



Effective **ENGLISH** Communication

For Tertiary Institutions

EDITED BY

Anthony E. Ogu | Obiajulu A. Emejulu
Richard C. Ihejirika | Dan Chima Amadi

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DEDICATION

This work is dedicated to all our English teachers at all levels of education, who lit the light in us that is now a source of illumination to many.

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CHAPTER SEVEN

OTHER FORMS OF WRITING

Queen Njemanze, Mark Ononiwu, and Appolonia Amadi

7.1 WRITING A MEMORANDUM (MEMO)

7.1.1 INTRODUCTION

Memorandum or memos are an important form of written communication within companies. Memos are forms of internal communication and are sent to other people within the same organization. Memos convey important information efficiently.

Unlike books or magazines, people don't start at the beginning of a memo and read through to the end. A reader skims headings and subject lines then make decisions about what parts are important to him/her. The content of memos vary; from conveying confidential information, giving recommendations, authorizing new procedures, announcing personnel changes to reminder and more. It is usually used internally within an organization. Therefore, writers need to understand how to put together a document that will help a reader find the necessary information as quickly as possible.

7.1.2 TYPES OF MEMO

There are four types of memos you might have to write, each with its own organisational format: information, problem-solving, persuasion, and internal memo proposal.



Information Memo

- Used to deliver or request information or assistance
- First paragraph provides main idea
- Second paragraph expands on the details
- Third paragraph outlines the action required

Problem-solving Memo

- Suggests a specific action to improve a situation
- First paragraph states the problem
- Second paragraph analyses the problem
- Third paragraph makes a recommendation
- When making a recommendation, include not only the positive details but also the drawbacks and diffuse them yourself.

Persuasion Memo

- Used to encourage the reader to undertake an action he or she doesn't have to take
- First paragraph begins with an agreeable point
- Second paragraph introduces the idea
- Third paragraph states benefits to the reader
- Fourth paragraph outlines the action required
- Fifth paragraph ends with a call to action.

Internal Memo Proposal

- Used to convey suggestions to senior management
- First paragraph states reason for writing
- Second paragraph outlines present situation and states writer's proposal
- Third paragraph describes advantage(s)
- Fourth paragraph mentions and diffuses disadvantage(s)
- Fifth paragraph ends with a call to action.

7.1.3 COMPONENTS OF A MEMO

- i. **Introduction**
 - States the general problem or main idea
- ii. **Statement of Facts**
 - States the facts of discusses the problem or issue
- iii. **Argument**
 - Explains importance or relevance of facts
- iv. **Conclusion**
 - Summarizes the main idea, suggests or requests action
 - Memos do not have a complimentary close or signature line
 - Memos end with a call to action

7.1.4 PARTS OF A MEMO

More informal in appearance and tone than a letter, a memo is set up in a special format. Headings, lists, tables or graphs are often used to make the information more readable.

All memos consist of two sections: the heading and the body. The heading indicates who is writing to whom, when and why. The heading should include the following parts:

- i. **To**
 - Lists the names of everyone who will receive the memo
 - Includes the first and last name and titles or departments of the recipients for formal memos, memos to superiors, or if everyone on the list does not know each other

- If all recipients know each other's names and positions, use just the first initial and last name of each recipient
 - Can be listed alphabetically or by rank
 - If it is not possible to fit all the names in the To: area, use the phrase "See distribution list"
 - At the end of the memo add the word "Distribution" and then list the names of the people who will receive a copy of the memo
 - Arrange the names by rank, department or alphabetically
- ii. From**
- Lists the name of the writer(s) in the same way as the name(s) of the recipient(s)
 - There is no complimentary close or signature line, but authors initial their names on the From: line
- iii. Date**
- Lists the date, month and year the memo was written
 - Do not use abbreviations
 - Avoid using numbers for days and months
- iv. Re: or Subject**
- Indicates the main subject of the letter
 - Should be as specific and concise as possible
- v. Cc or c**
- Lists those readers who should have a copy of the memo for their information or reference but are not expected to carry out the same action as the recipients listed in the To: line
 - "cc" can also be placed at the end of the memo below the distribution list (if used)

Headers

The first part of a memo is the header. The header gives information about the author, the intended recipient, the subject, the date, and the names of other people who may see the memo (cc). Many companies insert a smaller version of the letter head at the top of the page.

FUTO DGS

To: HOD Physics
Cc: DEAN SOSC
From: DIRECTOR DGS
Subject: RESULT SUBMISSION
Date: 20th APRIL, 2016

1. Sample Memo Header

Information in the heading is evenly aligned, making it easier to read. The subject is simple and to the point. This is not the place for detail. Remember the reader; the heading must showcase the important information. There is not a set order for the parts of the header; just consider what is best for the reader. Also, most senders will initial the memo to verify its authenticity and to take responsibility for the content. This is much like signing your name at the end of a letter.

If the memo is longer than one page, a different heading is needed for the additional pages. Placed in the page header, it usually includes the name of the sender, the date and the page number

2. Header for Additional Pages

Summaries

Long memos (those longer than one page) often have a short summary following the introductory paragraph. The summary is an effective tool for helping the reader decide how much of the memo to read. Summaries are especially useful if the memo contains complicate subject matter. Keep the summary in proportion to the rest of the documents; the summary for a two-page memo would be considerably shorter than the summary for a twenty-page proposal.

Subject Headings

Headings break up the memo into separate sections and identify for the reader, the content of the memo. Without them, the memo would just be boring difficult pages of text. Each time there is a new subject; identify it with a new heading. Headings also help readers understand the information by reinforcing the ideas in that section. Keep headings simple and use a font style that is different from the rest of the text.

The purpose of this memo is to present the results of the GST 101 taken.

Summary

In general, I was impressed with the performance of the department. The students excelled in all areas of testing...

Results

All results indicated superior performance. The present set of students had 86 percent efficiency levels and is expected to last at least four years, until their graduation...

Action

The lecturers should be properly motivated to sustain this excellent stride.

7.1.5 STYLE OF A MEMO

Memos vary in formality and style. They are often less formal than other types of business writing. It should be grammatically correct and concise. The writer should choose a courteous tone in conversation.

Also, remember that you are not writing for an English class. You want to communicate in a clear, precise fashion. Don't try to confuse your reader in an effort to sound knowledgeable. Simplicity is key.

Things to Avoid in Memo Writing

- Difficult words or phrasing
- Unnecessary details
- Complicated sentences
- Cramming everything into a single paragraph
- Relying on Spell Check to catch mistakes
- Refusing to ask for help

Features of a good Memo

- Use simple, clear language
- Include the important information
- Write exactly what you mean

- Use headings and break up paragraphs
- Proofread your document
- Consult a style manual for help

Elements of an Effective Memo

Memo being a business-oriented style that is best suited for inter-office or inter-colleague correspondence. Thus an effective memo:

- Grabs the reader's attention
- Provides information, makes a recommendation, or asks for action
- Supports your position or explains benefits to reader
- Mentions next steps and deadlines

When composing a memo, always take the four-step approach to writing: plan what you want to say, write a draft, revise the draft, and edit.

7.1.6 CONCLUDING A MEMO

The concluding section should reiterate the recommendation, change, or information that is stated at the end of the introduction. It is important to leave readers with a strong take-away message. The conclusion can also indicate to whom questions or comments about the contents of the memo should be addressed.

Because the sender of a memo is listed in a heading, no closing signature is needed. Sometimes, the sender's initials are placed after the sender's name in the heading, as in the sample memo below.

SAMPLE A OF A MEMO

FEDERAL UNIVERSITY OF TECHNOLOGY, OWERRI

DEPARTMENT OF VIROLOGY

MEMORANDUM

From: The Head of Department

Ref: FUTO/DV/2016/013

To: All Lecturers in the Department

Date: 23 April, 2016

Subject: Submission of Results

All the lecturers in the department are required to submit the results of the courses they taught on or before 2 July, 2016. Please comply to ensure early release of results in line with the University regulations.

Dr A. O. Agbo

SAMPLE B OF A MEMO

MEMORANDUM

BRIGHT CONSULTING, INC.

To: All employees

From: Dr. Bright Njemanze

Date: 20th April, 2016

Subject: Changes in Expense Report Receipt Policy

Bright's expense report receipt policy will change effective 1st October, 2016. These changes are based on the recommendation of the auditing task force. The changes

outlined below apply to all expense reports, including those for non-travel expenses.

Food Expenses

All food expenses, regardless of amount, must be accompanied by an itemized receipt. Employees will not be reimbursed for food expenses that are not accompanied by an itemized receipt, regardless of the amount of the expense.

Non-Food Expenses

All non-food expenses of more than N5000 must be accompanied by an itemized receipt. Employees will not be reimbursed for non-food expenses of more than N5000 that are not accompanied by an itemized receipt. Employees will be reimbursed for non-food expenses of N4500 or less that are reported without a receipt. However, employees are encouraged to include receipts for all non-food expenses.

Tips

Employees will no longer be reimbursed for tips for housekeeping staff. Tips for meals must be included in the itemized receipt for the meal. Employees will not be reimbursed for tips for meals reported in any manner except on an itemized receipt. There will be no changes in the policies for tips for porters.

The changes outlined above apply to all expense reports submitted on or after 1st October, 2016. Employees should contact their supervisor or Human Resources representative if they have questions.

CLASS ACTIVITY: Do Exercises 1 and 2 of Chapter Seven in the workbook to practice writing of memo.

7.2.0 WRITING OF MINUTES

7.2.1 INTRODUCTION

Meeting minutes are a summarized written record of what took place during the meeting. The minutes describe the events of the meeting, starting with a list of attendees, a statement of the issues considered by the participants, and related responses or decisions regarding the issues discussed.

The minutes of certain groups, such as a corporate board of directors, must be kept on file and are important legal documents. Whether the minutes are from a board or a project meeting they provide an important record of who agreed to what during the meeting and detail the essential points and outcomes of any discussions that took place.

Good meeting minutes is an essential management tool. They don't need to be long or complicated, but they must contain the key information mentioned above. The writer needs to record clearly and simply what decisions were made at the meeting and who is going to carry them out.

Try to concentrate on WHAT has been decided and WHO is going to do it. It is often advisable to gain clarification of key points discussed to ensure that accuracy is attained.

Minutes also record a task that has been assigned to a specific person responsible for its completion. The deadline for the task should also be included in the minutes as well as any dependent activities required for the task's achievement. The minutes will frequently contain a review and update on past actions, which is typically detailed on the meeting's agenda.

7.2.2 ESSENTIAL ELEMENTS OF MEETING MINUTES

For minutes to be an accurate reflection of what took place during a meeting there are certain elements that must be included in the written document they include:

- i. Title, name of organization, Time, date and location
- ii. All Attendees
- iii. Approval of Previous Minutes
- iv. Action Items
- v. Announcements
- vi. Next Meeting Details
- vii. Sign Off Signature

Many organizations use a standard template or have their own special format for keeping minutes. The order of the parts may vary but would typically include:

a) Heading

The name of the team or committee and the date, as well as the location, and time of the meeting

b) Attendees

Must include the names of all those who came to the meeting, those who sent their apologies because they were

unable to attend, and those who require copies of the minutes

c) Approval of Previous Minutes

This is often the first heading so that it can be easily identified. Notes in this section will detail whether the minutes of the previous meeting were approved, what if any corrections were required, and list any outstanding actions and responsibilities.

d) Action Items

These items requiring action will include any unfinished business from the previous meeting as well as all current and new ones that now require attention.

The minutes will provide a report on each topic discussed at the meeting. For each item, note the subject of the discussion, the name of the person who led the discussion, and any decisions that may have been reached. Names of other individuals or organizations will also be included where it adds clarity to the item.

Individuals who are unable to attend a particular meeting have an obligation to inform the Chair or minute taker of any progress they have made on their own actions.

e) Announcements

This section of the minutes reports on any announcements made by participants or those who sent their apologies, including proposed agenda items for the next meeting.

f) Next Meeting

A note on where and when the next meeting will be held should be conveyed to members.

g) Signature Line

The name of the person who prepared the minutes and the date they were submitted and agreed. Some organizations require more than one signatory for minutes of a legal nature, i.e. board of meeting minutes.

7.2.3 RESPONSIBILITIES OF THE PERSON TAKING THE MINUTES

The role of minute's taker is not confined to that of just of attending the meeting. The individual performing this role has certain responsibilities that must be met to ensure that communications are efficient and timely. These basic tasks for the minute's taker are:

- Taking rough notes that accurately reflect the decisions and discussion that took place during the meeting.
- Writing up these notes in an agreed format (whether electronically or in hard copy) so that information can be easily discerned and communications are clear, thus avoiding any confusion. Responsibilities and ownership must be clearly indicated within the minutes.
- Copying and distributing the minutes to all relevant people as detailed in the Participants section.
- Ensuring that a copy is filed appropriately, keeping all minutes together in a file for future reference.

7.2.4 MINUTES WRITING STYLE

Minutes should be written and formatted so that they are:

- Clear
- Concise
- Accessible
- Accurate
- Unambiguous
- Understandable
- Impartial
- Written in good, plain English

Guidelines for Writing Minutes

Detailed guidance on plain English writing can be found on the Plain English Campaign website: In brief, try to follow the following guidelines when writing minutes:

- Keep sentences short
- Where possible, write active rather than passive phrases e.g. "Members noted that ..." rather than "it was noted by members that ...". Although passive phrases are useful when you want to avoid identifying somebody (eg by writing "it was reported ..." rather than "Jane Harris reported ...") try to keep most phrases active.
- Use the simplest words that are appropriate, and avoid jargon.
- Try to use verbs rather than abstract nouns like "consideration", "approval", "clarification". For example "further to members' consideration of the matter it was agreed" reads better as "having considered the matter members agreed ...".
- Use bullet points and numbered lists where appropriate.

These guidelines do not have to be applied rigidly, and in the end it is for you to judge what reads best. However, if you are aware of basic plain English principles and apply them whenever you can, your personal style will naturally develop towards the use of plainer, more precise and more understandable English.

- Minutes should make sense even to someone who was not present at the meeting.
- Acronyms, even common ones, should not be used unless a link is made to the full title in the document.
- It is easier, if resolutions are written as stand-alone paragraphs, rather than linked to the main text of the minutes. It is better to write as follows:
"AGREED:" To approve the draft regulations subject to the following amendments:
(a) Etc"
- In the end, the most important thing is to make sure that the minutes contain a clear, accurate and precise record of all decisions taken by the committee.

FORMATS FOR MINUTES TAKING

Format 1

Purpose of the Meeting with time and date:

Chair:

Attendance: 1.

2.

3.

Agenda 1

Background

Discussion

Conclusion/Resolution/
Recommendation/Decision
Action – Responsible person

Agenda 2

Background
Discussion
Conclusion/Resolution/
Recommendation/Decision
Action – Responsible person

Agenda 3

Closing time:

Format N0.2

Name of Organization:

Purpose of Meeting:

Date/Time:

Chair:

Members Present:

Agenda/Topic	Discussion	Action	Person Responsible
Closing Time			

Format 3

Meeting Title

MINUTES (MEETING DATE)

(MEETING TIME)

(MEETING LOCATION)

MEETING CALLED BY	
TYPE OF MEETING	
FACILITATOR	
NOTE TAKER	
TIME KEEPER	
ATTENDEES	

Agenda topics

(TIME ALLOTTED)

(AGENDA TOPIC)

(PRESENTER)

DISCUSSION		
CONCLUSIONS		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

(TIME ALLOTTED)

(AGENDA TOPIC)

(PRESENTER)

DISCUSSION		
CONCLUSIONS		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

(TIME ALLOTTED)

(AGENDA TOPIC)

(PRESENTER)

DISCUSSION		

CLASS ACTIVITY: Do Exercises 3 and 4 of Chapter Seven in the workbook to practice writing of minutes.

7.3 WRITING OF NOTICES

A notice is a formal warning or information about a policy or rule that govern an establishment. It is a written or printed announcement. It involves advance or prior notification concerning issues of relevance to a particular organization and vice versa.

A notice may contain rules and regulations. Note in rules writing, sentences are usually written in the basic verb form such as;

*switch off the television before you sleep.

The writer should use Don't/Do not/Never ... to tell someone not to do something that is not tolerated within the environment.

Below is sample notice to students residing in Universities hostels:

NOTICE TO STUDENTS IN HOSTELS

Please note the following rules in this hostel:

1. Do not shout in the hostel
2. All students should be in their rooms by 11.00pm

3. Never lean on the glass window
4. Extra care should be taken when using the toilet and bathroom
5. There should be no cooking in the rooms
6. Indecent dressing is not allowed in the hostel
7. Clean your rooms for healthy environment and supervision
8. Visitors are not allowed beyond 9.00pm
9. Never bring cooking items into the hostel.

CLASS ACTIVITY: Do Exercises 5 and 6 of Chapter Seven in the workbook to practice writing of notices.

7.4 WRITING EMAILS

Emails are short written letters to individuals, companies or organizations. Emails to friends and colleagues are written briefly and the writer use informal language as in a conversation. However, when writing emails to companies and organizations, a more formal style is needed.

Emails could be formal, informal or semi-formal. In order words, it could be written to a known person, an unknown person, an organization or company. (See letter writing in the textbook.)

Formal Emails

Formal emails are similar to formal letters. It means writing to someone when you do not know the name, thus it should have the following features:

Opening

Dear Sir or Madam

Dear Sir/Madam

Closing

Yours faithfully

Writing to someone when you know the name:

Opening

Dear Mr James

Dear Dr James

Dear Ms Nora (use for a married/unmarried woman)

Dear James Thomas

Closing

Regards

Yours sincerely

Semi-formal Emails

Use semi-formal emails with people you do not know very well. Sometimes it is difficult to know if the email needs to be formal or semi-formal. It is a good idea to copy the email style of the person who writes to you.

Opening

Dear Mark

Dear James

Closing

Thanks

Best regards

Yours

Informal Emails

In many companies, informal emails are sent between colleagues.

Opening

Hi Queen

Hello Dr. Njemanze

Hi (Use Hi or Hello without the person's name.)

Hello

Queen (Start the email with the person's first name.)

Q (In very informal situations, you can write the first letter of the person's name. This is for someone called Queen.)

You can also start an informal email with no opening at all.

Closing

Best wishes

All the best

Thanks

Dr. Q. Njemanze (You can close an email with just your first name)

Q (In very informal situations, you can write the first letter of your name. This is a closing for someone called Queen.)

E-mail writing Vocabulary

Formal and informal emails use different vocabularies such as;

Formal

Thank you

I would like to apologise for ...

Informal

Thanks

Sorry for ...

I would appreciate it if you ...	Can you ...?
Would you happen to know ...?	Do you know ...?
Unfortunately, I will not be able to ...	I can't ...
I would rather not ...	I don't want to ...

Do's and Don'ts of Formal & Semi-formal Writing

Do's

*Use the subject line to describe what the Email is about

*Write the most important information first

*Emails are a fast way of communication – use Simple grammar & keep things simple

*Write short, easy to understand sentences

*Use paragraphs made up of a few sentences to keep the email clear and easy to understand

*Always remember to be polite – use please and thank you

Don'ts

*Write "Hello" as the subject line

*Write about things that are not related to the issue.
Make sure you get to the point

*Give personal information that you would not want everyone else to know

*Use capital letters to write words, this is considered "shouting"

*Use different fonts in the email

*Use exclamation marks

*Use short forms of words such as "cuz", "u", "urs"

*Use smiles:), they may come across as Unprofessional

See also: <http://www.teachingenglish.org.uk/email-writing>

SAMPLE EMAIL

To: j. black @ central-school.ed.ng

Subject: English courses

Dear Dr. Betty,

I am writing in response to the advertisement I saw for your English school in 'World Teens Today' magazine. I am interested in doing one of your courses and I would be grateful if you could provide some further information.

Firstly, it says in the advertisement that the courses are two weeks' long. Would it be possible to do a three-week course? I would also like to know how much your courses cost exactly.

Secondly, your advert mentions accommodation with host families. Could you tell me if I would be staying on my own with the host family or if there would be other students staying there as well?

Finally, I have a question about the social programme. Would you mind sending me more details about this? I am very keen on sport and I would like to know if there are any sports activities included in the social programme.

I look forward to hearing from you.

Yours sincerely,

Blessing Okorie.

(See: <http://www.teachingenglish.org.uk/email-writing>)

7.5 WRITING OF SMS

Short Message Service, also known as SMS or text messaging, is a telecommunications service that allows the sending of short text based messages between 160 characters or less using mobile phones. SMS according to Njemanze (2012, p.17) is "a miniature and abridged style of transmitting written information". The author explains that SMS is used for different communication purposes such as information exchange, meeting invitation and other events. SMS is generally available on all wireless networks globally and can reach virtually all of the 4-6 billion mobile devices in use today, making it the world's most pervasive data communications technology.

SMS messages can be typically sent and received within seconds throughout the world.

Approximately 8 trillion SMS messages are expected to be sent globally, 1.6 trillion of which will be application-to-person messages (A2P). With the increasing focus on mobile marketing, mobile banking and healthcare A2P messages are expected to increase significantly.

SMS offers businesses a compelling communication channel for effective, two-way interaction with customers and prospects. It can extend brand awareness, create customer loyalty and deliver timely content or critical information, providing the immediacy and interactivity no other medium can offer. SMS, has the unique characteristics of utilizing the anytime, anywhere mobile channel as part of a multichannel communication strategy.

Types of SMS

Person-to-Person (P2P)

These are the messages that connect one individual to another.

Application-to-Person (A2P)

A2P messages, or what we call Business to Person messages, are used by companies that want to interact with consumers via an SMS application.

Standard rate mobile messaging

There is also the Standard rate mobile messaging services (also known as bulk SMS) which allow companies to send quantities of SMS quickly and efficiently. Generally, text messaging charges are not applied to the mobile subscriber's wireless bill or deducted from a subscriber's messaging plan allowance when they receive messages from an application (known as Mobile Terminated, or MT, messages). However, text messaging charges do apply when they send messages from their phone to an application (known as Mobile Originated, or MO, messages). An exception to this is found in the US and Canada, where many mobile operators charge for both sending and receiving text messages.

Free to End User SMS (FTEU)

In countries, such as the US, where mobile subscribers pay network operator charges to both send and receive SMS messages, FTEU messaging allows businesses to set up programs that are free of operator charges for their consumers. The business absorbs the messaging cost on

behalf of the consumer - whether sending or receiving SMS messages, the consumer pays nothing.

Role of a Mobile Application Service Provider (ASP)

An Application Service Provider typically builds the system that enables brands to communicate via the mobile channel by packaging different components of the mobile experience. These systems include SMS, mobile internet, and downloadable applications which are integrated into the brands' existing systems, such as CRM, call centre applications or banking back office systems. Often specializing by industry, they provide mobile services expertise at a lower cost and reduced risk than having businesses attempt to build the capability in house.

Application Provider services include:

- Development of custom applications
- Leading-edge services and market intelligence
- System monitoring
- Diagnostics and fault resolution
- User support
- Content formatting for various devices

Role of a Mobile Messaging Provider (MMP)

The role of a Mobile Messaging Provider is to simplify the task of creating and maintaining connections to mobile operators. An MMP operates the network infrastructure on which messages are sent on a mass scale between business applications and mobile operators, providing a single technical and commercial interface to access dozens, or even hundreds, of operators and billions of consumers. They can provide the local knowledge to navigate operator specific

administrative and legal requirements in order to launch successful mobile programs in a timely manner. An experienced MMP builds and maintains relationships and direct connections to operators throughout the world. For these reasons, MMP services include:

- Technical on-boarding integration support
- Administration of short codes and long codes leasing and provisioning
- 24X7 problem detection and reporting
- Carrier and handset certification consulting and support
- Account management
- Global connectivity and expansion assistance

Glossary of SMS Terminology

Short Codes are abbreviated mobile phone numbers, usually four to six digits, used as a destination address for two-way text messaging programs. Long Codes also known as long numbers are full mobile telephone numbers (e.g.+234-0-80 76543211) that can be used for 2-way SMS applications. Shared Short Code is a short code that can be shared with other content providers. Keywords are used to differentiate traffic. Test Short Code is a short code that can be used to prove that the application works as it should and integration is complete with the SMS provider. There are messaging caps to how many messages can be sent via this route.

Standard Rate Mobile Terminated (MT)

Message is an outbound message submitted from a customer application and accepted by the Mblox network addressed for delivery to a mobile device. The customer has to specify the destination network operator.

Sure Route Mobile Terminated (MT)

Message is an outbound message submitted from a customer application and accepted by the Mblox network addressed for delivery to a mobile device. The customer does not have to specify the destination network operator, as Mblox identifies this based on the end user.

Standard Rate Mobile Originated (MO)

Message is an inbound SMS which is routed from the end user's handset and delivered to a customer's application. Typical use cases include voting, competitions, text-to-win, opt-in & subscription requests.

Free to End User (FTEU)

Message is a type of message that the end user does not pay any network operator fee to send or receive the message. voting, competitions, text-to-win, opt-in & subscription requests.

Free to End User (FTEU)

Message is a type of message that the end user does not pay any network operator fee to send or receive the message.

MNP (Mobile Number Portability) is when mobile subscribers can retain their mobile number when switching from one mobile operator to another. • For a majority of routes, Mblox is able to do a lookup from a database to determine and rout the message through to the appropriate operator. Throughput defines the maximum sustained number of

messages per second which an aggregator guarantees to process.

Long messages also known as concatenated messages overcome the limitations on the number of characters that can be sent in a single SMS by connecting messaging. In this method the long message is split into smaller messages and recombined at the receiving end. In this case the end user will receive the message as one single long text message. Delivery receipts are a feature of SMS sending where a delivery notification is provided for every successfully delivered message.

Common Short Code Association (CSCA) Organization that leases short codes in the United States. Companies can register for a short code at <http://usshortcodes.com> MMA Mobile Marketing Association provides US Consumer Best Practices and guidelines that apply to your campaign (<http://mmaglobal.com/bestpractices.pdf>).

CLASS ACTIVITY: Do Exercises 7 to 9 of Chapter Seven in the workbook to practice writing of emails.

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