads task, uses pen to point at certain words	
underlines certain information	
speaks in BM	
starts writing the address	Apakah yang Jamilah buat tadi?
looks at address and adds punctuation marks for address	
reads task and translate	Why do you translate while reading?
starts to write	
reads the task	
figures out how to solve tension between criteria set	What was she trying to do after writing the first sentence?
rehearses sentence before writing	
"Can use this word or not? Which word?"	
Sentence 2:	Why did she cut out because <u>they are</u> while writing
continues writing and thinks aloud about what to write	Planning??
	How does she know when to start a new paragraph/ when to end a paragraph?
rehearses and evaluates phrases used	How does she decide on what is acceptable or not?
completes the letter and reads through silently.	

APPENDIX G

Trancriptions of A Post Session Interview

Milah : Task 1

- R Pada pendapat Jamilah, soalan ini senang ke?
- S Senang jugalah sebab dapat faham.
- R Adakah Jamilah puashati dengan apa yang ditulis?
- S Tak puas hati.
- R Apa yang tak puas hati?
- S About a new list.... new list ni. Kita kena terangkan lebih lanjut tentang apa kita publish tentang new list ini. Cakap sini I just statelah the new list but tidak terangkan lebih lanjut apa produk, buku yang dikeluarkan sebagai ganti story book kan storyboom in english kan.
- R Kalau nak terangkan apa maklumat yang diperlukan?
- S Ah... dia order untuk intermediate student. So, buku yang sesuai untuk dia orang ni.
- R Maksud Jamilah nak perkenalkan buku sebagai gantinya?
- S Ya.
- R Ada tak aspek lain yang Jamilah kurang puas hati?
- S Ini sajalah.
- R Semasa tulis surat ni.....?
- S Mula-mula baca soalan dia, apa yang dia hendakkan. Lepas itu cuba kaitkan dia reply kepada siapa. Apa tujuan surat itu diberi.
- R Kemudian bila you tulis.
- S Kena ingat format surat ini. Format lepas itu cari maklumat daripada ini daripada soalan. Itu sajalah.

- R Bila Jamilah tulis surat, ada tak Jamilah sudah ada idea untuk permulaan dan sebagainya atau masa you tulis baru you fikirkan.
- S Masa tulis. Sambil tulis baru cari idea yang hendak dituliskan.
- R Baca kali ke-2, cakap dalam BM? Kenapa?
- S Lebih mudah dapat gambaran dia. Gambaran yang lebih baiklah. Mula saya baca dalam Inggeris, dapat faham maksud dia. Lepas itu saya translate kepada BM. Tapi tak semua kan hanya sikit-sikit jadi dapat gambaran yang lebih jelaslah.
- R Hanya pilih isi-isi sahajalah supaya dapat gambaran yang lebih jelas.
- S Ya.
- R Semasa tulis surat, Jamilah berhenti agak lama selepas tulis ayat yang pertama. Apakah masalah yang dihadapi?
- S Kat sini. Saya sedang fikirkan apa yang terdahulu yang saya perlu cakap. Ah.. yang kita memang tak dapat terima order dia dan sebagai alternatif dia apa yang perlu kita buat. Yang satu lagi I nak susun ayat ni macam mana nak cakap.
- R Apa yang Jamilah buat untuk menyelesaikan masalah ini. Nak menyusun ayat ni?
- S Biasanya bila saya menghadapi masalah macam ni kan kalau saya sentiasa fikir, fikir saya kan tanpa start dari satu takkan ada ayat dia tau. kalau saya start dari satu ayat tu, secara automatic tu kita akan terus tulis dari ayat tu.
- R Jadi tadi you mula dari walaupun.
- S Ah Eventhough.
- R Eventhough itu macam pendorong untuk perkataan lain datang?
- S Ah.
- R Ada tak masalah lain yang dihadapi semasa menulis surat ni.
- S Tak ada.
- R Masa Jamilah ragu-ragu tentang ayat yang difikirkan tu, macam mana Jamilah membuat keputusan.

- S Kena fikit.. kena fikir banyak kali lagi lah.
- R macam mana kamu buat keputusan untuk terima atau buang satu perkataan.
- S Saya rasa. Mula-mula saya ragu-ragukan. Lepas itu kalau saya buat ni betul saya akan teruskan lah.
- R Jadi ikut rasalah.
- S Ya.
- R Selain daripada ikut rasa ada tak cara lain .
- S Kita mesti fikir jugalah kan samada dia berkaitan ke tidak kan.
- R Why cancel (they).
- S They macam tak sesuai untuk refer kepada stock ini. Stock ini bendakan. They tu biasanya refer kepada orang kan. Rasa macam tak sesuai lah.
- R Macam mana Jamilah isi mana nak masuk paragrah mana?
- S Tadi saya tengok buku. Surat mesti ada at least tiga paragraph lah. Firstly mesti ada kita cakap kita tak boleh buat. Isi kita point kitalah.
- R Jamilah buat ulangkaji ke tadi.
- S Tengok secara lalu sajalah. Format dia.

Key

- R : Researcher
S : Student

APPENDIX H (continued)

Samples of Students' Written Products

Milah : Task 1

Seeland Wood
 Burnard Press Ltd,
 183-7 Seeland Road,
 North Finchley,
 London N 12 9 1R

March 1
~~February~~ 15 1997

Claudio Bini of International Books
 Via Sordani 119/4
 00045 Grottoferriate,
 Rome, Italy

Dear Sir

We are happy to hear that you are interested our story-books in
 English and Italian for intermediate students dated on February 15, 1997.

Everyday we are not accept the order because ~~there~~ out of stock
 at the moment, but we'll be publishing a new list of them that
 summer there is the ^{new} list, and a current catalogue of present
 stock.

Hopefully you are interested to accept our new product

APPENDIX H

Samples of Students' Written Products

Zahir : Task 1

Barnard Books Ltd. 183-7 Coppenhall Road North Finchley.
London N12 9PL

~~Dear Sir~~
March 1, 1996

Mr. Azzi,
Via Sant'Aniello 117/A,
00045 Grottoferatto,
Rome,
Italy

Dear Mr. Azzi

Subject: English and Italian story-books

Thank you for sending us your letter ^{date Feb 15, 1996} to our company.

For your information, the story-books that we will send ~~you~~ ^{are} the story-books that you asked.

For your information, the story-books that you asked were sold out, but we'll be publishing a new list of these ~~books~~ ^{titles} and a current catalogue of present stock this summer.

Please call us if you would like to order a new book. We are appreciate to have on our website.

Sincerely,

Sarah
Sarah Barnard
Managing Director

KW/18

APPENDIX H (continued)

Samples of Students' Written Products

Zahir : Task 2

Dussek S. S. S. S. S. S.

LOT 21A, MEAG HALL, SEVEN CORN, 2-3-00, CENSO LUMBER

Zahir

May 25, 1996

Mrs. Alice Chong,

16, Jalan Hijau

50122 Kuala Lumpur

Dear Sirs,

Thank you for buying a vacuum cleaner at our shop. Our pleasure to have you as our customer. We are sorry to hear that you have a problem with the machine.

For your information, we would refunded your money or replaced the machine if you inform us within one year after you bought it. But in your case, the guarantee period had expired so we cannot refund the money or replace the machine.

However, now we had a new vacuum cleaner that better quality than before. The guarantee period expired two years after the purchase. The price of that machine is just RM 500. Come to our shop for more information. But if you wanted to repair your vacuum cleaner, of course we will do it. Please ~~re~~ reply your letter whether you want to repair your vacuum cleaner.

Sincerely

ZahirAhmad Zahir Zuhri
Manager

APPENDIX H (continued)

Samples of Students' Written Products

Wadi: Task 1

- LETTERHEAD -

Wadi:

22/1/78

Feb 15, 1978

Claudio Bini of International Book
 Via F. Testi 117/51,
 00185 Grottaferrata,
 Rome, Italy.

Dear Sir,

Subject: Story-book in English and Italian out of stock
 at the moment.

Thanks for ordered. Now I would like to tell
 you about story-book in English and Italian
 out of stock at the moment. But we'll
 be publishing a new list of them this summer.

Here, I will send you a detailed new list
 about the short book and a current catalogue
 of present stock.

With kind regards, I hope you imagine me about this.
 + until March 1978.

Thank you.

International Book
 Via F. Testi 117/51
 00185 Grottaferrata
 Rome, Italy

APPENDIX H (continued)

Samples of Students' Written Products

Wadi : Task 2

Lettre de la C

Wadi 2

May 21 1996

Mr. Abou-Cha
16, Jla Hja
50123, U.C.

&
Dear madam

Thank you for purchased a vacuum cleaner
from my shop on the 20th April 1995.

Also we are glad because you are claim
about ~~the~~ your dissatisfaction about your
purchase.

Truly, we receive your enclosed. That
the invoice no. 23345, and, type of a vacuum
cleaner of the 430 W April 1995.

According your claim. Now we agree to
refund your money in the cheque no.
121345-7-1 on the 13th June 1996. ad. on 4

We hope you are satisfied satisfied about
this

Thank you

Signature
Date
Address
()