ACRONYMS, SYMBOLS & BUSINESS LETTERS

Unit Overview: In this unit you will study acronyms and symbols. You will also write a business letter.

What is an ACRONYM?

According to Merriam-Webster's Collegiate dictionary, an acronym is:

*a word (such as NATO, or radar) formed from the initial letter or letters of each of the successive parts or major parts of a compound term.*

For example, take the first letter of each word in *North Atlantic Treaty Organization* and we get the acronym *NATO*.

Since acronyms are called words, their meanings are called definitions. The acronym *NATO* has the definition *North Atlantic Treaty Organization*.

Some acronyms are formed from the first few letters of a word, instead of just the first letter. For example, the acronym *MILCON* has the definition *Military Construction*. The first three letters of each word are used to form the acronym instead of just the first letter.
Some more examples of acronyms are:

- Laser - Light Amplification through Stimulated Electron Radiation
- Scuba - Self-Contained Underwater Breathing Apparatus
- Snafu - Situation Normal: All Fouled Up
- SARS - Severe Acute Respiratory Syndrome

To look up various acronyms, visit this website: http://acronymsearch.com/

Directions: In the box below, write the words for the acronym:

Now answer questions 1-12
Symbols

Symbols are objects, characters, or other concrete representations of ideas, concepts, or other abstractions. For example, in the United States and Canada, a red octagon is a symbol for the traffic sign meaning "STOP".

There are many symbols you see on a daily basis. Here are a few.

Do you know what they stand for? Public restrooms; gasoline; airport; and recycling.

Now answer questions 13-17
Parts of a Business Letter

(Modified Block Style Format):

In order from top to bottoms:

- **Return address** – address of letter writer
- **The date**
- **Inside address** – of recipient (who you are writing the letter to) First and last name, title, Company, address, city, state and zip code.
- **Salutation** – If the person is not a friend, write “Dear Mr. Smith”. If the person is a friend, you may say “Dear Sally”.
- **Body of Letter** – this is the purpose of the letter. Should be clear and concise, with more than one paragraph.
- **Closing** – “sincerely”, or “best regards”, “yours truly”, etc…
- **Space for a handwritten signature**
- **Typed name of writer**
Sender's Address

Including the address of the sender is optional. If you choose to include it, place the address one line below the date. Do not write the sender's name or title, as it is included in the letter's closing.

Date

The date line is used to indicate the date the letter was written.

Inside Address

The inside address is the recipient's address. It is always best to write to a specific individual at the firm to which you are writing. Include a personal title such as Ms., Mrs., Mr., or Dr. Follow a woman's preference in being addressed as Miss, Mrs., or Ms. If you are unsure of a woman's preference in being addressed, use Ms.

Salutation

I am writing this letter in response to the job opening at your office. I am very highly-qualified for the position. I have enclosed the necessary job application. I will be looking forward to hearing from you. Thank you for your time.

The Complimentary Close  
Sincerely,

The Signature  
Julie Jones
Use the same name as the inside address, including the personal title. If you don't know a reader's gender, use a nonsexist salutation, such as "To Whom it May Concern." It is also acceptable to use the full name in a salutation if you cannot determine gender. For example, you might write Dear Chris Harmon: if you were unsure of Chris's gender.

**Body of Letter**

Leave a blank line between each paragraph. When writing a business letter, be careful to remember that conciseness is very important. In the first paragraph, consider a friendly opening and then a statement of the main point. The next paragraph should begin justifying the importance of the main point. In the next few paragraphs, continue justification with background information and supporting details. The closing paragraph should restate the purpose of the letter and, in some cases, request some type of action.

**Closing**

The closing begins at the same horizontal point as your date and one line after the last body paragraph. Capitalize the first word only (i.e., Thank you) and leave four lines between the closing and the sender's name for a signature. If a colon follows the salutation, a comma should follow the closing; otherwise, there is no punctuation after the closing.

**Enclosures**

If you have enclosed any documents along with the letter, such as a resume, you indicate this simply by typing Enclosures one line below the closing.

**Typist initials**

Typist initials are used to indicate the person who typed the letter. If you typed the letter yourself, omit the typist initials.

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**A Note About Format**
When writing business letters, you must pay special attention to the format. The most common layout of a business letter is known as block format. Using this format, the entire letter is left justified and single spaced except for a double space between paragraphs. The example above and below use the modified block format.

Ms. Betty Johnson  
Accounts Payable  
The Cooking Store  
765 Berliner Plaza  
Industrial Point, CA 68534  

October 5, 2004  

Dear Ms Johnson:  

It has come to my attention that your company, The Cooking Store has been late with paying their invoices for the past three months.  

In order to encourage our customers to pay for their invoices before the due date, we have implemented a discount model where we'll give you 2% off your invoice if you pay us within 10 days of receiving the invoice.  

I hope that everything is going well for you and your company. You are one of our biggest customers, and we appreciate your business. If you have any questions, you can feel free to contact me at (555) 555-5555.  

Sincerely,  

Signature  

Bob Powers  
Accounts Receivable  

In the questions section of this unit, you will write a business letter. You may choose the business and the subject matter you want to write. You may request something from the business, or you may compliment the business about something. Include all of the parts of a business letter.  

Use the rubric below to assist you as you construct your business letter.
### Business Letter Rubric

| Score of 4 (A) | • Letter is *complete* with all required elements  
|               | • Information is well written, *accurate, interesting, and complete* to meet needs of intended audience  
|               | • Letter is *well organized* and neat in appearance |
| Score of 3 (B) | • Letter contains *most* of the required elements  
|               | • *Most* of the letter is well written with *accurate and interesting information*  
|               | • Letter is *well organized* |
| Score of 2 (C) | • *Most* business letter elements are out of place or missing  
|               | • *Some* information is provided, but limited and/or inaccurate  
|               | • Letter is organized |
| Score of 1 (D) | Business letter elements are out of place or missing  
|               | • Information is poorly written, inaccurate, incomplete  
|               | • Letter is *unattractive, lacking organization* |

Now answer question 18