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КАК ВЕСТИ ДЕЛОВУЮ ПЕРЕПИСКУ НА АНГЛИЙСКОМ ЯЗЫКЕ

*Утверждено Учёным советом университета
в качестве учебного пособия
для бакалавров и магистрантов всех специальностей*



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Предназначено для бакалавров и магистрантов всех специальностей неязыковых вузов.

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Unit 1

BUSINESS LETTER PRESENTATION AND STRUCTURE

A **business letter** is a formal means of communication between organizations and their customers, clients and other external parties. The overall style of a letter depends on the relationship between the parties concerned.

There are many different types of business letters such as letters of acknowledgement, adjustment, complaint, enquiry, order, claim, etc.

1.1. BUSINESS LETTER APPEARANCE

Before we begin to discuss business letter *content*, we must examine business letter *appearance* because the physical condition of a letter makes the first impression on your reader. The way you write a letter and the etiquette you employ may have a significant impact on your success or failure in business.

When you have composed the body of your letter and are ready to type, keep in mind three things:

1. **Typing.** Letters should be single-spaced with double-spacing between paragraphs. Print should be clear and dark. Errors should not be erased or corrected after printing.

2. **Paragraphing.** Paragraph breaks should come at logical points in your message and should also result in an even appearance. A one-line paragraph followed by an eight-line paragraph will not look balanced. Paragraphs of approximately the same length will please the eye.

3. **White space.** In addition to the space created by paragraphing, leave space by centering your letter on the page. An ample margin of white space should surround the message, top and bottom as well as both sides. If a letter is brief, avoid beginning to type too high on the page; if a letter is long, do not hesitate to use an additional sheet of paper.

Notes:

party – сторона (лицо, учреждение)

content – содержание

appearance – внешний вид

condition – состояние

employ – употреблять, применять

have an impact on – оказывать воздействие

single-spaced – напечатанный через один интервал

double-spacing – двойной интервал

even – равномерный

white space – пустое место на отпечатанном листе

ample margin – достаточное поле

1.2. BUSINESS LETTER STRUCTURE

While the horizontal placement of letter parts may vary, the vertical order of these parts is standard. Refer to the model letter (Figure 1.1) as you study the following list of letter parts.

1. **LETTERHEAD:** Companies usually use printed paper where letterhead is specially designed at the top of the sheet. It bears all the necessary information about the organisation's identity.

2. **DATELINE:** The date on which the letter is being prepared is typed a few lines below the letterhead.

3. **INSIDE ADDRESS:** The address of your reader is typed as it will appear on the envelope.

4. **ATTENTION LINE:** This is not always required. It should be used when the letter is addressed to a company or organization as a whole; but you want it to be handled there by a specific individual. It should be underlined or typed in capitals.

5. **SALUTATION:** You should use an individual's name whenever it is known, preceded by the word "Dear." When the reader's name is not known, the person's title is the next best term in a salutation. "Dear Sir," "Dear Madam or Sir," "Gentlemen," "Gentlemen and Ladies" are acceptable in cases of extreme formality.

6. **SUBJECT LINE:** Like the attention line, this is often omitted, but it is courteous to include it. It identifies the content of your message, so your reader may decide whether the letter requires immediate attention. It should be underlined or typed in capitals.

7. **BODY:** This is the actual message of your letter.

8. **COMPLIMENTARY CLOSING:** This is a polite, formal way to end a letter; standard forms are "Yours truly" or "Truly yours," "Sincerely yours," "Respectfully yours." Excessively familiar closings should be avoided, except in special situations. "Best wishes," for example, could be used when the reader is well known to you. Affectionate expressions, such as "Fondly" or "Love," should, obviously, be reserved for private correspondence.

9. **COMPANY SIGNATURE:** Another item often omitted from less formal correspondence, it should be used when the signer of the letter is writing as a spokesperson for the company, not as an individual. Since this information appears in the letterhead, some companies omit it altogether.

10. **SIGNER'S IDENTIFICATION:** Printed four lines below the previous item to allow space for the signature, this includes the signer's name and any relevant titles.

11. **REFERENCE INITIALS:** Consisting of the signer's initials in capitals followed by a slash or colon followed by the lowercase initials of the person preparing the letter, this item serves as a reminder of who prepared the letter.

12. ENCLOSURE REMINDER: Consisting of the word "enclosure," or the word "enclosure" followed by a list of the enclosed items, this is a practical courtesy to prevent your reader from discarding important matter with the envelope.

13. "CC" NOTATION: Also a courtesy, this tells the reader who has been sent a "carbon" copy (that is, a duplicate copy) of the letter.

Notes:

letterhead – шапка на фирменном бланке

underline – подчёркивать

courteous – вежливый, учтивый, любезный

subject line – предметная строка

closing – концовка

signature – подпись

spokesperson – представитель компании

slash – косая черта

colon – двоеточие

lowercase – строчная (буква)

reminder – напоминание

enclosure – вложение

discard – отбрасывать за ненадобностью

FLANAGAN'S Department Store

1.

12207 Sunset Strip
Los Angeles, California 91417

2.

June 7, 2009

3.

Ketchum Collection Agency
1267 Hollywood Boulevard
Los Angeles, California 91401

4.

ATTENTION: MS. TERRY ROBERTS

5.

Gentlemen and Ladies:

6.

Subject: Mr. Gary Daniels, Account # 69 112 003

7.

We would like to turn over to your services the account of Mr. Gary Daniels, 4441 Natick Avenue, Sherman Oaks, California 91418. The balance on Mr. Daniels' account, \$829.95, is now 120 days past due; although we have sent him four statements and five letters, we have been unable to collect his debt.

Mr. Daniels is employed by West Coast Furniture Showrooms, Inc. He banks at the Natick Avenue branch of Third National City Bank and has been our customer for four years. We have enclosed his file for your reference.

We are confident that we can rely on Ketchum as we have in the past. Please let us know if there is any further information with which we can furnish you.

8. Sincerely yours,

9. FLANAGAN'S DEPARTMENT STORE

10. Martha Fayman

Credit Manager

11. MF/wg

12. Enclosure

13. Cc Mr. Norman Hyman

Figure 1.1. Model letter representing the parts of a Business Letter

Notes:

collection agency – агентство по сбору платежей

to turn over – передавать

account – счёт

past due – просроченный (о платежах)

to collect debt – взыскать долг

to bank – держать деньги в банке

1.3. BUSINESS LETTER INDENTATION FORMAT

When writing business letters, you must pay special attention to the format and font used. Business letters generally conform to one of four indentation formats: Block, Semi-Block, Modified Block, and Modified Semi-Block. Put simply, "Semi-" means that the first lines of paragraphs are indented; "Modified" means that the sender's address, date, and closing are significantly indented.

Block Format. In a Block format letter, (1) all text is aligned to the left margin, (2) paragraphs are not indented, (3) parts and paragraphs are separated by double or triple spacing (Figure 1.2).

**123 Winner's Road
New Employee Town, PA 12345**

March 16, 2001

Ernie English
1234 Writing Lab Lane
Write City, IN 12345

Dear Mr. English:

The first paragraph of a typical business letter is used to state the main point of the letter. Begin with a friendly opening; then quickly transition into the purpose of your letter. Use a couple of sentences to explain the purpose, but do not go in to detail until the next paragraph.

Beginning with the second paragraph, state the supporting details to justify your purpose. These may take the form of background information, statistics or first-hand accounts. A few short paragraphs within the body of the letter should be enough to support your reasoning.

Finally, in the closing paragraph, briefly restate your purpose and why it is important. If the purpose of your letter is employment related, consider ending your letter with your contact information. However, if the purpose is informational, think about closing with gratitude for the reader's time.

Sincerely,

Lucy Letter

Figure 1.2. Block Format

Semi-Block Format

In a Semi-Block format letter, (1) all text is aligned to the left margin, (2) paragraphs are indented.

Modified Block Format

In a Modified Block format letter, (1) all text is aligned to the left margin, except for the author's address, date, and closing; and (2) paragraphs are not indented. The author's address, date, and closing are usually indented three inches from the left margin, but can be set anywhere to the right of the middle of the page, as long as all three elements are indented to the same position (Figure 1.3).

**123 Winner's Road
New Employee Town, PA 12345**

March 16, 2001

Ernie English
1234 Writing Lab Lane
Write City, IN 12345

Dear Mr. English:

The first paragraph of a typical business letter is used to state the main point of the letter. Begin with a friendly opening; then quickly transition into the purpose of your letter. Use a couple of sentences to explain the purpose, but do not go in to detail until the next paragraph.

Beginning with the second paragraph, state the supporting details to justify your purpose. These may take the form of background information, statistics or first-hand accounts. A few short paragraphs within the body of the letter should be enough to support your reasoning.

Finally, in the closing paragraph, briefly restate your purpose and why it is important. If the purpose of your letter is employment related, consider ending your letter with your contact information. However, if the purpose is informational, think about closing with gratitude for the reader's time.

Sincerely,

Lucy Letter

Figure 1.3. Modified Block Format

Modified Semi-Block Format. In a Modified Semi-Block format letter, (1) all text is aligned to the left margin, except for the author's address, date, and closing; and (2) paragraphs are indented. The author's address, date, and closing are usually indented three inches from the left margin, but can be set anywhere to the right of the middle of the page, as long as all three elements are indented to the same position.

Font. Another important factor in the readability of a letter is the font. The generally accepted font is Times New Roman, size 12, although other

fonts such as Arial may be used. When choosing a font, always consider your audience. If you are writing to a conservative company, you may want to use Times New Roman. However, if you are writing to a more liberal company, you have a little more freedom when choosing fonts.

Notes:

indent – делать отступ

indentation – красная строка, абзац; введение отступов

align – выравнивать

left margin – левое поле

font – шрифт

1.4. PRACTICE TASKS

Task 1. Restore the logical order of the parts of a business letter. The first has been done for you.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
b																		

- a) recipient's name;
- b) sender's address;
- c) date;
- d) complimentary closing;
- e) sender's phone;
- f) sender' title;
- g) sender's e-mail;
- h) subject;
- i) recipient's title;
- j) sender's signature;
- k) recipient's company;
- l) enclosures;
- m) recipient's address;
- n) ATTENTION (department/person);
- o) cc;
- p) salutation;
- q) body of the letter;
- r) sender's name;
- s) reference initials.

Task 2. Study the structure and content of the business letter below and answer the questions.

**NATIONAL ORGANIZATION OF RETIRED PERSONS
Freeport High School, Freeport, Vermont 66622**

October 14, 2009

Ms. Iva Stravinsky
Attorney-at-Law
200 Center Street
Freeport, Vermont 66622

Dear Ms. Stravinsky:

Subject: Guest Lecture

The members of the Freeport chapter of the National Organization of Retired Persons would indeed be interested in a lecture on "Proposed Changes in the Financing of Medicare". Therefore, with much appreciation, I accept your offer to address our club.

The NORP meets every Tuesday at 8 p.m. in the auditorium of Freeport High School. The programs for our meetings through November 20 have already been established. However, I will call you in a few days to schedule a date for your lecture for the first Tuesday after the 20th that meets your convenience.

The membership and I look forward to your lecture on a topic so important to us all.

Sincerely yours,

Henry Purcell
President

HP/bm

Notes:

chapter – отделение, филиал организации

retired – удалившийся от дел; вышедший на пенсию

attorney-at-law – лицензированный адвокат

membership – рядовые члены (какой-либо организации)

1. What is the name of the company-addresser? Where is it situated? Are any Internet or e-mail details of the company given in the LETTERHEAD?

2. When was the letter prepared?
3. Who is an addressee? What does s/he do? Where does s/he live?
4. Why is the ATTENTION LINE omitted?
5. What does Ms. in a SALUTATION LINE mean?
6. What is the subject of the letter?
7. How many paragraphs are there in a letter?
8. In which paragraph is the reason of the letter formulated? What is it?
9. What details does the second paragraph specify?
10. What information is the letter ended with?
11. What polite expression is used as COMPLIMENTARY CLOSING?

12. Is there COMPANY SIGNATURE in the letter?
13. Who signed the letter? What is his/her title?
14. What do the letters HP/bm in the last line mean?
15. Were any documents enclosed with the letter?
16. Has anyone been sent a copy of the letter?

Task 3. In the business letter below restore the logical order of its parts. The first has been done for you. Which of the parts (1 – 13) mentioned in Section 1.2. are omitted in the letter?

1	2	3	4	5	6	7	8	9	10	11	12
b											

a)	Robert Nathan, CPA 222 Bergen Street New Orleans, Louisiana 77221
b)	FRANKLIN AND GORDON OFFICE SUPPLIES, INC. <i>72-01 Lefferts Boulevard, Rego Park, New York, 11206</i>
c)	Dear Mr. Nathan:
d)	September 15, 2008

e)	Because we are the manufacturers of many other fine office supplies, ranging from ballpoint pens to promotional novelties, we have enclosed for your consideration a copy of our current catalog. Should you decide to place an order, you may use the convenient order form in the center of the catalog or call our 24-hour-toll free number (91-800-999-9000).
f)	Please let us know if we may be of further assistance.
g)	We appreciate your interest in Franklin and Gordon office supplies and are delighted to send you the information you requested: Ruled ledger paper, by the ream only, costs \$45; with the purchase of six or more reams, the price is reduced to \$42 per ream, a savings of at least \$18. Black, reinforced ledger binders are \$25 each; with the purchase of six or more binders, the price is only \$23 each, a savings of at least \$12.
h)	FRANKLIN AND GORDON OFFICE SUPPLIES. INC.
i)	Sincerely yours,
j)	George Gillian Customer Service Manager
k)	Enclosure
l)	GG:jc

Notes:

ruled paper – линованная бумага

ledger paper – формат бумаги "гроссбух" 11 × 17 дюймов

ream – стопка бумаги (480 листов, а часто 500 и более)

binder – папка-скоросшиватель

Task 4. Match each section of the letter on Page 16 with the appropriate gap on the blank below.

	a)
	b)
c)	
d)	
e)	
f)	
g)	
	h)
	i)
j)	

1. We are currently using 15 Procom 211 Premier PCs in our mail-order department. We have been pleased with their performance, but now require machines that will run faster.

2. Michael Jansen
Publicity Manager

3. I look forward to hearing from you.

4. Could you please let me know whether it is possible to upgrade the PCs to 486s and what the likely cost would be?

5. Dear Mr Barnard

6. Mr J Barnard
Corporate Sales DEPARTMENT
Procom Ltd
58 Edison Street
Robin's Lane Industrial Estate
Canterbury Kent CT 19 3TE

7. Yours sincerely

8. 12 May 2008

9. The Red Box
54 Streamside Road
Cardiff CF 11 JW

10. MJ/fb

T a s k 5. Identify the type of format of the letter below (A – Block, B – Semi-Block, C – Modified Block, and D – Modified Semi-Block).

**123 Winner's Road
New Employee Town, PA 12345**

March 16, 2001

Ernie English
1234 Writing Lab Lane
Write City, IN 12345

Dear Mr. English:

The first paragraph of a typical business letter is used to state the main point of the letter. Begin with a friendly opening; then quickly transition into the purpose of your letter. Use a couple of sentences to explain the purpose, but do not go in to detail until the next paragraph.

Beginning with the second paragraph, state the supporting details to justify your purpose. These may take the form of background information, statistics or first-hand accounts. A few short paragraphs within the body of the letter should be enough to support your reasoning.

Finally, in the closing paragraph, briefly restate your purpose and why it is important. If the purpose of your letter is employment related, consider ending your letter with your contact information. However, if the purpose is informational, think about closing with gratitude for the reader's time.

Sincerely,

Lucy Letter

T a s k 6. Decide whether the following statements are true (T) or false (F). If you have any doubts, scan Sections 1.1 – 1.3 and useful tips which follow to check your answers.

- 1) A business letter is a formal communication between people or companies and it is written to conduct some sort of business.
- 2) On unheaded notepaper, you should always write your name above your address.
- 3) On unheaded notepaper, the address of the sender is on the right.
- 4) The sender's phone and e-mail are never included in the letterhead.
- 5) In the UK, the date 2/4/98 means February 4th, 1998.
- 6) In business letters, dates should appear as numbers separated by full points (.) or obliques (/).
- 7) The order "day-month-year" (19 October 2005) in indication of date is USA style.
- 8) The inside address is the recipient's address and it is always on the left margin.
- 9) The inside address never includes the name of an addressee.
- 10) Attention line is used when you want a letter to be handled to a specific individual in the company.
- 11) Subject line is never omitted.
- 12) You use the salutation *Dear Sir* or *Dear Madam* when you know that the person you are writing to is older or more senior than you.

13) If you begin with Dear Sir, you end with *Yours faithfully*.

14) The initials p.p. indicate that the person signing the letter is doing so on behalf of someone else.

15) It is unusual for the writer to put his/her company position at the end of the letter.

16) The abbreviation Ms can refer to both married and unmarried women.

17) If you are writing to Mrs Anne Swanson, you open with *Dear Anne Swanson*.

18) If a colon follows the salutation, a comma should follow the closing.

19) The letters *Enc.* mean that something else has been sent with the letter.

20) *Enc.* reminder should appear in the bottom left-hand corner of the page.

21) Lowercase initials are used to indicate the person who typed the letter.

22) In a block format letter, the entire letter is left aligned and single-spaced with double-spacing between paragraphs.

23) In a modified block style, the return address, date, closing and signature start just to the right of the center of the page.

Useful tips:

- Most company notepaper is headed. However, if you are writing on unheaded paper, put your address (but not your name) in the top right-hand corner.

- The address of the company you are writing to should appear on the left so that it can be seen through an envelope with a window.

- If you are writing to a specific individual in the company, his/her name and position goes above the address.

- Dates can cause some confusion. 2/3/10 means "the second of March" in English letters, but "February third" in American ones. Confusion may be avoided by writing dates as follows: 2 *March* (or *March 2* in the USA) 2010. The names of the months should not be abbreviated.

- If you do not know the name of the person you are writing to, or you are not sure if you are writing to a man or woman, you should begin *Dear Sir or Madam* and end *Yours faithfully* (*Yours truly* in the USA).

- If you know the person's surname, begin e.g. *Dear Mrs Jones* and end *Yours sincerely*.

- The two styles of punctuation commonly used in business letters are *mixed* and *open*. Mixed punctuation requires a colon after the salutation and a comma after the complimentary close. When no punctuation follows Mr or Ms, the salutation and the complimentary close, open punctuation is used. This style is popular in the UK but it is not considered appropriate in the United States.

- Refer to men as *Mr.* Refer to women as *Ms.*[miz], unless in previous correspondence from them they have indicated that they use the title *Mrs* (for married women) or *Miss* (for unmarried women).
- When you sign your name, it is common practice to type it out as well and to put your position in the company below it. If someone in a company signs a letter on behalf of someone else, the initials p.p. (per pro) should be used before the name to indicate this.
- If something is being sent with a letter, *Enc.* (enclosure) should appear in the bottom left-hand corner of the page.

Task 7. Read the following letter. Fill in each gap with the letter corresponding to the appropriate word.

PHYSIOLOGICA

*17 Princess Street Telephone 0719827111
London Telex 988153
EC1 7DQ Fax 071 982 77 12*

1 July, 2010

Discpro SA
251, rue des Ramonières
F-86256 POITIERS CÈDEX
France

For the 1) _____ of the Sales Manager

Dear Sir or 2) _____

We are a software company 3) _____ in London and are currently developing a Windows-based scientific 4) _____ package for use in universities and research laboratories. We are interested in 5) _____ the programs we 6) _____ from unauthorized copying and duplication.

Could you please 7) _____ us more technical information about your RSP-11 software protection system 8) _____ with your current brochure and price list?

We look 9) _____ to hearing from you.

Yours 10) _____

Anne Newson

Anne Newson

11) _____ Director

a) send; b) together; c) forward; d) Project; e) Madam; f) based; g) attention; h) protecting; i) sell; j) graphics; k) faithfully.

T a s k 8. With a partner decide what is wrong with the following letter. For example, if there are punctuation mistakes, tick (✓) a. Do the same with b – j.

- a) punctuation
- b) space between paragraphs
- c) indentation format
- d) sender's address
- e) inside address
- f) salutation
- g) complimentary closing
- h) reference initials
- i) enclosure
- j) carbon copy

**Ken's Cheese House
34 Chatley Avenue
Seattle, WA 98765**

Tel:

Fax: kenny@cheese.com

Email:

October 23, 2006

Cheese Specialists Inc.
456 Rubble Road
Rockville, IL

Dear Mr Flintstone,

With reference to our telephone conversation today, I am writing to confirm your order for: 120 × Cheddar Deluxe Ref. No. 856.

The order will be shipped within three days via UPS and should arrive at your store in about 10 days.

Please contact us again if we can help in any way.

Best wishes

Kenneth Beare

Director of Ken's Cheese House

kb/WG

Enclosure

cc Mr. Norman Hyman

1.5. SELF-CHECK QUESTIONS

1. What is the purpose of writing a business letter?
2. What types of business letters are commonly employed?
3. Why should you pay great attention to the way a business letter looks?
4. What parameters of letter appearance should be taken in consideration?
5. What can failure to observe correct business letter etiquette result in?
6. What are compulsory parts of a business letter?
7. Which parts of a business letter can be omitted?
8. In what order do the parts of a business letter appear?
9. What information about the organisation can be included in letterhead except postal address?
10. Does the inside address coincide with the address that appears on the envelope?
11. Why is the inside address always on the left margin?
12. Are the names of the months in date line abbreviated?
13. How can the inclusion of the subject line help the recipient?
14. What styles of punctuation are commonly used in business letters?
15. What will you end the letter with, if you begin it with Dear Sir?
16. What initials should be used before the name of a signer, if he/she signs a letter on behalf of someone else?
17. What are the main business letter indentation formats?
18. In what type of letter format are all elements aligned on the left page margin except the return address, date, closing, signature, and typed name?

Unit 2

ENQUIRIES AND REPLIES

2.1. A LETTER OF ENQUIRY

A letter of enquiry is a request for information that the writer believes the *reader* can provide. Regardless of its subject, the *objective* is to get the reader to respond with an action that satisfies the enquiry.

The action taken can benefit either the writer or the reader, and sometimes both. That being the case, the *scope* must include enough information to help the reader determine how best to respond.

Identify Your Reader

An enquiry letter should be addressed to the person who is most likely to respond in a positive and helpful manner. If you are unsure of who that might be, try making a few phone calls to identify a *contact person*. That person's name should be placed in the inside heading and the salutation of your enquiry. It should also be included on the top line of your envelope.

Remember that people do business with people first, businesses second. When you address your *reader* by name, you recognize their importance and value as an individual human being.

Establish Your Objective

The *objective* in an enquiry letter is to make a request. It will either ask the *reader* to provide something beneficial to the writer, or take advantage of something the writer has to offer.

Your inquiry should be specific and brief. If you are asking more than one question you might consider highlighting them in a bulleted list.

Determine Your Scope

The *scope* of an enquiry letter should provide enough information for the *reader* grasp your *objective*, make an informed decision and respond in a timely manner.

Consider your reader and get to the point. Do they have what you want? Can they do what you ask? Think about what your reader will need to know in order before making a decision and sending you a response.

If you are to receive some benefit, it may help to explain for what purpose the benefit will be used. If the reader is to receive some benefit, it may help to offer an incentive to respond.

2.2. STRUCTURE OF AN ENQUIRY LETTER

Subject Heading

This should inform the reader that this is an enquiry or request; e.g.

- Enquiry about Textbooks.
- Request for Brochure.
- Query about Website.
- Question regarding Product Components.

First Paragraph

This should tell the reader what you want; e.g.

- Please send me... (for things that the organization offers to send).
- I would be grateful if you could tell me... (for things that are not normally offered).
- I am writing to enquire whether... (to see if something is possible).
- I would especially like to know... (+ a more detailed request).
- Could you also... (+ an additional enquiry or request).

Second Paragraph

This paragraph tells the reader why you are contacting his or her organization, and gives further details of the enquiry.

There are two reasons why you may contact an organization:

1. You have contacted this organisation before, and want to again.
2. You have not contacted this organisation before, but you have heard about them. You should describe from where, such as from an advert or a recommendation; e.g.

- I saw your advert in the HK Daily on Tuesday, 20 October 2009.
- Your company was recommended to me by Ms. Elsie Wong of Far Eastern Logistics.

Final Paragraph

This paragraph should contain a polite expression and/or an expression of thanks to the reader. The degree of politeness (and therefore the length), depends on how unusual or difficult your request is. Possible language includes:

- Thanks. (For a very informal and normal enquiry or request).
- I look forward to hearing from you.
- I am looking forward to hearing from you.
- Thank you for your assistance.
- Thank you very much for your kind assistance.
- I appreciate that this is an unusual request, but I would be very grateful for any help you could provide. I look forward to hearing from you.

If you think the reader might have further questions, you can suggest that he or she contact you; e.g. "If you have any questions, please do not hesitate to contact me".

**Sione Casey
21 Kauri Crescent
Onehunga
Auckland**

15th November, 2002

Travelcare Ltd.
37 Khyber Pass
Newmarket
Auckland
Dear Sir/Madam

<p>Begin your letter by explaining the reason why you are writing</p>	<p>I am writing to enquire about the Golden Queenstown Holiday Tour in January next year</p>
<p>Describe the information you need.</p> <p>REMEMBER to use formal language and connecting words</p>	<p>Firstly, what are the dates of the tour? Secondly, what are the ticket prices, including the price of accommodation? I would also like to know what types of rooms are available and whether the hotel has a good view. Furthermore, will you be providing transfers to and from the airport? Finally, I would appreciate it if you could send me a list of activities in Queenstown during January</p>
<p>End your letter with information on how they can contact you as well as something positive</p>	<p>Please contact me at the above address or email me at: s.casey@random.com. I enjoyed the Golden Northland Holiday Tour last year and look forward to hearing from you in the near future</p>
<p>Use a formal ending and always write your first and second name</p>	<p>Yours faithfully (or – Yours sincerely,)</p> <p>Sione Casey</p>

2.3. PRACTICE TASKS

Task 1. Match each section of the letter of enquiry on the next page with the appropriate gap in the template given below.

	a)
	b)
c)	
d)	
e)	
f)	
g)	
h)	
i)	
j)	

1. Enquiry about Quality Control Course
2. 22 October 2009.
3. I am writing to enquire whether your company could offer a course on Quality Control for our managers.
4. I am looking forward to receiving your reply.
5. Golden Gate Engineering.
Prince Square, Prince Street, Kowloon.
6. I saw your advert in the HK Daily on Tuesday, 20 October 2009, and the Quality Control Training Course (Ref.: QC 101) mentioned in the advert might be suitable for us. I would like to know if it is possible for you to offer a 3-month training course starting before or, at the latest, on Monday, 9 November 2009, for a group of 20. Could you send us some information about the teaching staff and the possible schedule for this course?
7. Yours faithfully
8. ProSkills Training Centre
Jubilee Building
Silver Road
Wan Chai
9. Dear Sir or Madam,
10. Chapmen Au
Managing Director

Task 2. Below you will see parts of three letters of enquiry. Put the correct word or phrase in each blank. Choose from the following list. Use each item once only:

a) advertisement; b) discount; c) latest catalogue; d) price list; e) advise; f. faithfully; g) model; h) price range; i) current issue; j) forward; k) particularly; l) reference; m) Dear; n) information; o) payment; p) still available.

A

..... Sir

I have seen your in the of "Office Weekly" and am interested in your range of office stationery.

Could you please send me your and

I look..... to hearing from you.

Yours

B

With to your advertisement in today's "Times", could you please send me about your office furniture.

I am interested in your adjustable typist's chairs.

C

Some time ago we purchased from you some JF72 solar-powered pocket calculators.

As this was so popular with our customers, we would like to know if it is..... . If so, would you kindly us of your terms of and any quantity available. Could you also include details of any new models in the same

Task 3. Study the following letter of enquiry and fill in the missing prepositions: *in, on, about, for, to.*

Golden Gate Engineering
Prince Square, PrinceStreet, Kowloon

22 October, 2009

ProSkills Training Centre
Jubilee Building
Silver Road
Wan Chai

Dear Sir or Madam,

Enquiry (1) _____ Quality Control Course

I am writing to enquire whether your company could offer a course (2) _____ Quality Control (3) _____ our managers.

I saw your advert (4) _____ the HK Daily on Tuesday, 20 October 2009, and the Quality Control Training Course (Ref.: QC 101) mentioned in the advert might be suitable (5) _____ us. I would like to know if it is possible for you to offer a 3-month training course starting before or, at the latest, (6) _____ Monday, 9 November 2009, for a group of 20. Could you send us some information (7) _____ the teaching staff and the possible schedule for this course?

I am looking forward (8) _____ receiving your reply.

Yours faithfully,

Chapmen Au

Managing Director

Task 4. Read the following letter. Make the necessary improvements to sound it businesslike.

**Rich Lucky Trading Company
345, Nathan Rd, Kowloon, H.K.**

26 October, 2009

Hi-fashion Garment Ltd

Unit 398 Shek Kip Mei Industrial Estate

Dear Friends:

REQUEST FOR CATALOGUE

Please send me your current catalogue.

Ms. Elsie Wong of Far Eastern Logistics, whom I've known for ages says that you are a great company. Our African customer wants to import a range of printed 100% cotton cloth.

I can't wait to hear from you.

Yours

K.K. Chan
Merchandiser

Task 5. Choose parts of the letter from the Contents column to build the letter of enquiry in the Letter column.

Contents	Letter
<p>Paragraph 1, Sentence 1:</p> <p>a) I would be grateful if you could give me details of the local tours your company provides.</p> <p>b) I am writing to enquire whether you could send me details of the local tours your company provides.</p> <p>c) Please send me details of the local tours your company provides.</p> <p>Paragraph 1, Sentence 2:</p> <p>a) I would also be very grateful if you would be able to send me information about your one-day tours.</p> <p>b) I am especially interested in one-day tours.</p> <p>c) Send me information about your one-day tours.</p> <p>Paragraph 2, Sentence 1:</p> <p>a) My friend recommended you.</p> <p>b) Mr. K.K. Chan of Fortune Trading says your tours are good.</p> <p>c) Your tours were recommended by Mr. K.K. Chan of Fortune Trading.</p> <p>Paragraph 2, Sentence 2:</p> <p>a) This is for a staff outing.</p> <p>b) Like him, I am planning a social outing for my staff members.</p> <p>c) Mr. Chan used your company to organise a staff outing for his staff, and I would like to do the same.</p> <p>Final Paragraph:</p> <p>a) Thanks.</p> <p>b) I look forward to hearing from you.</p> <p>c) Thank you very much for your kind assistance.</p>	<p>Mapvertise 171, Choi Hung Road Hong Hom Hong Kong</p> <p>Tel/Fax 22352449</p> <p>www.mapvertise.com.hk 24 October, 2009</p> <p>Mr. J. Wong Fortune Tours 317, Canton Road Tsim Sha Tsui Kowloon</p> <p>Dear Mr Wong</p> <p><u>Enquiry about Local Tours</u></p> <p>Yours sincerely</p> <p><i>David Choi</i></p> <p>General Manager</p>

Task 6. Complete this letter of enquiry. Decide whether to use: a, the, or no article at all, in the blank spaces.

Thank you for your letter giving us (1) details of (2) products we enquired about. (3) main item we are interested in is (4) kitchen unit listed in (5) catalogue under (6) heading CM214. As we are building (7) large block of apartments, we think (8) unit like (9) one listed, might be (10) best installation for our purposes.

Please let us know what your terms of (11) trade are. Could you also tell us if you are able to offer (12) trade and (13) quantity discounts on (14) price for (15) large order? We would also be grateful for (16) samples of all materials used in (17) manufacture of your units. I'm including (18) plan of our apartments, and (19) dimensions we would need.

2.4. A LETTER OF REPLY

When replying to a letter or enquiry from clients, associates, customers or colleagues, it is important to maintain an appropriate amount of formality. Your written communication may very well be the first and possibly only correspondence between you and the original sender, so making a good impression is crucial.

- Open your reply letter by making reference to the original letter you received. Use an opening line such as "With reference to your letter" or "Thank you for your letter/email." At this time, paraphrase some of the key points mentioned in the letter you received. This lets your contact know that you have grasped his message and understand his position. This is an important element if you are dealing with a boss or customer, and even more important if it is a boss or customer issuing a complaint. Remember not to use his first name unless you are close friends or colleagues and he used your first name in the original letter. For someone you do not speak conversationally with, formal is best. Use the last name preceded by Ms., Mrs. or Mr. if you know the person's name; and if you do not know the name use "Dear Sir or Madam."

- Follow through after your introduction by addressing the question, enquiry or request. Answer any questions or direct the person to someone who has the answers and do your best to solve any problems brought to your attention.

- Close your letter by using a phrase that anticipates future events, or offers help. Some common phrases that are acceptable include, "If you require more information, don't hesitate to contact me," or "I look forward

to your reply." Again, maintain formality as you finish the letter. For a recipient you do not know, or if you are addressing an entire department use "Yours faithfully" followed by your name. If you do know the name, use "Sincerely." For a friend or close colleague, "Best Wishes" or "Best Regards" are both appropriate.

2.5. CONTENT OF REPLIES

Acknowledging receipt of an enquiry/request:

– Thank you for your letter of ... regarding/concerning/in connection with

– I refer to your enquiry about/relating to

– I have received your letter of ... requesting information about

Explaining action taken as a consequence of the enquiry:

– I have (reviewed our available stock)

– We held a meeting on 21 January to discuss possible solutions.

– I have checked/looked into/investigated (the possible approaches)

Making suggestions/justifying recommendations/pointing out pros and cons/hedging:

– The best choice would be ... since

– I highly recommend ... as/due to the fact that

– ... would probably be more suitable because

– ... seems to suit you better although

– Perhaps you should choose ... even though

– I suggest that you (should) choose

– I recommend this item since

– In view of the fact that ..., I would strongly recommend ... as

Apologising and rejecting proposals:

– While I appreciate your firm's need for this information, I regret that

– It will not be possible to ... for legal reasons. We are bound to

– Your proposal is of interest to us, and we have had consultations about it.

– However, we feel that it will not be in our interests to ... for reasons of (privacy).

– We are concerned that

Stipulating action requested or to be taken:

– We shall arrange for ... by ... at the latest.

– I shall see to it that

– Our company will arrange for

Establishing goodwill and suggesting contact:

- I hope this suggestion/information will be useful to you.
- I hope this information will prove useful to you.
- I hope that this information will help you to make decisions on your order.
- I look forward to hearing from you.
- I look forward to receiving your confirmation of
- I look forward to doing business with your company in the future
- Please feel free to contact me again if you have any further queries on
- Do contact me on 27615432 if you need further information.
- Please do not hesitate to contact me on 27615432 if I can be of further assistance.

2.6. PRACTICE TASKS

Task 1. Below you will see parts of three letters answering an enquiry. Put the correct word or phrase each blank. Choose from the following list. Use each item once only:

- a) additional features; b) enclosed leaflet; c) further details; d) pleasure; e) competitive price; f) enquiring; g) hesitate; h) range; i) date; j) enquiry; k) in addition; l) sincerely; m) doing business; n) full details; o) in production; p) supply.

A

Dear Ms Prentice

Thank you for your of 3rd May about our office stationery.

We have in enclosing our latest catalogue and price list. We hope you will find it of interest.

If you require any, please do not to contact us.

Yours

B

Thank you for your letter of January 4th, asking about office furniture.

The enclosed catalogue contains of our range. In most cases we are able to you with the goods you require within fourteen days.

We look forward to receiving an order from you.

C

Thank you for your letter of 1st June, about the JF72 pocket calculator.

This model is no longer as it has been superseded by the JF73 solar-powered pocket calculator. As you will see from the, the new model has several at an extremely

We have also enclosed our latest catalogue giving details of the vast of electronic goods we supply.

We allow a discount of 30% on purchases of not less than 50 of the same model, and 35% on quantities of not less than 100., we give a discount of 3% for payment within fourteen days from of invoice.

We look forward to with you in the near future.

T a s k 2. Match these words with their definitions.

1) catalogue	a) details of conditions of sale
2) trade discount	b) price reduction to a company in the same business
3) order	c) a small amount of a product offered free to a potential customer
4) quantity discount	d) book giving details of items for sale
5) sample	e) request from a customer to supply goods
6) terms of trade	f) price reduction for a large order

T a s k 3. Study the following letter of enquiry and fill in the missing prepositions: *at, on, from, for, to.*

NOVELTY SAFETY EQUIPMENT LTD
14th Floor Shun Koo Building
Aberdeen Hong Kong

6 Sep, 2010

Attn: Mr Tim Lee
Manager
Sun Lee Consultancy Ltd
198 Fa Yuen Street
Mongkok
Kowloon

Dear Mr Lee

Enquiry regarding fire extinguishers

Thank you (1) _____ your enquiry regarding our newly released range of fire extinguishers.

You will see (2) _____ the enclosed catalogue that the range has been extended to include some highly efficient portable extinguishers for use (3) _____ construction sites.

We are offering (4) _____ our existing customers a 15% discount (5) _____ orders of extinguishers from this new range.

We look forward to your increased order (6) _____ this discount rate.

Yours sincerely

Silvia Choi

Silvia Choi
Merchandising Manager

Enc. 1

Task 4. Match each section of the letter of enquiry on the next page with the appropriate gap in the template given below.

a)

b)

c)

d)

e)

f)

g)

h)

i)

j)

k)

1. Dear Sir
2. 6 Sep 2010
3. We would be pleased to quote prices and schedules if you could provide us with more detailed information.
4. Yours faithfully
5. Taifoon Trading Company
135 Tong Chong Road
Shaukiwan
Hong Kong
6. *Creating a New Image*
7. Gloria Business Consultants
6 Floor, 67 Booth Road
Causeway Bay
Hong Kong
8. Thank you for your letter of Thursday, 2 September 2010 concerning the creation of a new image for the Yunan route.
9. May we suggest that we send two representatives, Mr. David Poon and Miss Cindy Tam to your office on Wednesday, 8 September 2010 at 10:00 a.m. for further discussions. Please do not hesitate to contact me if the date and time is not convenient for you. My telephone number is 2346-8999.
10. We would like to congratulate your company on the inauguration of this new route. We are very much interested in helping to create a new image for it.
11. S. Kong
Simon Kong
Managing Director

Task 5. Read the letter on Page 37. Fill in each gap with the letter corresponding to the appropriate word.

1.	a) for	b) regarding	c) regardless	d) into
2.	a) read	b) written	c) investigated	d) described
3.	a) medical	b) pharmaceutical	c) computer	d) electronics
4.	a) interests	b) force	c) effect	d) demand
5.	a) making	b) doing	c) exercising	d) avoiding

**Everlong Batteries]
171, Choi Hung Road
Hung Hom, Hong Kong
Tel/Fax 2235 2449**

6 Sep, 2010

Mr J Wong
Purchasing Officer
Fortune Goods
317 Orchard Road
Singapore

Dear Mr Wong

Enquiry about Batteries

Thank you for your letter of Thursday, 2 September 2010
(1) _____ making copies of the sample battery you sent us.

I have (2) _____ the situation and found that your specifications are exactly the same as the design of a proprietary camera battery manufactured by a large Japanese (3) _____ company.

We feel that it would not be in our (4) _____ to supply this type of battery.

However, I would like to thank you for considering our company as your supplier.

I look forward to (5) _____ business with your company in the future

Yours sincerely

David Choi
David Choi
Distributions Manager

Task 6. Match the items in the boxes on the left with the items on the right.

1. Acknowledging receipt of an enquiry	a) This is because it would be the cheapest option
2. Explaining action taken as a consequence of the enquiry	b) Although this is slightly more expensive, the quality is higher
3. Making suggestions	c) I hope that these details will assist you in your decision
4. Justifying recommendations	d) I'm afraid that we do not feel that this is in the best interests of our organisation
5. Pointing out pros and cons	e) We would be delighted to comply with your request
6. Hedging	f) Please do not hesitate to get in touch if there is anything I can do
7. Apologising and rejecting proposals	g) I have reviewed our product range and found a suitable model for you
8. Stipulating action requested or to be taken	h) Thank you for your letter asking about our products
9. Establishing goodwill	i) This may be the most suitable choice for your company
10. Suggesting contact	j) I would advise you to ...

2.7. SELF-CHECK QUESTIONS

1. What is the objective of a letter of enquiry?
2. Why is it important to address the recipient by name?
3. What steps should be taken when writing a letter of enquiry?
4. Why is it important to review and revise your letter?
5. What is a typical structure of a letter of enquiry?
6. What is the purpose of a reply to an enquiry?
7. What is the most appropriate beginning to a reply to an enquiry?
8. What is the best way to close a reply to an enquiry and why?

Unit 3

QUOTATIONS AND ORDERS

3.1. A LETTER OF QUOTATION

In reply to an enquiry you want to provide a potential customer with a quotation. This will, of course, quote the price for the requested goods or services, but it will also give some or all of the following information:

1) details of any application discounts (a trade discount may be offered to companies in the same line of business while a quantity discount may apply to orders over a certain amount);

2) details of what costs (if any) are included in the price, such as transport and insurance;

3) the preferred method and terms of payment (for example, a letter of credit payable within 30 days);

4) some indication of how long it will take for the goods to reach the customer (Figure 3.1).

Notes:

quotation – стоимость, цена, расценка

quote the price – устанавливать расценки, назначать цену

quantity discount – оптовая скидка

letter of credit – аккредитив

Dear Mr Gianelli

Thank you for your fax of 18 May, in which you request a quotation for 5 EMC180 flat-bed scanners.

We can offer a gross price of £3,425.00 – unit price: £685.00 – c. i. f. Genoa. This includes a quantity discount of 10%.

Payment may be made by irrevocable letter of credit or by banker's draft. On all initial orders we usually require payment on delivery, and for all subsequent orders we allow a 30-day credit period. Please let us know how you would like to arrange payment.

We have the items in stock and can assure you that your order will be dealt with promptly. Please allow six weeks for delivery.

We look forward to hearing from you again soon.

Yours sincerely

P J Wilson
Sales Manager

Figure 3.1. A letter providing a quotation

Notes:

flat-bed scanner – планшетный сканнер

irrevocable letter of credit – безотзывный аккредитив

banker's draft – тратта, выставленная одним банком на другой

payment on delivery – наложенный платёж, оплата при доставке (способ расчётов, при котором оплата производится при доставке товара)

c.i.f. (cost, insurance, and freight): includes all costs to the named destination

3.2. A LETTER OF ORDER

All businesses order supplies. Supplies include many different items: computers, parts for assembly, and pens and pencils, for example. It is very important for businesses to have supplies when they need them. When you need supplies, first discuss price and availability. Then send a letter with a formal purchase order (Figure 3.2).

Production Schedule: Computer Assembly			
Computer Model	Assembly Start Date	Component Chip Sets	Component Drives
G34	02/15	Intex 440SX	Ultra ATA/88
SUX600	02/15	AG B 5/x/233	Ultra ATA/88
550 PL	03/15	Intex 600	Ardo 6L
PC1000x	03/15	Intex 440SX	Ardo 6L

PURCHASE ORDER 113512

Component	Quantity	Unit price/ thousand	Cost	Cost less 10% discount	Stock date (month/day)
Intex 440SX	100,000	\$500	\$50,000	\$45,000	02/05
AGB 5/x/233	50,000	\$800	\$40,000	(6) _____	9) _____
Intex 600	(1) _____	\$500	(3) _____	\$22,500	(10) _____
Ultra ATA/88	100,000	\$1,000	\$100,000	(7) _____	02/05
Ardo 6L	(2) _____	\$1,000	(4) _____	(8) _____	03/05
TOTAL	n/a	n/a	(5) _____	\$283,500	n/a

Deliver by stock date to:

Mr. Walter Granger
Shipping and Receiving Department
Dalway Computers
Address on file

Send invoice to:

Ms. Marcia Collins
Accounting Department
Dalway Computers
Address on file

Notes:

The abbreviation *n/a* means *not applicable*. It means that what is asked for does not apply for the situation.

	Dalway Computers Jl. Barito II, № 48 Kby baru Jakarata 11001, Indonesia Phone☎(021) 5200357 Fax: (021) 5493794 info@dalway.com.id
To: Ms. Jackie Chen Title: Export Manager Company: Component Outsource Ltd. Address: 50 Orchrd Road Singapore 238865 Telephone: (65) 735 58 09 Fax: (65) 735 58 11 Pages: Cover plus 1 Date: November 24, 20__ Ref: Customer Number: DC 43223 – A	
Dear Ms. Chen: I an sending by fax Purchase Order 113512 for the following chip sets and drives. Chip sets 100,000 Intex 440 SX 50,000 AGB 5/x/233 50,000 Intex 600 Drives 100,000 Ultra ATA/88 100,000 Ardo 6L These components should arrive no later than the stock dates noted in the purchase order. Delivery instructions are detailed in the purchase order. As you discussed in your November 23 telephone conversation with M. Simpson, you offered to waive shipping costs and to give a 10 percent discount. We appreciate the offer and, as with previous orders, will pay upon receipt of an invoice and the components. Invoicing instructions are detailed in the purchase order. If you have any questions concerning our order. Please do not hesitate to contact me. Sincerely Mark Wu Purchasing Specialist	

Figure 3.2. A letter ordering supplies

The body of a letter ordering supplies generally has four parts.

Part	Content	Example
Opening	Tell what you are ordering	I am sending by fax Purchase Order 113512 for the following chip sets and drives
Focus	Tell when you need the item. Tell how to deliver the item	These components should arrive no later than the stock dates noted in the purchase order. Delivery instructions are detailed in the purchase order
Action	Tell how you will pay for the item	As you discussed in your November 23 telephone conversation with M. Simpson, you offered to waive shipping costs and to give a 10 percent discount. We appreciate the offer and, as with previous orders, will pay upon receipt of an invoice and the components ...
Closing	Ask them to contact you if necessary	If you have any questions concerning our order. Please do not hesitate to contact me

3.3. A LETTER CONFIRMING AN ORDER

When you send a letter confirming an order, be specific. Give any additional information about the order, such as items that are out of stock or on the back order (Figure 3.3).

Before you write the letter, make sure that you can fulfill the order. If there is a problem with availability or schedule, write about it in the letter.

Notes:

out of stock – отсутствующий (на складе), не имеющийся в наличии (на складе)

back order – невыполненный (задержанный) заказ (заказ, который из-за отсутствия товара у продавца, не может быть выполнен в данный момент, но может быть выполнен позже; выполнение заказа задерживается, если клиент согласен подождать и не отказывается от заказа сразу; записанный продавцом в качестве задержанного заказа, товар немедленно перезаказывается у поставщика)

Component Outsource Ltd
350 Orchard Road
Singapore 238865
Telephone (65) 735 58 09
Fax (65) 735 58 11

December 3, 20__

Mr. Mark Wu
Dalway Computers
Jl. Barito II, № 48
Kby baru
Jakarta 11001, Indonesia

Ref: Purchase Order 223512 of November 24

Dear Mr. Wu:

We received your November 24 fax and Purchase Order 113512. We are pleased to supply the components you requested on the dates specified, with the exception noted below.

As we discussed in our phone call this morning, the chip set Intex 440SX is not in stock.

We will back order this item and will ship it on February 5.

If I can be of further assistance, please do not hesitate to call. Your business is very important to us, and we look forward to serving you in the future.

Sincerely yours,

John Wilson
Product Manager

Figure 3.3. A letter confirming an order

Notes:

to ship – отправлять, перевозить, транспортировать (товары или грузы морем, по железной дороге, по воздуху, автотранспортом)

The body of a letter confirming an order generally has four parts.

Part	Content	Example
Opening	Refer to the specific order and the date it was sent or arrived	We received your November 24 fax and Purchase Order 113512 ...
Focus	State the problem, if any	As we discussed in our phone call this morning, the chip set Intex 440SX is not in stock
Action	Tell what you plan to do	We will back order this item and will ship it on February 5
Closing	Thank the reader	If I can be of further assistance, please do not hesitate to call. Your business is very important to us, and we look forward to serving you in the future

3.4. PRACTICE TASKS

Task 1. Match the beginnings and ends of these sentences.

1. Please find enclosed our current price	a) cheque or credit
2. Please fill in the order	b) with you for 2,000 units
3. The prices quoted are subject to	c) we can expect delivery
4. Payment can be made by	d) discounts you can offer
5. We offer free overnight delivery on	e) for £395.95
6. We would like to place an order	f) place further orders with you
7. Please could you let us know what trade	g) list and order form
8. If the product sells well, we will	h) form on Page 26
9. Please find enclosed a cheque	i) orders of over £50.00
10. Please let us know when	j) VAT at 17.5%

Task 2. In each question, two of the sentences are appropriate to use in a letter ordering supplies. Circle the letters of the two sentences.

1. Opening:

- a) I have enclosed Purchase Order A-342 for 50,000 hard drives.
- b) To confirm our telephone conversation, I am sending Purchase Order 85-3425 for the following items.
- c) Could you send me some chip sets, please?

2. Focus:

- a) The items should be shipped to arrive no later than March 15.
- b) Are these items in stock?
- c) We would appreciate receiving the items as soon as possible, but no later than April 15.

3. Action:

- a) Let us know now much we owe.
- b) As we agreed, your invoice will be paid 30 days after delivery of the chips and drives.
- c) Your invoice will be processed upon receipt of the components.

4. Closing:

- a) We appreciate your cooperation in filling our order.
- b) You're not the only supplier, so do a good job for us.
- c) We look forward to continued good relations with Component Outsource Ltd.

Task 3. When you place an order, you must be very precise. Give the reader all the information needed to fill the order.

- What What items do you want to order?
- How How many items are you ordering?
- When When do you need the items?
- Who Who will receive the order?
- Who Who will receive the invoice?
- When When will the invoice be paid?

Answer the questions. Use the purchase order and the model fax.

- 1. What items did Mr. Wu order?
- 2. How many of each did he order?
- 3. When does he need the items?
- 4. Who will receive the shipment of components?
- 5. Who will receive the invoice for the components?
- 6. When will the invoice be paid?

Task 4. The opening tells the reader exactly why you are writing. Be very specific.

Complete these opening sentences for a fax ordering supplies. Use the prepositions *of, for, on* and *with*. Use each preposition one time.

1. I am sending purchase order 64-321 along _____ the completed credit reference form.
2. Our order _____ 50,000 drives, model number AB-3, is enclosed.
3. We are canceling our order _____ June 3.
4. As we discussed _____ the phone this morning, I am sending purchase order 4858D for 10,000 chip sets.

Task 5. You must also be very specific with delivery details. Compare these sentences.

General We need the components next week.

Specific These components *should arrive no later the stock dates noted in the purchase order.*

Here are some prepositions and prepositional phrases that used for deadlines:

Before by no later than on or before.

Rewrite these general statements. Replace the underlined word or phrase with specific times and dates. Use the prepositions and prepositional phrases mentioned above and add your own specific times and dates.

1. Please deliver the product ASAP.

Please deliver the product by COB January 10th.

2. We look forward to receiving the chip sets soon.

3. The components should be sent to our warehouse in a few days.

4. It is important that the goods be received in the near future.

5. The items must be on hand next month.

Task 6. Complete the sentences in this letter. Use the words below.

a) balance; b) delivery; c) following; d) order; e) concerning; f) enclosed; g) items; h) submit.

Guangzhou Exports
№ 6 Shamian South Street
Guangzhou 510133
Phone (86-20) 8120-8777
Fax (86-20) 81208778

March 18, 20__

Ms. Carmen Santana
Go Manufacturing
Western Industrial Zone
Guangzhou 511356

Dear Ms. Santana:

I am enclosing Purchase Order A-53 for the (1) _____ office supplies:

10 boxes of printer paper
5 boxes of # 10 envelopes

We would like these (2) _____ delivered no later than Monday afternoon. (3) _____ instructions are on the (4) _____ purchase order.

As usual, please apply the total of this (5) _____ against our credit line. We will pay the (6) _____ at the end of the month when you (7) _____ an invoice.

If you have any questions (8) _____ our order, please do not hesitate to contact me.

Sincerely yours,

John Yu
Purchasing Supervisor
Enclosure

Task 7. Marcia Wess sent an e-mail ordering supplies. The underlined words show ten places where she made errors. Write the correct word or punctuation above the errors.

To: order@YourSupplies.net
Sub: Furniture Order
Date Tue, Mar 12, 20 __

Dear (1) *Ordered* Department:

We would like to (2) *ordering* the following items (3) *at* your spring catalog (4) ?

Page 32

One oval conference table, 48 × 96, dark oak

BVS-OV4896TDO, \$187.00

Page 49

Two 72 bookcases with six 11 deep shelves, walnut

CEG-4952M; \$299.00/bookcase

We would like the table and bookcases (5) *delivers* as soon as possible, but no later than April 12.

Please ship (6) *for* the address below.

Please let me know the total (7) *costing*, including shipping and handling. We will then provide you with a credit card number.

(8) *Since* you have any questions, you can telephone me (9) *to* (310) 555-2424.

Sincerely yours (10) :

Marcia Wess
Better Business Inc.
1647 West Lske St.
Los Angeles, CA 90020

Task 8. Circle the letter of the sentence that is most similar to the sentence in the Model Letter: Confirming an Order.

1. Opening:

- a) Your e-mail ordering office furniture was received.
- b) We are pleased to confirm your order for the office supplies listed in your letter of May 3.
- c) We got your order.

2. Focus:

- a) We don't have any left.
- b) Item number OSD-32 is very popular this year.
- c) In our telephone conversation, I offered you a choice between 10- or 20-pound copy paper.

3. Action:

- a) You'll get the items eventually.
- b) We will substitute the oak for the walnut desk.
- c) We will ship the items in stock and will ship the back-ordered items no later than May 15.

4. Closing:

- a) Our products are the best in the business.
- b) We are having a special sale at the end of the month. Please call customer service if you would like a catalog.
- c) If there's any way we can improve our service, please do not hesitate to tell us.

Task 9. In many business letters and in all e-mails, there is a line that tells the reader what the focus of the letter is. This is called the subject line or the reference line. It is important that this line be clear and concise.

Ref: Purchase Order 113512 of November 24

Write a check (✓) next to the phrases that are good subject or reference lines.

- 1. _____ Your order
- 2. _____ G. Barton's fax of June 12
- 3. _____ Back-ordered items
- 4. _____ Our August 15 telephone conversation
- 5. _____ PO466-43A
- 6. _____ What are we going to do about PO 684?
- 7. _____ Out-of-stock item: ODD-344 oak desk
- 8. _____ Fax

T a s k 10. When there is a problem, you must give a solution.

Problem Chip set Intex 440SX is not in Stock.

Solution *We will back order this item and will ship it on February 5.*

Write the letter of the solution that best solves the problem.

Problems:

1. All components are out of stock ____ .
2. The bookcase is not available in white ____ .
3. Items ODS, printer paper, is back ordered ____ .
4. The items you ordered are available only in larger quantities.

Solutions:

- a) We have it in brown and black.
- b) We will ship the larger quantities, but charge you only for the number you ordered.
- c) It will be in stock by June 10.
- d) We will forward them to you as soon as they are available.

T a s k 11. Complete the sentences in this letter. Use the words below.

- a) additional; b) fax; c) in stock; d) ordered; e) anything; f) important; g) number; h) requested.

West Virginia Office Supplies

220 First Ave.

Morgantown, WV 26506

March 3, 20__

Javier Perez

Office Manager

Winston and Peraz, LP

1400 16th street, Suite 330

Washington, DC 20036-1301

Re: Purchase Order 6453

Dear Mr. Perez:

Thank you for your (1) _____ and Purchase Order 6453.
All of the items are (2) _____ and will be shipped
overnight as you (3) _____ .

You (4) _____ 100 black pens, stock number 3245. As we discussed on the telephone, these pens now come in boxes of twelve. We will send you 10 boxes of twelve for no (5) _____ charge.

Your business is very (6) _____ to us. If we can do (7) _____ else for you, please call me at my toll-free (8) _____, (888) 555-2323, ext. 24, or e-mail me at rnair@wvoffice.com.

Sincerely yours,

Rajan Nair
Account Manager

Task 12. Nguyen Tan sent an e-mail confirming an order. The underlined words show ten places where he made errors. Write the correct word or punctuation above the errors.

To: mweiss@betterbusinessinc.com
From: nguyen_tan@yoursupplies.net
Subj: Your April 3 furniture order

Dear (1) *ms.* Weiss:

I (2) *receiving* your e-mail order (3) *on* the following items:

1 (one) oval conference table, 48 × 96 inches, white, BVS-OV4896TDO, \$187.00;

2 (two) 72-inch bookcases with six 11-inch-deep shelves, walnut CeG-4952M, \$299.00 per bookcase.

The table (4) *is* been shipped today and should arrive (5) *to* your office no later (6) *then* April 12.

Unfortunately, the black bookcases (7) *is* out-of-stock, but we can substitute them with white bookcases if you wish. Let me know.

I apologize (8) *about* the inconvenience, and hope we can work out an acceptable (9) *solutions* for you.

(10) *Sincere* yours,

Nguyen Tan
Sales Manager

Task 13. Due to a malfunctioning word processor, the following two letters have been mixed up. One is from Discpro SA providing a quotation for a further order of software plugs. The other is from Physiologica to confirm the order. Match each missing section with the appropriate gap on the blank letters.

1. We would like to place an initial order with you for 500 RSP 11 W plugs and enclose your official order form. We normally make payments by banker's draft. Could you please confirm that this is acceptable to you?

2. Further to your letter of 1 July and your meeting with Mr Gerard in London on 18 July, I am pleased to be able to give you a quotation for the software protection plugs you discussed.

3. P Varenne
Sales Manager

4. Thank you for your letter of 23 July.

5. We hope that this highly competitive price will meet your approval, and I look forward to receiving your order.

6. Dear Mr Varenne

7. Anne Newson
Project Director
Enc.

8. Mr P Varenne
Discpro SA
251, rue des Ramonières
F-86256 POITIERS CÉDEX
France

9. I would like to point out that delivery before the end of November, as agreed with Mr Gérard, is a firm condition of this order as we hope to have the program ready for sale by then.

10. Dear Ms Newson

11. We would be able to supply 500 RSP 11 W plugs at a unit cost of £17.86, including transportation costs. On any additional orders, we would be able to offer a 20% discount on the unit price.

12. Ms Anne Newson
Project Director
Physiologica
17 Princes Street
London EC1 7DQ
UK

251, rue des Ramonières F-86256 POITIERS CÉDEX

DISC PRO SA

**Tel (33) 99681031
Telecopie (33) 102163**

**Ref: PV/KH
23 July, 20 ____**

a)

b)

c)

d)

e)

Yours sincerely

f)

PHYSIOLOGICA

**17 Princes Street
London
EC1 7DQ**

**Telephone 071 982 7111
Telex 988153
Fax 071 982 7712**

**Our ref: AN/JS
Your ref: PV/KH
27 July, 20 ____**

g)

h)

i)

j)

k)

I look forward to hearing from you.

Yours sincerely

l)

Task 14. When writing formal letters, we often precede questions which ask for information with phrases like *Could you please let us know...* and *Kindly inform us...*

Look at the examples below and note how the original questions change when they become part of a longer question or statement. Then change the questions which follow in the same way.

1. When/Where/How will the consignment arrive?
Could you please let us know **when/where/how** *the consignment will arrive?*
2. Do you offer discounts on large orders?
Could you tell us **whether** *you offer discounts on large orders?*
3. Are you interested in this order?
Please let us know whether you are interested in this offer.

1. How would you like us to pay?
Could you please let us know _____ .
2. How many items would you like to order?
Please let us know _____ .
3. Do you have the items in stock?
Could you please tell us _____ .
4. Are these terms acceptable to you?
Please let us know _____ .
5. Do you anticipate any delays with delivery?
Please let us know _____ .
6. When would you be able to ship the order?
Kindly inform us _____ .
7. Where would you like to send the order?
Please let us know _____ .
8. Would you prepared to offer us a quantity discount?
Could you please tell us _____ .
9. When would you like to receive payment?
Please let us know _____ .
10. Would you like us to arrange a maintenance contract?
Kindly inform us _____ .

3.5. SELF-CHECK QUESTIONS

1. What is the purpose of a letter of quotation?
2. What should you start a letter ordering supplies with?
3. What should be written in the second part of a letter ordering supplies?
4. Is it necessary to tell how you will pay for the item in a letter of order?
5. In what way should you end a letter ordering supplies?
6. What are the key points in writing a letter confirming an order?
7. What information should you give about the order?

Unit 4

COMPLAINTS, CLAIMS AND ADJUSTMENTS

Business transactions are not always successful; the exchange of money, merchandise, or service is not always smooth. When problems occur, the customer must promptly notify the company by letter. Such a letter is called a *complaint*. A complaint that calls upon the company to make restitution is called a *claim*. The company, responding to the claim, will write a letter of *adjustment*.

4.1. A LETTER OF COMPLAINT

When a customer is dissatisfied with goods or services, a complaint letter will inform the company or organization of the problem. The letter presents the facts and expresses the customer's dissatisfaction (Figure 4.1).

Because a complaint, unlike a claim, does not necessarily call for action or compensation from the company, it should be answered gracefully. Indeed, the writer of a complaint is offering help to the offending organization, an opportunity to improve its operations. Therefore, the response to a complaint is concerned and courteous, but *not* defensive. It may offer an explanation and suggest remedies that are being followed. It definitely should extend an apology.

Notes:

merchandise – товары

notify – извещать, уведомлять

restitution – возмещение убытков

complaint – жалоба

claim – претензия, требование, рекламация

adjustment – согласование; урегулирование

concerned – обеспокоенный

remedy – способ устранения

apology – извинение

**21 West Main Street
Cochecton,
NY 11222**

October 9, 2006

Dr. Linda Peters, Director
County General Hospital
Route 97
Callicoon, New York 11203

Dear Dr. Peters:

On the afternoon of October 8, my neighbor's son, Kevin Sawyer, was raking leaves in his family's yard when he tripped and fell. From the degree of pain he was obviously experiencing, I suspected he might have broken his ankle. Thus, as the only adult around at the time, I drove him to your hospital.

When we arrived at the emergency room, no one was available to help Kevin from the car, and I had to help him hobble in as best I could. The effort increased his pain, yet when we were inside, the receptionist, without looking up, told us to take a number and wait our turn. We waited for more than two hours before Kevin was seen by a doctor.

As a member of the community your hospital serves, I am outraged by the treatment my young neighbor received. The lack of concern was upsetting; the lack of attention could have been life threatening. All of us in Wayne County deserve better treatment, and I hope you will look into the situation to see that the suffering caused Kevin Sawyer is never again inflicted by an employee of your institution.

Yours truly,

Michelle Sussman

Figure 4.1. A letter of complaint

Notes:

rake leaves – сгребать листья граблями

trip – споткнуться

emergency room – отделение экстренной медицинской помощи

hobble – хромать

be outraged – возмущаться

deserve – заслуживать

inflict – причинять боль

4.2. A LETTER OF CLAIM

A claim is written to *inform* the company of the problem and *suggest* a fair compensation. No matter how infuriating the nature of the problem nor how great the inconvenience, the purpose of a claim is NOT to express anger. The purpose is to get results.

Therefore, it is important to avoid a hostile or demanding tone. A claim must be calm and polite. Of course, it should also be firm.

A claim should begin with the facts, first explaining the problem (such as the condition of the merchandise or the specific error made). Then all the necessary details should be recounted in a logical order. These details may include the order and delivery dates, the order or invoice number, the account number, the method of shipment, and so on. A copy of proof of purchase, such as a sales slip or an invoice, should be included whenever possible (always, of course, keep the original) (Figure 4.2).

Remember: You are more likely to receive a favorable response from an adjuster who understands your problem thoroughly.

The second part of the claim emphasizes the loss or inconvenience that has been suffered. Again, the account should be factual and unemotional. You should NOT exaggerate.

Notes:

infuriate – приводить в ярость

hostile – неприязненный, недружелюбный

recount – излагать

invoice – счёт-фактура

shipment – отправка товаров

proof of purchase – доказательство покупки

sales slip – товарный, кассовый чек

exaggerate – преувеличивать; усложнять

**811 Regent Street
Phoenix, Arizona 99087**

December 3, 2009

Gleason's Department Store
2297 Front Street
Phoenix, Arizona 99065

Dear Sir or Madam:

I have just received the November statement on my charge account (No. 059-3676). The statement lists a purchase for \$83.95, including tax, which I am sure I did not make.

This purchase was supposedly made in Department 08 on November 12. But because I was out of town the week of the tenth and no one else is authorized to use my account, I am sure the charge is in error.

I have checked all the other items on the statement against my sales receipts, and they all seem to be correct. I am therefore deducting the \$83.95 from the balance on the statement and sending you a check for \$155.75.

I would appreciate your looking into this matter so that my account may be cleared.

Sincerely yours,

Margaret White

Figure 4.2. A letter of claim

Notes:

statement – выписка со счёта

charge account – кредитный счёт

purchase – покупка

charge – зачисление на счёт

authorize – разрешать, санкционировать

receipt – квитанция

deduct –читать

appreciate – быть признательным

4.3. A LETTER OF ADJUSTMENT

Finally, you should propose a reasonable adjustment. This should be worded positively and communicate your confidence that the company will be fair.

As you read the sample claims, notice especially how they state all the *facts calmly*. *The writer never expresses anger, never makes a threat, and never attempts to place blame*. At all times, the letter is directed toward the solution.

Claims should be answered *promptly* with a letter that will restore the customer's goodwill and confidence in the company. Like a claim, a letter of *adjustment* emphasizes the solution rather than the error and convinces the customer that you understand and want to be fair.

An adjustment letter begins with a positive statement, expressing sympathy and understanding. Near the start, it lets the reader know what is being done, and this news, good or bad, is followed by an explanation. The letter ends with another positive statement, reaffirming the company's good intentions and the value of its products, but NEVER refers to the original problem.

Whether or not your company is at fault, even the most hostile claim should be answered politely. An adjustment letter should NOT be negative, or suspicious. NEVER accuse the customer. NEVER grant any adjustment reluctantly. Remember, your company's image and goodwill depend on how you respond, even to unjustified claims (Figure 4.3).

When the facts of a claim have been confirmed, one of three fair solutions is possible:

1. The requested adjustment is granted.
2. A compromise adjustment is proposed.
3. Any adjustment is denied.

Notes:

word – выражать словами

place blame – осуждать, порицать

promptly – быстро, сразу

goodwill – расположение, доброжелательность; репутация

reaffirm – вновь подтверждать

be at fault – быть виновным

ant – предоставлять

reluctantly – с неохотой

unjustified – неоправданный

deny – отвергать, отрицать

**GLEASON'S
Department Store
2297 Front Street
Phoenix, Arizona 99065**

December 8, 2006

Ms. Rosetta Falco
811 Regent Street
Phoenix, Arizona 99087

Dear Ms. Falco:

As you mentioned in your letter of December 3, you were indeed billed for a purchase you had not made.

According to our records, you should not have been charged the \$83.95, and the sum has been stricken from your account.

Thank you for bringing this matter to our attention. We hope you have not been inconvenienced and will visit Gleason's soon so that we may again have the pleasure of serving you.

Sincerely yours,

Figure 4.3. A letter of adjustment

4.4. PRACTICE TASKS

Task 1. The text below summarizes basic features of complaints, claims and adjustments. Read the text and fill in the gaps with appropriate words:

a) delivery; b) solution; c) statement; d) goodwill; e) hostility; f) a remedy; g) courteous; h) account; i) sympathy.

A complaint is written to inform an organization about a problem. A claim is a complaint that also requests 1) _____ to the problem. A claim letter has three parts:

- 1) a complete, detailed 2) _____ of the problem;
- 2) a clear explanation of the consequences of the problem;
- 3) a request for a reasonable 3) _____ to the problem.

Both complaints and claims are based on facts. They should not be written simply to express anger or 4) _____ .

Many aspects of business deals can cause errors, but the most common causes for claims are:

- 1) an incorrect bill, invoice, or 5) _____ (Figure 2.2);
- 2) a bill for merchandise ordered but never received;
- 3) delivery of unordered merchandise;
- 4) 6) _____ of incorrect merchandise.

Adjustments, as well as claim responses, must be prompt. They must also communicate concern and be 7) _____ .

The four parts of an adjustment letter are:

- 1) an expression of 8) _____ about the problem;
- 2) a statement of what is being done about the problem;
- 3) an explanation of the problem;
- 4) a positive remark to restore 9) _____ .

Adjustments are never defensive or suspicious. They emphasize a solution to a problem.

Task 2. Match each section of the letter of complaint on Page 63 with the appropriate gap on the blank below.

a)

b)

c)

d)

e)

f)

g)

h)

i)

j)

k)

1. Dear Gentlemen and Ladies:

2. Eterna-Tools, Inc.
Route 9
Saddlebrook, New Jersey 07666

3. We are therefore returning the entire order of 88b saws and would like to be refunded for their full purchase price plus shipping expenses.

4. Jack's Hardware Store
72 Elm Street
Kennebunk, Maine 06606

5. On March 1, we ordered and subsequently received one case of handsaws, model 88b. We paid for the order with our check no. 7293, a photocopy of which is enclosed.

6. April 12, 2008

7. When we decided to order these saws instead of model 78b, it was at the urging of your sales representative, Harold Saunders. He assured us that the new saws were more durable and efficient than the older model.

8. Yours truly,

9. Enclosure

10. Jack Patterson

11. However, we have now had the saws on our selling floor for three weeks, and already six have been returned with broken teeth by extremely dissatisfied customers.

Notes:

saw – пила

refund – возмещение расходов

shipping expenses – затраты на транспортировку

at the urging – по совету

Task 3. Read the letter of complaint and answer the questions given below.

PRINCES MARKETING
Nesson House. Newell Street. Birmingham. B3 3EL

14 May, 20 __

Mr P R Smith
Sales Manager
Wildman Office Equipment
18 Station Lane
London N8 4HB

Dear Mr Smith

I am complaining regarding the consignment (партия груза) of 14 Olivetty 486 PCs, Order no. 3982/JKS which was delivered on 12 May.

It was clearly stated on the order form that these machines should be pre-loaded with the latest version of DOS. Unfortunately, they have all been loaded with DOS version 3.1, and we are therefore unable to run a number of programs. In addition, you agreed to supply all the necessary cables, but three of these are missing.

Could you please send one of your representatives to load the machines with the correct version of DOS as soon as possible. In addition, please send the three cables (part number CN-H97/K) as soon as possible.

Yours sincerely

GO Panting

G O Panting
Operations Manager

1. Does the letter begin with a clear reference to the particular consignment?
2. What is Mr Panting's complaint?
3. What does he want the supplier to do?
4. Do you think the letter is polite enough?

Task 4. Here is the reply to Mr Panting's letter. Fill in the missing prepositions. You will have to use some prepositions more than once: of, to, for, from, at, on, out.

WILDMAN OFFICE EQUIPMENT

18 Station Lane
London n8 4HB
TELEX 485881
Fax 071 996 6444

17 May, 20__

Mr G O Panting
Operations Manager
Princes Marketing
Nesson House
Newell Street
Birmingham B3 3EL

Dear Mr Panting

Thank you 1) ____ your letter 2) ____ 14 May regarding problems
3) ____ a consignment that was recently sent 4) ____ you.

The difficulty appears to have arisen 5) ____ a misunderstanding
6) ____ our ordering department, and the matter has now been put right.

I have asked our Corporate Computing Consultant, Mr R Marley, to
call 7) ____ you 8) ____ Friday 21 May 9) ____ 10 a.m. to ensure that
the PCs are correctly loaded and to supply the three cables that were left
10) ____ of the order.

I will telephone you to check that this meeting is convenient, and in
the meantime, I would like to apologize 11) ____ the inconvenience that
has been caused.

Yours Sincerely

PR Smith

P R Smith
Sales Manager

Task 5. Match the beginnings and ends of these sentences.

1. I am writing to complain about the late	a) collected from the factory
2. I am writing with reference	b) on the invoice
3. We are returning the goods to you because	c) a fault in the manufacturing process
4. Please arrange for the goods to be	d) we are not satisfied with them
5. Please send us a refund for	e) delivery of items I ordered last week
6. Please accept my apologies	f) to order UH-879/94
7. The problem arose due to	g) the full amount
8. We would like to apologize for the error	h) for the inconvenience

Task 6. When replying to letters of complaint, avoid blaming a member of staff. Instead use a passive structure. Rewrite these sentences using the passive, beginning with the words indicated.

- You have sent us the wrong items again.
The wrong _____ .
- You should have delivered this consignment last week.
This consignment _____ .
- Someone broke two of the VDUs during transportation.
Two _____ .
- Someone sent the order by sea mail instead of air mail.
The order _____ .
- Please let me know when you think you can sort this matter out.
Please let me know when this matter _____ .
- You should have sent the documents by registered post.
The documents _____ .
- A faulty connection could have caused the problems with the hard disk.
The problems with the hard disk _____ .
- You omitted the manuals from the order.
The manuals _____ .
- You delivered the printers over three weeks late.
The printers _____ .
- We will not pay the invoice until this problem is rectified.
The invoice _____ .

Task 7. You have just returned from the trip to Florida. You flew there and back with Ocean Air. You decide to write to the airline to complain about your flight and ask for some money back.

A. Read the advertisement and the notes you made and then, using the information, write a letter to the airline. You may add other relevant points of your own.

<p>FLY OCEAN AIR TO FLORIDA</p> <p>We offer:</p> <ul style="list-style-type: none">• 4 flights a day• Wide, comfortable seats• Friendly, well-trained staff• A good choice of food• (no problem with special diets)• The latest in-flight entertainment <p>Phone 01 82-66345 now or see your Travel Agent for more details.</p>	<p>late boarding</p> <p>N.B. quite rude no vegetarian for me</p> <p>movie already been on TV!</p>
---	---

B. In pairs discuss what you are being asked to do:

1. Do you need to write a formal or an informal letter? How do you know?
2. Do you know the name of anyone at the company? How will you begin and end the letter? What kind of tone will your letter take (rude, polite, etc.)?
3. How are you going to organize the letter?
How many paragraphs? What kinds of linking words?
4. Which points do you think are the most important?

C. With a partner decide what is wrong with the following letter:

Dear Sir,

I am writing to complain about the flight to Florida that I made with your airline on 12th June this year. We were three hours late boarding the plane. No one was able to tell us why. Another problem was the air hostess. She was very unhelpful. I had problems with my hand luggage. She told me she was too busy to help me. When she came round with the lunches there were no vegetarian meals left. I had ordered one when I had booked my flight. I think it was disgusting. All I had to eat in eight hours was some bread and cheese. I demand some compensation for the problems I had

flying with your airline, especially for not having a hot meal during a long flight. If you don't send me the money immediately, I will call y lawyer.

Yours faithfully.

D. Write a letter of your own in the most appropriate way.

Task 8. Read the following letter of Adjustment Letter for Damaged Shipment. Fill in each gap with the letter corresponding to the appropriate word:

a) packed; b) receipt; c) enclosed; d) condition; e) apology; f) claim; g) inform; h) damage; i) shipment.

**XEANAVERY Corporation
360 Zykedelic Street
(012) 345-6789**

September 26, 2010

Mrs. Hermione Lewis
926 Forth Worth Street
(098) 765-4321

Dear Mrs. Lewis:

After I received your letter yesterday September 25, 2010 concerning the shipment of your glassware, we expressed our deep 1) ____ about the damage you have found on the product when you received it.

Our company is very sorry about this incident, evidently the ABC Delivery, the company handling the 2) ____ became careless on their delivery. As part of our company's concern, we want to let you know that this shipping company will not accept merchandise that is not well 3) ____ and had been damaged in the first place. We have a 4) ____ that will show that items were delivered in their office on its perfect 5) ____.

Even though the shipment's 6) ____ occurred after it left our possession, we were glad to 7) ____ you that we will handle this matter for you. You only need to fill up the form 8) ____ in your delivery package, need to have it certified by your local shipping agent, return it to our office, for us to be able to make a 9) ____ against the shipping company. It will help you ease the trouble about the damages they have caused you.

Sincerely yours,

Sean Avriel Thompson

Sean Avriel Thompson
Store Manager

Task 9. Look at the following letter of complaint from Physiologica to their supplies. Decide:

- a) how effective the letter is;
- b) how it could be improved.

Rewrite the letter in a more concise and appropriate manner (in about 80 words).

PHYSIOLOGICA	<i>17 Princess Street</i>	<i>Telephone 0719827111</i>
	<i>London</i>	<i>Telex 988153</i>
	<i>EC1 7DQ</i>	<i>Fax 071 982 77 12</i>

12 November, 20__

Mr P Varenne
Discpro SA
251, rue des Ramonières
F-86256 POITIERS CÉDEX
France

Fear Mr Varenne

When we began this association, I had great hopes that everything would run smoothly, and there was little reason to suppose that your organization was in fact a TOTAL SHAMBLES; and to be quite frank with you, it astonishes me that you have managed to stay in business for as long as you have. You've made a complete mess of our order.

We made it clear that we wanted the software protection plugs by the end of November because we were going to start selling our program. Time and time again, you said that there was no problem, and yet here we are, two weeks from the launch of the program, and there isn't a plug in sight. I am absolutely furious, and so is everyone else here.

Now listen: this is your very last chance. Get those plugs here within five days or the deal is off, and we'll go to someone else. OK? And if that means that you lose your development costs, that's your problem.

I advise you to contact me immediately because I'm finding this situation an incredible strain, and I can't take much more of this.

Yours sincerely

Anne Newson

Anne Newson

Notes:

association – сотрудничество

shambles – беспорядок, хаос

make a mess of smth. – напутать; напортить; провалить всё дело

plug (= plug-in) – дополнительный программный модуль

in sight – в поле зрения

deal is off – сделка отменяется

development costs – затраты на разработку

strain – нервное напряжение

can't take any more – сил моих больше нет

Task 10. On behalf of Mr Varenne write a letter of adjustment to the letter from Ms Newson. Make use of the following structure of the letter.

1. Thank her for her letter.
2. Apologize for the difficulties the late delivery is causing. Explain that a small number of the plugs had a technical fault caused by a problem in the manufacturing process. You have now sorted the problem out.
3. Say you have now sent the full consignment of plugs and they will arrive within the next few days.
4. Apologize for the delay and end your letter politely.

Task 11. Look at this letter of adjustment to the letter of complaint from Mr J Patterson (Task 2) and answer the questions.

1. Does the letter start with a reference to the letter of complaint?
2. Does the letter contain apologies for the goods they supplied?

3. Does the letter inform the addressee about the actions which are being taken?
4. What do they suggest doing instead of providing refund?
5. Who is supposed to pay shipping costs?
6. When do they promise to supply the order?

ETERNA-TOOLS, INC.
Route 9, Saddlebrook, NJ 07666

April 19, 2008

Mr. Jack Patterson
Jack's Hardware Store
72 Elm Street
Kennebunk, Maine 06606

Dear Mr. Patterson:

We are sorry that the model 88b handsaws you purchased have not lived up to your expectations. Frankly, we are surprised they have proved so fragile and appreciate your returning them to us. Our lab people are already at work trying to discover the source of the problem.

We are glad to assume the shipping costs you incurred, Mr. Patterson. But may we suggest that, instead of a refund, you apply the price of these saws to the cost of an order of model 78b saws. Your own experience will bear out their reliability, and we are sure your customers will be pleased with an Eterna-Tool Product.

If you drop us a line okaying the shipment, your 78b handsaws will be on their way within the week.

Sincerely yours,

Robert Marx

Robert Marx
Sales Manager

Notes:

live up to – оправдывать (надежды, ожидания)

fragile – хрупкий, ломкий

assume – брать на себя

incur costs – нести расходы

bear out – подтверждать

4.5. SELF-CHECK QUESTIONS

1. What is the purpose of a letter of complaint?
2. Why should you avoid emotional language in a letter of complaint?
3. What is a letter of claim? What does it differ in from a letter of complaint?
4. What should you start a letter of complaint/ claim with?
5. What details concerning the problem should be listed?
6. If a product you purchased malfunctions, would you like to exchange it for a new one or request a refund?
7. If you received poor service, what would you request ?
8. In what way should you end a letter of complaint/claim?
9. Should you enclose original documents or their photocopies?
10. What do you call a reply to a letter of complaint?
11. What is a typical structure of a letter of adjustment?
12. How can a letter of adjustment support company's image and goodwill?

Unit 5

EMPLOYMENT DOCUMENTS

5.1. RESUME AND CV

A CV, or Curriculum Vitae, is Latin for "Course of Life." Moreover, it is an academic resume, and is often requested when applying to colleges, graduate school, or academic jobs. Follow these steps to write a CV that will impress! (Figure 5.1).

1. **Contact Information.** Begin your CV with a centered header containing your full name and other contact information, including your address, phone number, and email address.

2. **Education.** Your first main section should be your education. Begin with the most recent degree, and go back in time from there (grad school, college, high school). Include the name of the institution, the degree earned (or in progress), your major(s)/minor(s), GPA, and any other important details (honors/senior thesis, etc.). Be sure to include any time spent abroad!

3. **Experience.** This section should list any relevant academic experience that you have. If you are applying to grad school or looking for a job, this section would ideally include any teaching experience that you have. This includes any sorts of Teaching Assistantships or grading positions. It might also include other academic jobs that you have held, including any sorts of research internships, or work that you have done for professors.

4. **Publications/Presentations.** The next section should detail any academic work of yours that has been published. If you are a student, this section is probably either very short, or non-existent. Be sure to include anything published in department journals or school newspapers. This section (or the following section), should also list any presentations that you have given of your research.

5. **Awards and Recognition.** List any awards, fellowships, scholarships, and any other sort of recognition that you have received for your achievements, along with the date they were awarded. These do not have to be monetary awards.

6. **Other.** Finally, there are a number of other items that could be added to a CV, depending on your interests and areas of expertise. These could include:

- membership in honors societies;
- professional affiliations;
- community service and professional activities;
- research interests;
- languages spoken/studied.

Notes:

CV (Curriculum Vitae), résumé – профессиональная биография
(сведения об образовании и профессиональном опыте)

major – профилирующая дисциплина

minor – неосновная, непрофилирующая дисциплина

GPA (Grade point average) – средний балл (в школе, университете)

honors – награды, отличия

experience – опыт работы

award – присуждённая награда, премия

fellowship – членство (в научном обществе и т.п.)

affiliation – членство, принадлежность

	CV	Resume
Audience	Fellow academics in your field of study	A general audience of employers who hire for a wide variety of positions
Goal	To present your full academic history – including teaching, research, awards, and service	To demonstrate that you have the skills and experience necessary to succeed within the position you are seeking
Length	As long as necessary	One or two pages only. In general you may add a second page if you have more than ten years of experience
Focus	Demonstrating your academic achievements and scholarly potential	Representing your experiences -job-related, extracurricular and volunteer, as well as the skills you've gained from these
Essential Information	Lists of publications, presentations, teaching experiences, education, honors, and grants	Skills and experiences you have gained as related to the job you are seeking
References	Include	Do not include

Figure 5.1. CV versus Résumé

5.2. A LETTER OF APPLICATION

A *letter of application* is a *sales letter* in which you are both salesperson and product. Its purpose is to *attract* an employer's attention and *persuade* her to grant you an interview (Figure 5.2).

A letter of application serves as the COVER LETTER of your resume. Like a resume, it is a *sample of your work*. It is an opportunity to *demonstrate* your skills and personality. It should be written with flair, understanding, and professional care.

- A letter of application should *look* as good as a resume.
- It explains how your background relates to the specific job, and it emphasizes your strongest and most pertinent characteristics.
- The letter should demonstrate that you know both yourself and the company.
- A letter of application must communicate your ambition and enthusiasm.
- Yet it must, at the same time, be *modest*. It should be neither aggressive nor meek. Neither boast nor ask for sympathy.
- It should *never* express dissatisfaction with a present or former job or employer. And you should avoid discussing your reasons for leaving your last job.

A complete application should contain both a letter of application and a resume.

Do NOT include copies of your letters of reference or of your school transcripts.

Do NOT include a photograph of yourself. The briefer the application, the better.

THE EMPLOYER'S NAME

With advertised openings, you will sometimes be instructed to mail your information to an office, or a title, such as the Director of Human Resources. In this case, you need not find the name of the individual to whom you are writing. You can address the letter to "Dear Director", or "Dear Sir/Madam", *or you can simply omit both the greeting (Dear _____), and the salutation (Sincerely,) from the letter.* Still, if you can get the name of the appropriate person, it will be to your benefit, differentiating you from the other candidates.

THE FIRST PARAGRAPH

Two or three sentences in length. Start with an interest-creating sentence in which you appeal to the employer's needs. Be as specific as you can about the position desired.

1. I am applying for your Sales Trainee position which was posted on CUcareers.com. You indicate a need for a recent graduate with a background in business and sales. I will graduate in May with a Bachelor's degree in Business Administration, and I have held part-time sales positions throughout college.

2. During the last two years, my editing position with our school newspaper has provided me with experience related to the Proofreader position which was advertised in The Columbus Dispatch on March 5. I will graduate from Capital University in May with a Bachelor's degree in English, and I plan to enter the field of publishing.

THE SECOND PARAGRAPH

Three to five sentences in length.

In this paragraph, you will emphasize a match between the skills which you possess and those which are required by the employer. Use the advertisement to guide your writing. For example, if an advertisement mentions specific courses in your major, then point out in the letter that you have had those courses. If an advertisement indicates that the successful candidate will possess excellent speaking skills, then make sure you mention previous or current employment, class projects, presentations, or any other examples of your experience. If you are underqualified for the advertised position, you can include a statement about related experience, or an example of your proven ability to learn new information quickly. Remember that the advertisement is often a "wish list" and that you might not need *all* of the qualifications that are listed. At the end of this paragraph make a reference to your resume. Some options are:

1. Please see my enclosed resume for a more complete view of my background and qualifications.

2. My enclosed resume will give you a better view of my skills and abilities.

3. Please see my enclosed resume for more information.

If you have both *academic qualifications* and *career-related work experience*, you may want to separate this middle paragraph into two paragraphs. By doing this, you can focus on each of these subjects individually.

THE THIRD PARAGRAPH

Two to three sentences in length.

This is the paragraph in which you tell the employer how to get in touch with you, and thank the person for taking time to give you consideration. Some examples are:

1. Should you need additional information, you can reach me at (614) 555-1212 during the evening, or leave a message at (614) 555-4141 during the day. I can also be reached by e-mail at jcollege@yahoo.com. I am available for an interview at your convenience. Thank you for your consideration. I look forward to hearing from you soon.

2. I am available for an interview during... (list dates or months or whenever you are available). You can reach me at (614) 555-1212 from 3:00 p.m. – 7:00 p.m., Monday through Friday. I look forward to hearing from you.

Notes:

letter of application – сопроводительное письмо (письмо, прилагаемое к резюме; кандидат сообщает работодателю об источнике получения информации о вакансии, перечисляет причины, почему он претендует на данное место работы)

sales letter – рекламное письмо

cover letter – сопроводительное письмо

flair – особый стиль

modest – сдержанный

meek – кроткий, мягкий

letter of reference – характеристика, рекомендательное письмо

**Box 999, Capital University
Columbus, OH 43209**

January 14, 2005

Mr. Peter Kirkpatrick
Director of Personnel
Ernst & Young
Huntington Center, Suite 2000
41 South High Street
Columbus, OH 43215-6150

Dear Mr. Kirkpatrick:

I am writing to express my interest in the Auditor position advertised in the January 13th edition of The Columbus Dispatch. I will graduate from Capital University in May with a Bachelor of Arts degree in Accounting.

You indicated a need for someone with both accounting experience and leadership skills. During my junior and senior years at Capital, I have worked as a student accountant in the University Bookstore. In addition, I have held leadership positions in Student Government and within the residence halls as a Resident Assistant. Please see my enclosed resume for a more complete view of my background.

I am eager to learn more about this opportunity with Ernst & Young, and look forward to interviewing with you. I can be reached by phone at 236-0000 or by e-mail at ccollege@yahoo.com. Thank you for your time and consideration.



Figure 5.2. A letter of application

5.3. A LETTER OF REFERENCE

Here are some easy guidelines (in no specific order):

- Explain how you know the applicant and how long you have known him/her.
- In what respect is this person exceptional to others you have known with a similar background? List the applicant's exceptional qualities and skills, especially those that are related to the applicant's field of interest or job search. Give specific examples to back up what you have written.
- Refer to the requester's competency in a specific field and/or prior experience, organizational and communication skills, academic or other achievements, interaction with others, reliability, analytical ability, etc.
- Omit weaknesses. If you can't write a positive letter of reference, you should diplomatically decline when you are first approached.
- State your own qualifications. Why should the reader be impressed with your reference letter?
- Emphasize key points that you want the reader to take note of on the resume or application. Be sure to elaborate meaningfully; don't simply restate what he/she has already written.
- Unless it is absolutely relevant, do not refer (either in a direct or implied reference) to the applicant's race, religion, national origin, age, disability, gender, or marital status.
- Don't be too brief, but be succinct and make every word count.
- List your own contact information if you are willing to receive follow-up correspondence or answer questions.
- Make the ending strong without overdoing it. Undue praise can be viewed as biased or insincere.
- Proofread! The letter of reference represents both you and the applicant (Figure 5.3).

Notes:

back up – поддержать, подкрепить
weakness – слабое место, недостаток
decline – давать вежливый отказ

succinct – краткий, лаконичный
undue – чрезмерный
biased – необъективный

**562 Banquest Street
Fair Valley, AL 81356**

September 28, 2010

To Whom It May Concern:

I have had the pleasure of working with Alicia Jones during the past two years while she has served as an Assistant in my office. Alicia has shown the ability to establish an excellent rapport with many different constituents including students, alumni, administrators, and staff. Alicia is genuinely interested in helping others and provides service in a consistently positive and helpful manner. Alicia is self-assured and calmly handles the stress associated with busy times in the office.

Alicia is exceptionally responsible and volunteers to jump in and help out with any task from the mundane to the challenging. She blends a well organized, task oriented style with the aforementioned sensitivity to the needs of our clientele. I have rarely met a student employee over the past ten years upon whom I can rely as much as Alicia.

As you can tell, I think very highly of this young woman and recommend Alicia without reservations for employment or any other endeavors she chooses to pursue. Please let me know if you have any further questions about this outstanding young woman.

Sincerely,

Jane Doe

Jane Doe

Title

Company

Address

Phone

Email

Figure 5.3. A reference letter for a student

5.4. TYPES OF LETTER READERS

For what types of readers should I tailor my employment documents?

There are two kinds of readers that an employment document should be tailored for: **skimmers** and **skeptics**.

Skimmers are readers that are typically very busy. Pressed for time, they often skim employment documents in a rather short period of time. Consequently, the documents you prepare for this particular reader should:

- state the main point clearly and up front;
- place the most important information at the beginning or ending of paragraphs;
- highlight key dates or figures.

Skeptics are readers that are cautious and doubtful. Skeptical readers will tend to read a document carefully, questioning its validity. They will question the writer's claims. In order to meet the needs of the Skeptic, it is necessary to support your statements with sufficient details and evidence. Provide specific examples, numbers, dates, names, and percentages to meet the needs of the skeptical reader.

For example:

NOT: I performed very well in my classes.

BUT: I received the Dean's List Honors 7/8 semesters and received a Women in communications Scholarship in May 2001.

Notes:

skimmer – человек, имеющий обыкновение читать не углубляясь в суть

highlight – подчёркивать, выделять

cautious – осторожный, осмотрительный

evidence – факты, подтверждение

5.5. PRACTICE TASKS

Task 1. Decide whether the following statements are true (T) or false (F).

1. A CV should be word-processed and never handwritten.
2. Your CV should be laid out in reverse chronological order (most recent items first).

3. A bright orange CV will attract attention and improve your chances.
4. CVs should always be accompanied by a covering letter.
5. There are some buzz-words which will make a good impression on employers.
6. If a CV worked for your friend, the same style and layout will work for you.
7. You should avoid putting anything about your political or religious beliefs on a CV.
8. You should always give your tutor as a referee.
9. All you have to do is send a hundred CVs off and then sit back and wait for the job offers to come rolling in!
10. When applying abroad you should prepare your CV in the language of the country in question.

Task 2. Select the best answer.

1. A resume is... .
 - a) An autobiography of one's career life and professional experiences in order to secure employment.
 - b) A detailed listing of a job candidate's skills, experiences, responsibilities and achievements as these relate to the position and company being targeted.
 - c) A complete listing of an individual's education, work experience and professional training.

2. The length of a resume must be... .
 - a) One or two pages, no longer.
 - b) Three or four pages, no longer.
 - c) Whatever number of pages is necessary to qualify the candidate.

3. It's okay to exaggerate information on my resume when...
 - a) I'm writing about older, less important positions and need to make my career path more logical.
 - b) I was shy of completing a degree by only a few credits – and a degree is a requirement of the position.
 - c) It's never okay to exaggerate information in a resume.

4. When writing my resume, my main focus should be on... .
 - a) Who will be reading my resume.
 - b) Presenting my best skills, experiences and achievements in priority.
 - c) The readability and visual presentation of my document.

5. Certain personal information needs to be included in the resume, such as...
- My name and contact information.
 - My name, contact information and date of birth.
 - My name, contact information, date of birth and number of dependents.

Task 3. Complete the sentences with *one* of these words: *as, at, for, from, in, of, on, to.*

- With reference ... your advertisement the JobFinders.com website, I am interested applying..... the post of tour leader.
- I have attached my CV a Word document.
- I am available interview Naples.
- I'm working..... a sales representative at the moment.
- You can email me or telephone me the number given my CV.
- I look forward hearing you soon.
- I have a good knowledge business administration. I studied it university.
- I'm unemployed the moment. I've been out work since the summer.
- I'm studying a degree Environmental Studies.
- I hope to follow a career the legal profession.
- I have been working Telekom for one year.
- I attach my CV..... requested.

Task 4. Put the parts below into the correct order to make a complete letter for someone applying for a job. The first has been done for you.

1	2	3	4	5	6	7	8	9	10	11	12	13	14
c													

- interview in Naples any weekday afternoon, and you can email;
- as a Word document. You will notice that I have supervised children on a range of sports and cultural activities as well as dealing;
- Dear Sir/Madam // With reference to your advertisement on the JobFinders.com website, I am interested in applying;

- d) as I enjoy working with young people. I have a lot of energy and enthusiasm and am also responsible and reliable. I have attached my CV;
- e) First Certificate grade A. I would be grateful if you would consider my application. You will see;
- f) the travel industry. During the last few summer holidays I have;
- g) for the post of tour leader for Italian school students. I am 26 years old and am currently studying;
- h) me or telephone me on the number below. I look forward to hearing from you soon. Yours faithfully;
- i) for a diploma in Tourism at Naples University. After that I hope to follow a career in;
- j) in the job of tour leader, taking students to London. I feel that I would be well-suited for this job;
- k) to do something more varied and challenging, and for this reason I am interested;
- l) with transport arrangements and tickets. You will also notice that my English is good and I have;
- m) from my attached CV that two people can be contacted as references, one is a university professor and the other is from;
- n) worked as a youth leader in Italy, and I enjoyed the work very much. Next summer I would like.

Task 5. The letter in Task 4 is one long paragraph. Show where new paragraphs could begin by writing a // symbol in the text. The structure below will help you.

1. *Greeting.*

2. *Reason for writing.*

For example: where (and when) you saw the advertisement and which job you are interested in.

3. *Your background and experience.*

For example: your age (optional); present job and/or studies; your qualifications (or if you are a student what you hope to do in the future); a description of your recent work experience.

4. *The job.*

For example: mention the skills and personal qualities that make you suitable for this job.

5. *Refer to you CV.*

Ask the reader to look at your CV/Resume, and focus on one or two key points.

6. *Final comments.*

For example: say that you hope your application will be considered; say who will give you a reference; say when you are available for interview; say how you can be contacted.

7. *Standard final sentence.*

8. *Formal ending.*

T a s k 6. Fill in the gaps in the letter of reference with the missing words:

a) supervision; b) employees; c) passion; d) learner; e) honor; f) fit; g) questions.

To Whom It May Concern:

I am the Head Sales Manager at Vacuums Plus and Rose has been under my ...1... from November of 2000 to August of 2004 as a saleswoman.

Rose would be a great asset to any company. She is one of the brightest ...2... that I have ever had. She also has a great drive and ...3... for her work.

Rose is such a quick ...4... Within her first two weeks at Vacuums Plus she had learned all the product names, their features, and how they work.

Rose's drive has led her to great success at Vacuums Plus. She has had the ...5... of receiving the "Top Sales Person of the Month Award" ten times in her last year at Vacuums Plus, which is a feat that no employee has ever achieved here before.

I believe that Rose Berdinger will be an excellent ...6... for your company. Rose has been nothing short of an exemplary employee. If you have any further ...7..., feel free to contact me at (555) 555-555.

T a s k 7. Which layout is more suitable for skimmers?

Example 1

Managed \$10,000 in project accounts, compiled and published engineering reports as assistant to Vice President, coordinated registrations, payments, and literature for software training seminars.

Example 2

- Managed \$10,000 in project accounts.
- Compiled and published engineering reports as Assistant to Vice President.
- Coordinated registrations, payments, and literature for software training seminars.

Task 8. Prepare your own employment correspondence according to the following instructions.

List all the facts that you can think of about your personality, background, and experiences. Then arrange the list in a logical order and decide on categories under which to group the facts. From this work sheet, prepare your resume.

Christopher Jones

24 Mansfield Drive, Chedlee,
Manchester, M23 4DJ.
Tel: (0161) 234 1234
chrisj@email.com

PROFILE:

A Mathematics student who is keen to find a position as a Trainee Accountant. Reliable, trustworthy, numerate and meticulous. Worked for a firm of chartered accountants last Summer and gained a good understanding of what is required of an accountant. Able to work on own initiative or as part of a team and can deal with administrative duties competently.

EDUCATION:

2007 – 2010

BSc (Hons) 2.2 (expected) in Mathematics at the University of Warwick.

Subjects studied: Business Studies, Computer Studies, Calculus, Geometry & Topology and Catastrophe Theory.

2000 – 2007

Chedlee High School.

3 GCE A Levels: Mathematics [A], Economics [A], Chemistry [A].

6 GCSEs: Mathematics [A*], English Language [A*], Chemistry [A*], Economics [A*], Physics [A], Geography [A].

EXPERIENCE:

Summer 2009

JOHNSON & STEVENS

Administrative Assistant

A vacation job working for a large firm of accountants.
Responsibilities and achievements:

- Assisted the Senior Partner who was conducting audits on major companies in the area.
- Handled incoming telephone calls to the Senior Partner from other companies and members of the public.
- Solved users PC problems including sorting out spreadsheets, explaining how to use complex features in word-processing packages.

Summer 2008

CHEDLEE COMMUNITY CENTRE

Co-ordinator

A vacation job at a community centre for the elderly. Responsibilities and achievements:

- Organised a local advertising drive that increased the number of elderly people coming to the centre by 20%.
- Organised games for people attending in the afternoons.
- Escorted some of the elderly people to and from the centre.

COMPUTER SKILLS:

Microsoft Windows XP / Vista, Microsoft Office (Word, Excel, PowerPoint, Access), programming (ASP, HTML, JavaScript).

ADDITIONAL INFORMATION:

Driving Licence: Full, clean.

INTERESTS:

Professor William Jackson, Department of Mathematics, The University of Warwick, Coventry, CV4 7AL.

Mr Jack Lord, Personnel Manager, Johnson & Stevens, 124 High Street, Chedlee, Manchester, M23 3LD.

Interests at the University of Warwick included organising a charity quiz for RAG, which raised £5000. Badminton, cinema and theatre.

Task 9. On a separate piece of paper, write responses to one of the following job advertisements.

Job Advertisement 1

Receptionist

Entry-level position for receptionist in dynamic construction company. You will enter data, greet customers, maintain database, and type memos. Prefer individual with good communication skills. Great compensation. Apply today!

Job Experience

Filing, General Office, Data Entry

Additional Information

Salary: \$9.00 to \$12.00 per hour

Contact Information

Account Executive,
myan@constructnow.com

Job Advertisement 2

Web Discount Corporation of Barcelona, Spain, seeks full-time Client Services Coordinator. Responsibilities include greeting clients, answering telephones, and performing other clerical functions.

REQUIREMENTS:

1. High school diploma and/or business college program
2. 2-4 years of clerical or administrative experience
3. Excellent organizational skills
4. Typing speed of 30 wpm
5. Word processing and database experience
6. Good communication skills

If you would like to work in an exciting environment, fax or e-mail your résumé to:
Pablo Cavero
Fax: 93 412 1044
E-mail: pcavero@webdiscount.org.es

5.6. SELF-CHECK QUESTIONS

1. What are the main parts of a CV?
2. Are there any differences between a CV and a résumé ?
3. What is the purpose of a letter of application?
4. Characterize the tone of a letter of application?
5. Is it necessary to include the copies of your letters of reference or of your school transcripts into your application documents?
6. What are the ways to address the employer?
7. What should be written in the first paragraph of a cover letter?
8. What are the key points in writing a letter of reference?
9. What two types of readers do you know? What is the main difference in their reading style?

Unit 6

SOCIAL BUSINESS LETTERS

6.1. A LETTER OF CONGRATULATION

Taking the time to send a congratulation note is terrific for the networking and relationship building you need to do.

Letters of congratulation are a type of personal correspondence, usually sent from one person to another. While these letters often are personal, you also can send them as business correspondences. Your letter should convey respect and appreciation for the positive occurrences in someone's life (Figure 6.1).

The occasions for congratulatory messages:

- promotions;
- appointments;
- elections;
- achievements;
- awards;
- marriages;
- births;
- anniversaries;
- retirements.

Congratulation letters are often sent out soon after the event takes place. The specific occasion is mentioned in the beginning of the letter and your congratulations follow. Using an upbeat tone, describe how you learned of the news. At the end of the letter, restate your congratulations and well wishes.

For sending a letter of congratulations, the format is the same for both email and regular postal mail. You would use an informal non-business style. Congratulation letters are often concise. Usually under one page in length is enough. They are written in a positive voice without sounding forced. Don't include any negative comments or unhappy news. Don't suggest that the fortunate event should benefit the letter-writer. Even if your motive is to win a customer, don't let them know. Don't exaggerate your congratulatory words. Your letter may seem sarcastic or mocking.

Congratulation letters follow the same printing guidelines as other formal and semi-formal correspondence. Formal letters still require your complete name in the signature, but you can merely sign your first name to an informal missive (Figure 6.2).

Notes:

letter of congratulation – поздравительное письмо

occurrence – событие, случай

promotion – продвижение по службе

appointment – назначение (на должность, место)
election – избрание (на какой-либо пост как результат выборов)
award – присуждение (награды, премии)
retirement – выход в отставку; уход на пенсию
upbeat – радостный, оптимистичный
exaggerate – преувеличивать
mocking – фальшивый, притворный
missive – письмо, послание

Dear Alan,

Congratulations on your promotion to senior accounts executive. You have worked hard for Rembow Consultants, and I am delighted that your efforts have been rewarded.

As you move into your new office and assume the weight of responsibilities that go along with your new position, please let me know if I can be of any assistance.

Sincerely,
John

Figure 6.1. A letter of congratulations I

Ruth T. Travis
1156 Clearview Avenue
Cold Spring Harbor, New York, 11798

Dear Monica,

Congratulations on the birth of your grandchild, David Gary. You and Jim must be thrilled by the experience of becoming grandparents.

Please extend my warmest wishes to your daughter Jane and her husband. May this new addition to your family bring you all joy.

Sincerely,
Ruth

Figure 6.2. A letter of congratulations II

6.2. A LETTER OF SYMPATHY

Do you know a friend or relative who has experienced a death, personal loss, or other misfortune? Perhaps this person was recently divorced or has been injured in an accident. These are times when you need just the right words to say just the right thing. A store-bought sympathy card is not as personal as a hand-written letter, but you may buy a card and put your letter inside it (Figure 6.3). Here are some tips to help you write a tactful sympathy letter that will be much appreciated:

- Describe how much the deceased was respected and admired by you and others.
- Mention a few of the deceased person's strengths, achievements, and successes.
- If appropriate, include a short personal story involving your relationship with the deceased.
- Strike a careful balance between the formal tone of a condolence letter and its deeply personal nature.
- Keep your condolence letter short – under one page in length.
- If you can do so sincerely, offer to help in some way and include contact information, such as your cell phone number and your email address.

Examples:

- "Can I run any errands for you?"
- "Can I help with the children?"
- "Can I write any letters for you?"
- Put yourself in the mourner's place and imagine the kind of condolence letter you would like to receive.
- Close with an expression of comfort. Let your concluding words reflect the truth of your feelings. You may want to close your letter simply with one word such as "Love," or "Sincerely," or you may want to use a phrase or a complete sentence followed by your name.

Examples:

- "My love and concern are with you always,"
- "You are continually in my thoughts and prayers,"
- "My heart and my tears are with you,"
- "I share in your grief and send my love,"

Notes:

letter of sympathy (condolence) – письмо с выражением соболезнования

store-bought – купленный (в магазине)

deceased – покойный, умерший

mourner – близкий родственник усопшего

run errand – быть на посылках, выполнять поручения

grief – печаль, скорбь

Dear Mr. Summers,

I would like to extend the deep sympathy of all of us at Jason Associates.

We had the privilege of knowing and working with Edith for many years, and her friendly presence will be sadly missed.

Please consider us your friends and telephone us if we can be of any help.

Sincerely,

Figure 6.3. A letter of sympathy

6.3. A LETTER OF APPRECIATION

Writing an appreciation letter for gifts, favours, courtesies, hospitality, donations, congratulations is a great way to let others know that they are appreciated. Letters are a great way to say thank you to someone who deserves praise. People respond positively when treated kindly. Employees work harder when they feel appreciated. With a sincere, well-written appreciation letter you can improve relations with words of admiration, gratitude, and recognition (Figure 6.4).

Whether it's for a friend or family member, or a business associate or client, appreciation letters promote positive feedback. Write your appreciation letter within a few days of whatever happened to inspire your gratitude (Figure 6.5).

Consider letter's recipient. If Aunt Jane sent you the best gift ever, a hand written note works best. If an employee or business associate deserves a word of thanks, types it out and hand sign it. Use customized letterhead for business correspondence.

Address your appreciation letter to a specific person. If possible, not just to the company or to the organization in general.

Keep it simple. Everyone likes praise and they can hear great things about themselves all day but, if you keep the thanks short and simple, the message will come across as sincere.

Tell them what they did. Make sure the person knows what efforts they're being acknowledged for. Thank them for their time, effort, a gift or just being there.

Let them know what it meant to you. Relay to the person how their help or effort affected you positively. If you're writing an appreciation letter for a gift, let them know how you will be using it.

Encourage future efforts. In the case of friends or family, reiterate your hopes that you will see each other soon or stay in touch. With employees or

business associates, if you hope to work together in future endeavors, state that. A big part of feeling appreciated is feeling wanted or needed.

Notes:

letter of appreciation – благодарственное письмо

favour – помощь, содействие

courtesy – учтивость, обходительность

donation – денежное пожертвование

gratitude – благодарность, признательность

recognition – одобрение, признание (чьих-либо заслуг и т.п.)

reiterate – повторять

endeavour – попытка, старание; стремление

Dear Mr. Yoshimura,

Thank you very much for referring Natalie Slate to us. We are, of course, pleased to take on a new client. But even more, we appreciate your confidence in our legal services and your willingness to communicate this confidence to others.

Be assured that we will continue to make every effort to live up to your expectations.

Cordially,

Figure 6.4. A letter of appreciation I

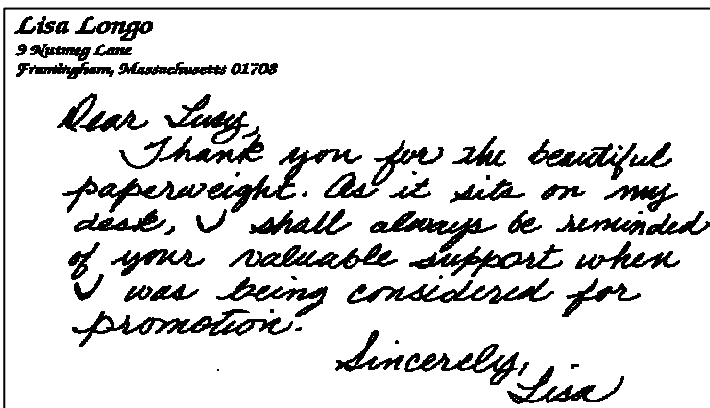


Figure 6.5. A letter of appreciation II

6.4. A LETTER OF INVITATION

An invitation letter is a formal way to invite colleagues and clients to events which are being hosted by the company and are one of the most popular ways of inviting guests to functions. The professional invitation should be written in a formal tone.

The introduction allows the host and sender to introduce themselves, as well as the organization in which they have chosen to represent. A simple background of the individual or company will suffice in this section of the letter.

Next, in the body of the letter it is important to outline all of the information about the event. The date and time should be included as well as the theme and purpose for the event. At this point, a date should be mentioned in which guests should provide their reply by, attire and items required for the guest to bring.

Next, in one sentence, the appreciation for the guest to attend the party should be shown. This can be completed with a formal note, stating that you look forward to seeing the individual at the event. Remember, this needs to keep in tone with the rest of the letter.

The conclusion should contain the sign off and a line that ties the complete letter together, drawing the end of the invitation, with a salutation and a signature.

A friendly invitation letter is similar to a business letter but contains less formal speech and can make nuances with memories that may be shared with the guests whom are being invited to the occasion.

Friendly invitation letters are used for a variety of reasons from engagement parties to wedding invitations. They can also be used for personal parties as well as housewarming get together. Personal invitation letters should be signed with a less formal sign off, such as: yours sincerely, best, or sincerely (Figure 6.6).

Notes:

invitation letter – письменное приглашение

function – торжественная церемония, вечер, приём

suffice – быть достаточным, хватать

attire – форма одежды, наряд, убор

engagement – обручение, помолвка

housewarming – празднование новоселья

Jaco Films, Inc.

1120 Avenue of the Americas, New York, New York 10036

January 3, 20__

Dear

In a few weeks, JACO will proudly release its new feature-length film, *The Purchase*, starring Amanda Theriot in her first appearance in seventeen years.

A special preview showing of *The Purchase*, for friends of Ms. Theriot and of JACO Films, will be held on January 19, at 8 p.m., at the Regent Theater on Broadway and 52 Street.

You are cordially invited to attend this preview. Admission will be by ticket only, which you will find enclosed. Following the film, refreshments will be served.

Sincerely yours,

Figure 6.6. A letter of invitation

6.5. PRACTICE TASKS

Task 1. Decide whether the following statements are true (T) or false (F).

1. Congratulation letters are often sent out soon after the event takes place.
2. For sending a letter of congratulations, the different format should be used for the email and regular postal mail.
3. In the letter of congratulations the explanation should be given how the fortunate event will benefit the letter-writer.
4. A store-bought sympathy card is not as personal as a hand-written letter.
5. The letter of condolence should be more than one page in length.
6. The letter of appreciation should be written within a month of whatever happened to inspire your gratitude.
7. Make sure the person knows what efforts they're being acknowledged for.

8. If you're writing an appreciation letter for a gift, it is not appropriate to let them know how you will be using it.

9. The professional invitation should be written in an informal tone.

10. In the letter of invitation the date and time should be included as well as the theme and purpose for the event.

Task 2. Fill in the gaps in the letter of congratulation with the missing words. There is one extra word:

a) commitment; b) congratulations; c) forward; d) position; e) promotion; f) success.

December 2, 20__

Mr. Hasan Muhammad
Commercial Bank of Egypt
35 Sharia Qasr en-Nil Cairo
Egypt

Dear Hasan,

Congratulations on your __1__ to Vice President. All of us here who have known and worked with you over the years are pleased that you received the recognition you deserve.

When we first heard that Abbas Zaki resigned, we immediately thought of you for the __2__. Your many years of diligent service to Commercial Bank, and to the other banks where you've worked, show your to quality __3__ banking in Egypt.

We look __4__ to continuing our working relationship with you and your bank.

Again, __5__ from all of us here at SecurityNow.com. Your promotion is richly deserved.

Yours,

Lisa Rivelli

Lisa Rivelli President

Task 3. Read these opening sentences for letters of congratulation. Then circle the let of the closing sentence that best restates the main idea of the letter.

1. Congratulations on your retirement.
 - a) When you first came to Acme, you worked in the mail room.
 - b) Thank you for your many years of fine service to Banswell, Inc.

2. Let me congratulate you on the opening of your new offices in Tokyo.
 - a) Your new branch in Japan shows that your hard work has paid off.
 - b) The region should provide you with a lot of opportunities.

3. Congratulations on being the region's top sales rep this year.
 - a) Your sales were over one million dollars this year.
 - b) Given your hard work, you deserve this fine honor.

4. We congratulate you on winning the Customer Service Award.
 - a) We want to thank you ourselves and tell you how pleased we are tl your work has been recognized.
 - b) We are just one of your new, and fully satisfied, customers.

5. All of us here at Winston and Bradley congratulate you on being made artner.
 - a) When you were an intern here with us, we knew you would be a great lawyer.
 - b) Being made partner is a privilege that you richly deserve.

Task 4. When sending a letter of condolence to a business associate, you can make the letter personal by using *I* or professional by using *we*. *We* includes your associates at work.

Personal: I'm sorry to hear of your father's death.

Professional: We're sorry to hear of your father's death.

Rewrite the sentences. Change the focus of the sentences from professional to personal.

1. The news of your father's death came as a surprise to us. You told us that he was sick, but his death must still be a shock.
2. Our thoughts and sympathies are with you as you mourn the loss of your father.
3. We hope that fond memories of him will help you through this difficult time.

4. My colleagues and I would like to extend our sympathy during this difficult time.

5. Please know that you have been in our thoughts, and accept our heartfelt condolences for your loss.

Task 5. Be careful not to use the preposition *to* where you should use *at* or *of*.

Incorrect: I'm sure you have many good memories of your father, and when you think *to* him, you can take comfort in these memories.

Correct: I'm sure you have many good memories of your father, and when you think *of* him, you can take comfort in these memories.

Circle the prepositions in the sentences. If the preposition is wrong, correct it using *at* or *of*. Not all the prepositions are wrong.

1. I remember meeting your mother *to* your firm's tenth anniversary party.

2. Although I knew your father had been ill for a long time, I was surprised to hear *to* his passing.

3. He was very proud *to* you, and he always wanted to talk about your success.

4. All of us will miss her sense *to* humor and her ability to get us all to work harder.

5. I will be *to* my son's wedding, so I can't come to the memorial service.

6. I will see you *at* the memorial service.

7. Everyone here at Sharma Industries was proud *to* your wife's success.

8. I often think *to* the time when your parents came to the office.

Task 6. Put the lines in the letter of appreciation below into the correct order.

I am writing to thank you __1__

The meetings were very productive, and __4__

As well as the business side of things, __7__

The next time that you are in Munich __11__

Please give my regard _____

for your hospitality _____

during my recent trip to Paris _____

I really appreciated the time you took _____

I am sure that they lay the basis for _____
to show me Notre Dame, and _____
to your colleagues in the Paris office _____
the wonderful meal that we had afterwards _____
a good long-term business relationship _____
it will be my pleasure to return your kindness _____
it was a great pleasure to meet them all __15__

T a s k 7. Read the letter of invitation, find and correct 8 mistakes in it.

PJ Party

22 Yew Street, Cambridge, Ontario
Tel: 416-223-8900

April 7th, 20__

Dear Valued Customer

Our records show that you have been a customer of PJ Party Inc. for our grand opening last year. We would like to thank you for your business by invite you to our preferred customer Spring Extravaganza this Saturday.

Saturday's sales event is by invitation only. All of our stock, including pajamas and bedding will be marked down from 50 – 80% off.* Doors opens at 9:00 a.m. sharp. Complimentary coffee and donuts will served. Public admission will commence on noon.

In addition, please accept the enclosed \$10 gift certificate to use with your purchase of \$75 or more.

We look forward to see you at PJ's on Saturday. Please bring this invitation with you and present it at the door.

Sincerely

Linda Lane

Linda Lane
Store Manager

*All sales are final. No exchanges.

Enclosure: Gift Certificate #345 (not redeemable for cash)

Task 8.

A. Match the parts of these sentences.

1. Please accept my deepest sympathy	a) your new job!
2. Congratulations on	b) in your new career
3. My family and I would like to invite you	c) for the birthday book
4. Thanks so much	d) in your time of sorrow
5. May I wish you every success	e) to spend the holiday at our summer house

B. Which sentences from Task 8 A are informal?

Task 9. For each of the social situations described, prepare a correspondence that is appropriate to business relationships.

1. You are administrative assistant to the president of Burton and Doyle, Inc., 355 Bond Street, Oshkosh, Wisconsin 54901. Your boss, Mr. Arthur J. Burton, asks you to write a letter of congratulations, which he will sign, to Theodore Manning, 72 North Eden, La Crosse, Wisconsin 54601, a junior executive who has just been named "Father of the Year" by the La Crosse Boy Scouts Council.

2. You are employed by American Associates, Inc., 2870 North Howard Street, Philadelphia, Pennsylvania 19122. Your boss Jacqueme Austin, 450 Poplar Street, Hanover, Pennsylvania 17331, has not been in the office for several days, and it has just been announced that her mother died. Since Ms. Austin will not be returning to work for a week or two, write a letter to express your condolence.

3. You have worked for the law firm of Lederer, Lederer and Hall, 407 East 23 Street, New York, New York 10013, for many years. On the occasion of your tenth anniversary with the company, an office party is held in your honor, and Mr. Gerald Hall presents you with a wristwatch as a token of the company's appreciation. Write a letter to Mr. Hall thanking him and the entire company for the party and the gift.

4. The Merchants Insurance Company of Tucson is holding its annual executive banquet on September 8, at 7 p.m. It will be held in the Gold Room of the Barclay Country Club, 700 Country Club Road, Tucson Arizona 85726. Design an invitation that the company can send to all its executives. Include a request for response by August 24th.

6.6. SELF-CHECK QUESTIONS

1. Name the occasions for writing the letters of congratulations.
2. What is it better not to mention in the letter of congratulations?
3. What are the basic tips for writing the letters of condolence?
4. How can you offer help in the letter of condolence? Give examples.
5. How can you close your letter of condolence?
6. What are the cases for writing the letters of appreciation?
7. What feedback can be anticipated when you send the letter of appreciation?
8. What are the rules of writing the letters of appreciation?
9. Is there any difference writing professional and friendly invitations?
10. What essential information should be mentioned in the body of invitation?

Unit 7

EMAILS AND MEMOS

7.1. WHAT IS EMAIL?

In its simplest form, email is an electronic message sent from one device to another. With email, you can send or receive personal and business-related messages with attachments, such as photos or formatted documents. You can also send music, video clips and software programmes (Figure 7.1). Internet email addresses typically have two main parts: **student@university.com**.

First there is the user name (student) that refers to the recipient's mailbox. Then there's an at sign (@). Next comes the host name (university), also called the domain name. This refers to the mail server, the computer where the recipient has an electronic mailbox. It's usually the name of a company or organisation.

The end of the domain name consists of a dot (".") followed by three or more letters (such as **.com** and **.gov**) that indicate the top-level domain (TLD). This part of the domain name indicates the type of organisation or the country where the host server is located.

These top-level domains are currently in use:

.aero – for the air-transport industry;

.com – for businesses, commercial enterprises, or online services like America Online. Most companies use this extension;

.edu – for educational institutions and universities;

.info – for all uses;

.org – for non-commercial organizations;

.pro – for use by professionals, such as attorneys and physicians.

For e-mail addresses outside of the United States, there is often a two letter country code. For instance, **.ca** indicates Canada, **.uk** indicates the United Kingdom and **.mx** indicates Mexico.

Account names can use letters and numbers, such as "student2007," can't contain any spaces, and are limited in length, depending on the service.

Internet e-mail messages consist of two major sections:

- header – structured into fields such as summary, sender, receiver, and other information about the e-mail;
- body – the message itself as unstructured text; sometimes containing a signature block at the end.

The header is separated from the body by a blank line. Messages usually have at least four fields in the header:

1. From: The e-mail address, and optionally name, of the sender of the message.

2. To: The e-mail addresses, and optionally names, of the receiver of the message.
 3. Subject: A brief summary of the contents of the message.
 4. Date: The local time and date when the message was originally sent
- It's so simple... or is it?

Notes:

- device – устройство
- attachment – присоединение (вложение, приложение к письму)
- account – учётная запись
- host – хост (общий термин, описывающий нечто, содержащее ресурс и предоставляющее к нему доступ)
- attorney – адвокат, юрист
- space – пробел, знак пробела
- domain name – имя домена (имя, под которым домен известен в сети)
- top-level domain (TLD) – домены верхнего уровня
- body – основная часть
- signature – подпись (в электронной почте – информация в несколько строк, содержащая сведения об отправителе сообщения и добавляемая автоматически в конец исходящего от него сообщения)

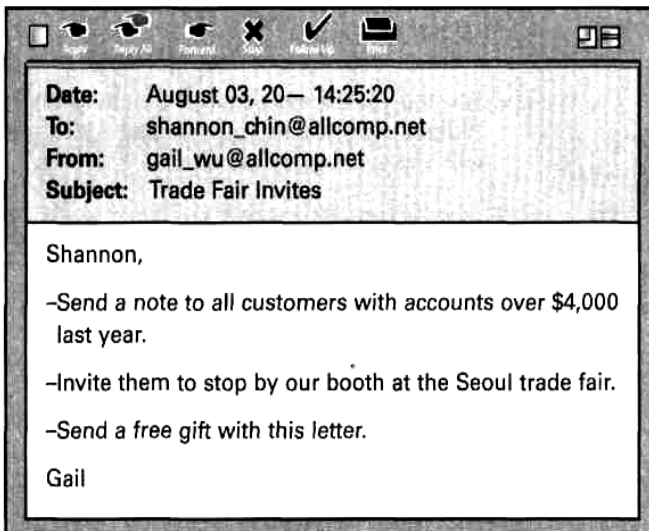


Figure 7.1. Email format

7.2. GENERAL TIPS FOR WRITING EMAILS

Here are some general tips as a reminder for writing good emails:

- Use a "subject line" that summarises briefly and clearly the content of the message. Your email may be one of hundreds on the recipient's computer, and you want them to read it when it arrives and then find it again easily in their files.

- Use short, simple sentences. Long sentences are often difficult to read and understand. The most common mistake for learners of English is to translate directly from their own language. Usually the result is a complicated, confusing sentence.

- One subject per email is best. The other person can reply to an email about one thing, delete it, and leave another email in their "Inbox" that needs more time.

- Be very careful with jokes, irony, personal comments etc. Humour rarely translates well from one culture to another. And if you are angry, wait for 24 hours before you write. Once you press "Send" you cannot get your email back. It can be seen by anyone and copied and sent round the world. The informal nature of email makes people write things that they shouldn't. Only write what you would be comfortable saying to the person's face.

- Take a moment to review and edit what you have written. Is the main point clear? Would some pieces of continuous text be better as bullet points or numbered points? Is it clear what action you want the recipient to take? Would you be happy to receive this email? If in doubt, ask a colleague to quickly look through and make comments.

- Don't ignore capital letters, punctuation, spelling, paragraphs, and basic grammar. It might be okay when you are writing to a very close friend, but to everyone else it's an important part of the image that you create. A careless, disorganised email shows the outside world a careless, disorganised mind.

- Use the replies you receive to modify your writing to the same person. If the recipient writes back in a more informal or more formal style, then match that in your future emails to them. If they use particular words or phrases that seem to come from their company culture, or professional area, then consider using those words yourself where they are appropriate.

- Be positive! Look at these words: *activity, agreed, evolving, fast, good question, helpful, join us, mutual, productive, solve, team, together, tools, useful*. Now look at these: *busy, crisis, failure, forget it, hard, I can't, I won't, impossible, never, stupid, unavailable, waste*. The words you use show your attitude to life (Figure 7.2).

Notes:

complicated – запутанный, трудный для понимания

delete – удалять, стирать

inbox – ящик входящей почты

bullet point – жирная точка (наборный знак, который используется для выделения наиболее важных мест в тексте, для оформления пунктов или подпунктов)

careless – небрежный, невнимательный; легкомысленный, несерьезный

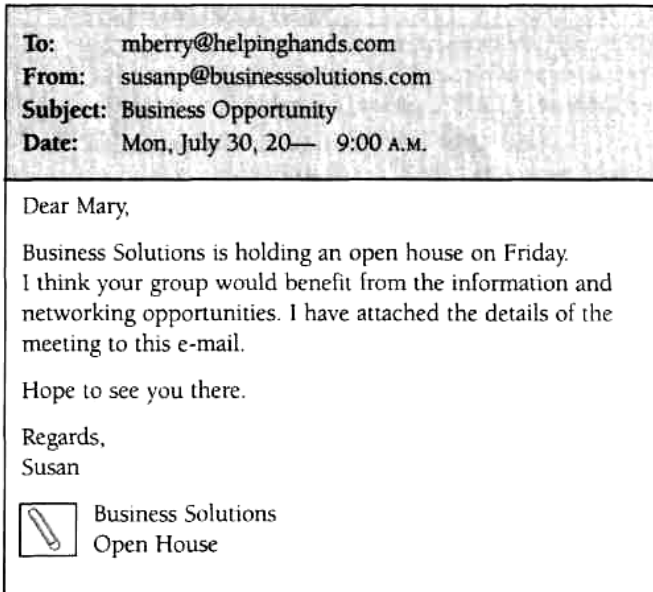


Figure 7.2. Informal email

7.3. THE INTEROFFICE MEMORANDUM

The ever-growing use of personal computers has reduced the need, within an organisation, to communicate on paper, but the need does still exist. Communication may begin on the computer screen or telephone, or even face to face, but "putting it in writing" for the record will prevent future misunderstanding. The format for this written record is known as the interoffice memorandum (Figure 7.3).

Memorandums, usually called *memos*, are the form commonly used for *short*, relatively *informal* messages between members of the same organisation. The memo provides a simplified, standardised format for communicating information concisely. The many uses of memos include announcements and instructions, statements of policy, and informal reports.

Because memos are usually used between people who have a regular working relationship, the tone of memos tends to be more informal than the tone of other business letters. Expressions and words known only to those employees of the company are permissible in a memo. Similarly, the writer can usually assume that the reader knows the basic facts and so can get to the heart of the message more directly. Note, however, that the level of formality should reflect the relationship between the writer and the reader.

At the same time, a memo, like any piece of written communication, must be prepared with care. It is TYPED neatly and contains COMPLETE, ACCURATE information. It follows the principles of standard English and maintains a COURTEOUS tone no matter how familiar the correspondents maybe.

Unlike other types of business letters, the memo is NOT prepared on company letterhead. Nor does it include an inside address, salutation, or complimentary closing. A memo is a streamlined method of communication. Many companies provide printed forms to speed up memo preparation even further.

Whether or not a printed form is available, most memos use a standard heading: the company name about one inch from the top followed by the term "Interoffice Memo." Beneath this, four basic subheadings are used:

TO:

FROM:

DATE:

SUBJECT:

(Some companies also include space for such details as office numbers or telephone extensions.)

The body of the memo begins three to four lines below the subject line. Like any piece of writing, it should be logically organised but it should also be CONCISE: the information should be immediately accessible to the reader. For this reason, data are often itemised and paragraphs are numbered. Statistics should be presented in tables, too.

The body of most memos can be divided into three general sections:

1. An *introduction* states the main idea or purpose.
2. A *detailed discussion* presents the actual information being conveyed.
3. A *conclusion* may make recommendations or call for further actions.

Notes:

memorandum (memo) – служебная записка, докладная записка

concisely – кратко, сжато, лаконично

permissible – позволительный, допустимый

assume – принимать на себя, предполагать, допускать

streamlined – хорошо налаженный; рационализированный

telephone extension – добавочный номер, внутренний номер
(в коммутаторе, внутренней АТС)

accessible – доступный, понятный

to convey – сообщать, передавать (мысль)

C.P. Dalloway & Sons
Interoffice Memo

TO: Charles Dalloway, Jr.

FROM: Clarissa Woolf

DATE: August 18, [*year*]

SUBJECT: Alternative Methods of Payment to Our New Overseas Suppliers

Because our suppliers have placed us on open account, these are the alternative methods of payment available to us:

1. Check – this method is slow. It requires clearance through the international banking system and will cost some of our suppliers additional bank charges. In some countries, clearance can take as long as a month.

2. Bank draft – our bank will issue a draft drawn on a bank in the supplier's country and currency. Because we send this directly to our suppliers, they receive prompt credit.

3. Electronic transfer – our bank instructs an overseas bank to pay our supplier in either our or their currency. This is the quickest method of payment, but our fees will be the highest.

Please let me know your preference, and I will communicate it to our suppliers.

CW

Figure 7.3. Interoffice memorandum

7.4. PRACTICE TASKS

Task 1. Write the parts of this e-mail address in the correct order and explain what these parts mean:

mail@ru.professor

Task 2. Choose a subject line for each email. One of the subject lines in the box is not used.

a) Action re contract; b) Meeting 14/5; c) Re your advertisement; d) Special Offer!; e) Shipping confirmation; f) Regarding your order.

Email 1

Subject:

Re your last email, we are in the process of arranging the meeting scheduled for 14 May, but there are still a few details I need from you. *Do you want me to book hotel accommodation for you – or will you sort it out at your end?* Also, can you send us something about the Barcelona project you were involved in last year? It would be helpful to have something to circulate before the meeting. *Please* send a copy of any relevant reports. *Regards*. Monica.

Email 2

Subject:

Sorry for the delay in replying – I've been out of the country on business. Unfortunately, the items you ordered are not in stock, but we're expecting delivery by the end of the week. *I'll get back to you* as soon as they arrive. If you need any more information, please feel free to contact me.

Email 3

Subject:

Luisa, I've emailed Michelle and Roberto about the changes to the contract. *Shall I* have a word with Michelle to make sure she understands what's going on? You work with Roberto – *can you talk to him?* *Thanks for your help* – I appreciate it.

Email 4

Subject:

Good news! Subscribers to our email newsletter can take advantage of fantastic price savings in our January sale. *I've attached* a pdf file that gives full details, or alternatively just click on the link below. You can order over the web or by email – our customer service staff are standing by. *Looking forward to hearing from you soon.*

Email 5

Subject:

Just a short note to let you know that we received your order. We can confirm that the items were sent by mail today. To track your order, click on the link below. If there's anything else, just let us know. Best wishes. Pierre.

T a s k 3. In each gap there are two possible answers from A, B, C or D. Write both answers. The first one has been done for you.

1. Please ...B/C... my report. Hope it's useful.
a) find attachment; c) find attached;
b) find enclosed; d) see attached.
2. Here is my report. If there are any problems, me know.
a) please let; c) please to let;
b) make; d) just let.
3. This report has just arrived. I'm it to you. Hope it's not too late.
a) moving; c) replying;
b) forwarding; d) sending.
4. I'm sending various forms for you to complete. Please special attention to AF200.
a) give; c) make;
b) pay; d) take.
5. Please complete the attached forms, and return them to me 3 June.
a) by; c) before;
b) until; d) to.
6. As agreed, I'm sending the pre-meeting notes. Let me know if there's anything else we can do before we meet.
a) from our part; c) on our side;
b) from this end; d) on this way.
7. I'm attaching the Business Plan Review. Please that several alterations in dates have been made.
a) look; c) note;
b) appoint; d) be aware.
8. Please find attached my report if there are any problems with deadlines etc.
a) Get back with me; c) Get back to me;
b) Get in touch; d) Make a touch.
9. Please find attached my report
a) Let me know what you think; c) Let me have what you think;
b) Let me have any comments; d) Make me have any comments.

10. Here is the itinerary for Sri Lanka. Please that I have included everything you want in it.

- a) check;
- b) agree;
- c) control;
- d) confirm.

T a s k 4. Put the lines in the emails below into the correct order.

Email 1

I am writing to thank you
The meetings were very productive, and
As well as the business side of things,
The next time that you are in Munich
Please give my regards
for your hospitality
during my recent trip to Paris
I really appreciated the time you took
I am sure that they lay the basis for
to show me Notre Dame, and
to your colleagues in the Paris office,
the wonderful meal that we had afterwards
a good long-term business relationship
it will be my pleasure to return your kindness
it was a great pleasure to meet them all

Email 2

Thank you for taking the time to attend
Unfortunately, we have to inform you that
As we mentioned in the interview, we had
While we were impressed with your interview,
We appreciate your interest in
many applicants for this position
your application has not been successful
an interview with us last week
we did not feel
working with us,
that you have the necessary skills
and we would like to take this opportunity
and experience for the position
and the standard of candidates was very high
to wish you every success in the future

Task 5. What is wrong with this e-mail? Find mistakes in it and correct them.

E-MAIL

From:
S.Choi@customserv.CivilandCivic.com

To:
D_Suen@personnel.CivilandCivic.com

Date:
Monday, 18 September 2006

Re:

I'd like you to look into THE HEALTH AND SAFETY ISSUES RELATING TO SMOKING in the company's office, specifically:

1.
What are the current regulations regarding smoking in the workplace?
2.
What are other companies like ours doing re. smoking?
3.
 - a)
Can we introduce a ban on smoking in this company?
 - b)
If we can, what procedure do we need to follow?

Could you please get back to me before next week's Senior Management meeting on Monday, 25 September 2006 *<):o)

Cheers
Sally

Task 6. Read the internal memos between the managers at Arrowhead East Conference Center about the upcoming CellFirst seminar.

Complete the Action Log with information about CellFirst's responses and Arrowhead's actions.

**Arrowhead East Conference Center
INTEROFFICE MEMO**

To: Jan Turner, Meeting Planner
From: Mark Wilson, Catering Manager
Date: February 3, 20__
Subject: Catering for CellFirst lunch

I have attached three menu choices for the March 16 lunch for the CellFirst group. I asked the client on Feb. 1 if they would prefer a buffet lunch or served lunch. They haven't gotten back to me. Could you follow up?

**Arrowhead East Conference Center
INTEROFFICE MEMO**

To: Mark Wilson, Catering
From: Jan Turner, Meeting Planner
cc: Janice Jackson, Audiovisual
Tom Goode, Room Reservations
Mary Blake, Furniture and Equipment
Date: February 4, 20__
Subject: Re: Catering for CellFirst lunch
Re: Your memo of February 3

I spoke to the client today. A buffet lunch is OK. I also asked what kind of computer they are using. They are bringing their own computer. We will provide the cables and a technician to set it up. We will provide five tables, but they have to tell us what size. We've already talked about rooms. Any other problems? Let me know.

ACTION LOG

Department	Contacted by Arrowhead (month/day)	Response from client CellFirst (month/day)	Action
Room reservations	2/1	2/3	All rooms available
Audiovisual	2/1	1) _____	2) _____
Furniture and equipment	2/1	?	What size tables do they need?
Catering	2/1	3) _____	4) _____

Task 7. Prepare the in-house correspondence called for in each of the following situations.

A. Your employer, Penelope Loudon, requested a schedule of the data processors' planned vacations so that she may decide whether or not to arrange for temporary help during the summer months. The schedule is as follows: Josie Thompkins, July 1 – 15; Calvin Bell, July 15 – 29; Stephen James, July 22 – August 5; Jennifer Coles, August 12 – 26. Prepare a memo to Ms. Loudon informing her of the schedule and observing that at least three processors will always be present – except during the week of July 22, when both Mr. Bell and Mr. James will be on vacation. Ask if she'd like you to arrange for a temporary processor for that week.

B. As administrative assistant to the president of Conway Products, Inc., it is your responsibility to make reservations at a local restaurant for the annual Christmas party. Because of the high cost per person, you would like to have as accurate a guest list as possible. Write a memo to all the employees requesting that they let you know by December 1 whether they plan to attend.

7.5. SELF-CHECK QUESTIONS

1. What are the advantages of email?
2. What are the main parts of Internet email addresses?
3. If you have an email address, what domain name do you use?

4. Do you know a two letter country code that indicates Russia?
5. Describe the parts of an email message.
6. What is the message header and what can you learn from it?
7. What are the most useful email writing tips?
8. What is memo? Describe its main purpose.
9. Is the tone of memos more informal than the tone of other business letters? Why?
10. What other differences of memo from other business letters can you name?
11. How many sections can you find in the body of most memos?

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