

Question 1: What is a bad news message?

Answer:

It's the message that tells you unpleasant news. It's usually written in indirect approach and following some other rules so the writer looks more polite. If you have bad news, try to put it somewhere in the middle, cushioned by other, more positive ideas.

Question 2: What is a business letter. Enlist at least three types of business letter.

Answer:

Business letters are commonly either full-block formatted, with every line starting at the left margin and usually a business letterhead at the top of the page, or modified-block formatted, with the heading and the closing aligned at the center of the page.

Types of Letters

The following are some of the most common types of letters written by people in technical fields.

1. o Job application letters
2. o Acceptance letters
3. o Transmittal letters
4. o Inquiry letters
5. o Technical-information letters
6. o Letters of recommendation

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Question 3: What is AIDA?

Answer:

AIDA is a plan and it is the specialized version of persuasion It has four phases:

1. Attention
2. Interest
3. Desire
4. Action

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Question 4: What is Analogy?

Answer:

Definition

An analogy is a comparison of certain similarities between things which are otherwise unlike.

Discussion

In education, teachers commonly use analogies to introduce something new to students. They compare the new material to something the students already know and understand.

Example