

A COMPARATIVE STUDY OF THE WRITING PATTERN OF  
THE ROYAL THAI NAVY'S LETTERS AND BUSINESS LETTERS

A MASTER PROJECT  
OF  
SUB.LT. THITIYA KLOMPEREE

Presented in partial fulfillment of the requirements for the  
Master of Arts degree in Business for International Communication  
at Srinakharinwirot University  
May 2006

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Thitiya Klomperee. (2005). *A Comparative Study of the Writing Pattern of the Royal Thai Navy's Letters and Business Letters*. Master's Project, M.A. (Business English for International Communication). Bangkok: Graduate School, Srinakharinwirot University. Project Advisor: Asst. Prof. Penny Diskaparakai.

The study attempts to present the features of language and tones of writing as well as the written communication techniques that apply in both official and business correspondences. The objectives of the study are (1) to analyze the word choices, sentence patterns, and tones for effective RTN's official letters and business letters, (2) to investigate the "Four Cs' Business writing: Conciseness, Clarity, Correctness, and Courtesy", that can enhance effective letter writing, and (3) to compare similarities and differences between RTN's official letters and business letters in terms of language styles. The findings explained that official letters are mostly emphasized on politeness; however, clarity is the most important feature of business letters. Therefore, long and complicated sentences with flowery words are frequently found in official letters. On the contrary, short and easy languages are mostly used in business letters, and these make business letters more attractive and easy to read than official letters. Therefore, official letters in the modern days should be brief, precise, friendly and conversational than in the past in order to make them more acceptable, attractive, and achieve the purposes.

การศึกษาเปรียบเทียบรูปแบบการเขียนหนังสือราชการกองทัพเรือและจดหมายธุรกิจ

บทคัดย่อ

ของ

เรือตรีหญิง จุฑิยา กล่อมเการี

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษา  
ตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต สาขาภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ  
พฤษภาคม 2549

จิตติยา กล่อมเการี. (2548), การศึกษาเปรียบเทียบรูปแบบการเขียนหนังสือราชการกองทัพเรือและ

จดหมายธุรกิจ. สารนิพนธ์ ศศ.ม. (ภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ). กรุงเทพฯ :

บัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ. อาจารย์ที่ปรึกษาสารนิพนธ์ : ผู้ช่วย

ศาสตราจารย์ เพ็ญณี ดิสกะประกาย.

เนื้อหาในการศึกษานี้จะแสดงลักษณะของภาษา ส่วนวนในการเขียน และหลักเกณฑ์ในการเขียนจดหมายซึ่งจะนำไปประยุกต์ใช้ในการเขียนหนังสือราชการและจดหมายธุรกิจ วัตถุประสงค์ของการศึกษานี้ คือ 1) วิเคราะห์การเลือกใช้คำ รูปแบบประโยค และส่วนวนในการเขียนหนังสือราชการและจดหมายธุรกิจ 2) ศึกษาหลักเกณฑ์การเขียนจดหมายซึ่งประกอบด้วย ความกะทัดรัด ความชัดเจน ความถูกต้อง และความสุภาพ เพื่อพัฒนาการเขียนให้มีประสิทธิภาพมากยิ่งขึ้น และ 3) เปรียบเทียบความเหมือนและความแตกต่างระหว่างหนังสือราชการและจดหมายธุรกิจในเชิงลักษณะภาษา จากการศึกษาแสดงให้เห็นว่าหนังสือราชการจะให้ความสำคัญกับความสุภาพในการเขียนเป็นหลัก ส่วนจดหมายธุรกิจจะเน้นความถูกต้องเป็นหลัก ซึ่งจะเห็นได้ว่าหนังสือราชการจะใช้รูปแบบประโยคที่ซับซ้อน ใช้คำฟุ่มเฟือย ในทางตรงกันข้ามจดหมายธุรกิจจะใช้ภาษาง่าย ๆ กระชับ ได้ใจความ และชัดเจน ซึ่งปัจจัยต่าง ๆ เหล่านี้ทำให้จดหมายธุรกิจมีความน่าสนใจ สวยงาม และง่ายในการอ่านมากกว่าหนังสือราชการ ดังนั้นการเขียนหนังสือราชการในปัจจุบันควรจะให้มีความสำคัญกับลักษณะของภาษาและส่วนวนที่ใช้ในการเขียนเพื่อให้การสื่อสารบรรลุเป้าหมายและมีประสิทธิภาพมากยิ่งขึ้น

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The Master's Project Advisor, Chair of Business English for International Communication Program and Oral Defense Committee have approved this Master's Project as partial fulfillment of the requirements of the Master of Arts degree in Business English for International Communication of Srinakharinwirot University.

Project Advisor

.....

(Assistant Professor Penny Diskaparakai)

Chair of Business English for International Communication Program

.....

(Assistant Professor Dr. Amporn Srisermbhok)

Oral Defense Committee

..... Chair

(Assistant Professor Penny Diskaparakai)

..... Committee

(Assistant Professor Dr. Amporn Srisermbhok)

..... Committee

(Dr. U-maporn Kardkarnklai)

This Master's Project has been approved as partial fulfillment of the requirements for the Master of Arts degree in Business English for International Communication of Srinakharinwirot University.

..... Dean of the Faculty of Humanities

(Assistant Professor Chaleosri Pibulchol)

May ....., 2006

## **ACKNOWLEDGEMENTS**

I wish to acknowledge my indebtedness to my major advisor, Asst. Prof. Penny Diskaprakai for her advices and constructive comments during the preparation of this research. Her invaluable guidance, comments and encouragement made this research project possible.

I owe my heartfelt thanks to other members of the advisory committee; Assistant Professor Dr. Amporn Srisermbhok and Dr. U-maporn Kardkarnklai, for reviewing and providing many useful comments and all kind help.

Deep appreciation is also expressed to all instructors in charge of the Business English for International Communication Program especially Mr. Lee Quick for his teaching dedication and suggestions throughout the course of study.

Finally, I wish to extend my sincere grateful to my beloved parents for their love, understanding and continuous encouragement. The sincere thank is also given to my uncle, Admiral Pravit Sivaraksa, for his support and assistance during my study. Special thanks are to my colleagues for their friendship and support during the study.

Thitiya Klomperee



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# CHAPTER 1

## INTRODUCTION

### I. Background

Communication is very important in the business world because without it, no agreement could be made. However, people sometimes do not communicate effectively and they could not achieve what they want. In fact, effective communication is an essential component of organizational success whether it is at the interpersonal, organizational, or external levels. Communication is a two-way process; sending and receiving messages in order to exchange ideas, news, information, feeling, etc. In addition, people try to have an effective communication because it is the key to the proper use of all languages in business and societies. Therefore, effective communication is the most important key to success in our work and personal life.

There are four skills used in communication: listening, speaking, reading and writing. Locker (1998: 83) points out that writing seems to be the most important skill; however, people tend to pay less attention to. Gartside (1987: 5) mentions that a written word is not merely a symbol displayed on a piece of paper; it is a valuable tool of communication. Words make sentences, sentences make paragraphs, and paragraphs make up a report. Therefore, in each paragraph or in each page, it is the words that basically create the meaning. Moreover, words are the tools of thought and with words people are able to transmit their thinking or ideas to those whom they wish to communicate with. Burne (2002: Online) states that many people write as part of their work but few of them know how to

write effectively in order to get the message across. Ashley (1984: 10) indicates that communication is effective only if the message received is understood in the sense intended by the writer so people should spend more time improving their writing skill.

At the Royal Thai Navy (RTN), official letters seem to be an important tool to pass on information from one office to another. Furthermore, these official letters have an important role in strengthen relationships among RTN and embassies. Hurley (1996: Online) mentions that written language is not the same as spoken language. For example, people do not normally speak in well-formed sentences. Written language is usually condensed, highly edited and often highly information loaded. The RTN's official letters also follow this guideline that colloquials are not used in the official letters. In addition, the RTN's official letters are written in a formal style using polite forms and less common words in order to express ideas. This is done because it adds authority to what is said and is a way of showing respect to the recipient of the letter. Writing letters of this kind is, in fact, a highly specialized use of language. For example, the words "accordingly and assist" are used instead of "so and help". The purpose of writing the RTN's official letters is to extend its idea or intention clearly to its counterpart. The writers must concentrate on the official correspondence in order not to lose the sense of official writing and make the official letter achieve its goal.

## **II. Statement of Problems**

People in an organization produce a large variety of documents such as notes, memorandums, letters, etc., which are very important to get the message across.

Whenever they write, they must consider who their audiences are. Knowing their audiences will help the writers to reach their goal of communicating clearly and effectively. Not only their audiences, but they should also concern with their tone of writing. Bovee; & Thill (2000: 167) explain that the tone of writing reveals the writers' attitudes towards their subjects by their choice of words, choice of grammatical structures, and even by the length of their sentences. Official writing is always formal in tone. Moreover, no matter what kind of writing they do, they should have a specific and clear purpose.

Being able to write effectively is an essential skill for the success of communication. Learning to write well requires a certain amount of understanding and a great deal of practice. Precise and simple writing are easier to read. Moreover, Victor (1992: 136) suggests that by developing writing style to reflect a tone of goodwill and by learning to use words effectively, they will become effective writers. Writers use words to convey messages. The effectiveness of their messages depends on their abilities to choose the right words. Several choices of words might appear suitable but there may be subtle differences that make one word more appropriate than another. Successful writers are aware of these differences and know how to select word choices that most accurately express the intended messages (Locker. 1998: 93). However, writing is wordy if the same idea is expressed in many words, and these make readers more difficult to follow and understand the meaning.

In addition, written communications can either create goodwill or ill will for an organization. Regardless of the nature of their messages or their reasons for writing, they should strive to maintain the goodwill to their readers (Victor. 1992: 153). Maintaining goodwill is essential for developing relationships. Therefore, do not write anything or use

any language that may offend the readers. Good writing is the result of good planning and clear thinking. As a result, the writers need to know and develop the styles, word choices, sentence patterns and tone of writing in order to achieve the audience-centered communication for building goodwill among writers and readers.

### **III. Objectives of the Study**

Ineffective writing such as unclear or incomplete messages may obscure ideas and take longer time to read. Individuals with different backgrounds have different interpretations of certain words and expressions. The writers may assume that they have expressed their ideas clearly but find out later that the other parties do not understand at all. Hence, if the writers can develop the skills necessary for good writing such as word choices, sentence patterns, etc., they will soon become successful in passing their ideas to the readers.

#### **The major objectives of the study are:**

- To analyze the word choices, sentence patterns, and tones for effective RTN's official letters and business letters.
- To investigate the "Four Cs' Business writing: Conciseness, Clarity, Correctness, and Courtesy", that can enhance effective letter writing.
- To compare similarities and differences between RTN's official letters and business letters in terms of language styles.

#### **IV. Research Questions**

- What are the word choices, sentence patterns, and tones used in RTN's official letters and business letters?
- How does the language used reflect the "Four Cs' Business Writing: Conciseness, Clarity, Correctness, and Courtesy" in letter writing?
- How are RTN's official letters and business letters similar or different in terms of language styles?

#### **V. Significance of the Study**

Many organizations including RTN rely mostly on letters to communicate with other organizations and personals. Effective writing concerns the presentation of ideas. They should contain only relevant ideas so that the audiences can follow them without any problems. Well-organized messages are essential.

This study will analyze the RTN's official letters to find out whether they have already served the purposes of communication for RTN. Lessons learned from this analysis will enhance the naval officers to be able to write better official letters and avoid all the weak spots that have existed but not being award of. In addition, the naval officers will have better understanding of the similarities and differences between official and business writing communication.

#### **VI. Scope of the Study**

The study will cover the RTN's official letters focusing on the outgoing socializing

letters. Naterop; Weis; & Haberfellner (2001: Introduction) explain that letters on social situations include correspondence regarding invitations, thanks, and goodwill letters such as congratulations and condolence. There are also other types of official letters issued by RTN to corporations or companies, but these letters are about the sale-purchase agreements and some of them are confidential so they are not included in this study. In this paper, the researcher aims at analyzing the language used: word choices, sentence patterns, and tones in official letters written by the Royal Thai Navy and business letters. Then, "The Four Cs' Business Writing": Correctness, Clarity, Conciseness and Courtesy will be descriptively illustrated in order to discuss how words and sentences are used for effective communication.

## **VII. Methodology of the Study**

Fifteen RTN's official letters and fifteen business letters focusing on the socializing letters have been collected in order to analyze the word choices, sentence patterns, and tones of writing. To have a clear understanding, the procedures of this study are divided into four parts. First, the importance of official letters and business letters will be described in order to provide the audiences an overall picture of letters' advantages. Second, word choices, sentence patterns, and tones of socializing letters will be investigated in order to find out how to write these letters that achieve the purpose. Third, the technique of using the "Four Cs' Business Writing" in the RTN's official letters will be discussed. Finally, the samples of business letters regarding the letters of social situations will be provided and compared with the official letters to analyze the difference of writing.



## VIII. Expected Outcomes

Official letters are forms of external communication. That is, they deliver information to individuals outside an organization and maintain relationship between organizations. Nevertheless, the writers cannot write effectively if they do not know sufficient vocabularies or how words are used precisely and appropriately to convey the exact meanings and attitudes. Therefore, to write an effective official letter, they need to know about the word choices, sentence patterns, and tones of writing including other writing techniques.

This study will provide the information concerning official letters, which will be very useful for the naval officers who want to improve their writing skills.

## VIII. Definitions of Term

The following definitions are presented to clarify the terminology used in the study.

- **RTN:** Royal Thai Navy
- **Official letters:** The outgoing socializing letters regarding invitations, thanks, and goodwill letters such as congratulations and condolence written by RTN.
- **Business letters:** The socializing letters regarding invitations, thanks, and goodwill letters such as congratulations and condolence written by international companies.
- **Writing pattern:** Writing pattern is the way that a writer puts all the techniques of writing together in the letter. People of different professions normally have different patterns.
- **Word choices:** Word selections that are formal and polite, not colloquial ones.

- **Sentence patterns:** Sentence patterns are the forms of expression used in the communicative functions conveyed in socializing letters. Sentence patterns will assist in writing better letters with clear expression of the writer's intention.
- **Tones:** The selection of words that show the writer's expression in the letter in terms of formality, politeness and sincerity.

## **CHAPTER 2**

### **REVIEW OF RELATED LITERATURE**

This chapter is an overview of the related literature including (1) the importance of the RTN's official letters and business letters, (2) characteristics of effective letter writing, (3) structures and formats in letter writing, (4) features of language in letter writing, (5) tones of letter, and (6) the Four Cs' Business Writing

In this research, both of the official and business writings are studied. However, the researcher gives precedence to the RTN's official letters as a guideline for this research.

#### **I. The Importance of the RTN's Official Letters and Business Letters**

RTN is one of the main organizations under the Ministry of Defence, it has a lot of connections with other organizations, including foreign embassies in Thailand and important people in foreign navies and other countries. Letters are used by RTN as one mean of communication with those organizations and people. The RTN's official letters represent its organization and personnel in terms of their qualities and effectiveness.

Many business people have realized that letter writing is an important function of the organization. Moreover, they are aware that the good letter gets the job done whereas the poor letter causes trouble, more work, and more expenses. They spend more time on letter writing such as sales letters, collection letters, goodwill letters, complimentary letters, condolence letters, letters of apology, letters that handle complaints, letters that answer inquiries. What they are doing through the written word in a letter is to get across thoughts

and make sure that the recipient understands the message and accept the intent of the message.

Writing can have a direct impact on an organization because good writing helps to achieve their goals. The ability to write well becomes increasingly important components of successful business. Bovee; & Thill (2000: 114) mention that good letters convey an important message to outsiders about the quality of an organization, and good communication is the first step in creating a favorable impression.

Jirapongwanich (2003) did a research entitled "How to Write Business Letters that Sell: A Study of Language Used in Current Business Correspondence". The survey showed that letters are still very important in the business environment since letters play an important role in the sales process. Good and modern letters should be brief, friendly, conversational, tactful, unfailingly courteous, clear and interesting in order to be circulated among businesspeople.

Department of Technical and Economic Cooperation (2000) did a guidebook on official English correspondence entitled "A Compendium of Official Notes and Usage". Samples of official correspondences for different purposes are provided. To have standardized and internationally accepted style of official correspondences, general guidelines on drafting official correspondences and recommendations on English grammars are highlighted. Moreover, this guidebook has been designed to cover the points necessary for speech preparations as well as other basic and essential details of official miscellany.

Baram (1999) did a research entitled "Naval Intelligence Department and Foreign Relations Affair". The research provides many useful English usages, sentence patterns and expressions used in the RTN's official letters, which will be very useful for writers to

improve their ability to write appropriate diplomatic and official letters. Moreover, his research serves as a guide to an official way of sending a message across and making oneself more clearly understood.

## **II. Characteristics of Effective Letter Writing**

Letters are forms of external communication so their messages must be well understood by the readers. They deliver information to individuals outside an organization. Letters may request information, respond to requests, make claims, seek adjustment, order goods and services, sell goods and services, recommend individuals, develop goodwill, or achieve many other goals. Without effective letters, most of business activities would not be accomplished. As a result, letter writing needs considerable care and attention.

### **1) Effective official letters**

Department of Technical and Economic Cooperation (2000: 3) states that the characteristics of effective official letters are using a formal style and accuracy in communication. Diplomatic and official letters are written in a formal style by using less common forms of address. This formal style is used because they add authority to what is said and they show respect for the recipient of the letters. Moreover, in official correspondences, grammatical errors may have serious consequences not only because they cause serious misunderstandings, but they may also affect the authority of the letter.

Department of Technical and Economic Cooperation (2000: 3-4) provides general guidelines for writing effective official letters.

1.1 Reference to a former communication or discussion should be explained.

- 1.2 Discuss only one subject in a letter.
- 1.3 Unnecessary adjectives, adverbs and phrases should not be used.
- 1.4 Use the regular phrases of courtesy to show respect for the readers.
- 1.5 Foreign phrases / words, slang or colloquialisms should not be used.
- 1.6 Abbreviation should not be used unless it is customarily used, e.g. UN or WTO
- 1.7 The date should not be divided between the month and day. However, the year may be carried over to the next line.
- 1.8 Dividing words should be avoided. For example, do not divide titles such as Mrs., Mr., and Dr. from the name of the person or do not separate a person's name or initials.

## **2) Effective business letters**

The characteristics of effective business writing are direct to the point, concise and courteous (Weaver; & Weaver. 1976: 4). Good business writing must be direct. The writers should deliver the point of letters quickly and say what they wish to say in a friendly manner. Any recipient enjoys a well-words message in which s/he can read quickly. Good business writing need to be concise. Archer; Barber; & Ames (1971: 52) point out that for good readability letters, sentences should contain an average of approximately twenty words. The benefits of keeping sentences short are writers stand less chance of making grammatical errors than in long sentences, and correspondents can read short sentences more easily than the long ones (Scott. 1984: 57). The purpose of any communication is to convey message to other recipients. When writers use ordinary words and well-structured sentences, the letters will be more successful than those with unusual words, long multi-

thought and complicated sentences. Courtesy is also the fundamental principle underlying good public relations (Archer; Barber; & Ames. 1971: 27). If the letter is courteous then it will help promote good public relations for the organization. It should concentrate on the recipient's interests, handle disagreements smoothly and does not humiliate. An effective courteous letter is convincing when writers show sincerity and friendliness. To achieve sincerity, writers should say what they honestly mean without distortion, misrepresentation and exaggeration.

### **III. Structures and Formats in Letter Writing**

According to the Office of the Prime Minister's Regulation on documentary work (1983), there are two types of official letters: the First-Person Notes and the Thirds-Person Notes. The First-Person Notes are further classified into a Formal First-Person note and an Informal First-Person Note, whereas the Third-Person Notes are classified into a Note Verbale, Memorandum and an Aide Memorie. However, this paper focuses on the First-Person Notes only.

Formal First-Person Notes are written on official occasions as a person to person note. It entails a correspondence on matters that are officially binding. The kind of letter normally begins with "Excellency" or "Dear Sir" with the opening sentence of "I have the honor..." and ends with a complimentary close.

Informal First-Person Notes are written on a less official occasion. This kind of letters serves to transmit non-binding information or to seek more information. The normal salutation is "Dear Mr. President", "Dear Mr. Ambassador" or "Dear Mr. Chargé d' Affaires".

These letters do not have an opening sentence of “I have the honor to...” but they should begin with “I wish to ...”. The complimentary close is “Yours sincerely”. The table below shows the appropriate salutation and complimentary closes of each person in both the formal and informal First-Person Notes.

TABLE 1 APPROPRIATE SALUTATIONS AND COMPLIMENTARY CLOSES OF THE RTN'S OFFICIAL LETTER

<b>Tone</b>	<b>To</b>	<b>Salutations</b>	<b>Complimentary Closes</b>
Formal	President, Prime Minister, Minister, Ambassador, Secretary - General	Excellency	Accept, Excellency, the renewed assurances of my <i>highest</i> consideration.
	Ad hoc, Ad interim, Consul – General,	Sir or Madam,	Accept, Sir, the renewed assurances of my <i>high</i> consideration.
	Individual Person	Sir or Madam,	Very truly yours,
Informal	President, Prime Minister, Minister, Ambassador, Secretary – General Ad hoc, Ad interim, Consul – General, Individual Person	Dear Mr. President, Dear Mr. Prime Minister, Dear Mr. Minister, Dear Mr. Ambassador, Dear Mr. Secretary – General, Dear Mr. Chargé d' Affaires, Dear Mr. Chargé d' Affaires, Dear Mr. Consul – General, Dear Sir or Madam, or Dear Mr. (name) or Mrs. (name)	Yours sincerely,

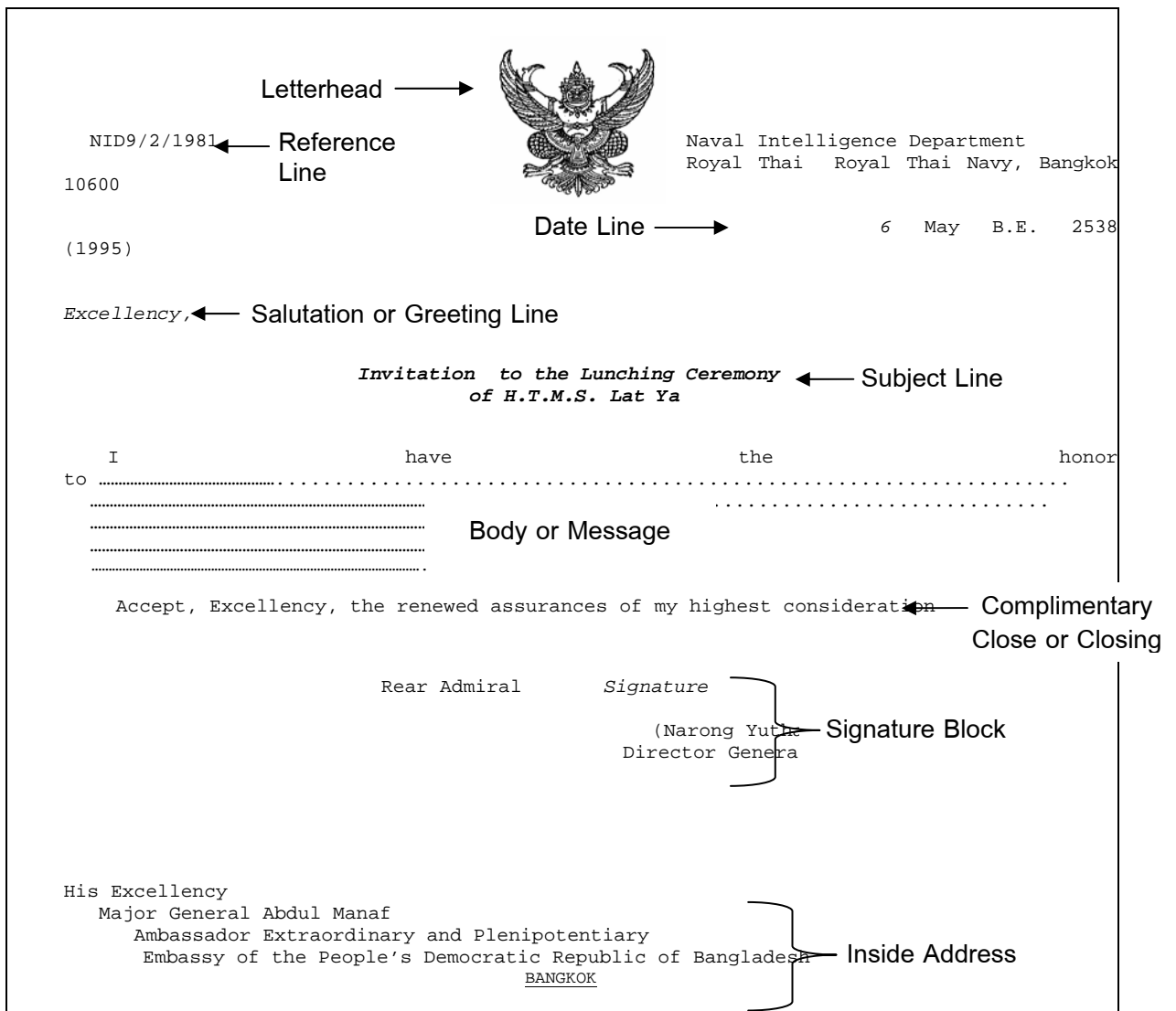
Source: Attachai Baramé. (1999, March). *Naval Intelligence Department and Foreign Relations Affairs*. Naval Command and Staff College. P. 66-69.



### 1) Structures of the RTN's official letters

Olanvoravuth (1999: 18) states that structure means the way in which something is organized, what comes first, second and last. Moreover, the structures of writing concern how writers organize their ideas in a letter. Barame (1999: 5-12) recommends the clear picture of the structures and styles of an official letter.

TABLE 2: STRUCTURES OF THE RTN'S OFFICIAL LETTER



### THE RTN'S OFFICIAL LETTER

#### 1.1 Letterhead

An official letterhead contains garuda / flag, full name of organization, full address and contact number. “Garuda” is a special kind of birds in the Thai legend used as symbol of the King. The garuda symbol will be used on top of the Thai government official letters. The RTN’s official letter to foreign embassies will also use this garuda symbol. However, for the RTN’s admirals, they have “flags” showing their ranks and also their commands on the top of the official letters.

### *1.2 Reference Line*

This is an optional. The reference line may and may not be included in letters. The benefit of putting reference line is to group a large volume of correspondences into specific categories.

### *1.3 Date Line*

There are two ways of international standard in writing date line:

- British style: date, month and year (23 October 2004)
- American style: month, date and year (October 23, 2004)

However, writers of the RTN’s official letters will use the British style with some modification. They will put the abbreviation B.E. (Buddha Era) followed by the number of Buddha Era years and put the number of the A.D. years in the bracket: e.g. 23 October 2004 will be written as 23 October B.E. 2547 (2004).

### *1.4 Salutation or Greeting Line*

The salutation is the opening greeting in the letter. The salutation “Dear Sir” or “Madam” is recommended, and after the salutation puts comma (,) or colon (:). If readers have a courtesy title, such as Professor, then use it. Otherwise use Mr. or Ms., unless the readers prefer Miss or Mrs. However, most military officers are referred by ranks in the

salutation. Weaver; & Weaver (1976: 41) suggest that for officers whose rank is given in two words, use the second in the salutation. Titles of rank are not abbreviated here. For example, "Dear Lieutenant Commander Priscilla Beech" will be written as "Dear Commander Beech".

### *1.5 Subject Line*

The subject line identifies the subject of the message.

### *1.6 Body or Message*

The essence of the letter that will give clear and concise purpose of the writers. It is best, even for a short letter, to divide the body into at least two or three paragraphs. By doing this the contents will be easier to read and will present the messages more clearly.

### *1.7 Complimentary Close or Closing*

The complimentary close is simply a matter of custom and polite way of closing a letter. The expression used for the complimentary close must match the salutation.

### *1.8 Signature Block*

It usually contains complimentary close, signature, name, and position accordingly

### *1.9 Inside Address*

The inside address of the RTN's official letters will be written on the bottom of the page. It mentions recipient's title, full name, position and address.

## **2) Formats of the RTN's official letters**

Rodgers (1995: 131) describes the formats that usually use in letter writing.

*2.1 Block:* All the lines begin at the left-hand margin.

*2.2 Modified Block:* The dateline, the complimentary close, and the sender's name begin in the center of the page.

*2.3 Indented:* This format is also called "modified block with paragraph indentations", in which each first line of a new paragraph is indented and the sender's address and date are placed on the upper right-hand side of the page.

Format of the RTN's official letters is almost the same as the indented format except that the inside address is placed at the lower left of the page, with indented lines.

#### **IV. Features of Language in Letter Writing**

To communicate effectively, writers must think about their word choices or sentence patterns when they are writing a letter. Klein (1968: 56-66) indicates that language used in a letter should match with the occasion in order to achieve a certain tone, or overall impression. In other words, good writers should pay attention on how language is used. Slang words might be reserved for conversation in informal situation, and professional jargons are suitable within the profession but are discourtesy to the uninitiated reader. Writers can vary their style, sentence structure and vocabulary to sound forceful or passive, colorful or colorless. The right choice depends on the nature of their message and their relationship with the readers. Therefore, choices of words and sentence patterns that writers use in writing their letters should be adapted to suit both the receiver and the purpose of message.

## 1) Word Choices

Being able to choose the right words will create the impression and give exact details to the readers. Baram (1999: 33-37) points out that official letter writing is different from business writing because official letters are written in a formal style by using very polite words and forms. Table 3 shows the examples of formal and informal words.

TABLE 3 FORMAL AND INFORMAL

Formal Terms	Informal Terms
accordingly	so
additional	more, extra
advice	tell
assist	help
concerning	about
consequently	so
disconnect	cut off
discontinue	stop, end
establish	set up, create
facilitate	help
furnish	give, provide
herewith	with this
implement (verb)	carry out
initiate	begin, start
in regard to	about
other than	except
prior to	before

Nouns and verbs are the most concrete words in any message (Bovee; & Thill 2000: 169). Verbs are especially powerful because they carry the action; they tell what is happening in the sentence. The more dynamic and specific the verb, the better writing it is. The careful writers will be able to pick the right words or vocabularies that speak to the

reader's needs and interests. They cannot write correctly if they do not know sufficient vocabularies and how words are used. Parisuthiman (1998: 56-150) recommends the choices of words that often use in letters.

TABLE 4 EXAMPLES OF WORD CHOICES

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<b>Word Choices</b>
<b><i>Accept/ Receive</i></b>
Accept (v) = To agree to receive
e.g. - Please accept my personal warm regards and best wishes for...
Receive (v) = To get or take something sent
e.g. - I have received Your Excellency's invitation to visit...
<b><i>Attend/ Join/ Participate</i></b>
Attend (v) = To be present at an event.
e.g. - It is very kind of you to invite me to attend the party.
Join (v) = To take part with somebody in an activity.
e.g. - I would like to invite you all to join me in a toast to the continued relationship.
Participate (v) = To take part or become involved in an activity
e.g. - We would like to invite you to participate in a seminar.
Parisuthiman (1998: 150) says that these three words have more or less the same meaning: to be present at. While "join" is informally used, "attend and "participate" give a sense of more formality.
<b><i>Chance/ Opportunity/ Occasion</i></b>
Chance (n) = Possibility of something happening
e.g. - We had a good chance to ...
Opportunity (n) = Favorable time
e.g. - May I take this opportunity to wish you and your family all the best success and happiness.

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TABLE 4 (Continued)

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**Word Choices**

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Occasion (n) = Time at which a particular event takes place.

e.g. - I would like to extend our best wish on the occasion of the anniversary  
of ...

---

***Congratulate/ Congratulations***

Congratulate (v) = Tell (somebody) that one is pleased with something good that has happened (to him).

e.g. - We would like to congratulate you on the occasion of ...

Congratulations (n) = it is always used in the plural form.

e.g. - I would like to express our sincere and heartfelt congratulations.

Olanvoravuth (1999: 48) explains that the word “congratulations” can have two prepositions: congratulations to a person and congratulations on something.

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***Delight/ Happy/ Pleased***

Delight (adj.) = Very pleased. (at sth. / to do sth.)

e.g. - We were most delighted to have the opportunity to meet with you.

Happy (adj.) = Feeling or expressing pleasure

e.g. - I am very happy to have a chance to be here.

Pleased (adj.) = Feeling or showing satisfaction or pleasure. (with sb. / sth.)

e.g. - Thank you for your invitation, which I am very pleased to accept.

---

***Extend/ Offer/ Express***

Extend/ offer/ express (v) = To give, send

e.g. - I would like to extend an invitation to you and your officers to visit ...

- I wish to offer my sincere congratulations to...

- I am writing to express our deep thanks for your kind reception.

---

## 2) Sentence Patterns

Different types of socializing letters such as invitation letters, thank you letters or congratulation letters or condolence letters, have their own sentence patterns. For example, effective invitation letters should be specific about the occasion, time, date and place. Letters of congratulations should be written to give both the writer and the recipient pleasure when the occasion arises to enclose a gift, to send good wishes, or to remember an anniversary. In order to write effective thank you letters, writer should say “thank you” and what they are thanking for. Suwanpreted (2001: 49-63) suggests many examples of sentence patterns that often use in socializing letters.

### 2.1 Making an Invitation

- The Royal Thai Navy has pleasure in inviting you to attend a reception at (place) on (date) at ...p.m. in hour of (event).
- Request the pleasure of your company at the dinner on the anniversary of...on ...
- We hope that you will be able to join us at this conference, and give us the benefit of your experience.
- I would like to extend 

{	- my cordial invitation to you and ... to visit ...
}	- an invitation for your kind cooperation.

### 2.2 Expressing Congratulations

- We would like to convey our warmest congratulations to you on your achievement.
- I would like to extend my 

{	sincere	}	congratulations to ... on ...
}	heartiest	}	



- Please accept my best wishes
  - for all the success and prosperity in the years to come.
  - for the very best in your future career.
  - for the prosperity of your company.
  - for continued growth and prosperity.
- May I congratulate you on your appointment as ...
- Please accept my congratulations on having a recent promotion.

### 2.3 *Expressing Thanks and Appreciation*

- I would like to take this opportunity to thank...
- May I take this opportunity to express my sincere thanks to...
- I wish to convey to you my personal appreciation for the cordial assistance accorded us during our brief stay in your beautiful country.
- Your continued assistance
  - is (always) very much appreciated.
- Your favorable consideration of this matter
  - will be highly / much appreciated.
- Your kind cooperation / assistance / consideration to ...
- Please accept our warmest thanks.
- We are most grateful for the kind hospitality extended to us during our stay in ...

### 2.4 *Expressing Sympathy*

- May I express our deep condolences to the family of (name) and say that we join them in their bereavement.

- May I offer you my sincere condolences. If there is anything I can do to help you, please do not hesitate to let me know.
- We wish to extend our deepest sympathy to the family of Mr. (name).
- We wish to express our deepest sorrow to you and your family and join you in your personal bereavement.

From the examples of sentence patterns used in socializing letters, it is obviously shown that many formal words and polite phrases are mostly used to show good relationship between the writer and the reader.

### **3) Sentence Writing Styles**

A document should contain only necessary paragraphs, a paragraph should contain only necessary sentences, and a sentence should contain only necessary words. Using an easy-to-read style makes the reader respond more positively to the writer's ideas. Locker (1998: 84-102) provides some techniques for writing effective letters

#### *3.1 Never begin a sentence with "And" or "But".*

Beginning a sentence with *and* makes the idea that follows seem like an afterthought. Putting *but* in front of a sentence tells the reader that the following point is more important than the preceding ideas.

#### *3.2 Never end a sentence with a preposition.*

A preposition is a word or group of words such as *in, by, from, to, and with* that used to show place, position, time or method. The end of a sentence is a position of emphasis. When the readers see a preposition, they may expect something to follow it.

However, if the documents are less formal, then it is acceptable to end a sentence with a preposition.

### 3.3 *The use of active voice.*

Active voice sentence emphasizes the person performing the action, while passive voice sentence emphasizes the recipient of the action itself. Active voice is almost always more direct, more economical, and more forceful than passive voice construction. Passive voice sentence can be used when the writers wish to soften their statement or be more formal in a sensitive situation. Rodgers (1995: 143) explains that the passive voice is more diplomatic by allowing the writers to speak their point without embarrassing anyone.

### 3.4 *The use transitions to link ideas.*

Transition words tell whether the next sentence continues the previous thought or starts a new idea. They can tell whether the idea that comes next is more or less important than the previous thought. Examples for transition words are *as a result, because, for this reason, in addition, in contrast, nevertheless, next* and *furthermore*.

### 3.5 *The use nonsexist language.*

Baugh; Fryar; & Thomas (1986: 13) say that in today's business, men and women are equal in all types of occupations and all levels in an organization. As a result, it is important not to assume that readers are all male or all female. Sexist language is the use of wording, especially pronouns like "he" or "him", to represent positions or individuals who could be either men or women. Good writers should avoid using gender offensive in their writing by deleting or replacing unnecessary pronouns, using plural pronouns instead of singular or shifting to second-person pronouns ("you" and "your").

## **V. Tone of Letter**

Tone refers to the feelings created by the words in a message. It is the relationship writers wish to establish with the readers. It may be formal, informal, academic, casual or humorous, depending on the subject and situation (Baugh; Fryar; & Thomas. 1986: 6). Writing a good official letter does not require only grammatical ability, but writers must concern on both psychology of the readers and rules of writing a letter. Therefore, official letters should have a tone that sounds natural and conveys cooperation, mutual respect, sincerity and courtesy. The tone of a letter is very important because the letter that has a cold tone, wrong grammar and ill-chosen words may offend the reader. For example, the word "*must*" will give the feeling of offensive, whereas the word "*please*" is more polite. The readers may understand what it is said, but they may not satisfy with the way it is said.

Official letters are a formal writing. These letters must have tone-formality, tone-politeness and tone-sincerity (Olanvoravuth. 1999: 93-95). Two sentences can have the same meaning but very different tones so writers must know how to choose words and phrases for such tones as friendliness, sincerity and politeness.

### **1) Tone-Formality**

Official writing used to be much more formal than normal conversation. It is the best to avoid slang, causal words, and very informal expressions in writing an official letter. Moreover, the word such as "isn't", "aren't", "doesn't", "don't", "won't", "wouldn't" and "can't" are not considered as tone-formality. The better ways to write these words are "is not", "are not", "does not", "do not", "will not", "would not", and "cannot". Moreover, to create tone-

formally, abbreviations such as ASSP (as soon as possible), FYI (for your information), or PLS (please) must be omitted in writing official letters.

## **2) Tone-Politeness**

Official letters should be polite, even when making a complaint or a demand. Moreover, a polite letter is usually also friendly. Writing a letter with tone-politeness is to emphasize the positive side of the message. If the writers can make their audiences aware of this feature, they will make their message more acceptable. Moreover, polite writers do not write a letter in anger, and make accusation or offensive statement. Rodgers (1995: 139) explains that the use of polite phrases such as “We would appreciate it if”, “Please consider”, and “Thank you for your consideration” are considered as a good style of tone-politeness writing.

## **3) Tone-Sincerity**

Tone-sincerity is very important because if readers think that a letter is being insincere in any part of a letter, it will change the impression of the entire letter. Therefore, writers must be very careful to avoid writing a letter an insincere tone. Olanvoravuth (1998: 95) mentions that the most common way of introducing insincerity into a letter is to exaggerate: over-thanking, over-praising, over-apologizing, and over-politeness.

## **VI. The Four Cs' Business Writing**

Many business writers use the techniques of “The Four Cs' Business Writing” that characterize effective writing: conciseness, clarity, correctness and courtesy (Hurley. 1996:

Online; & Parisuthiman. 1983: 28-41). These written communication techniques are guidelines for clear messages that accomplish goal of all written communication.

### 2.1 Conciseness

Conciseness means saying everything in the fewest possible words. In other words, be brief but complete and courteous (Parisuthiman. 1983: 32). A concise message saves time for receivers because the main points stand out and they can see the main idea easily. Writers can make their letters concise by omitting unnecessary words and expressions, avoiding redundancy, including only relevant facts and organizing effectively.

TABLE 5 EXAMPLES OF WORDY AND CONCISE WORDS

<b>Wordy</b>	<b>Concise</b>
at the present	now
on one occasion	once
at such time	when
in spite of the fact	although
in the even that	if
due to the fact that	because
in most cases	usually

### 2.2 Clarity

Letters are clear when they are logically organized and when they present enough information for the reader to understand what the writer intended. Informational letters are usually organized directly with the main idea first. Clarity can be enhanced by including all the necessary information. To ensure that letters are clear, writers should put themselves in the readers' position and analyze what they have written. What questions may the

reader ask? Does information proceed logically from one point to another? In addition, writers should use familiar, specific words and avoid jargon in order to prevent misunderstanding (Hurley. 1996: Online).

### *2.3 Correctness*

Correct writing is not noticeable, but incorrect writing will distract readers' attention. Correct writing does not only mean using proper grammar, punctuation and spelling, but also using accuracy of facts and accuracy of form. Correct letters require good preparation by gathering relevant information and collecting supporting documents. Grammatical mistakes damage the credibility of the writers, and may result in misleading statement or misunderstanding.

### *2.4 Courtesy*

It is important to be courteous in written communications as it is in face-to-face communications. Courteous messages help to strengthen business friendship. Therefore, good writers should treat the reader with respect as they truly care about the reader. The ideas they express and the words used to convey those ideas create impression to the reader. Writers must alert to words that may create a negative feeling, try to use word "you" more than word "I" and "we", and create a positive tone in writing letters.

Bovee; & Thill (2000: 107) explain that when people are corresponding with the ones who have higher ranks, an added measure of courtesy is needed especially in the official letters. Moreover, Olanvoravuth (1999: 94) also adds that the business writing used to be much more formal than normal conversation. Today effective business letters should be like a written conversation. After studying the features language in official letters, it shows that courtesy and formality are still considered to be an important feature.

## **CHAPTER 3**

### **METHODOLOGY**

This research paper aims at analyzing the word choices, language patterns, and tones of the RTN's official letters by comparing with the business letters. Then, the researcher would like to explore how properly the technique of Four Cs' Business Writing: Correctness, Clarity, Conciseness and Courtesy are used in the RTN's official letters.

#### **I. Data Collections**

Sample socializing letters were collected from the Royal Thai Navy sent to other navies and foreign embassies. After scanning through various official letters of RTN during the year of B.E. 2536 to B.E. 2541, it was found that the RTN's official letters focusing on letters of social situations such as invitation letters, thank you letters, and goodwill letters. The formal and informal official letters introduced the different patterns of language used for different types of writing. The analysis will provide useful expressions that will help writers to write qualified letters. Moreover, the commonly used vocabularies for writing these socializing letters are presented. Models or examples were also presented with a view showing how each type of writing is organized in order to have effective letters that achieve the purpose.



## II. Data Sampling

Fifteen socializing letters written by RTN have been collected. Moreover, fifteen business letters in similar situations were collected from the international companies namely Martello Realty, Webster University (Thailand) and Ruamrudee International School.

- *Martello Realty*: The company provides real estate, restructuring, financial advisory and asset management services. Martello Realty operates on several continents and has a number of hub offices around the world: European Hub - Rotterdam, Local Offices - London, North and South America Hub - Houston and Texas, Local offices - Phoenix, Local Offices - Singapore and Asia Pacific Hub - Bangkok.

- *Webster University Thailand (WUT)*: WUT is the American university in Southeast Asia creating leaders for a multicultural world. The university brings a world-class western teaching style to its truly international campus. WUT offers many programs to students such as MBA, media and communications, computer science and arts.

- *Ruamrudee International School (RIS)*: RIS is an English language college preparatory school offering an American based curriculum including AP and IB programs. RIS offers a strong academic program and fosters the development of moral principles best prepare individuals to meet the challenges and responsibilities in an ever - changing world.

These letters were analyzed through three factors (1) word choices (2) sentence patterns, and (3) tone of writing.

### **III. Data Analysis**

The procedures of this study are divided into four steps. First, the importance of the RTN's official letters and business letters was described in order to provide an overall picture of letters' advantages. Second, word choices, sentence patterns, and tones of the socializing letters written by RTN and international companies were discussed. Third, the technique of using the "Four Cs' Business Writing" in these socializing letters was illustrated. Finally, samples of RTN's official and business correspondence regarding on letters of social situations were provided in order to compare and analyze the differences between official and business letter writing.

## CHAPTER 4

### FINDINGS

This chapter aims to reach the objectives of the study. The illustration of contents from the RTN's official letters and business letters were compared and analyzed. From the collected socializing letters, the researcher found out that both the RTN's official and business letters were different in terms of features of language and tones of writing. Two main sections were divided (1) an analysis of features of language in writing the RTN's official letters and business letters, and (2) an analysis of the written communication techniques: the Four Cs' Business writing written in the RTN's official letters and business letters. To have a clear picture, the examples presented and compared the language used and written communication techniques in the RTN's official letters and business letters.

#### **I. An Analysis of Features of Language in Writing the RTN's Official Letters and Business Letters**

TABLE 6 FORMALITY AND INFORMALITY

<b>RTN's Official Letter (Formality)</b>	<b>Business Letter (Informality)</b>
May I wish you good health, happiness and success in every <u>endeavor</u> . (Appendix A, Example 9)	We wish you success in your studies. (Appendix B, Example 12)

TABLE 6 (Continued)

<p style="text-align: center;"><b>RTN's Official Letter</b> <b>(Formality)</b></p>	<p style="text-align: center;"><b>Business Letter</b> <b>(Informality)</b></p>
<p>The visiting programs, which were very well organized and thoroughly arranged, were very interesting and very well <u>implemented</u> in a highly commendable manner. (Appendix A, Example 7)</p>	<p>Thank you once again for a memorable evening. (Appendix B, Example 9)</p>
<p>My wife joins me in sending our sincere appreciation and highest <u>regards to</u> you and your wife. (Appendix A, Example 7)</p>	<p>Please pass my deepest sympathies on to your mother, brother and sister. (Appendix B, Example 15)</p>
<p>I would to convey our deepest appreciation to Rear Admiral S Kapoor and his wife as well as the Indian naval liaison staff for their kind <u>assistance</u> and dedication throughout our visit. (Appendix A, Example 7)</p>	<p>Thank you for your support and kindness. (Appendix B, Example 7)</p>

The RTN's official letters are written in a formal style using polite forms and less common words because writers try to add authority to what they said and this is a way of showing respect to the recipient of the letter. Formal terms or big words are usually found in official letters as writers try to impress formality and politeness to their readers with flowery vocabularies. Moreover, there are many useful formal terms or big words in which there is no satisfactory substitute. This is acceptable as long as the writers use them

correctly, and are certain that their readers understand. Apart from informal terms and expression that should be avoided in writing official letters, slang words, abbreviations and contraction words (isn't, aren't, didn't, wasn't) should be eliminated in writing official letters in order to create formality. On the other hand, business letters are simple and conversationally written by using less informal terms that most people are familiar with. Business writers will write as naturally, humanly, and persuasively as they speak, for example, Congratulations! You have been accepted to study at Webster University, beginning your studies in May, 2005.

TABLE 7 THE USE OF PASSIVE VOICE AND ACTIVE VOICE

<b>RTN's Official Letter</b> <b>(Passive Voice)</b>	<b>Business Letter</b> <b>(Active Voice)</b>
It is my fervent hope that the existing relationship between our two navies will <u>be further cultivated and strengthened</u> in the future. (Appendix A, Example 9)	This forum would benefit for speakers both the Thai and Foreign communities. (Appendix B, Example 9)
I <u>were extremely impressed</u> with all the arrangements kindly organized for us. (Appendix A, Example 3.)	Thank you very much for your kind hospitality yesterday evening. (Appendix B, Example 8)
We <u>were completely overwhelmed</u> by the warm friendship and the great hospitality you and your wife extended to us. (Appendix A, Example 5)	I found the company, the ambience and the hospitality of the Ambassador were excellent and extremely enjoyable. (Appendix B, Example 9)

Official letters uses a formal style, and a passive voice is usually found in writing the letters. When the writers want to soften their statements, shift the emphasis from the writers to the readers, or be more formal in a sensitive situation, the passive voice is the more diplomatic choice. However, in business letters, the writers tend to use active voices to create clear messages because it describes what is happening.

However, in some case, passive voice might be used in social business letters to maintain good relationship among business operations and their customers. As of an example found in an invitation letter from Webster University, “WUT would be most appreciated if you could join WUT community on their special occasion”, this sentence was written in passive voice to show the formality of the letter written to the honorable address. Moreover, passive voice nowadays is used in claim letters to avoid directly claim by not mentioning the doers of negative actions. This is not follow with the theoretical concept that passive voice should not be used in business letters.

TABLE 8 OLD FASHIONED AND MODERN LANGUAGES

<p style="text-align: center;"><b>RTN’s Official Letter</b> <b>(Old Fashioned Language)</b></p>	<p style="text-align: center;"><b>Business Letter</b> <b>(Modern Language)</b></p>
<p>Should there be anything that your organization requires from us, please do not hesitate to contact me or my staff.  (Appendix A, Example 8)</p>	<p>If you have any queries or comments, please feel free to call one of customer sales representatives. (Appendix B, Example 2)</p>

TABLE 8 (Continued)

<b>RTN's Official Letter (Old Fashioned Language)</b>	<b>Business Letter (Modern Language)</b>
<p>Despite the time constraint, we had the opportunity to stay in Florence, a beautiful ancient city, for two day. My wife and I had a most pleasant time there, and the memory of which will be always remembered with fond memory. (Appendix A, Example 5)</p>	<p>Thnak you for organizing the Dinner Launch of BCCT CEO Group yesterday evening. I found the company, the ambience and the hospitality of the Ambassador excellent and extremely enjoyable. (Appendix B, Example 9)</p>
<p>It is therefore not mistaken to say that the demise of the late Prime Minister of Israel is the great loss of an irreplaceable man. (Appendix A, Example 15)</p>	<p>His contributions to this company will not be forgotten. (Appendix B, Example 14)</p>

Old fashioned language is the style of writing that has been in used for a long time in any organization especially the government organization without changing. Even though there are many new modern words or phrases being used by other, the organization still keeps its old fashioned style of writing. Whereas modern language refers to a new style of writing that are simple, concise and clear. Business writers apply modern language because the business writers prefer using short and easy words to interact conversationally with their readers. Because official letters are written in old fashion styles and use many polite phrases, they provide a tone of formality and tone of politeness that emphasize the positive side of the messages.

TABLE 9 COMPLICATED AND SIMPLE SENTENCES

<p style="text-align: center;"><b>RTN’s Official Letter</b> <b>(Complicated Sentences)</b></p>	<p style="text-align: center;"><b>Business Letter</b> <b>(Simple Sentences)</b></p>
<p>I have the honor to inform you that Admiral (name) and his party will be visiting India from 12 - 16 April 1998 and are expected to arrive in New Delhi at 22:40 hours on 12 April by TG315 and leave New Delhi to Bangkok by TG316 at 00:10 hours on April, which is due to arrive International Bangkok Airport at 05:30 hours of the same day. (67 words) (Appendix A, Example 6)</p>	<p>The opening times of the exhibition are</p> <p>12<sup>th</sup> September 2003</p> <p style="padding-left: 40px;">12:00 Show open</p> <p style="padding-left: 40px;">17:30 Cocktail Party</p> <p>13<sup>th</sup> September 2003</p> <p style="padding-left: 40px;">11:00 - 12:00 Show open</p> <p>14<sup>th</sup> September 2003</p> <p style="padding-left: 40px;">11:00 - 19:00 Show open</p> <p>(Appendix B, Example 1)</p>
<p>Excellency, my recent visit to India during 12 - 16 April 1998 provided me with the fine opportunities to meet and exchange views with His Excellency Mr.George Fernandes, Indian Defence Minister, and other senior officers of the Indian Navy as well as to visit several facilities pertaining to private and government sectors, which made my official trip to your country very fruitful. (62 words) (Appendix A, Example 4)</p>	<p>Ruamrudee International School will be holding its annual Fun Fair on Saturday, November 23, 2002. This event is a major fund raiser for the school. This year, we will continue with the theme, “Union of Hearts for Children in Need”, with part of the proceeds going towards the education of underprivileged children. (Separated into 3 sentences, 52 words) (Appendix B, Example 7)</p>



TABLE 9 (Continued)

<b>RTN's Official Letter (Complicated Sentences)</b>	<b>Business Letter (Simple Sentences)</b>
<p>On behalf of the Officers, Men and Women of the Royal Thai Navy, I would like to take this opportunity to express my deep appreciation for the unfailing effort and assistance you had kindly and repeatedly extended to the Royal Thai navy. (42 words) (Appendix A, Example 14)</p>	<p>I would like to express my sincere condolences on the recent passing of your father. (15 words.) (Appendix B, Example 15)</p>

Official letters consist of long and complicated sentences while business letters prefer shorter and simple sentences that convey a specific meaning and friendly conversation. The official letters pay less attention on prompt delivery of message; however, the polite tone is more emphasized. Therefore, long and complicated sentence structures with flowery words are frequently used in official correspondence. Many business writers try to keep their sentences short in order to deliver the point of letters quickly by using periods or full stops at the end of the sentences. This way, the readers can understand the messages easily because they can pause and grasp what have been said before. Moreover, writers stand less chance of making grammatical errors.

TABLE 10 WORDINESS AND CONCISENESS

<p style="text-align: center;"><b>RTN’s Official Letter</b> <b>(Wordiness)</b></p>	<p style="text-align: center;"><b>Business Letter</b> <b>(Conciseness)</b></p>
<p>For more details and information, please do not hesitate to contact Lieutenant Commander Witchaya Riddhidej at 465-0010. (Appendix A, Example 2)</p>	<p>If you are interested in either location, please check us out at <a href="http://www.webster.ac.th">www.webster.ac.th</a> or contact our Bangkok office at +66 2 652-0705. (Appendix B, Example 3)</p>
<p>It was also a pleasure to get to know you a little more at the dinner at Captain Vati’s house on Tuesday 17 August 1995. (Appendix A, Example 8)</p>	<p>If you have time, it would be very nice to meet up. (Appendix B, Example 1)</p>
<p>It is with great pleasure that I have learned of your appointment as Chief of Staff, Indonesian Navy. (Appendix A, Example 12)</p>	<p>I would like to congratulate you on your full acceptance as a graduate student. (Appendix B, Example 12)</p>

Official letters seem to add many words or include words that are not necessary in a sentence in order to present what is happening. However, the objective of doing so is to add warmth and friendliness. Official writers use unnecessary and flowery words and phrases to give their writing a more dignified, polite or professional tone. On the other hand, business letters try to eliminate unnecessary words and phrases, repetition and redundancies which may distract readers from messages.

## **II. An Analysis of the Written Communication Techniques: the Four Cs'**

### **Business writing in the RTN's Official Letters and Business Letters**

According to the techniques of "The Four Cs' Business Writing: conciseness, clarity, correctness and courtesy, the researcher found that most business writers applied these written communication techniques. Whereas official letters did not have the C of "*conciseness*" since the official writers try to focus on the tone politeness. From the collected official letters, long sentences, wordy expressions and unnecessary words are the main factors of language used problem in official letters.

"*Clarity*" is the must for both types of letters. For business letters, they must have clear messages by providing enough information (What, When, Where, Why and How), choosing familiar, natural and conversational words to express their thoughts, and using simple sentences or short sentences with correct word choices to make readers understand easily. Official letters also provide clear messages to their readers. However, the difference between RTN's official letters and business letters is that the RTN's official letters try to use formal terms or unfamiliar words on occasions, which may seem unnatural to businessperson and may block the communications. For example, using "assist" instead of "help" or "establish" instead "set up". Even official writers prefer formal terms or unfamiliar words, they make sure that those words are clear to their readers. Moreover, they feel that those words can contribute the sense of what they are saying, and create the tone of formality, which is very important for writing the RTN's official letters.

"*Correctness*" is the important technique that both letters must apply. Incorrect messages as well as grammatical errors reflect the image of the organization. Especially

for the official letters, as the writers are writing on behalf of Royal Thai Navy, they have to make doubly certain that they have represented the organization's messages and point of views accurately.

Official and business writers must have an awareness of "*courtesy*" in their communications because lacking of courtesy can cost them a great deal by alienating friends and driving away customers. Moreover, it can make contacts with others to be unpleasant, unsatisfactory and unrewarding. From the collected socializing letters, the research found out that the expressions that are irritating and offensive are avoided or omitted. To have courtesy letters, both official and business writers must make an attempt to make their letters (1) correct by using an attractive format and containing no mistakes in grammar or spelling; (2) considerate by making letters prompt, readable and easy to understand; (3) complete by giving all necessary information; and (4) customer - oriented by concentrating on the readers and their needs, respecting the reader's point of view and making the readers feel privileged.

After comparing and analyzing the features of language and the written communication techniques in writing the RTN's official letters and business letters, it could be assumed that there is not much difference in these two types of letters. First, the obvious difference is the language used. Business letters are more concise, clear, and direct in order to gain readers' attention. The second difference is the tone of writing. Official letters concentrate more on tone-formality and tone-politeness whereas the business letters pay less attention to the tone factor. Therefore, this reflects the written communication techniques that official writers use. Since they focus on the formality of letters, they may not aware of clarity that they try to use many formal terms or big words to

impress readers with vocabularies. Moreover, tone-politeness is a must in writing official letters. Writers use long sentences or add unnecessary words in order to emphasize the positive side of the messages. This make the official letters become indirect and wordy. As a result, readers may find that the technique of conciseness is sometimes ignored when writing official letters. On the contrary, the business letters are short, concise and to the point and stress on clarity.

In conclusion, official letters are mostly emphasized on politeness; however, clarity is the most important feature of business letters. Therefore, long and complicated sentences with flowery words are frequently found in official letters. On the contrary, short and easy languages are mostly used in business letters.

## CHAPTER 5

### CONCLUSION AND DISCUSSION

#### I. Conclusion

The previous chapter analyzes the features of language and tones of writing as well as investigates the written communication techniques that apply in both official and business correspondences. The results show that word choices that official writers use in their writing is a less common word with a very formal style in order to show respect to the readers as mentioned in the Department of Technical and Economic Cooperation (2000: 3-4). Official letters contain flowery words and many polite phrases, which reflect sentence patterns in letters. That is, long and complicated sentences and passive voice are frequently found in official letters. Therefore, it might be concluded that the Cs of *"conciseness"* and *"clarity"* seem to be ignored in the RTN's official letters. Politeness and formality are the main focus of writing official letters. On the other hand, business letters are more concise, clear and direct to the point. The Cs of *"conciseness"* and *"clarity"* are the most important for business letters writing. They apply modern language by using informal terms, simple sentences and easy languages to communicate with readers as stated by Archer; Barber; & Ames (1971: 52). The C of *"correctness"* and *"courtesy"* are applied in both official and business letters as it is the way to create first impressions to the readers.

## **II. Discussion**

Letters are not merely mediums of communication. They are effective substitutes for face to face communications, making and keeping friends, attracting customers and building a favorable image of organizations. Good letters should display the positive sides of companies, make or keep friends, generate goodwill and enhance sales opportunities.

While the world has become globalized, people tend to use an email instead of sending a letter as it is one of the fastest ways to deliver information, and help an organization to save cost and time. Although the explosion of email has replacing letter writing, letters still play an important role in keeping records. The differences between emails and letters are letters are more reliable and credible in communication because there are the letter headings and logo features. The language used in writing an email are informal, concise, simple and direct to the point as it is done in a business letter. As a result, the official letters in the modern days should be more conversational and less flowery, as it has been done in business correspondences. Official writers should pay more attention in their writing by trying to develop letters' styles and features of language to be brief, precise, friendly and conversational than in the past in order to make them more acceptable, attractive, and achieve the purposes.

The differences between the official and business correspondences are the features of language and tone of writing. The features of language in official letters are old fashioned styles by using long and complicated sentence structures with flowery words. This might be because official writers think of the way to add a measure of courtesy and to create the tone of politeness, so unnecessary words and long expressions are found in

official letters. Besides, tone of formality is considered to be an important feature in official writing, so formal terms and polite phrases are needed in order to show respect to readers. In contrast, business letters are expressed in a modern language by choosing familiar, natural and conversational words as well as using simple and short sentence structures. These make business letters more concise, clear and straightforward.

From the findings official letters pay very much concern to relationships. Official letters are diplomatic styles that avoid mentioning the sensitive matters, and use flowery words to please the readers. On the contrary, business letters make sure to get things done, so writers are normally straight forward. Business letters are action-oriented styles that concrete words and simple sentences are outstanding used to get things done through business written communication.

### **III. Limitations of the Study**

The study has the following limitations.

- 1) The collection letter is focused on the socializing letters only.
- 2) The research aimed at comparing and analyzing only on the features of language and tone of writing.
- 3) There are many techniques regarding effective letter writings. However, this paper focuses only on the written communication techniques: the Four Cs' Business Communication: conciseness, clarity, correctness and courtesy.



#### **IV. Suggestions for Further Studies**

1) Apart from socializing letters, there are many types of letters such as claim letters, adjustment letters (responding to a claim), sales and promotions letters and collection letters. To make these letters achieve purposes, the features of language and styles of writing should be compared and analyzed.

2) Effective writers must be able to emphasize the positive side in their letters; even though, they are writing refusal letters or claim letters. Negative messages or negative phrases must be avoided in writing letters. Therefore, how to emphasize the positive side in letters writing or how to write a courtesy letter might be discussed for the further study.

3) Good letters apply modern language to communication with readers. A study on how to keep language lively and simple but achieve the purposes might be explored in depth.

4) Sometimes writers include words that are not really necessary, but do add warmth and friendliness, and this results in a two-page letter. However, if those words that include in a letter detract readers or create nothing, a study on how to eliminate nonsense words and phrases, repetition and redundancies should be discussed for the further study.

5) Since the world has become globalized, emails play an important role in passing information from one to another. Consequently, a further study should be explored on the impact of language changes on emails especially the new terms and abbreviations used on email will be acceptable for letter writing or not.

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## **APPENDIX A**

**(Examples of the Royal Thai Navy's Letters)**

**Example 1: Invitation military attaché and assistance to join the Attaché Tour**



NID/120/96

Naval Intelligence Department  
Royal Thai Navy, Bangkok 10600

24 December B.E. 2539 (1996)

*Dear Colonel,*

I have the pleasure to inform you that the Royal Thai Navy will be hosting the Attaché Tour to Sattahip from 21 - 22 January 1997. All MACT accredited to Thailand are cordially invited to participate in this tour, with the exclusion of wife.

I would like to take this opportunity to extend an invitation to you to join with us in this trip during the time mentioned above. The Royal Thai Navy will provide meals, accommodations at Sattahip and transportation for you during the trip from Bangkok to Sattahip and from Sattahip to Bangkok. A copy of program has been enclosed for your information. I would greatly appreciate your replying to us regarding your participation by filling out the form attached to this letter and faxing it to my staff by the fax number 4651800

Thank you for your kind cooperation in this matter. I am looking forward to hearing from you soon.

Yours sincerely,

Rear Admiral *Signature*

(Vichol Poosa)  
Director General

Lieutenant Colonel Sami Tasdemir  
Military Attaché  
C/O The Embassy to Turkey  
153/2 Soi Mahadlek Luang 1  
BANGKOK

## Example 2: Invitation to give donation



NID/32/94

Naval Intelligence Department  
Royal Thai Navy, Bangkok 10600

30 November B.E. 2537 (1994)

Re: Invitation to participate in the "Grand Water Sports Celebration"

*Dear Colonel,*

To commemorate the gold medal His Majesty the King won in the sail competition in the Fourth SEAP GAMES on 16 December 1967, the government has declared 16 December of each year to be National Sports Day.

The Royal Thai Navy in conjunction with Expressway Authority of Thailand, the Sport Authority of Thailand, the Water Sports Association of Thailand, the Thai Restaurant Association and Grammy Entertainment Co. Ltd. is organizing a "Grand Water Sport Celebration 1994" during 16 - 18 December 1994. The first event will be an "Across the Gulf" yacht and windsurf competition with His Majesty's VEKA RAMA IX Bridge. All income and donations will be presented to His Majesty the King in support of the Chai Pattana Foundation.

The Royal Thai Navy would like to extend an invitation for your kind cooperation in providing a MACT booth selling various goods similar to last year's booth at the RAMA IX Bridge during 16 - 18 December 1994. Should you need more details and information, please do not hesitate to contact Lieutenant Commander Witchaya Riddhidej at 465-0010

Please accept our thanks in advance for your kind support and expression of goodwill.

Yours sincerely,

Rear Admiral      *Signature*

(Vichil Poosa)  
Director General

Colonel Takashi Koyamada  
Defence Attaché  
Embassy of Japan  
BANGKOK

### Example 3: Invitation to Thailand



Headquarters  
Royal Thai Navy, Bangkok 10600  
THAILAND

1 December B.E. 2538 (1995)

*Dear Admiral,*

I am writing to express my warmest thanks for the wonderful welcome you have accorded to me, my wife and the party on our visit to your country during 21 - 25 November 1995.

Khunying Nongnuj and I were extremely impressed with all the arrangements kindly organized for us. The beauty of your country and the friendliness of the Japanese people as well leave their impressions with us for a long time. I would like to take this opportunity to convey my deep appreciation to each and every one concerned for making my visit a very pleasant one.

On this occasion, I would like to extend my cordial invitation to you and your wife as well as accompanying officers to visit Thailand as guests of the Royal Thai Navy sometime during April to July 1996. Khunying and I look forward to welcoming you and reciprocate your kind hospitality in Bangkok soon.

With our warmest personal regards to you and Mrs. Fukuchi.

Yours sincerely,

Admiral      *Signature*

(Prachet Siridej)  
Commander-in-Chief

Admiral Takeo Fukuchi  
Chief of Staff  
Japan maritime Self - Defence Force  
JAPAN



**Example 4: Thank you for the host of dinner**



Headquarters  
Royal Thai Navy, Bangkok 10600  
THAILAND

23 April B.E. 2541 (1998)

*Excellency,*

I am writing to express my deepest appreciation to Your Excellency and Mrs.Rajendra Rai for the wonderful dinner you hosted for my wife and I on 10<sup>th</sup> April 1998 at your residence. We were most delighted to have the opportunity to meet with Your Excellency and other distinguished guests. The atmosphere was very pleasant and enjoyable. The warm friendship and hospitality Your Excellency rendered to us shall be long remembered.

Excellency, my recent visit to India during 12 - 16 April 1998 provided me with the fine opportunities to meet and exchange views with His Excellency Mr.George Fernandes, Indian Defence Minister, and other senior officers of the Indian Navy as well as to visit several facilities pertaining to private and government sectors, which made my official trip to your country very fruitful.

Taking this opportunity, my wife joins me in extending to Your Excellency and Mrs.Rajendra Rai our best wishes for all the success and happiness in the future.

Please accept, Excellency, the assurances of my highest consideration.

Admiral      *Signature*

(Suvachai Kasemsook)  
Commander-in-Chief

His Excellency Mr.Rajendra Kumar Rai  
Ambassador Extraordinary and Plenipotentiary  
Embassy of India  
BANGKOK

## Example 5: Thank you for the welcome to the lunching ceremony



Headquarters  
Royal Thai Navy, Bangkok 10600  
THAILAND

9 April B.E. 2541 (1998)

*Dear Admiral,*

Please allow me, first of all, to express my deepest appreciation to you for the wonderful dinner you kindly arranged for me and my wife as well as my accompanying officers at your residence on 29 March 1998. We were completely overwhelmed by the warm friendship and the great hospitality you and your wife extended to us. Apart from that, we greatly enjoyed the conversation and the atmosphere that evening, which I am confident serve to foster and promote the closer relationship and mutual good understanding between the Italian Navy and the Royal Thai Navy in the future.

I would like to take this opportunity to thank you sincerely for the time you spared with us for attending the launching ceremony of H.T.M.S. *Lat Ya* on the following day at the Intermarine Dockyard. We were deeply touched by the great honor you rendered to us with your presence in the ceremony. In addition, I wish to convey our deepest gratitude to the Italian Navy all the support it has kindly extended to the Royal Thai navy all along.

Despite the time constraint, we had the opportunity to stay in Florence, a beautiful ancient city, for two days. My wife and I had a most pleasant time there, and the memory of which will be always remembered with fond memory. We arrived home safely on 2 April by connecting our flight with Thai International Airline in Paris.

Admiral, if you have an opportunity to visit Thailand, please let me know. I would be more than happy to facilitate your visit and show you around our country.

It is fervent hope that the relationship and cooperation between the Italian Navy and the Royal Thai Navy will be strengthened even further in the future.

With my warmest personal regards.

Yours sincerely,

Admiral *Signature*

(Suvatchai Kasemsook)  
Commander-in-Chief

Ammiraglio di Squadra Gianfranco GENESI  
Commander-in-Chief alto tirreno (La Spezia)  
The Italian Navy  
ITALY

**Example 6: Thank you and accept the invitation**

FLD/091/98



Foreign Liaison Division  
Navy Intelligence Department  
Royal Thai Navy, Bangkok 10600  
THAILAND

25 March B.E. 2541 (1998)

*Dear Group Captain,*

Please refer to the official visit of Admiral Suvatchai Kasemsook, Commander-in-Chief of the Royal Thai Navy, and his wife, Mrs. Kalaya Kasemsook, and accompanying officer to India as guests of the Indian Navy. I have the honor to inform you that Admiral Suvatchai Kasemsook and his party will be visiting India from 12 - 16 April 1998 and are expected to arrive in New Delhi at 22:40 hours on 12 April by TG315 and leave New Delhi to Bangkok by TG316 at 00:10 hours on April, which is due to arrive International Bangkok Airport at 05:30 hours of the same day.

Only one officer, whose name is Captain Sucheeep Whongmaitree, Staff Officer to Commander-in-Chief of the Royal Thai Navy, will accompany Admiral Suvatchai Kasemsook and his wife in this trip. I have also enclosed the details of their biographical sketches and their passports for information.

With regard to his programs for the courtesy calls, I have been instructed by my Commander-in-Chief to ask you if it possible that the calls on Chief of the Army Staff and Chief of the Air Staff be cancelled.

Your kind assistance in forwarding the information provided above to the authority concerned as well as coordination the Admiral's request for a revised courtesy call arrangement is greatly appreciated, and please be assured of my continued friendship and cooperation.

Yours sincerely,

Captain *Signature*  
(Chaisinn Yardee)  
Director

Group Captain Mohan John  
Indian Defence attaché  
Embassy of India  
BANGKOK

## Example 7: Thank you to welcome for the visiting



Headquarters  
Royal Thai Navy, Bangkok 10600  
THAILAND

23 April B.E. 2541 (1998)

*Dear Admiral,*

I wish to tell you how much I appreciate all the acts of hospitality you accorded me and my wife as well as my accompanying officers during our recent visit to your beautiful country. I shall always remember with admiration the professional manner by which you and your staff took a good care of us during our stay in India. In addition, my wife and I were greatly honored and extremely overwhelmed by the superb dinner you kindly hosted for us at the Navy Club in such a warm and friendly atmosphere.

Admiral, apart from having conversed with you, this visit also afforded me with the fine opportunities to meet and exchange views with His Excellency MR. George Fernandes, Indian Defence Minister, Vice Admiral Madhvendra Signh, Flag Officer Commander-in-Chief Western Naval Command, Rear Admiral Y Prasad, Flag Officer Commanding Western Fleet, and Rear Admiral P Jaitley, Superintendent Naval Dockyard (Mumbai). The briefing provided at the Navy Headquarters as well as the tour on board INS *Ganga* and INS *Delhi* helped me towards a better understanding of the importance of the Indian Navy in the region.

Throughout the visit I was most impressed with the high morale and professionalism of the Indian Navy's personnel. The visiting programs, which were well organized and thoroughly arranged, were very interesting and very well implemented in a highly commendable manner.

I would like to convey our deepest appreciation to Rear Admiral S Kapoor and his wife as well as all the Indian naval liaison staff for their kind assistance and dedication throughout our visit. They contributed substantially towards making our visit most informative and fruitful.

Thank you again for your warmhearted hospitality. My wife joins me in sending our sincere appreciation and highest regards to you and your wife. It is my fervent hope that the relationship between the Royal Thai navy and the Indian navy will be all the most cultivated and further strengthened in the future.

Yours sincerely,

Admiral *Signature*

(Suvatchai Kasemsook)  
Commander-in-Chief

Admiral Vishun Bhagwat, PVSM, AVSM, ADC  
Chief of the naval Staff  
The Indian Navy  
INDIA

**Example 8: Thank you to welcome for the visiting**

FLD/55/93



Navy Intelligence Department  
Royal Thai Navy, Bangkok 10600  
THAILAND

10 September B.E. 2536 (1993)

*Dear Admiral Stevens,*

I am writing to express our deep thanks for your very kind reception of my delegation at the Navy Security Group on 6 August 1993. The brief provided an excellent overview of the group and gave us more insight and understanding of how the new policy affects your organization. Please be assured that we will pass on the information in detail to the Royal Thai Navy.

It was also a pleasure to get to know you a little more at the dinner at Caption Vati's house on Tuesday 17 August 1993. It was our hope that you and your wife were well entertained that evening.

I am sincerely looking forwards, Sir, to a closer working relationship between our two Departments. Should there be anything that your organization requires from us, please do not hesitate to contact me or my staff.

Yours sincerely,

Captain      *Signature*  
(Thewin Mungthanya)  
Deputy Director General

Rear Admiral Thomas F. Stevens  
Commander Naval Security Group Command  
Washington D.C.  
THE UNITED STATES OF AMERICA

**Example 9: Congratulation to a senior officer from foreign country**



Headquarters  
Royal Thai Navy, Bangkok 10600  
THAILAND

9 October B.E. 2538 (1995)

*Dear Admiral,*

It is my honor and great pleasure to extend my warmest congratulations on your designation as Commander-in-Chief of the Royal Netherlands Navy.

Your Promotion to the new capacity is indeed a recognition of your outstanding leadership, professional competence and commitment to the Royal Netherlands Navy. I am certain that the increased responsibilities will equip you with a better opportunity to serve your country and navy in the days ahead.

It is my fervent hope that the existing relationship between our two navies will be further cultivated and strengthened in the future.

On this occasion, may I wish you good health, happiness and success in every endeavor.

Yours sincerely,

Admiral      *Signature*

(Prachet Siridej)  
Commander-in-Chief

Vice Admiral L. Kroon  
Commander-in-Chief  
The Royal Netherlands Navy  
THE NETHERLANDS

**Example 10: Congratulation to a senior officer from foreign country**



Headquarters  
Royal Thai Navy, Bangkok 10600  
THAILAND

13 January B.E. 2540 (1997)

*Dear Admiral,*

I am writing, on behalf of all the members of the OPHC Procurement Committee, to extend to you our heartfelt congratulations upon your appointment as Commander-in-Chief of the Central Zone of the Royal Spanish Navy. Your promotion to a higher office is indeed recognition by your superiors of your facilitative leadership skills and professional dedication to the navy.

As always, your kind assistance and support rendered to our OPHC project when you were director of the Naval Military Construction Office is fondly remembered by all of us here, even though it has been quite sometime you left this office. I would like to take this opportunity to express to you our deep gratitude and appreciation for all you have done for us and for what you have contributed to the increased cooperation and mutual understanding between our two navies.

Taking this opportunity, I wish you and your family all the best and success in every endeavor in this happy new year and all the years to come.

Yours sincerely,

Admiral *Signature*

(Thira Hao-Charoen)  
Chief of Staff and  
Chairman of the OPHC Procurement Committee

Admiral Nicolas Lapique Dobarro  
Commander-in-Chief of the Central Zone  
The Royal Spanish Navy  
SPAIN

**Example 11: Congratulations on National Day**



Headquarters  
Royal Thai Navy, Bangkok 10600  
THAILAND

12 March B.E. 2541 (1998)

*Dear Admiral,*

On behalf of the officers, men and women of the Royal Thai Navy, I would like to extend our warmest congratulations and best wishes on the occasion of the anniversary of Pakistan Day

We join you and the members of the Pakistan Navy in observing the national day of your country and express our shared hope for peace and prosperity in the years ahead.

Taking this opportunity, I would like to convey to you the assurances of my best regards.

Yours sincerely,

Admiral      *Signature*

(Suvachai Kasemsook)  
Commander-in-Chief

Admiral Fashi Bokhari  
Chief of the Naval Staff  
The Pakistan Navy  
PAKISTAN



**Example 12: Congratulation to a senior officer from foreign country and invite to Thailand**



Headquarters  
Royal Thai Navy, Bangkok 10600  
THAILAND

30 April B.E. 2536 (1993)

*Dear Admiral,*

It is with great pleasure that I have learned of your appointment as Chief of Staff, Indonesian Navy. Your promotion is a clear recognition of your trustworthy talent and distinguished achievement during your long term of service in the Indonesian navy. On behalf of the Royal Thai Navy, I would like to express our sincere and heartfelt congratulations.

Taking this opportunity, I would like to cordially extend an invitation to you and Mrs. Yulia Ungsinowati as well as accompanying officers to visit Thailand as guests of the Royal Thai navy anytime at your convenience. Detail of the visit can be coordinated through our naval attachés' offices in Bangkok and Jakarta respectively.

I would feel greatly honored by your acceptance. My wife and I look forwards to welcoming you and Mrs. Yulia Ungsinowati very soon, and it is my belief that you visit will serve to further cultivate and strengthen the already excellent relationship between our two navies.

Please accept my personal warm regards and best wishes for your continued excellent health and success in all your future endeavors.

Yours sincerely,

Admiral      *Signature*

(Vichet Karunyavanij)  
Commander-in-Chief

Vice Admiral Tanto Koeswanto  
Chief of Staff  
The Indonesian Navy  
REPUBLIC OF INDONESIA

**Example 13: To extend condolence for natural disaster**



NID/13/94

Naval Intelligence Department  
Royal Thai Navy, Bangkok 10600

6 May B.E. 2537 (1994)

*Excellency,*

May I first express my condolences at the loss of life and property Your Excellency's country sustained during the tragic cyclone incident that hit the Republic of Bangladesh on 2 May 1994. In relation to the incident, the Royal Thai Navy has been notified that a large number of Thai nationals on trawlers caught in the storm had come ashore in Bangladesh, and 20 bodies of the fishermen have already been recovered. The Royal Thai Government had requested that the Royal Thai Navy send two ships: H.T.M.S. *TAPI* (PE-5) and H.T.M.S. *PHUKET* (FAC-3) to Bangladesh on a mission to transport the survivors and the bodies back to Thailand. The two ships will be traveling to and berthing at Chittagong during 10 - 12 May 1994. The details of the ships are attached herewith and my office will be forwarding more details as soon as they become available.

We have sent a request for diplomatic clearances for the two ships through the Ministry of Foreign Affairs. Due to the pressing nature of the mission, we apologize for the short notice and would be grateful if Your Excellency would be kind enough to inform the authorities concerned of the intended visit.

Please accept, Excellency, my deepest thanks and the renewed assurances of my highest consideration.

Rear Admiral

*Signature*

(Narong Yuthavong)  
Director General

His Excellency  
Major General Abdul Manaf  
Ambassador Extraordinary and Plenipotentiary  
Embassy of the People's Democratic Republic of Bangladesh  
BANGKOK

**Example 14: To bid farewell on the occasion of retirement**



Headquarters  
Royal Thai Navy, Bangkok 10600  
THAILAND

18 August B.E. 2541 (1998)

*Dear Admiral,*

I have recently learned that you handed over your responsibilities as Chief of the Royal Swedish Navy to Rear Admiral Torsen Lindh, Inspector General of the navy, Royal Swedish Navy because of your retirement. On behalf of the Officers, Men and Women of the Royal Thai Navy, I would like to take this opportunity to express my deep appreciation for the unfailing effort and assistance you had kindly and repeatedly extended to the Royal Thai navy. During the term of your flag, you greatly played an important part in revitalizing the close relationship between our two navies.

I am confident that the relationship between the Royal Swedish Navy and the Royal Thai Navy will continue to prosper in the future, despite the new organization of the Royal Swedish Armed Forces.

Lastly, Khunying Kalaya joins me in conveying our warmest personal regards to you and Eva, and we wish both of you continued good health and happiness in many years ahead.

Yours sincerely,

Admiral      *Signature*

(Suvachai Kasemsook)  
Commander-in-Chief

Vice Admiral Peter Nordbeck  
Former Chief of the Navy  
The Royal Swedish Navy  
SWEDEN

**Example 15: To extend condolence upon the death of important person**



Headquarters  
Royal Thai Navy, Bangkok 10600  
THAILAND

13 November B.E. 2538 (1995)

*Dear Admiral,*

I have learned with deep sorrow the sad news of the assassination of His Excellency Prime Minister Titzhak Rabin, an able man in the military and diplomatic affairs and a brave and renowned fighter for the peace process in the Middle East.

It is therefore not mistaken to say that the demise of the late Prime Minister of Israel is the great loss of an irreplaceable man nit only for the people of Israel but also for the international community as a whole.

On behalf of the Royal Thai Navy, I wish to convey to you and the Israeli people as well as to all the members of the bereaved family my deepest condolences over the untimely departure of the late Prime Minister Yitzhak Rabin, a noble fighter of the Middle East.

Yours sincerely,

Admiral

*Signature*

(Prachet Siridej)  
Commander-in-Chief

Rear Admiral Ami Ayalon  
Commander-in-Chief  
The Israel Navy  
ISRAEL

**APPENDIX B**

**(Examples of Business Letters)**

MARTELLO

REALTY

16th Floor Thai Wah Tower II  
Banyan Tree Complex,  
21/123 South Sathorn Rd.,  
Bangkok 10120, Thailand  
Tel; +66 2 677 3000  
Fax; +66 2 677 3200  
info@martellorealty.com  
www.martellorealty.com

Example 1

Ref: mh/915/03

By Fax

Date September 10, 2003

Dear Eddie Ho,

I will be traveling to Hong Kong on the 12th September and leaving on the evening of the 15th. During the day time on the 12th thru 14th I will be attending the Phuket and Samui property exhibition being held at Room 401, Convention & Exhibition Centre, Wanchai area.

The opening times of the exhibition are

12th September 2003

12:00 Show open

17:30 Cocktail Party

13th September 2003

11:00 - 20:00 Show open

14th September 2003

11:00 - 19:00 Show open

Martello will be launching a new residential, resort and retail development, Malina Phuket, at the exhibition. If you have time it would be very nice to meet up. If you cannot visit our booth at the exhibition or join us at the cocktail party then I could meet up with you at your offices on the 15th. Please let me know if you will have time and what time suits you best.

Kind regards,

Phil Alexander

R E A L E S T A T E . R E S T R U C T U R I N G & A S S E T M A N A G E M E N T

EUROPE ASIA & THE AMERICAS

## Example 2

Date September 2, 2004

Dear Sir,

Re: Imagine "Thailand's new bilingual real estate magazine"

Welcome to the very first edition of IMAGINE the bilingual real estate magazine covering all aspects of the real estate field in Thailand.

Martello Realty has expanded significantly in Thailand since starting operations in 1997. We now have ten offices with over 45 professionals in Thailand supported by our international offices in Europe and North America. The launch of this new magazine is another milestone in our development process in Thailand and as Martello grows in the coming months so IMAGINE will develop further both in size, real estate coverage and in circulation.

Our first edition focuses on the launching of various new residential projects in Thailand and provides information about various aspects of the Thai real estate markets as well as listing a large variety of assets for sale and rent in some of the major cities and districts. I would also like to bring to your attention that we have an active office and retail leasing team, should you require any assistance commercially.

If you have any queries, comments or queries, please feel free to call one of customer sales representatives on 02.677.3000 ext. 113, or e-mail us on [imagine@martellorealty.com](mailto:imagine@martellorealty.com). In the meantime I trust you will enjoy your reading.

Kind regards,

Kittiphun Ouiyamaphun

Attachments: IMAGINE: The Bilingual Real Estate Magazine For Thailand

Example 3

11 December 2003

Dear prospective student,

I would like to introduce you to an innovative graduate studies opportunity in Media Communications with Webster University, a fully accredited American university. Our degree program in Thailand is based in Hua Hin/Cha-am, Thailand, but we are now offering courses at our Bangkok office at the Maneeya Center (Chitlom BTS station). The Webster University program is taught by international faculty with years of experience in the field. We pride ourselves in bringing real-world knowledge to the classroom.


Courses taught in Bangkok are part of the overall graduate degree program offered in Hua Hin/Cha-am. Webster University in Thailand (WUT) also offers an undergraduate degree in Media Communications.

WUT accepts applications five times per year for 8-week terms. The next term begins on January 12, 2004, and we are currently accepting registration for both the classes in the Bangkok Center and the program in Hua Hin/Cha-am.

Attached is the flyer of current courses being offered in Bangkok. If you are interested in either location, please check us out at [www.webster.ac.th](http://www.webster.ac.th) or contact our Bangkok office at +66 2 652-0705.

We would be pleased to meet with you in person or to arrange a telephone conversation at your convenience to discuss your educational background, your career objectives and what options may be available for you at Webster University in Thailand.

Sincerely,



Kit Jenkins  
Coordinator Media Program



# Webster

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## UNIVERSITY

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THAILAND

Example 4

*Austria*  
*Bermuda*  
*China*  
*England*  
*Netherlands*  
*Switzerland*  
*Thailand*  
*U.S.A.*

**Information Center**  
**Maneeya Center (Box 40) 7<sup>th</sup> Fl.**  
**518/5 Ploenchit Rd.**  
**Bangkok 10330 Thailand**  
**Tel: 652-0705-7 Fax: 652-0708**

March 26, 2003

Mr. Andrew John Delaney  
A J D Ltd., 21/9 Thaiwa Building  
Tower 1, 5th floor, South Sathorn,  
Tungmahamek, Sathorn  
BKK

Dear Mr. John Delaney

Webster University (Thailand) is organizing the Third Graduation Ceremony on Saturday, 10 May 2003, at the Hilton, Hua – Hin, Room Rama IV. The event will be followed by dinner in honor of WUT graduates.

WUT would be most appreciated if you could join WUT community on their special occasion. Also in conjunction with this, WUT would like to hold the First WUT Council Meeting in Hua – Hin on Sunday, 11 May 2003. Details of the programs for both events will be forwarded to you at a later date.

Kindly make prior arrangement to make yourself available for the weekend of 10 – 11 May 2003 in Hua – Hin.

Yours Sincerely

(Suchitra Vuthisathira)  
Vice Rector, WUT Council Secretary

Webster University (Thailand)  
143 Moo 5 Nong Sanoh, Sampraya,  
Cha-am, Petchaburi 76120 Thailand  
Phone (66) 32 456 161-8  
Fax (66) 32 456 129  
[www.webster.ac.th](http://www.webster.ac.th)

January 16, 2003

Professor Dr. Pratyva Vesarach

Thailand Innovative Administration Consultancy Institute (TIA)  
2 nd Floor, OCSC Building , Phisanuloke Road,  
Dusit , Bangkok 10300

Dear Dr. Pratyva,

On behalf of Webster University, I am pleased to invite you to an intimate dinner with Mr. and Mrs. Ed and Julie Gtetzbbach and Dr. Richard and Yakko Meyers. Khun Gtetzbbach is the new Chairman of the Board for Webster University. Dr. Meyers, as you know, is the President of Webster University. The dinner will be at the Colonnade Restaurant in the Sukothai Hotel on Sunday, January 26, at 18:00.

Khun Gtetzbbach and Dr. Meyers will be in Thailand for only two days and see this dinner as one of the highlights of their trip. I hope that you will be able to attend in your capacity as Chairman of Webster University (Thailand)'s University Council and in light of your rich experience with university affairs in Thailand. Thank you very much.

Respectfully,

George Hegarty  
Mobile (9) 816 2011  
[Hegartyg@webster.ac.th](mailto:Hegartyg@webster.ac.th)

Example 6

November 13, 2003

Dear Parents,

The Elementary School aims to focus on "Readathon" during the Fund-raising Week of November 17-28, 2003.

### Why "Readathon"?

It encourages reading.

It excites and engages children in reading books.

It really works as a literacy initiative.

**Students Read More Books!**

This is all about encouraging our students to read. We would like for you to become involved in this activity. You can set a time to read with your child and also become committed to the cause of raising funds for your child's Classroom Library Books and 20% of the donation goes to the HIV, Nan charity organization.

Please sign your name in the Pledge Sheet (amount per book or amount per page). Your child can find as many sponsors from your family circle (grandparents, aunts, uncles, cousins and friends.) Make this a whole-family-affair! Your child will collect the pledges on November 27, 2003.

Let's not end here - let's promote the "love for reading" whenever, wherever it's possible.

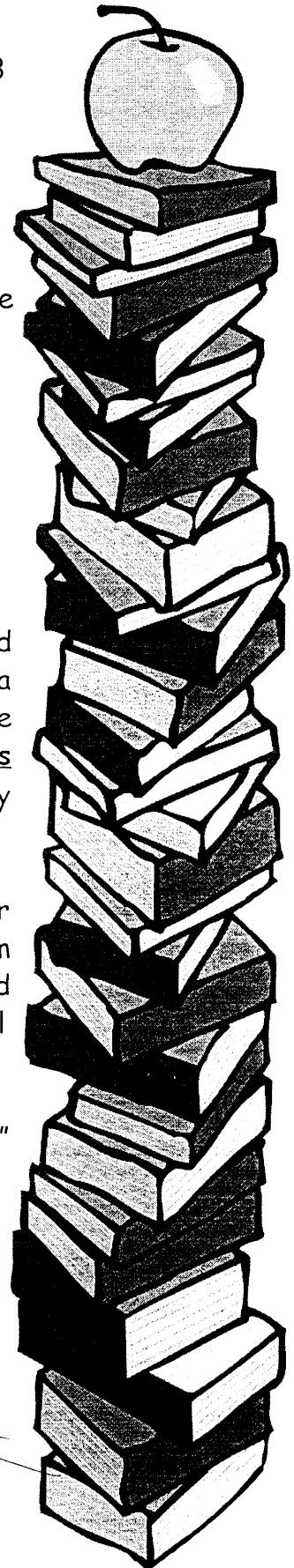
Have a fun readathon!

A handwritten signature in cursive script, reading "Doug Lambert".

Mr. Doug Lambert  
ES Principal

A handwritten signature in cursive script, reading "Lalita Klainatorn".

Mrs. Lalita Klainatorn  
Asst ES Principal





Example 7

September 23, 2002

Dear Parents,

Ruamrudee International School will be holding its annual **Fun Fair on Saturday, November 23, 2002**. This event is a major fund raiser for the school. This year, we will continue with the theme, "Union of Hearts for Children in Need", with part of the proceeds going towards the education of underprivileged children. We are planning an exciting day with games, sales food and entertainment for your enjoyment. The Fun Fair begins at 9:00 a.m. and ends at 4:00 p.m. We hope that you and your family can find time to attend and participate in this day of fun!

If you or your company can help with the Fun Fair, please indicate how by checking one or more of the ways listed below, and return this form to the your child's homeroom teacher or section office.

Thank you for your support and kindness.

Fr. Chuchart Srivichairatana, C.Ss.R.  
Assistant Director

////////////////////////////////////  
I/My company would like to help with the RIS Fun Fair 2002 in the following way/s:

- \_\_\_\_\_ Donate prize for ES Raffle
- \_\_\_\_\_ Give cash support
- \_\_\_\_\_ Rent a stall to sell dry goods
- \_\_\_\_\_ Donate prize for game booths
- \_\_\_\_\_ Donate food (bakery items, etc.)
- \_\_\_\_\_ Volunteer services on Fun Fair day
- \_\_\_\_\_ Other - please specify: \_\_\_\_\_

*Suggested prizes for game booths: t-shirt, leather goods, umbrellas, costume jewelry, cosmetics, toiletries, household items, non-perishable food products, etc.*

My name is \_\_\_\_\_

Address \_\_\_\_\_

I can be contacted by telephone / fax / e-mail \_\_\_\_\_

My child \_\_\_\_\_ is in Grade / HR \_\_\_\_\_

MARTELLO

REALTY

16th Floor Thai Wah Tower II  
Banyan Tree Complex,  
21/123 South Sathorn Rd.,  
Bangkok 10120, Thailand  
Tel; +66 2 677 3000  
Fax; +66 2 677 3200  
info@martellorealty.com  
www.martellorealty.com

Example 8

Martin Hill, Director of Trade and Investment  
British Embassy Bangkok  
1031 Wireless Road,  
Bangkok 10330

Ref: mh/253/05  
By Hand

Date: June 10, 2005

Dear Martin,

Re: Dinner Launch of BCCT CEO Group

Thank you very much for your kind hospitality yesterday evening. I thoroughly enjoyed the event, the ambience was excellent, and the food and wines were super even if I had to miss out on your kind invitation for the Single Matters!

I have taken the liberty of enclosing in some brief information about our company which I trust you will find of interest.

Thank you once again.

Kind regards,

Phil Alexander

Attachment:

- Martello Realty Profile and corporate information
- Imagine Magazine: The Bilingual Real Estate Magazine for Thailand

R E A L E S T A T E , R E S T R U C T U R I N G & A S S E T M A N A G E M E N T

MARTELLO

REALTY

16th Floor Thai Wah Tower II  
Banyan Tree Complex,  
21/123 South Sathorn Rd.,  
Bangkok 10120, Thailand  
Tel; +66 2 677 3000  
Fax; +66 2 677 3200  
info@martellorealty.com  
www.martellorealty.com

Example 9

Greg Watkins, Executive Director  
The British Chamber of Commerce of Thailand  
7th Floor, 208 Wireless Road,  
Lumphini, Pathumwan,  
Bangkok 10330

Ref: mh/246/05

By Hand

Date: June 9, 2005

Dear Greg,

Thank you, Mark and Annemarie for organizing the Dinner Launch of BCCT CEO Group yesterday evening. I found the company, the ambience and the hospitality of the Ambassador excellent and extremely enjoyable.

In my opinion, I believe that there is a place for such a group within the BCCT framework. Given my past experiences of other such groupings I believe that a clear framework needs to be established at the outset. I would be in favour of regular dinner meetings, hosted in rotation by the members and themed around a certain subject which could be organized by the host or focused around a 15 minute key note speaker to set the scene for further discussions. Meetings could be six to ten times a year. I personally would also support the organization, by this group, of a "Thailand CEO Forum" once a year. This forum could benefit from speakers both from the Thai and Foreign communities and should be used to foster better relations between companies located and operating in Thailand. As an aside the CEO group could also act as a useful sounding board to raise key business with Government bodies.

Thank you once again for a memorable evening.

Kind regards,

Phil Alexander

cc: Annemarie Durbin, Standard Chartered Nakornthon Bank



Example 10

January 31, 2006

Subject: **Peer Tutoring Supervisor**


Thank you for expressing your interest in supervising learning after school ( 2:45 – 4:10) for Student Peer Tutors and Tutees. The job description is similar to the management and monitoring student learning/activities responsibilities of educators in and outside a classroom set-up. The Student Tutors are paid B 200 per meeting and the Teacher Supervisor gets B 600.

Ms. Shirley supervises every Wednesday and the other supervisor is charge with handling the supervision work for Monday, Tuesday and Thursday.

Ms. Srisuwan C. (Agnes) has been chosen to be the Peer Tutoring Supervisor for the 2<sup>nd</sup> semester, 2005-2006.

  
Mrs. Lalita P. Klafnatorn  
School Projects Manager

Approved by: Fr. Wirach Amornpattana C. Ss. R  
Director

  
Fr. Davidjieng Ketsurin C. Ss.R  
Deputy Head of Academics



Example 11

## Extended Day Program

August 16, 2005

Dear Teachers,

Thank you for your interest in joining the Extended Day Program.

Here is a list of factors that might influence how you plan your after school activity:

- your teaching interest
- your sense of the kinds of things that appeal to kids of different ages
- the type of space/location and materials/equipment needed
- the number of students.

Developing and maintaining a **quality program** requires dedication, enthusiasm, and hard work. I hope you will inspire our students to continually learn with joy thus helping the Extended Day Program grow.

With sincere gratitude,

A handwritten signature in black ink that reads 'Lalita P. Klainatorn'. The signature is fluid and cursive.

Lalita P. Klainatorn

School Projects Manager

[lalitak@rism.ac.th](mailto:lalitak@rism.ac.th)

ext. 345

*"The quality of a person's life is in  
direct proportion to their **commitment**  
to excellence regardless of their chosen  
field of endeavor."*

*Vince Lombardi*



20 June 2005

Ms. Kanika KLAINATORN  
501/10 Issarapap Rd. 42  
Wat Arun Bangkok 10600  
THAILAND

Student ID Number: 2602786

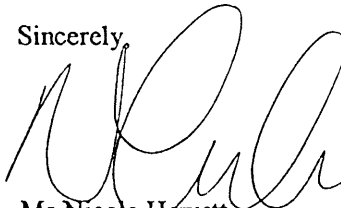
Dear Kanika:

I would like to be the first to congratulate you on your **full** acceptance as a graduate student with an intended major in Business Administration from Webster University. You have been accepted to begin your studies in the Summer Term of the 2005-2006 academic year. The courses are commencing the week of May 30<sup>th</sup>, 2005.

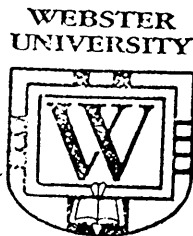
The university reserves the right to administer diagnostic assessments to determine a student's level of academic competency for placement in specific subjects.

We look forward to welcoming you to Webster University Thailand and we wish you success in your studies.

Sincerely



Ms Nicola Hewett  
Director of Admissions



26 May 2005

Ms. Kanika KLAINATORN  
501/10 Issarapap Rd. 42  
Wat Arun Bangkok 10600  
THAILAND

Student ID Number: 2602786

Dear Kanika:

Congratulations! You have been accepted to study at Webster University, beginning your studies in May, 2005.

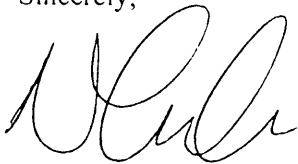
Please find enclosed the following documents:

- letter of acceptance

Course fees are due prior to registration. The cost is 12,000 baht for each credit hour in the part-time MBA program (prices are subject to change).

You may pay in Thai baht by wire transfer to Webster University Thailand. WUT's account is through Siam Commercial Bank, Ploenchit Branch, Bangkok. The account number is 059-2-49973-1, and it is a savings account. The swift code is SICOTHBK. After making your payment please fax the bank slip to our office. The fax number is 662-652-0708. Please write your full name and admissions number on your bank slip before faxing it to us.

Sincerely,



Ms. Nicola Hewett  
Director of Admissions



16th Floor Thai Wah Tower II  
 Banyan Tree Complex  
 21/123 South Sathorn Rd.  
 Bangkok 10120, Thailand  
 Tel. +66 2 677 3000  
 Fax. +66 2 677 3200  
 info@martellorealty.com  
 www.martellorealty.com

Example 14

Ref: mh/29/05  
 By hand

Date January 15, 2005

Dear Mrs. Hampton,

I was deeply saddened to learn of Frank's death and I would like to express my sincere sympathy to you and your family on behalf of the management team here at Martello Realty. Your husband was highly respected by managers and employees throughout the entire company. He was regarded as a visionary leader by anyone who ever worked with him.

Frank's contributions to this company during his 24 years were many and varied. In the early years, he was a major part of our initial expansion overseas, and a number of the offices he set up are still operating very successfully. Believe me, his contributions to this company will not be forgotten.

Please accept my heartfelt condolences at this difficult time and I ask you to please pass these sentiments on to your children. Your husband was a remarkable man in many ways. Knowing him personally as I did for many years, I am well aware of the difference he made in the lives of many people, both here in the company, and in his private life. He will be missed by many.

With sincere sympathy,

Aungkana Dumrongsilsakul

R E A L E S T A T E , R E S T R U C T U R I N G & A S S E T M A N A G E M E N T



16th Floor Thai Wah Tower II  
 Banyan Tree Complex,  
 21/123 South Sathorn Rd.,  
 Bangkok 10120, Thailand  
 Tel: +66 2 677 3000  
 Fax: +66 2 677 3200  
 info@martellorealty.com  
 www.martellorealty.com

Example 15

Ref: mh/187/04  
 By Hand

Date September 2, 2004

Dear Robert,

I would like to express my sincere condolences on the recent passing of your father. Pamela and the children also send their thoughts and prayers to you and your family at this difficult time.

Although I didn't know your dad that well, I spent time in his company over the years, I did come to realize his great kindness and compassion towards those less fortunate than him. And I do know that he was very highly respected throughout the entire company. You were truly fortunate to have such a man as a model in your life.

As you know, it was not that long ago that my own father passed away, so I have some idea of what you and your family are going through. No comfort is quite enough to replace the loss.

Please pass my deepest sympathies on to your mother, brother, and sister, and to all of your father's grandchildren.

Very sincerely,

Aungkana Dumrongsilsakul

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**APPENDIX C**  
**(Permission Letters)**



ที่ กท ๐๕๐๔/๒๗

กรมข่าวทหารเรือ

พระราชวังเดิม กรุงเทพฯ ๑๐๖๐๐

๗ มกราคม ๒๕๕๕

เรื่อง ขอมอบตัวอย่างจดหมายราชการภาษาอังกฤษ จำนวน ๓๐ ฉบับ

เรียน คณบดีบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ

ตามที่บัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ มีหนังสือขอตตัวอย่างจดหมายราชการภาษาอังกฤษ เพื่อให้นางสาวฐิติยา กล่อมเกรี นิสิตระดับปริญญาโท ของมหาวิทยาลัยฯ สาขาวิชาภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ ใช้เป็นข้อมูลในการจัดทำสารนิพนธ์ รายละเอียดตามหนังสือบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ ที่ ศร ๐๕๑๕.๑๒/๗๕๕๕ ลงวันที่ ๓ ธันวาคม ๒๕๕๔ นั้น กรมข่าวทหารเรือ ขอมอบตัวอย่างจดหมายราชการภาษาอังกฤษ จำนวน ๓๐ ฉบับ ตามเอกสารที่แนบให้นางสาวฐิติยาฯ นำไปใช้ได้ตามที่ร้องขอ โดยกรมข่าวทหารเรือขอสงวนสิทธิ์ในการนำไปเผยแพร่หรือใช้ประโยชน์เพื่อวัตถุประสงค์อื่นใดนอกเหนือไปจากนี้ พร้อมขอรับผลการวิจัยของสารนิพนธ์ดังกล่าวด้วย

จึงเรียนมาเพื่อโปรดทราบ

ขอแสดงความนับถือ

พลเรือตรี

(พลวัฒน์ สีโรดม)

เจ้ากรมข่าวทหารเรือ

กองการต่างประเทศ

โทร. ๐ ๒๔๖๕ ๐๐๑๐

โทรสาร ๐ ๒๔๖๕ ๑๘๐๐

22 Soi Taveetapisak  
Issarapap Rd.42 Bangkok Yai,  
Wat Arun, Bangkok 10600

February 19, 2006

To whom it may concern,

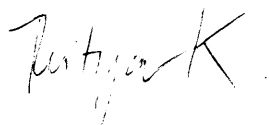
Subject: Permission to Use the Firm Letter as an Example

I am a graduate student of Srinakarinwirot University studying for a M.A. Program in Business English for International Communication (ID: 461998764). It should be grateful if you would allow me to use your firm's letters as examples of my research project entitled of "A Comparative Study of the Royal Thai Navy Letters and Business Letters". This research project is part of the master's degree program, and the findings of this study will be used as a basis of the development of the Business Communication course.

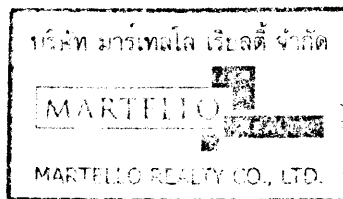
Your full participation will greatly help me as a researcher to fulfill the objective of this study. Please feel certain that your letters' example will be treated confidentially and used only for this study.

Thank you very much for your kind cooperation.

Yours sincerely,



Thitiya Klomperee (Ms.)



Permit to use these letters



24 / 2 / 06

22 Soi Taveetapisak  
Issarapap Rd.42 Bangkok Yai,  
Wat Arun, Bangkok 10600

February 19, 2006

To whom it may concern,

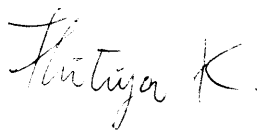
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Thank you very much for your kind cooperation.

Yours sincerely,



Thitiya Klomperee (Ms.)





22 Soi Taveetapisak  
Issarapap Rd.42 Bangkok Yai,  
Wat Arun, Bangkok 10600

February 19, 2006

To whom it may concern,

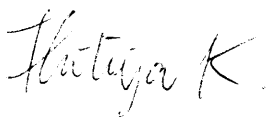
Subject: Permission to Use the Firm Letter as an Example

I am a graduate student of Srinakarinwirot University studying for a M.A. Program in Business English for International Communication (ID: 461998764). It should be grateful if you would allow me to use your firm's letters as examples of my research project entitled of "A Comparative Study of the Royal Thai Navy Letters and Business Letters". This research project is part of the master's degree program, and the findings of this study will be used as a basis of the development of the Business Communication course.

Your full participation will greatly help me as a researcher to fulfill the objective of this study. Please feel certain that your letters' example will be treated confidentially and used only for this study.

Thank you very much for your kind cooperation.

Yours sincerely,



Thitiya Klomperee (Ms.)



**VITAE**

## VITAE

Name: Miss Thitiya Klomperee

Date of Birth: 9 February 1981

Place of Birth: Bangkok

Address: 22 Soi Taveetapisek, Issarapap Rd. Bangkok Yai, Wat Arun,  
Bangkok 10600

Office: Sattahip Naval Base, Royal Thai Navy, Chonburi

### Educational Background

2006	Master of Arts (Business English for International Communication), Department of Western Languages, Srinakharinwirot University
2003	Bachelor of Arts (Travel Industry Management), Mahidol University International College
1998	Satree Wat Rakhang School