



# **Written Genres in Business Communication**

**R.M. Dhanapala**

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**R.M. Dhanapala (PhD)**



**Sandesha Publishers**

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First Edition 2022

ISBN: 978-624-5720-30-9

Page setting by - Maheshika Madubashini  
Tel: 0758089605/0756021054

Published by - Sandesha Publishers  
No. 08, Yatawathura, Kahawala, Padukka.  
Tel: 011-2858162, 011-4931264

Printed by - Cybergate Services (Pvt) Ltd.  
No. 59, Sri Soratha Mawatha, Gangodawila,  
Nugegoda.  
Tel: 011 2801283

## *Foreword*

It is a great pleasure to write the foreword to the book “Written Genres in Business Communication” by Dr. R.M. Dhanapala. This book signifies the growth of an academic in the field of English Language Teaching in Sri Lanka. Dr. Dhanapala is presently a Senior Lecturer in English at the Department of English Language Teaching of the Rajarata University of Sri Lanka. To my understanding, he has served the community in English Language and Business Communication for over 25 years. I believe his postgraduate readings at the University of Kelaniya and the PGIE of the Open University of Sri Lanka have placed him on an enthralling research footing with a sound academic culture that has led to the fabrication of this inspiring and nifty volume of writings related to Business Communication. Since resource books on Business Communication in the Sri Lankan context are extremely rare, I trust this volume is a timely need not only for undergraduate and postgraduate students of universities but also for professionals of the ever-growing business community because the English language undoubtedly plays an indispensable role in bringing about specific and effective communication skills in the business context, which is warranted due to the globalization of economic activities resulting from the advancement of information technology.

Dr. Dhanapala has endeavoured, in this book, to provide a reservoir of knowledge and skills necessary for any student undertaking undergraduate or postgraduate studies in the business discipline. Further, the resource book offers invaluable insights for professionals in the business sector to fulfil their communication needs most meritoriously within and outside the organization.

The author has judiciously selected the most fundamental areas of writings in business communication; Business Letters, Emails, Memos, and Job Applications which are arduous and stressful genres for people involved in business communication. The four key areas discussed in this resource book contain models in each discipline used in various contexts with the latest techniques, including stylistic English language corpus. Each area in the book comprises necessary English language inputs in style and content, which I observe as a unique approach. Any student or professional would definitely find this publication resourceful as the four major areas are destined to meet today’s global communicative demands with trends and styles.

I am delighted to have been requested to write the foreword to this resourceful book as I find Dr. Dhanapala has embarked on a journey to share his expertise on a wealth of resources in Business Communication, symbolizing the noble implication of disseminating knowledge for the well-being of the local and global community.

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## *Introduction*

Over the last few years, Business Communication has played a significant role in the Business world. Most of the higher educational institutes have transformed their Business English study programmes to Business Communication as communication skills in the business context have been considered an essential and indispensable part of any task. Employees from the top to the bottom of any organization need to possess a comprehensive knowledge of Business Communication skills to function successfully and execute their day-to-day business chores. Further, proper use of the English language is paramount in order to carry out the required communication effectively.

**Written Genres in Business Communication** covers critical areas of communication in black and white: Business Letters, Emails, Memos and Job Applications under four units. Each unit of the book entails important guidelines, task-specific English language patterns, models, and practice sections. In each of the units, the purpose of the **Model** is to expose the reader to a sample of the area of study so that learners get a better idea of the layout, content, English language used, and stylistic features specific to the area. The aim of the **Practice** section is to expose the reader to possible tasks for practice and improvement.

This book has been prepared for students in universities and other higher educational institutes who study Business Communication and Business English. Further, this book can be considered a resource for professionals needing written communication skills in the business setting. **Written Genres in Business Communication** can be used as a self-study book or a textbook under the guidance of a teacher. This book has been written incorporating the latest trends in Business Communication. The author welcomes feedback by way of suggestions for the improvement of this edition.

Good luck to the users in making the maximum use of this book to improve their English language required to be proficient in Business Communication.

**Dr. R.M. Dhanapala**

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