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**ДЕЛОВАЯ ПИСЬМЕННАЯ КОММУНИКАЦИЯ
НА АНГЛИЙСКОМ ЯЗЫКЕ**

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В учебно-методическом пособии рассмотрены основные правила и вопросы организации делового письма на английском языке, основные типы деловых писем (в том числе электронных), а также правила написания служебных записок и факсов. Пособие содержит образцы писем, практические задания и упражнения.

Предназначено для слушателей магистратуры, изучающих деловой английский язык (21.04.02, 38.04.01, 09.04.03, 35.04.01) на продвинутом этапе с целью осуществления деловой переписки.

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Unit 1. Language: Style and Register

In any language, different styles of expression are appropriate in different situations. We can go from the formal to the informal, the written to the spoken, from technical language (or jargon) to slang.

There are no "rules" as such; nevertheless, there are plenty of features which distinguish formal styles from informal styles. Here are some of them.

**Principles of English written style:*

Note: these are principles, they are by no means to be considered as "rules".

- a. The more formal a document is, the more it will use inanimate nouns as subjects of a sentence.
- b. The more formal language is, the more it is likely to use passive structures.
- c. The more formal language is the more verbal nouns it will use.
- d. The more formal a document is the more words of Latin origin it will use.

Conversely:

- a. The more informal or spontaneous language is, the more it will use humans as the subjects of sentences.
- b. The more informal a text is, the less it will use passive structures,
- c. The more informal a text is, the more it will use verb structures (where a choice is possible) instead of verbal nouns.
- d. The more informal or spoken a text is, the more words of Germanic origin it will use.

Here are some examples; in each case, the same idea is expressed using three different levels of formality. Look at the different changes that occur, as we move from a formal style to an informal one.

1. *The inclement climatic conditions obliged the President to return earlier than scheduled.*

The president was obliged to return earlier than planned due to poor weather conditions.

The president had to go back sooner than planned because the weather was so bad.

2. *Please await instructions before dispatching items.*
Please wait for instructions before sending items off.

Don't send anything off until you're told to do so.

3. *Essential measures should be undertaken at the earliest opportunity.
One should undertake any necessary measures at the earliest opportunity.
You should do whatever you have to as soon as you can.*
4. *Prior to the discovery of America, potatoes were not consumed in Europe.
Before America was discovered, potatoes were not eaten in Europe.
Before they discovered America, Europeans didn't eat potatoes.*

**From Written to spoken styles:*

Written and spoken versions of a language use different styles, different registers. To talk in "written English" may be no more appropriate than to write using a "spoken" variety of English. Generally speaking, written English is always more formal than spoken English. Nevertheless, there are informal forms of written English (notably in fiction and in the popular press), and formal styles of spoken English, in particular "discourse", or prepared speech.

In the following examples, the same message is expressed in five different styles, from an extremely formal written style, to the very informal spoken style.

Note in particular how the color coded word groups evolve.

(The information expressed in the following examples is necessarily quite technical, as formal jargon levels of expression are totally inappropriate for nontechnical communication).

Example 1:

a) **Jargon, very formal.** This is the style of language used in official reports, technical studies, etc. It is exclusively a style of written English, full of verbal nouns, technical words and passives.

Consequent to the appreciation in the exchange value of Sterling against other currencies, necessary fiscal measures were introduced by the government in order to reduce the likelihood of an import-led consumer spending surge.

b) **Written, formal, clear.** This is clear, written English, as found in the press or in documents aimed at ordinary educated readers.

After the international value of Sterling rose, the government was obliged to take fiscal measures to reduce the likelihood of a surge in consumer spending led by cheaper imports.

c) **Written style** for the general public, discourse, scripted radio or TV news style.

As the value of Sterling increased compared to other currencies, the government was forced to take tax measures to head off a rapid increase in consumer spending spurred on by cheaper imports.

d) **Formal spoken style** - radio, seminar, talk.

As Sterling's international value went up, the government had to take tax measures to head off a consumer spending boom spurred on by cheaper imports.

e) **Relaxed, informal spoken style: discussion.** There is plenty of use of prepositional verbs. All actions are now expressed through verbs, not verbal nouns

As Sterling went up in value, the government had to put up taxes to stop consumers splashing out on too many cheap imports.

f) **Relaxed, simplified, chat, very informal spoken style;** Note the addition of repetition and fillers.

And you see, Sterling went up and up in value, so as a result, the government had to go round putting up taxes, you see, to stop everyone going out and splashing out, spending all their cash on cheap imports.

Example 2:

Considering the gravity of the economic recession, it was suggested that the Directors should take immediate damage limitation measures, including, should it be necessary, a substantial reduction in the workforce.

TASK 1: Try rephrasing the sentence above in at least two less formal styles.

TASK 2: The following murder mystery in ten short texts is an exercise in recognizing register.

Identify the origin of each text by writing the letter A-J by the descriptions of the texts. (Some of the descriptions do not correspond to any text given.) What aspects of each text helped you to decide?

Business letter ____	Back cover of a novel ____
Tourist brochure ____	Informal telephone conversation ____
Newspaper review of restaurant ____	Advertisement ____
Spoken: job interview ____	Love letter ____
Short newspaper report ____	Police officer's report ____
Spoken: polite conversation ____	Recipe ____

- a) Main courses at Maximilien's range from duck in raspberry vinegar sauce to a really excellent hare, still shedding its short-gun pellets, and presented as a Gaudiesque tower: slices of marvelously tender saddle on top of the braised leg (a little overdone), itself resting on buttery noodles. Another specialty of the house is the Andalucian rabbit with wild mushrooms.
- b) *Return the rabbit to the pan. Cover with the vine. Season. Add the fresh thyme and simmer for 30-40 minutes with the lid on. Add the mushrooms and stir well.*
- c) "Tell me, Miss Lee, do you have any previous experience as a waitress?"
 "Well, I did silver service at the Royal Hotel in Bognor for five years. That was before coming to Leicester. But since I've been here I've been assistant chef in the canteen at International Defense Systems."
 "And why have you given in you notice at I.D.S.?"
 "Well, to tell you the truth, it was some pictures I saw on the TV. And I realized that if it wasn't for the weapons we were selling then."
- d) *Dear Mr. Ball,*
We were most impressed by your plans, which were received last week.
Our representative in Europe, Colonel Lamont, will be contacting you upon his arrival in London.
- e) How much did you say? This must be a bad line, I thought you said 5,000! ... Sounds like an awful lot of money for a tummy ache! Foreigners, were they? Wouldn't trust 'em if I were you. Just you make sure you get the money up front in cash ... Here, you don't think they're trying to do him in, do you? ... That'd be worth 50, not five ... tell you what, try some on Henry Hungerford first and see what happens.
- f) 'Wonderful restaurant, Stefan. Do you know, I think this is possibly the best hare I've ever eaten. And as for the St. Emilion: I doubt you'd find as good a bottle as this anywhere in Paris. How are you getting on with the rabbit?'
- g)

Arms bass poisoned

Mr. Stefan Ball, managing director of the Leicester company, International Defense Systems, died in hospital at midday yesterday. He had complained of stomach pains after eating in a restaurant on Monday evening, and was rushed to hospital after being found unconscious in the morning. Mr. Kevin Truckle, a waiter at the restaurant where Mr. Ball had eaten, was also admitted to hospital with suspected food poisoning, but has now been discharged.

- i) *Words cannot describe how I feel when I think back to Friday night. And I do think of it, all the time, and of the look in your eyes when we said goodnight. Oh, Stefan, say we can meet again soon! But we must be very careful, darling. My husband must never find out. Max has such a fiery temper and so many sharp knives in the kitchen!*
- i) HAVING ASCERTAINED THAT THE DISEASED HAD BEEN SEATED AT TABLE 13, A WINDOW SEAT EQUIDISTANT BETWEEN THE KITCHEN DOOR AND THE LADIES' TOILETS, I PROCEEDED TO QUESTION THE MANAGER ABOUT THE WAITING STAFF. HE REPLIED THAT MR. BALL'S TABLE HAD BEEN ATTENDED BY MR. TRUCKLE, AND THAT IN THE NORMAL COURSE OF EVENTS NEITHER OF THE TWO WAITRESSES, MISS LEE AND MISS FOX, WOULD HAVE HAD CAUSE TO SERVE AT THAT TABLE. HE SUGGESTED THAT I QUESTION THE WAITRESSES THEMSELVES, BUT REGRETTED THAT MR. TRUCKLE WAS UNAVAILABLE, HAVING PHONED IN TO SAY HE HAD TO TAKE HIS DOG TO THE VET.
- j) It's a recipe for murder when the sinister Colonel Lamont dines with brilliant young scientist Stefan Ball. But which of his many enemies puts paid to Stefan's career on his own expense account? And who is the mysterious Henry Hungerford? Stefan won't be eating at Maximilien's again, but Holmes finds this menu very much to his taste, and presents the solution on a plate.

TASK 3: With the teacher fill in the table below, revealing the characteristics of formal and informal styles.

Formal	Informal

**Vocabulary:*

Why are some English word considered to be more polite or refined, whereas others which mean the same thing are thought rude or vulgar?

English vocabulary comprises words taken from many languages, particularly Anglo-Saxon, French and Latin. In 1066 the Anglo-Saxon inhabitants of Britain were conquered by the French-speaking Normans. As French was the language of the ruling classes (and Latin the language of education), words derived from French or Latin have been considered more formal than those derived from the language of the Anglo-Saxons.

The table below compares relatively formal words of Latin / French origin with their less formal alternatives, many of Anglo-Saxon origin.

TASK 4: Supply the missing words.

Formal	Informal	Formal	Informal
<u>Verbs</u> To depart To retain To cease To function To masticate To demonstrate To reside	To go To seem To shorten To end To help To begin To want To get To free To eat	<u>Nouns</u> Carnivore Putrefaction Deficiency Vision Residence Respiration Somnambulist Comprehension Perspiration	Meat-eater
<u>Adverbials</u> Subsequently Principally	Next/later So At first In the end	<u>Adjectives</u> Incorrect Amiable Vacant Insane Inexpensive	Wrong Lively Better Childish Enough Whole Older

Phrasal verbs and single-word verbs

Killing a parrot (a true story)

TASK 5A: Mr. Lamprey and Mr. Pear are neighbors. Mr. Pear and his wife keep parrots. The noise made by the parrots has finally made Mr. Lamprey so angry that he has broken down the fence between their two gardens and strangled one of the parrots. You are the lawyer defending Mr. Lamprey, who is being sued by Mr. Pear for the damage done to his property. The following is how your client describes the events to you.

“This has been going on for three years, ever since the Pears *came along* and brought their infernal parrots into the neighborhood. The noise of the birds *got on my nerves* from the very start **so** I did use to complain a bit. I **finally** *gave up hope* of getting used to it when in the middle of the night, I heard someone calling out my name. It was a trick he'd put one of his parrots up to, just to *wind me up!* In the morning I had it out with him, **but** he had the cheek to say that the bird wasn't saying my name at all, **and** it wasn't his fault if the bird's love call sounded a bit like “Herbert”.

“I didn't know what to do. I *talked it over* with my mates at work, who suggested I *get in touch with* the City Council **and** maybe *put in* a formal complaint. **So** I rang them up **and** they *put me through* to the Social Services. The woman there said she'd come and *check out* the parrots the next week, **but** she never *turned up*. **So** we *fixed up* another time, **and** she stood me up again. They kept on *putting it off* till one day, out of the blue, a bloke *showed up*. He left after five minutes, saying he'd *pass the matter on* to the Environmental Health Department.”

Now you are speaking in court, before a judge and jury. Note that your account appears more concise and less emotive than your client's. Fill the blanks by replacing the phrasal verbs and phrases with *get* in the original (*in italics*) with a single-word verb selected from the list below. Put the verb into the appropriate tense.

<i>lodge</i>	<i>irritate</i>	<i>despair</i>	<i>arrive</i>
<i>contact</i>	<i>refer</i>	<i>postpone</i>	<i>visit</i>
<i>become</i>	<i>discuss</i>	<i>provoke</i>	<i>investigate</i>
<i>connect</i>	<i>arrange</i>	<i>come</i>	

'Ever since the Pears (1) _____ in the neighborhood three years ago my client, Mr. Lamprey, has been (2) _____ by the birds. He finally (3) _____ of (4) _____ accustomed to the noise the night that one of the birds started to call

out his name. Mr. Pear would appear to have taught the bird to say the name "Herbert" with the sole intention of (5) _____ my client. 'Having (6) _____ the problem with his colleagues, my client (7) _____ the City Council with a view to (8) _____ a complaint. The switchboard (9) _____ him to the Social Services Department, where a woman promised to (10) _____ the matter the following week. The woman never (11) _____. Another time was (12) _____, but again the woman failed to appear. In fact, this initial visit was continually (13) _____ until six months later, when a council officer finally (14) _____. After a brief inspection, the officer said he would (15) _____ the case to the Environmental Health Department.'

TASK 5B: Now, reverse the process. The rest of the story is in your words. Read it, then complete Mr. Lamprey's more informal version by filling each gap with a phrasal verb selected from the list below, or with the verb *get*.

'The prospect of another six months waiting *angered* my client. He told the council officer he was no longer prepared *to tolerate* the situation; **moreover**, he felt it was the Council's job to *restore* peace and quiet to the neighborhood. **Nevertheless**, in the twelve months that have *elapsed* since the officer came, the Council has *taken no further action*.

'Matters *deteriorated* **recently** when Mr. Pear's wife Dolores *entered the quarrel*. My client had previously *enjoyed good relations* with Mrs. Pear, **but** *all good will ended* when it *transpired* that Mrs. Pear had been phoning the police, *claiming* that the Lampreys had threatened to kill the birds.'

make out
go by
get on with

turn out
bring back
put up with

fall out
join in
get

'Well I don't mind telling you that I (1) _____ pretty angry. I told him that if he thought I was going to (2) _____ another six months of being messed about by the City Council and taunted by screaming parrots he had another think coming. I told him it was his job to (3) _____ peace and quiet to the neighborhood. Well, 12 months have (4) _____ now and the council hasn't (5) _____ anything done about it.

'Recently, things (6) _____ worse when Mrs Pear (7) _____ we used to (8) _____ her OK, but then we (9) _____ when it (10) _____ she was the one that kept phoning the police about us, (11) _____ we had threatened to kill the birds ...'

TASK 5C: Look back at the connecting words in bold in the boxed parts of the story (beginning with 'so I did use to complain'). What is the difference between the connecting words in the formal speech and those in the informal spoken English?

QUIZ: Formal vs Informal Vocabulary

For each of the six questions choose the one correct answer.

1. Dear Mr Smith, We are sorry to _____ that...
a) say you b) let you know c) inform you d) explain you
2. Thank you for bringing this _____ to my attention.
a) thing b) matter c) stuff d) items
3. I am extremely _____ the service I received...
a) dissatisfied with b) dissatisfied from c) cross about d) cross for
4. Hi John, how's it going? _____ my holiday in Spain.
a) I am writing to give you some details regarding... b) I intend to describe...
c) I want to tell you about... d) I'd like to say you...
5. As you will see from my CV, I have _____ experience in this area.
a) masses of b) a considerable amount of c) loads of d) great
6. That's all for now. See you tonight! _____ , Mary xxxx
a) Yours faithfully b) Yours sincerely c) Best wish d) Love

****Grammar:***

Impersonal constructions

One of the most common register mistakes made by inexperienced writers involves using too personal a manner in a piece of formal writing. A chatty style, characterized by the use of the words ***I*** and ***you***, could be inappropriate and even offensive in a formal letter or a magazine article.

1. ME, MYSELF, I

Everybody likes to talk about themselves, but when (for example) you're reviewing a film, you should be talking about the film and not about yourself.

TASK 6A: Rewrite these three passages so that the writers are no longer talking about themselves.

Example:

In my opinion, this is a highly amusing film. - *This is a highly amusing film.*

- a. I would say that the best place to spend an autumn afternoon in Paris is probably the Jardins de Luxembourg.
- b. The actress playing his lover is Juliette Binoche, and although I personally don't like her very much I must admit that her performance is very good.
- c. From my point of view, this guidebook is very helpful. It tells me about many little-known places and, as I'm not the kind of person who likes to be part of a crowd of tourists; I think this is the right guidebook for me.

2. THE INFORMAL YOU

The way the word *you* is used in informal speech ('You should have seen it!' 'If you know what I mean') is not appropriate in formal writing. At best it sounds chatty and informal; at worst, disrespectful or even offensive. The word *you* points a finger at the reader. But the readers are not friends of yours, and you have no right to make assumptions about them. Consider the following sentence from a film review written by a student.

The film is about what happens when you become middle-aged: you comb your hair over the bald patch; ...

A man reading this will be offended because you accuse him personally. A woman might say you are talking nonsense. What the student meant was:

*The film is about what happens to **a man** when **he** becomes middle aged: **he** combs ...*

Who exactly are you referring to?

To yourself?

This book convinces you of the advantages of vegetarianism, and after reading it you never want to eat a dead animal again.

*This book convinced **me** of the advantages of vegetarianism, and after reading it **I** never wanted to eat a dead animal again.*

To a specific person or group of people?

If your house is burgled, you can feel violated.

Victims of a burglary can often feel violated.

Or to people in general?

This film makes you meditate on the meaning of life and reconsider your attitude to religion.

This film makes **one** meditate on the meaning of life and reconsider **one's** attitude to religion.

(Use one only in formal written English, and don't use it to refer just to yourself.)

TASK 6B: Rewrite the following sentences without using the word you, as if you were writing a fairly formal article or review in a newspaper or magazine.

- a. If you many now, in the '90s, you only stand half a chance of staying married for a lifetime.
- b. You easily forget how different life was 50 years ago.
- c. It's incredible when you hear about how much they spend on the army, especially when you think of all the poor and homeless people.
- d. The Happy Kitten Beginners Picture dictionary is a good way of improving your vocabulary.
- e. As you read this book, you gradually become less ignorant about what it is like to belong to an ethnic minority that suffers from racial discrimination and abuse.
- f. The open fire and the dogs roaming around the restaurant will remind you of home.
- g. This book tells you everything you need to know about banking.
- h. Focusing on the problems faced by working class people in the States today, this is a film that really makes you think.
- i. In my home town, you're always seeing violence in the streets, but you soon learn to turn a blind eye.
- j. In my country there are few jobs for school leavers, but when you're desperate you'll do anything to get ahead.

3. THE AGGRESSIVE *YOU*

When the word *you* would sound unnecessarily direct and even aggressive, it can often be avoided by use of the passive.

Example:

You didn't send us the cassettes we ordered, and we've paid you for them.

We have not yet received the cassettes, which were ordered and paid for.

TASK 6C: Rewrite the following sentences, replacing the personal construction with a passive.

- a. What I don't like about your club is that you don't offer enough activities for your people.
- b. You must do something about these problems.
- c. If you want to keep your customers happy, you shouldn't break the promises you make in your brochure.

THE USE OF SIMPLE PAST AND PRESENT PERFECT IN BUSINESS LETTERS

Try to choose the right options in the following letter.

Dear Mr Jameson,

As you know, we **have bought/bought** two photocopiers from your company and been quite satisfied with their performance. We **have even recommended/even recommended** your photocopiers to our partner company. Recently, however, the standard of your maintenance service **has got/got** much worse. Our 230 CS photocopiers **have been installed/were installed** in 1999 and your maintenance service **has kept/kept** them in perfect working order. When there **has been/was** a breakdown, your company **has used to/used to** send a mechanic at 24 hour notice. Since March 2000 the situation **has become/became** worse and the mechanic promises to come in about 3 or 4 days and is unable to tell us when exactly he will be arriving. Last week he **has arrived/arrived** at 4 pm on Friday afternoon and our secretary **has been/was** unable to leave work until your man had finished.

Let me say that we are not satisfied with the quality of the services your company **has provided/provided** since last March. We **have already spoken/already spoke** with your mechanic about that, but there has been no change so far.

We look forward to hearing from you and hope that you can promise the immediate improvement in your maintenance services.

Yours sincerely,

Present Perfect Tense

In business letters we use Present Perfect

- ***to describe finished actions that are important now (the exact time is not given)***
Our firm has bought 2 PCs from your company and been satisfied with them. (The firm still owns the PCs and is still satisfied)
- ***to describe actions that represent new information to the recipient of the letter (the exact time is not given)***
We have been recommended to your company by one of our clients.
- ***with time words, e.g. ever, never, before, recently, often, already, yet, since.***
Our partner has already used your products.

Simple Past Tense

In business letters we use Simple Past

- ***to describe finished actions, mostly with time expressions referring to a finished time, e.g. last Monday, last week, yesterday, a week ago etc. (the exact time is given)***

We received your letter on 12 January.

Your technician arrived yesterday, but was unable to repair our fax machine.

never is also used in sentences describing finished actions

The photocopiers we received in 2000 never worked correctly.

Try one more:

Dear Ms Whitcombe,

We **have received/received** your July shipment of ND 750 fax machines and a statement for

11,910 GBP, but noticed that several errors **have been made/were made** by your company.

1) Wrong type connecting cords **have been delivered/were delivered**.

2) Invoice No. XZ 9872 for 5,780 GBP **has been debited/was debited** twice.

3) You **have charged/charged** us 350 GBP for a delivery of 2 modems, invoice No. BT

4570, but we **have never ordered or received/never ordered or received** them.

Could you check your delivery book?

4) The delivery **has been made/was made** on 23 January 2001 instead of 5 January 2001.

We would welcome the delivery of correct cords within 14 days. We **have also deducted/we also deducted** 6,130 GBP from your statement. We hope that such errors will not occur in the future. Otherwise our company would no longer be able to comply with the terms of the mutual contract.

Yours sincerely,

TASK 7: REGISTER TRANSFER

Read the following piece of informal, spoken English in which someone describes a job advertisement to a friend, and then use the information in it to complete the numbered gaps in the job advertisement itself. Use not more than two words for each gap. The exercise begins with an example (0). The words you need do not occur in the informal, spoken English. See p. 6 for information and advice.

Informal spoken English

‘There's an advert here in the paper for a job that might interest you. Maria. A young airline executive wants a Personal Assistant. The money's not bad - £1,300 a month – but the job's only temporary. The person who normally does the job is off for six months, having a baby.

‘Actually, the job sounds right up your street. You've only got to know how to use a word processor and be a bit of a linguist: they're asking for good English and at least one other European language. And you mustn't mind working overtime.

The other thing they say is that they want to give the job to somebody who's got "good interpersonal skills". I'm afraid that means being charming, sociable and articulate. (Never mind. I'm sure they'll accept a rude, sulky delinquent if she's good enough at bluffing her way through interviews!) Oh yes, and you've got to be good on the telephone.

If you're interested in the job, you've got to phone to get an application form. The woman you speak to will also be able to tell you more about it. Then you've got to fill out the form and send it off by the end of February, otherwise you'll be too late. Doesn't give us much time to work on your "interpersonal skills", does it?”

Job Advertisement in a newspaper

RICHTHOFEN AIR

*Personal assistant (based in Manchester)
Fixed term contract
Salary: £1,300 per month plus paid overtime.*

A young airline executive (0) requires a Personal Assistant for six months while the present postholder is on (1) _____.

The successful (2) _____ should have word processing (3) _____, a good (4) _____ of the English language and a keen interest in air travel. Fluency in one or more European languages is highly (5) _____, as is a willingness to work overtime.

The person (6) _____ would also be expected to (7) _____ good interpersonal skills and an excellent telephone (8) _____.

Application forms and (9) _____ information concerning the post are (10) _____ from Sue Murphy (phone 0171 606 9999).

(11) _____ application forms must be returned by February 28th. No applications will be (12) _____ after that date.

TASK 8: Nicole Renault works in Public Relations in Lille, where she shares a flat with Jane, an English secretary. Unfortunately, Nicole doesn't seem to understand the difference between a formal letter and a personal note: the result of her confusion may amuse her flat mate, but is likely to offend the important Japanese client. Work in pairs. Students A rewrite the note below as a letter and Student B rewrite the letter as a note. Then compare your pieces of writing with the original message.

Mon. 10am

Miss Akiko Kurosawa,

Thanks for the letter. Actually, I've already got something on for Thursday – there's business lunch, and then I've got to go to the dentist – so I won't be able to meet you at the airport. But me and the others are dying to get to know you, so perhaps we could get together as soon as possible after you get here? Why don't we come over to your hotel at eight, and take you out for a bite to eat? Give us a ring and say if that's OK.

Nicole Renault

p.p. Jean Emar, Export Manager.

Faubourg

37 Rue du Vieux

59002

Lille

April 4th

Dear Jane,

I write with reference to your phone call of April 1st.

I sincerely regret that I shall be unable to be present at our shared residence at the moment of your return from your vacation: unfortunately, I have previous commitments, namely a luncheon engagement and a dental appointment.

Nevertheless, please allow me to assure you that not only myself but also a number of my colleagues are very much looking forward to obtaining more information concerning your recent travels and, in particular, concerning Adonis. In view of this, might I suggest a meeting at your earliest convenience? We could perhaps meet at 6pm for an aperitif in the Cafe des Sports, followed by dinner at one of the more inexpensive restaurants in town? I should be very grateful if you would phone 10 confirm.

I look forward to hearing from you.

Yours sincerely,

Nicole

TASK 9: CORRECTING A LETTER

Eric Lowe is writing to a company that produces computer components to enquire about job opportunities. There are twelve spelling mistakes in his letter. Find and correct them.

Dear Ms Jackson,

While researching possible future employees in the field of computer manufacturing, my attention was drawn to your company. I will be completing my bachelors' degree in May and would like to enquire about a position with your company as a systems engineer.

As you will see in the resumé inclosed, I have been working part-time for a company that services your computers during the last two years and have become familiar with your product's exellent design and its reliability features. In addition to my hands-on experience, I have taken several courses to supplement the normal IT curriculum. My senior project, which I will complete next semester, will focus on the application off microcomputers to control production systems.

Threw part-time jobs and extracurricular activities I have also strengthened my communication and teamwork skills. For three semesters I was responsible for editing and designing the local student paper of writers and reporters, comissioning articles, working to deadlines and managing IT match, working closely with a team the finances.

This background, as well as my educational and work experience, has prepared me to combine an interest in motivating people with a desire to work in a technically environment.

Please contact me with any questions you may have or with regard to an interview.

Thank you for your time and your consideration of my qualifications.

Sincerely,

Eric Lowe

TASK 10: LETTER: WHAT STYLE?

Sabine wanted to write a formal letter to the Glasgow School of Art, but she has made eight style mistakes. Find and correct them.

Sabine Ostfeld
Hauptstrasse 24
71774 Filderstadt
12 December

Hello ladies and gentleman!

I am writing to enquire about a position at your college.

I'm a German student and I will be finishing my university degree in architecture next June. I would be interested in working at the Glasgow School of Art for a period of one year as a student tutor.

Last semester I wrote my thesis on the famous Scottish architect Charles Rennie Mackintosh. A year's experience in Glasgow would provide me with valuable practical experience following my final exams and also help me to perfect my English. I enclose my CV for your information. Please contact me if you require any further information.

Anyway, I would welcome an opportunity to discuss my skills and abilities with you in person. I will be visiting Glasgow next month, so I'll give you a ring, OK?
All the best,
Sabine Ostfeld

**Cohesion:*

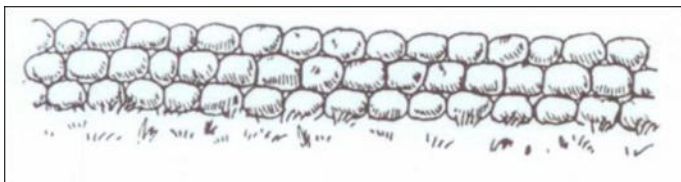
What is the difference between a pile of stones and a stone wall? between lines of words and a good piece of written English?

The answer to both these questions is **organization** and **cohesion**: the way things are ordered and joined together. Like a stone wall, a good piece of writing is carefully constructed and all the parts are properly linked not just put next to each other. Phrases are connected to form sentences; sentences are joined to make paragraphs; paragraphs are linked together to build a text.

TASK 11A: Here are two versions of a fable from Aesop, one well written and the other badly written. In terms of organization and cohesion, what four things does the good writer do that the other doesn't?

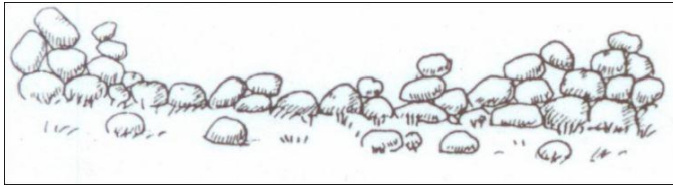
A vixen¹ who had four young cubs was walking down a road one day when she met a lioness with her cub. The vixen started to boast about her family, saying that she had four cubs, whereas the poor lioness only had one.

'Only one.' replied the lioness, 'but he's a lion!'



A vixen was walking down a road one day and had four young cubs and a vixen met a lioness with a cub and a vixen started to boast about a vixen's family and said a vixen had four cubs and a lioness only had one cub and a lioness said a lioness only had one cub but one cub was a lion.

¹ vixen - female fox



TASK 11B: A bed with a view

This is the first part of a story - but the narrative lacks cohesion. Each idea is written in a short, isolated sentence which does not connect to the sentence before or after it. Rewrite each one as a single sentence; sometimes it will be necessary to add a connecting word. Divide those six sentences into four paragraphs.

- Mick and Keith were two bed-ridden old men. Mick and Keith were sharing a room in an old people's home.
- Mick had the bed next to the window. Mick used to describe in loving detail to his friend the children playing in the sunshine, the dogs running in the park and any really nasty street fights.
- Keith loved the descriptions. Keith soon became sick with jealousy.
- This went on for years. One night Mick was very ill. Mick called out, 'Please, Keith, ring for the nurse. I don't think I'll last the night.'
- His friend reached for the alarm. His friend thought, 'If he dies, I'll get the bed next to the window.'
- He ignored the calls. He pretended to be asleep.

Your narrative will start like this:

Mick and Keith were two bed-ridden old men sharing a room in an old people's home.

TASK 11C: Here is the final paragraph of the story. Some of the words that contribute to the cohesion have been left blank. What are they? Write one word in each blank.

Sadly, (1) _____ the morning, the nurse found Mick dead, (2) _____ she reassured Keith that he would soon have some more company. (3) _____ hearing this, Keith was quick to insist that it was his turn to have the bed by the window. (4) _____ first the nurses tried to tell him why it would be easier if he stayed where he was, but he became (5) _____ angry that they finally carried him across to the other bed. He lay still for a while, waiting to be alone. Then, as (6) _____ as the nurses had

gone, he lifted himself up expectantly (7) _____ peered through the window - to see a solid brick wall.

**Linking words:*

Conjunctions and sentence adverbials

A conjunction connects two clauses in the same sentence.

*I have been watching television **since** I got home at six o'clock.*

A sentence adverb (or adverbial phrase)

- can connect a sentence with another sentence.
*I got home at six o'clock. **Since then**, I have been watching television.*
- can connect a sentence with the whole text.
*... **and then** I went to bed. **All in all** I had a very, boring evening.*
- can signal the writer's attitude to what they are saying.
***Frankly**, I wish I didn't have a television.*

The lists on pages 23 and 26 group these words according to their function (for example, to indicate a relationship of time). Note that a few conjunctions can also be used as sentence adverbials. But note also that the practice of beginning a sentence with *and*, *but* or *or*, though common today - even among good writers - is often thought incorrect.

TASK 12A: These sentences focus on the distinction between conjunctions, in the *a* sentences, and sentence adverbials. Using the lists on page 26, fill the gaps in the *b* sentences with a sentence adverbial, so that the two sentences have the same meaning. The first has been done as an example.

Time

- 1a (conj) Silvia went for a swim *after* she had done her homework
- 1b (adv) Silvia did her homework. *Afterwards*, she went for a swim.
- 2a She was dying for a swim *by the time* she had finished studying.
- 2b She studied till midday. _____, she was thing for a swim.
- 3a *While* she was swimming, I continued to study.
- 3b I continued to study. _____, she was swimming.

Reason and result

- 4a The Addams live in a strange house, *so* they don't get many visitors.
 4b The Addams live in a strange house. _____, they don't get many visitors.
 5a *Since* she had promised to visit him, she went there the next day.
 5b She had promised to visit him. _____, she went there the next day.

Contrast and concession

- 6a A lot of men are uncomfortable with Morticia, *even though* she has a sweet nature.
 6b Morticia has a sweet nature. _____, a lot of men are uncomfortable with her.
 7a The English eat potatoes, *whereas* the Chinese eat rice.
 7b the English eat potatoes. The Chinese, _____, eat rice.

Addition

- 8a *Not only* does Marcel play the trumpet, *but* he can *also* juggle.
 8b Marcel plays the trumpet. _____, he can juggle.

*Conjunctions (and prepositions):

Most of the words in this table are junctions and join two clauses. The words marked (P), however, are prepositions, and are followed by either a noun or a gerund (-ing form).

Time	Contrast,	for	Manner
after	Concession,	in case	(just) as
after which	Alternatives	in view of the fact that	as if
and	although	just in case	as though
as	apart from (P)	on account of (P)	in a way
as long as	but	seeing as	like
as soon as	despite (P)		much as
at which (point)	even if	Purpose	
before	even though	in case	Addition
by the time	except that	in order that	and
hardly	in spite of (P)	in order to	as well as (P)
no sooner	or	so	besides (P)
now (that)	much as	so as to	in addition to (P)
once	nor		not only
since	not that	Conditional	
then	though	as long as	Giving examples

till / until	whereas	even if / if	For instance (P)
when	while	on condition that	For example (P)
whenever	whilst	provided that	In particular (P)
while	yet	so long as	
		unless	
Result	Reason	whether ... or	
and	as		
and so	as a result of (P)		
(or) else	because of (P)		
otherwise	considering		
so that	due to		

The sentences below illustrate many of the linking words in the table. Note that many conjunctions can be used either in the middle of a sentence:

*I wouldn't have told the police **even if** I had known.* (sentences 1-9),

or at the beginning:

***Even if** had known, I wouldn't have told the police.* (sentences 10-12)

TASK 12B: Complete the sentences by adding any appropriate word or phrase: note which conjunctions are used with commas in the examples.

1. We are advised to do this exercise very
 - a. carefully, otherwise we will make a lot of _____.
 - b. carefully(,) while our teacher _____.
 - c. carefully, even though it looks _____.
2. My weeks in captivity weren't too
 - a. unpleasant(,) considering the terrible reputation of my _____.
 - b. unpleasant once I got used to _____.
 - c. unpleasant, even if the _____ was terrible.
3. The tigers ran away from the
 - a. Englishwoman *as if* she _____.
 - b. Englishwoman *the way* _____ run away from a _____.
 - c. Englishwoman *the moment* they saw _____.
4. Her Olympic gold medal was
 - a. remarkable, *through* many people _____.
 - b. remarkable, *not that* she didn't deserve _____.
 - c. remarkable *in view of the fact that* she had just _____.
5. His clothes smells of
 - a. Chanel Number 5, *just as* _____ had expected.

- b. Chanel Number 5, *besides which* he had lipstick on his _____.
- c. Chanel Number 5 *now that* he was going out with _____.
6. I'll look after your crocodiles while you're on
- holiday *provided* that you look after _____.
 - holiday *as though* they were my _____.
 - holiday(,) *as well as* watering the _____.
7. I told him I had decided to break off our
- engagement, *much as* I regretted losing _____.
 - engagement, *whereupon* he started to _____.
 - engagement, *so* he made me _____.
8. The FBI took the
- photographs *so that* they could put pressure on _____.
 - photographs *in case* evidence against _____ was needed
 - photographs *in spite of* _____ asking them not to.
9. I've decided to do two hours of aerobics every
- day *in order to* lose weight and _____.
 - day *as soon as* I can afford _____.
 - day *as long as* _____ comes with me.
- 10.
- By the time* we arrived in Barbados, I was sorry I had _____.
 - No sooner* had we got to Barbados than I discovered _____.
 - Whenever* I return to Barbados, I am filled with _____.
- 11.
- Hardly* had Ana entered the room when everyone started to ____.
 - As a result* of Ana's recent _____, everyone wanted to meet her.
 - Despite* her reputation, Ana didn't seem to _____.
- 12.
- Not only* was their relationship happy, but it also produced ____.
 - Since* she has been with Bruno, she has forgotten _____.
 - So as to* celebrate their anniversary, they returned to _____.

**Sentence adverbials:*

Sentence adverbials frequently appear at the beginning of a sentence, and are followed by a comma. Many of them can, however, be used in other positions. The numbers (2, 3, 4) in the table below indicate some of the other positions where the adverbial frequently appears. If no number is written, the adverbial

normally appears in position (1). These are suggestions for guidance only and by no means a set of rules.

The following sentence will illustrate the 4 positions.

(1)The snake (2)(3) ate the mouse(4).

- 1 Capital letter followed by a comma
In the meantime, the snake was eating the mouse.
- 2 Mid position (before the verb), no comma.
The snake eventually ate the mouse.
- 3 Mid position, in parenthesis (between two commas).
The snake, in the meantime, was eating the mouse.
- 4 End position.
The snake has eaten 12 mice so far.

Other notes:

F = formal

INF = informal

* = when these adverbials are used in position 1, they are not followed by a comma.

Time	At the same time	More importantly	In other words (1,4)
After a while	Be as it may be	Moreover (F)	Rather
After that	Better still	Next	That is (to say)
Afterwards (1,2,4)	But*	On the top of that	To put it another way
As yet (1,4)	By comparison (1,3)	What is more	
At first (1,2,4)	By contrast (1,3) (F)		Changing subject; referring to subject
At last (1,2,4)	By the same token	Concluding; summarizing; generalizing	Anyhow (INF)
At once	Conversely (F)	all in all	Anyway (INF)
At present (1,3,4)(F)	Despite this	altogether	As far as... concerned
At the moment	Equally (1,2)	as a rule	As for... / as to...
At the same time	Even so	basically (1,2)	As regards
Before that / then	However (1,3)	broadly speaking (1,3)	At any rate (1,3, INF)
Beforehand	In comparison (1,3)	by and large	By the way(1,3, INF)
By then / that time (1,3,4)	In spite of this	essentially (1,2)	Incidentally (1,3)
Earlier (1,4)	In the same way	generally (1,2)	Now for...
Eventually* (1,2,4)	Instead (1,4)	in brief (1,3)	Regarding...
Ever since (1,3,4)	Likewise (1,2)	in conclusion (1,3)	Speaking of...
Finally* (1,2)	Mind you (INF)	in general (1,3)	Talking about... (INF)
First*	Nevertheless (F)	in other words (1,3)	That brings me on to ... (F)
From then on (1,4)	Of course (1,3)	in short (1,3)	That reminds me (INF)
Hitherto (1,4) (F)	On the contrary	mostly (1,2)	To turn to...
Immediately (1,2,4)	On the one hand	on average (1,3)	With reference to (F)
Initially (1,2,4)	On the other hand (1,3)		
	Or*		

In no time	Similarly (1,2)	on balance (1,3)	Cause & effect; reason & result; inference
Instantly (1,2,4)	Still	on the whole (1,3)	
In the end (1,3,4)	Then again	overall	
In the meantime (1,3,4)	Though (3,4)	so* (INF)	
Lastly	True	then (3)	
Later on	Yet*	to some extent (1,3)	
Meanwhile		to sum up	
Next*	Ordering points; adding information	ultimately (1,2)	
Now*		Giving examples; focusing	
Previously (1,2,4)	Above all	Among others (1,3)	
Simultaneously	Additionally	For example (1,3,4)	
Since then (1,3,4)	Again	For instance (1,3,4)	
So far (1,2,4)	Also	In particular (1,3,4)	
Soon (1,2,4)	And* (INF)	Mainly (1,2)	
Subsequently (1,2,4)	And then* (INF)	Particularly (1,2)	
Suddenly (1,2)	As we shall see later	Primarily(1,2)	
Then*	As well (4)	Principally(1,2)	
Until then (1,3,4)	As well as that	Specifically (1,2)	
Within minutes	Besides	Reformulating; clarifying	
	Firstly / Secondly	Actually (1,4)	
Comparing & contrasting; alternatives; concessions	First of all	At least	
Admittedly	Finally	I mean (INF)	
All the same (1,3)	For one / another thing	Indeed	
Alternatively	Furthermore (F)	In fact (1,2,3)	
And yet*	In addition		
	In the first place (F)		
	Lastly		

**Cohesion:*

TASK 13: The exercises below will help you to explore the meaning and usage of sentence adverbials.

For each of the eight lists there is an exercise **A** which focuses on the meaning of the items. (With linking words, a good monolingual dictionary can be very useful; on no account, however, should you use a small bilingual dictionary.)

Exercise **B** then puts the words into context. It consists of pairs of sentences: in each case the second sentence requires a sentence adverbial in order to show how it is connected to the first. Think carefully about

the meaning,

the word order.

the degree of formality,

the punctuation,

then choose an appropriate word from the list indicated (e.g. **Time**) to fit the gap.

1 TIME

- A** Under the heading **Time**, find
three items similar in meaning to *immediately*.
three items similar in meaning to *at the same time*.
three items similar in meaning to *finally*. Which of these implies a feeling of relief?

B

1. I've been waiting an eternity for this moment. _____ I can hold you in my arms, Clementine.
2. A friend of mine got a job on a ranch near Buenos Aires. _____ he found the life very hard, but it didn't take him long to find his feet.
3. The food's in the oven and dinner will be ready in an hour. _____ let's go and do some gardening.
4. We are always looking for bright young men to join our staff. However, there are no vacancies _____.
5. The police received the bomb threat at 6.15 p.m. and arrived at the scene six minutes later. _____, the cinema had already been evacuated and the adjoining streets cordoned off.
6. On my twelfth birthday, I was finally told where babies come from. _____, I had imagined they come from the supermarket like everything else.

2 ORDERING POINTS, ADDING INFORMATION

- A** When giving a number of reasons for something, adverbials can be used to mark each reason, and sometimes to indicate which is most important:

There are three reasons why I crossed the Atlantic in a pedal boat. First, it had never been done before. Second, I was generously sponsored by a soft drinks company. And lastly, I wanted to promote 'green' technology.

Find three items that could be used in the place of *First* in this text.

Find three items that could be used in the place of *Second* in this text.

Find three items that could be used in the place of *lastly* in this text.

B There are ten adverbials in the list similar in meaning to *also*. Two are rather informal, and another two are particularly formal. Concentrating on the formality of the context, choose appropriate words for the gaps in each of these three sentences.

1. It's luxurious, it's not too expensive, and the food's out of this world. _____ there's the Italian barman: my friends think he's the real reason I always go there.
2. I don't want to have a drink with you. because it's too early in the day and also I don't like you very much. _____, I'm not thirsty.
3. We are not wholly satisfied with your work to date, particularly in terms of productivity. _____, on more than one occasion your poor timekeeping record has been brought to our attention.

3 REFORMULATING, CLARIFYING

A Find three items similar in meaning to *in other words*.

B

1. It came as a surprise to hear that Clea was married. _____, it came as a shock.
2. The only thing Chantal wants for her birthday is a new English grammar book. _____, I think that's all she wants.
3. Our hotel was what the travel agents describe as lively and colorful'. _____, it was in the red light district.
4. I don't know how you can listen to that music. _____, it sounds like Rambo's foreign policy: no harmony but lots of explosions.

4 COMPARING AND CONTRASTING

A

1. Find four items similar in meaning to *similarly*.
2. Find five items similar in meaning to *by contrast*.
3. Find 12 items similar in meaning to *but*. (Note the degrees of formality.)

B

1. All three films give an extremely fine grained result. Delta, _____, cannot quite match T-Max 100 for the fineness of its grain structure.
2. The Delco freezer is cheap and efficient. Sometimes, _____, it can be difficult to open.
3. *Batman Returns* is surely Hollywood at its most original. _____, the film has its faults.
4. He's not much to look at, and he's certainly no hero. _____ I love him.
5. Managers are advised to avoid confrontation. _____ they should encourage staff to discuss their problems.
6. Professional cyclists do not get stomach pains, even though they eat and drink while competing. _____, swimmers rarely suffer.
7. You say I was driving fast and dangerously. _____, I was observing the speed limit and driving with great care.

5 CONCLUDING, SUMMARIZING, GENERALIZING

A Find three items similar in meaning to *in brief*.

Find four items similar in meaning to *in general*.

B

- 1 The earnings gap between men and women in Europe is at its highest in Britain. _____, women in British Industry receive 69 per cent of men's earnings.
- 2 The Personnel Manager interviews all job applicants here. _____, she looks for potential rather than experience or qualifications.
- 3 And what was worse, it was raining all the time. _____, it was a disastrous weekend.
- 4 (430 students voted in favor of the motion to ban smoking on the college premises, while 462 voted against.) _____, students at the college are against a smoking ban.

- 5 At the back of the bookshelf, I found the cassettes of the telephone calls. It was Barbara, _____, who had been tapping the Palace phone lines.

6 GIVING EXAMPLES, FOCUSING

A Find two items that can mean *for example*.

Find two more items that can mean *mainly*.

B

- 1 My cat seems to think she's a dog. Yesterday, _____, she bit the postman, and this morning she jumped up and started licking my face.
- 2 Yes, I am studying English at the moment. It's _____ for my job, but it also means that I'll find it a lot easier to travel.
- 3 His parents said I was a bad influence on him. _____ they accused me of taking him drinking last Sunday morning; they didn't mention any other ways in which I was supposed to have corrupted him.

7 CHANGING SUBJECT, REFERRING TO SUBJECT

A Find two items similar in meaning to *anyway*.

Find the item closest in meaning to *by the way*.

B

- 1 I spent the rest of the day watching the cycling on television. _____ bikes, have you got yours mended yet?
- 2 Darlene is as miserable as ever, and Jackie never comes to visit us. _____, I'm sure you don't want to hear about my problems, so let's get back to those holiday plans.
- 3 I had a letter from Patrick Eggli the other day. _____, I don't suppose you remember Carine Imhof?
- 4 Education is still way behind the rest of Europe, and the Health Service is in crisis. _____ the economy, there's no immediate sign of an end to the recession.

8 CAUSE AND EFFECT, REASON AND RESULT, INFERENCE

A Find one informal and four formal items that can mean *as a result*.

Find two words that can mean *in that case*.

B

- 1 It is not advisable to drink beer after vigorous exercise because alcohol is a diuretic - it makes you urinate. _____ rather than replacing what you have lost in sweat, it promotes dehydration.
- 2 Finally, I found the pricing to be as attractive as the other features detailed above. _____ I recommend purchase of the A/EU/W4CAE Mark 1.
- 3 With *The Last of the Mohicans*, Day-Lewis has found that vital element - star quality. _____, he is a strong candidate for an Oscar.
- 4 Sorry I didn't come out last night, but I was feeling a bit under the weather. _____ stayed at home and watched telly.
- 5 Don't forget to pack insect repellent. _____, you may find yourself eaten alive by the local mosquitoes.
- 6 'She's only inviting you because you've got a car.'
' _____ I won't go.'

**Attitude:*

Some sentence adverbials describe your attitude to what you are saying. For example, in "*Luckily, it was raining*", the word *luckily* describes not the rain but the way the writer feels about it. If you are expressing your own opinion, you could say *frankly* or *personally*. If you are expressing an idea that goes against your argument, you can signal this by saying "*Admittedly it's raining, but I do think we ought to go to the beach*".

TASK 14: Use the following attitude words to complete the table below: for each word in the first column there are two words that can mean almost exactly the same.

predictably
granted
curiously
funnily
luckily

happily
of course
frankly
true
supposedly

to my mind
incredibly
surprisingly
it seems

A admittedly		
B astonishingly		
C fortunately		
D strangely enough	... enough	... enough
E naturally		
F apparently		
G in my opinion		

Note that it is very common to say *strangely enough* rather than just *strangely*.

**Reference:*

The use of words to refer back to things already mentioned or to refer forwards is a key area of cohesion.

Here are some of the devices that contribute towards reference.

DETERMINERS

a, an, the (articles)

* my, your, his, her, their, one's, its, our
(possessive adjectives)

this, that, these, those (demonstrative adjectives)

PRONOUNS

* I, you, one, etc.; me, her, it, etc. (personal)

mine, yours, his, hers, its, theirs, ours (possessive)

* this, that, these, those (demonstrative) .

* who, which, where, when, that (relative)

This and that

Both *this* and *that* can be used to refer to something that has been mentioned before. *This* is preferred when talking about something you are close to (in time as well as space), while *that* refers to something more distant.

*Helen says she's fed up with her job. **This** doesn't surprise me.*

*Helen said she was fed up with her job. **That** was the last time I saw her.*

This but not *that* can be used to refer to something that has not yet been mentioned.

*You 're never going to believe **this** – Helen's got a new job!*

Words that can be used as pronouns

*My brothers are very successful, but **both** have a girlfriend problem. Kev hasn't got **one**, and Julian has **too many**.*

Words that can replace adverbs

*I thought the atlas was on the bookshelf but I can't find it **there**.*

*I used it on Saturday, but I haven't seen it **since then**.*

***So**

*I'm not very tidy; I'll have to be more **so** in future.*

*I don't believe my brother is especially clever, but he certainly thinks **so**.*

Ellipsis

*They want me to join the army, but I'm not going **to**. (i.e. to join the army.)*

I don't think I'll be sent to prison, but I **might. (i.e. be sent to prison)*

Repetition

Use Halo washing powder. **Halo washes whitest.*

Synonyms and near-synonyms

*I started reading a novel last night; at dawn, **the book** was still in my hands.*

***General words**

*I first visited San Sebastian in '89, and I've loved **the city** ever since.*

*The boys were being unnaturally helpful and polite. I wondered whether they were planning to trick me, but I kept **my suspicions** to myself.*

*A man bumped into me in the market this morning. I thought nothing of **the incident** till lunchtime, when I found that my wallet had been stolen.*

The former and the latter

The former refers to the first of two things or people mentioned while the latter refers to the second.

*Neither Reagan nor Bush could deny knowing about this plan: **the former** had thought it up, while **the latter** had actively supported it.*

He /she /they

Compare the following sentences:

- If you find a good teacher, could you give me **his** address?*
- If you find a good teacher, could you give me **his/her** address?*
- If you find a good teacher, could you give me **their** address?*

All the above sentences are grammatically correct, but: sentence *a* assumes that the teacher will be a man. As the systematic use of male pronouns to refer to either a man or a woman has negative consequences for women, this practice is now widely avoided.

Sentence *b* is a non-sexist alternative, but this style - and the usage *s/he* or *(s)he* - can be rather clumsy. Sentence *c* is another non-sexist alternative, less clumsy than *b*, and now in common usage.

They can be used to refer to one person.

*Someone knocked at the door, but when I opened it **they** had gone.*

*The next time I see a doctor, I'll ask **them** about your problem.*

*If any student wishes not to have **their** exam results sent to **their** home, could **they** please have a word with the school secretary?*

Alternatively, the problem can be avoided by using a plural noun.

*If any **students** wish not to have **their** exam results sent to **their** homes, could **they** please have a word with the school secretary?*

It

These sentences, written by students, all include reference mistakes: they all use the word *it* inappropriately.

TASK 15: In each sentence, replace *it* with an appropriate word or words. They may not be pronouns: it might be appropriate to use repetition, a synonym or a general word.

- a. Male employees in Japanese companies are usually willing to be sent to another branch, but Japanese women often refuse *it*.
- b. When democracy fails, the people's last weapon is civil disobedience. *It* means actions that disobey the authority of the state, for instance illegal demonstrations and refusing to pay taxes.
- c. There are one or two details I'm not entirely happy about. *It* concerns the office furniture and the heating.
- d. She spent years researching the causes of cancer. I think *it* is very necessary.
- e. I'm very satisfied with the atmosphere in the office, my workload and the salary, but I feel, however, that there are some ways in which *it* could be improved.
- f. Every beach in my country has" lifeguards in case you need *it*.
- g. Increasingly, a university degree is essential. For those who have *it*, there is plenty of work.

Unit 2. Content and Planning

**Length:*

All correspondence should be long enough to explain exactly what the sender needs to say and the receiver needs to know. You must decide how much information you put in the letter.

Consider the three examples of business letters below. They are written by different people in reply to the same enquiry from a Mr. Arrand about their company's products.

Letter #1

Too long

There are a number of things wrong with this letter. Though it tries to advertise the products, and the company itself, it is too wordy. There is no need to explain that stores are buying in stock for Christmas – Mr. Arrand is aware of this. Rather than drawing attention to certain items he might be interested in, the letter only explains what he can already see, that there is a wide selection of watches in the catalogue covering the full range of market prices. In addition, the writer goes on unnecessarily to explain which countries the company sells to, to give its history, and to quote its rather unimpressive motto.

Dear Mr. Arrand,

Thank you very much for your enquiry of 5 November which we received today. We often receive enquiries from large stores and always welcome them, particularly at this time of the year when we know that you will be buying in stock for Christmas.

We have enclosed our winter catalogue and are sure you will be extremely impressed by our wide range of watches. You will see that they include ranges for men, women and children, with prices that should suit all your customers, from watches costing only a few dollars to those in the luxury bracket priced at several hundred dollars. But whatever price bracket you are interested in, we guarantee all our products for two years.

Enclosed you will also find our price list giving full details of prices to the USA (inclusive of cost, insurance, and freight) and explaining our discounts, which we think you will find very generous and which we hope you will take full advantage of.

We are always available to offer you further information about our products and can promise you personal attention whenever you require it. This service is given to all our customers throughout the world, and as you probably know, we deal with countries from the Far East to Europe and Latin America. This fact alone bears out our reputation, which has been established for more than a hundred years and has made our motto "Time for everyone" – familiar worldwide.

Once again, may we thank you for your enquiry and say that we look forward to hearing from you in the near future.

Yours sincerely,

Letter #2

Too short

There are a number of problems with this letter:

1. It should have begun *Dear Mr. Arrand* and ended *Yours sincerely* as the writer knew Mr. Arrand's name from his letter of enquiry.
2. Neither the date nor the reference number of the enquiry is quoted.
3. Ideally, a catalogue about a company's products should be enclosed with a reply to an enquiry or indication of a website if the company has one.
4. When a catalogue is sent, attention should be drawn to items which might be of particular interest to the enquirer. New products should also be pointed out.
5. A price list should be included if prices are not given in the catalogue. Any discounts should be quoted and, if possible, delivery dates.

Dear Sir,

Thank you for your enquiry. We have a wide selection of watches which we are sure you will like. We will be sending a catalogue soon.

Yours faithfully,

Letter #3

The right length

Here is a more suitable letter. It is neither too short or too long. It provides all the relevant information Mr. Arrand might need, and draws his attention to some specific products which may be of interest to him.

Dear Mr. Arrand,

Thank you for your enquiry of 5 November.

We enclose our winter catalogue and a price list giving details of US prices, discounts and delivery dates.

Though you will see we offer a wide selection of watches, may we draw your attention to pp. 23-28 and pp. 31-36, where there are styles we think might suit the market you describe. On page 25 you will find our latest designs in pendant watches, which are already selling well.

All our products are fully guaranteed and backed by our worldwide reputation.

If you need any further information, please, contact us. We look forward to hearing from you soon.

Yours sincerely,

**Order and Sequence:*

As well as containing the right amount of information, your letter should also make all the necessary points in a logical sequence, with each idea or piece of information linking up with the previous one in a pattern that can be followed. Do not make a statement, switch to other subjects, and then refer back to the point you made a few sentences or paragraphs before, as in the example. This letter is difficult to understand because there is no clear sequence or logical order.

Dear Sir / Madam

We are interested in your security systems. We would like to know more about the prices and discounts you offer.

A business associate of ours, DMS (Wholesalers) Ltd, mentioned your name to us and showed us a catalogue. They were impressed with the security system you installed for them, so we are writing to you about it. Do you give guarantees with the installations?

In your catalogue we saw the Secure 15 which looks as though it might suit our purposes. DMS had the Secure 18 installed, but as we mentioned, they are wholesalers, while we are a chain of stores. We would like something that can prevent robbery and shoplifting, so the Secure 15 might suit us.

How long would it take to install a system that would serve all departments? Could you send an inspector or adviser to see us soon?

If you can offer competitive prices and guarantees we would put your system in all our outlets, but initially we would only install the system in our main branch.

We would like to make a decision on this soon, so we would appreciate an early reply.

Yours faithfully

Here is a better version of the same letter, in which the ideas and information are in a logical order.

Dear Mr Jarry

We are a chain of retail stores and are looking for an efficient security system. You were recommended to us by our associates, DMS (Wholesalers) Ltd, for whom you recently installed the Secure 18 alarm system.

We need a system which would give us comprehensive protection against robbery and shoplifting throughout all departments, and the Secure 15 featured in your current catalogue would appear to suit us. However, it would be helpful if one of your representatives could visit us so that we can discuss details of the available systems.

Initially we would test the system we select in our main branch, and, if it proves satisfactory, install it throughout our other branches. Our choice would, of course, be influenced by a competitive quotation and full guarantees for maintenance and service.

Please reply as soon as possible as we would like to make a decision within the next few months.

Yours sincerely

**Planning:*

The way to make sure you include the right amount of information and in the right order is by planning. Ask yourself what the purpose of your letter is, and what response you would like to receive. Note down everything you want to include before you start writing, then read your notes to check that you have included all the necessary information, that it is relevant, and that you have put it in the right order. Here, for example, is the plan for the letter to Mr. Arrand (see above).

1st para. Acknowledge enquiry

2nd para. Enclose catalogue, price list

3rd para. Draw attention to watches suitable for Arrand, and latest designs

4th para. Mention guarantees and reputation

5th para. Encourage further contact

First paragraph

The opening sentence or paragraph is important as it sets the tone of the letter and creates a first impression. Generally speaking, you would thank your correspondent for their letter (if replying to an enquiry), if necessary introduce yourself and your company, state the subject of the letter, and set out its purpose. Here are some examples of opening paragraphs:

- *Thank you for your letter of 8th March 2012, in which you ask...*
- *I write with reference to our telephone conversation yesterday regarding the above matter.*
- *We are writing in connection with...*
- *We are happy to inform you...*
- *We are sorry to have to remind you...*
- *Please accept our apologies for...*
- *With reference to your letter of 8 June, I*
- *I am writing to enquire about*
- *After having seen your advertisement in ... , I would like*
- *I received your address from ... and would like*

- *We/I recently wrote to you about*
- *Thank you for your letter regarding*
- *In reply to your letter of 8 May,*

Middle paragraph

The main part of your letter will concern the points that need to be made, answers you wish to give, or questions you want to ask. The contents of this part depend on the type of the letter that you are writing (this is going to be the topic of later units). In the middle paragraphs planning is most important to make sure your points are made clearly, fully, and in a logical sequence.

While writing the body of the letter it is necessary to observe some rules:

- Be clear about your goal and communicate it
- Explain what you want the person receiving it to do
- Explain the benefits for responding as requested
- Establish credibility and show respect for the reader
- Choose an appropriate communication method.

Below each is explained in more detail.

Tip 1: Be clear about your goal and communicate it

First, you must know your goal in writing to someone. What are you trying to achieve by the communication?

- Do you want someone to do something for you?
- Do you want them to take a specific action in response to your message?
- Do you want to pass along information where the receiving person does not need to reply?
- Do you want to discuss a subject and exchange views with someone else?

State your goal clearly in your message.

Example: Writing to a stranger when you want them to do something for you.

Bad Example: This e-mail was received recently (the spelling and the original punctuation have not been corrected or changed):

Hi I 'm looking for some information about managing change. What this?How it works?Could you also give me some examples about that topis and a small texr dealing about that? Thanks in advance.

Does that message inspire someone to help? It was responded to at all!

Good Example: someone who explained clearly what they wanted and their reasons for asking for something:

Dear Barbara and Michael,

I was looking at your website and thought you might be interested in submitting an article, 500-700 words, for our new online newsletter, Working Spirit: for those of us who are unwilling to "leave our souls in the parking lot" during the work week.

The first issue of Working Spirit is slated to be delivered to over 10,000 CEOs, managers and HR people in corporations all over the country in early September. We intend to introduce principals of spirituality and values-based management techniques to CEOs, HR people, and other corporate professionals. Suze Orman is the featured interview for the first issue.

Working Spirit is produced by Brush Dance, Inc. We are a leading publisher of greeting cards, journals, calendars, and gift items for the Mind, Body, Spirit community. Currently, Brush Dance products are sold in 2,000 stores throughout the United States, including national outlets such as Barnes & Noble (our cards are the number one seller in Barnes and Noble nationwide), Bed Bath & Beyond, Whole Foods, Papyrus and Borders.

I hope to hear from you soon regarding the newsletter and article possibilities. Perhaps you'd like to exchange links as well.

Sincerely,

Randy Peyser Editorial Director, Brush Dance, Inc.

Tip 2: Explain what you want the person to do

In the bad example, the writer stated what they wanted. However, the topic "managing change" is so large and the message so poorly written that it did not inspire to take any action at all. It is similar to many requests that are gotten and stay unanswered.

In the good example, the writer clearly states what they would like us to do — write an article and respond to the e-mail message.

In addition, they specified the size of an article, the intended audience and gave information about the timing of their first issue. That provides more detailed information so we can better evaluate whether we can do what they ask.

Tip 3: Explain the benefits for responding as requested

In the bad example, no explanation was given about any benefits to us for responding.

In the good example, the writer provided information about the intended audience of their newsletter and how many people it would reach. In addition, the subject matter is one that we are interested in, which the writer clearly referenced. The benefit to us was implied — a larger audience for a subject we support.

Tip 4: Establish credibility and show respect for the reader

In the bad example, no credibility was attempted. Because it was so poorly written, the writer has no credibility with us. Nor did they respect our time by sending a message that was already answered by our website's Frequently Asked Questions page.

In the good example, the writer provided information about their job function, the company behind the newsletter, their other products and services, their audience and their distribution outlets. He showed respect by taking the time to make sure we were interested in his subject.

In any business communication, be careful about spelling, grammar and punctuation. Errors in typing are much more tolerated in e-mail messages than in business letters, because people usually understand they are written quickly. However, be aware that many people are offended by sloppiness so always re-read your message before sending it.

Tip 5: Choose an appropriate communication method

E-mail is quickly replacing formal business letters in many situations because of the faster turn-around time. When writing to strangers, the techniques described above apply equally to e-mail or to formal business letters.

When writing to someone you don't know, take the time to compose your message as you would a formal business letter for greater effectiveness.

Final paragraph

At the end of your letter, if it is a reply, and you have not done so at the beginning, you should thank your correspondent for writing. If appropriate, encourage further enquiries or correspondence, mentioning that you look forward to hearing from them soon. You may want to restate briefly one or two most important points you made in the main part of your letter. Here are some examples of final paragraphs:

- *If you require any further information, feel free to contact me.*
- *I look forward to your reply.*
- *I look forward to hearing from you.*
- *I look forward to seeing you.*
- *We look forward to a successful working relationship in the future.*
- *Should you need any further information, please do not hesitate to contact me.*
- *Once again, I apologize for any inconvenience.*
- *We hope that we may continue to rely on your valued custom.*
- *I would appreciate your immediate attention to this matter.*
- *Your prompt reply would be appreciated.*

****Simplicity:***

Commercial correspondence often suffers from an old-fashioned, pompous style of English which complicates the message and gives readers the feeling that they are reading something written in an unfamiliar language. In the letter below, all the writer is trying to do is explain why he delayed paying his account but, because of the style, it is too long and is difficult to understand.

Dear Sir / Madam

I beg to acknowledge receipt of your letter of the 15th inst. in connection with our not clearing our account, which was outstanding as of the end of June.

Please accept our profuse apologies. We were unable to settle this matter due to the sudden demise of Mr Noel, our Accountant, and as a result were unaware of those accounts which were to be cleared. We now, however, have managed to trace all our commitments and take pleasure in enclosing our remittance for £2,120, which we trust will rectify matters.

We hope that this unforeseen incident did not in any way inconvenience you, nor lead you to believe that our not clearing our balance on the due date was an intention on our part to delay payment.

We remain, yours, etc ...

Here is the simpler version of the letter. Mr. Aldine will be satisfied with it because it tells him – simply and clearly – what he wants to know. First, his customer uses his name. Second, he has apologized. Third, Mr. Aldine knows his was not the only account that was not paid when due, and knows why. Finally, he has his check.

Dear Mr Aldine

I am replying to your letter of 15 July asking us to clear our June balance.

I apologize for not settling the account sooner, but due to the unfortunate death of Mr Noel, our Accountant, there have been delays in settling all of our outstanding balances.

Please find enclosed our cheque for £2,120, and accept our apologies for any inconvenience.

Yours sincerely

**Courtesy:*

Your style should not, however, be so simple that it becomes rude like in the following example.

Dear Mr Rohn

I've already written to you concerning your debt of £1,994. This should have been cleared three months ago. You seem unwilling to co-operate in paying us. We'll sue you if you do not clear your debt within the next ten days.

Yours, etc.

In the version of the same letter notice the stylistic devices that are used to make it more polite: complex sentences, joined by conjunctions, rather than short sentences; the use of full rather than abbreviated forms; and the use of passive forms and indirect language that avoid sounding aggressive.

Dear Mr Rohn

I refer to our previous letter sent on 10 October in which you were asked to clear the balance of £1,994 on your account, which has been outstanding since July. As there has been no reply, I shall have to consider handing over the matter to our solicitors.

However, I am reluctant to do this and am offering a further ten days for the account to be settled.

Yours sincerely

**Idioms and Colloquial Language*

It is important to try to get the right 'tone' in your letter. This means that you should aim for a neutral tone, avoiding pompous language, on the one hand, and language which is too informal or colloquial, on the other.

You may set the wrong tone by using the wrong vocabulary or idioms, or using short forms inappropriately. Here are a few examples together with a preferred alternative.

Inappropriate form

You've probably guessed

You'll get your money back

Prices are at rock bottom

Prices have gone through the roof

Preferred alternative

You are probably aware

The loan will be paid

Prices are very low

Prices have increased rapidly

On the whole, it is better to avoid using colloquial language or slang. Apart from the danger of being misunderstood if your correspondent's first language is not English, they may think you are being too familiar.

TASK 16: Changing an informal argumentative text into a formal argumentative paragraph. The following text is written in an informal tone. Rewrite it in a more formal tone.

Remember:

Informal	Formal	Comments
He's going to the dance tonight.	He is going to the dance tonight.	no contractions
George received the letter.	George has received the letter.	use the present perfect more often
She wore the hat I gave her.	She wore the hat that I gave her.	keep the relative pronoun 'that'
You want to go to the park?	Do you want to go to the park?	do not delete words
Please don't smoke.	Please refrain from smoking.	
You must follow these guidelines.	You must adhere to these guidelines.	

MAIN PREMISE: THE GOVERNMENT SHOULD INTRODUCE TIGHTER GUN CONTROLS

Jack Spring thinks that everyone should have the right to own a gun but I don't agree with him. People like him think that the government is infringing our democratic rights when it restricts gun ownership. They think that most people who own guns are responsible citizens who keep the guns for sport and recreation. They also think that the police are unable to stop violent crime and we need guns to protect ourselves. But I think he's wrong. I agree with Josephine Bluff who thinks that guns increase the amount of violent crime in the community. I also think that human life is worth more than sporting shooters right to go shooting on the weekend. And I also think that many of the guns that are kept around the house end being used in violent domestic disputes or teenage suicides.

**Clarity:*

Your correspondent must be able to understand what you have written. Confusion in correspondence often arises through a lack of thought and care, and there are a number of ways in which this can happen.

**Abbreviations and Initials*

Abbreviations can be useful because they are quick to write and easy to read. But both correspondents need to know what the abbreviations stand for.

The abbreviations CIF and FOB, for example, are incoterms which mean, respectively, Cost, Insurance and Freight and Free On Board. But can you be sure that your correspondent knows that *p&p* means *postage and packing*?

There are universal, international abbreviations accepted in correspondence worldwide:

PLC – Public Limited Company (GB)	Rd – Road
Ltd – Limited	St – Street
Corp. – Corporation (US)	Ave – Avenue
Inc. – Incorporated (US)	Sq. – Square
UN(O) – the United Nations Organization	# - Number (US)
GATT – General Agreement on Tariffs and Trade	No – Number (GB)
CEO – Chief Executive Officer	p.p. – per pro (on behalf of)
VAT – value added tax	Enc(l). – enclosures
FYI = For Your Information	c.c. – carbon copy
P&L = Profit & Loss account / statement	Attn (of) – Attention of
KPI = Key Performance Indicators	c/o – care of
RRP = Recommended Retail Price	
CFR - cost and freight	
COD - cash on delivery	
pdd - probable date of delivery	

**Numbers:*

Sometimes the use of figures instead of words can create problems. For example, it is better not to use figures for the months in the dates: 11.03.12 means 11 March 2012 in British English, where the sequence is *day-month-year*, but 3 November 2012 in American English, where the sequence is *month-*

day-year. It is acceptable to write the date with or without the abbreviations *-th* and *-nd*, e.g. *24th October* or *24 October*, and to transpose the date and the month, e.g. *October 24*.

Another tricky thing with numbers is decimal point. In British and American usage it is a full stop, but a comma is used in most continental European countries. So, a British or American person would write *4.255*, whereas a French person would write *4,255* (which to a British or an American person would mean *four thousand two hundred and forty-five*).

So, how do you express numbers in your writing? When do you use figures (digits) and when do you write out the number in words (letters)? There are eight general rules:

1. If there is a possibility of confusion, write the expression in both figures and words.
2. Spell small numbers out such as whole numbers smaller than ten. Any one-word number should be written out; two-word numbers should be expressed in figures. That is, you should write out *twelve* or *twenty*, but *24*.
3. Don't start a sentence with a numeral. Make it "Fourscore and seven years ago," not "4 score and 7 years ago." That means you might have to rewrite some sentences: "Fans bought 400,000 copies the first day" instead of "400,000 copies were sold the first day."
4. Centuries and decades should be spelled out. Use the Eighties or nineteenth century.
5. Percentages: with everyday writing and recipes you can use digits, like "4% of the children" or "Add 2 cups of brown rice." In formal writing, however, you should spell the percentage out like "12 percent of the players" (or "twelve percent of the players").
6. If the number is rounded or estimated, spell it out. Rounded numbers over a million are written as a numeral plus a word. Use "About 400 million people speak Spanish natively," instead of "About 400,000,000 people speak Spanish natively."
7. Two numbers next to each other: it can be confusing if you write "7 13-year-olds", so write one of them as a numeral, like "seven 13-year-olds". Pick the number that has the fewest letters.
8. Ordinal numbers and consistency: don't say "He was my 1st true love," but rather "He was my first true love." Be consistent within the same

sentence. If my teacher has 23 beginning students, she also has 18 advanced students, not eighteen advanced students.

**Prepositions:*

Special care should be taken when using prepositions. There is a big difference between:

*The price has been increased **to** \$450.00,*

*The price has been increased **by** \$450.00, and*

*The price has been increased **from** \$450.00.*

**Accuracy:*

Careless mistakes in the letter can give readers a bad impression. Spelling, punctuation and grammar should all be checked carefully. Use the correct titles in the address and salutations. Spell your correspondent's name correctly. Quote all the references, prices and measurements correctly. Make sure that you enclosed or attached the right documents.

**Summary of Unit 1 and 2:*

Ten Rules of Written Business Communication

There's one thing that makes every relationship work: communication. It doesn't matter if that relationship is a romantic one, a peer relationship, or a business relationship. Communication makes the world go around.

When you are communicating through the written word, it's easy to dash off a quick email or blast out a memo to employees or customers to keep them up to date. Unfortunately, when we communicate too quickly with the written word, we can create the wrong impression about ourselves and our business. And it could even cost you business! Here are Ten Commandments you need to follow when you're creating written communication for employees, suppliers, or clients.

1. Know what you want to say before you say it. If you're writing a longer memo or email (more than a paragraph or two) jot down an outline, even if it's on the back of an envelope. This will keep you on task and make sure you say what you actually want to say.

2. Keep it simple. Don't get convoluted or use big words. Stick to the point to get the business dealt with. Offer a way for them to have more questions answered (with a link, a phone number, etc.). That way, you won't be filling up your message with extraneous stuff that not every reader will want to know.
3. Use bullet points. Bullet points and numbered lists cut down on the number of words you have to write and make it easier for others to read. It's more likely that your work will be read if it's in a list.
4. WIIFM. This is an acronym that no one intentionally asks but everyone must have answered: "What's In It For Me?" No matter who you're communicating with, that question will be unconsciously asked. Make the answer very clear. If you don't know the answer, there's a good chance you don't need to write that memo!
5. Don't get bogged down. Sometimes it's easy to get off on a tangent as you write. Your outline (from point 1) will help, if you created one, but be sure to commit to writing a simple, clear message with one point and one point only.
6. Call to action. Readers will always unconsciously ask "What's in it for me?" and if you're able to answer it, you're halfway there! Once you've clearly stated an answer to WIIFM, you need to clearly outline what they can do to achieve it. A simple example might be, "to make sure that we keep our customers coming back" which creates job security for all of us [that answers WIIFM] or "please be sure to give all customers a Customer Satisfaction Postcard [call to action]."
7. Edit. Now that you've written your communication, go back and read it. Ask yourself, does it give off the impression I want it to give? Is there anything that others can read and misinterpret? If you're not sure, have someone else read it.
8. Spell check. Once you've clearly defined your message, hit the "spell check" button. It will save you many calls from customers who are wondering what a free "nzcjk" is. Also, if you have someone reading your communication before it goes out, have them check for words that are properly spelled but not the word you're looking for. That way, suppliers won't be concerned when they get a letter from you outlining how you'd like your employees to "spay" the supplier instead of "pay" the supplier).
9. Take 5 before hitting send. Although this is a good business practice for nearly every single piece of communication you create, it is especially true for emails and letters that are created in response to someone else's actions or letter. If a customer wrote you an angry letter or an employer made a rude remark to a supplier, it's best to write your email then take five minutes and think about it before sending it. Communication written in anger is less effective.

10. Follow up. Once you've sent the communication, follow up. That might mean a phone call or a quick poll of your employees or it might mean monitoring your email or getting a report from your email provider to tell you who opened their message.

TASK 17: Typical sentences: sort out the jumbles words below to make six sentences typical of business correspondence. Add capital letters and punctuation as necessary.

1. grateful/ soon/ a/ as/ we/ for/ would/ possible/ reply/ as/ be
2. for/ find/ please/ check/ \$49.50/ a/ enclosed
3. further/ please/ if/ us/ information/ you/ any/ contact/ need
4. april/ your/ you/ letter/ thank/ 5/ of/ for
5. you/ we/ forward/ to/ from/ look/ hearing
6. pleasure/ price list/ enclosing/ have/ a/ catalogue/ our/ I/ spring/ and/ in

TASK 18: Courtesy: rewrite the following request for payment in a more polite form.

Dear Sir

You have owed us £567.00 since February, which means you haven't paid us for three months.

We have written to you twice and you haven't bothered to answer us, yet you've been a customer for years. Anyway, we're not going to put up with this, so if you don't tell us why you haven't paid, or send the money you owe us in ten days, we'll sue you. After all, we've got bills to pay too, and besides we explained our rules for giving credit, i.e. payment on due dates, some time ago.

Yours, etc.

R. Lancaster (Mr)

TASK 19: Summarizing: below is a reply to the letter in task 18. It was opened by Mr. Lancaster's secretary, who saw straight away that the letter is wordy and contains a lot of irrelevant information. Pretend you are a secretary and write Mr. Lancaster an e-mail summarizing the letter's contents. Try to make your summary no longer than seventy-five words.

Dear Mr Lancaster

I am writing to you in reply to your letter dated 9 May, which we received on 10 May, in which you reminded us of our outstanding balance, which now amounts to the sum total of £567.00.

I should like to offer my humblest apologies for our failure either to settle the account, or to reply to your two previous communications. However, I feel that I must explain the cause. We have been the unfortunate victims of a tragedy. Two months ago, our premises were almost completely destroyed by fire. Although I am happy to report that we sustained no casualties, all our records, stock, orders ready for despatch and so on, were consumed by the flames.

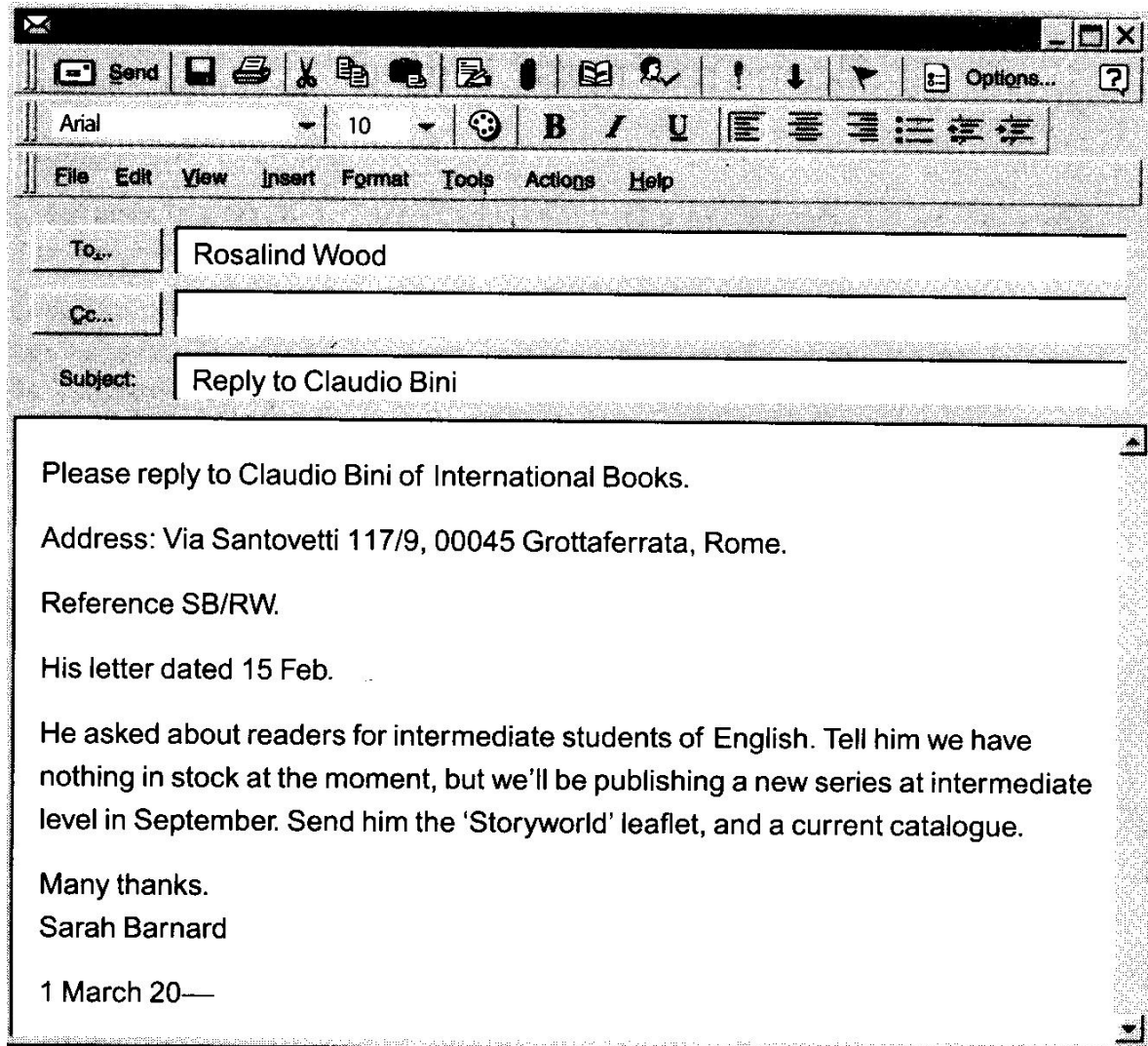
Now, at last, our fortunes are beginning to rise again, and our insurance company will shortly be releasing funds to facilitate our recovery. Let me assure you that you will be remunerated in full as soon as possible. In the interim, I would be grateful if you would accept a small sum towards the settlement of our account, with my personal promise that the remaining amount will be forwarded to you as soon as it becomes available.

Please find enclosed a cheque for the sum of £55.00, and once again, I beg you to accept my deepest apologies for any inconvenience caused.

Yours sincerely

T. D. Games (Mr)

TASK 20: Basing a letter on notes: below is an e-mail from Sarah Barnard, Sales Manager of Barnard Press to Rosalind Wood, her secretary. Follow the instructions in the e-mail, and write a letter of reply, setting it out in the spaces provided on the opposite page.



TASK 21: Rewrite the following extracts from business letters as emails.

A	Dear Carol Thank you for your letter of October 13. Unfortunately I won't be able to attend your workshop in Stockholm. Could you please send me some information on future workshops planned... Best regards David Burns
B	Further to our telephone conversation this morning, I'd be pleased if you could send me further details of your proposal. If I can be of any further assistance, please do contact me again. I look forward to hearing from you.

TASK 22: These extracts from emails need to be rewritten as letters to make them sound more formal.

A	Hi Thanks for your email received last night. Sorry for the delay in replying. This email is to confirm we have reserved five single rooms for Friday October 14 and 15. See you in Venice. Take care Danielle Torri
B	Just a quick note to confirm our appointment on May 11. My flight gets in about 11 a.m.. Any chance somebody could pick me up at the airport? I attach a file that I promised to send. See you next week. Michelle Debois

Unit 3. Layout of a Formal Letter

Another important issue about writing business letters is knowing how to format them correctly.

The main formats for business letters in the US are called *full block format* and *modified block format*.

- Full block format means that all the elements of the letter are left-justified so that the start of each line is at the left-hand margin. This is the more formal style, so use it if you're unsure which to go for.
- Modified block format means that some elements of the letter are shifted over to the right. Nowadays, this style is appropriate in most contexts.

Here's a full block format letter:

123 Acacia Avenue
Portland, OR 97205

July 21, 2008

Mr. Bob Jones
Widgets Inc.
987 Straight Road
Springfield, OR 97477

Full block format

Dear Mr. Jones:

REQUEST FOR JOB APPLICATION PACK

I am writing to ask for a job application pack for the role advertised on your website.
Please find my address details above.

Thank you for your time.

Yours faithfully,

Tom Smith

Tom Smith

And a modified block format one:

123 Acacia Avenue
Portland, OR 97205

July 21, 2008

Mr. Bob Jones
Widgets Inc.
987 Straight Road
Springfield, OR 97477

Modified block format

Dear Mr. Jones:

REQUEST FOR JOB APPLICATION PACK

I am writing to ask for a job application pack for the role advertised on your website.
Please find my address details above.

Thank you for your time.

Yours faithfully,

Tom Smith

Tom Smith

As is seen from the above examples, the basic features of a simple business letter are:

1. Sender's address
2. Date
3. Inside address
4. Salutation
5. Subject
6. Body of the letter
7. Complementary close
8. Signature
9. Enclosures

Let's consider each part closely.

1. **Sender's Address** (also known as "your address", or "return address").

Your return address should be positioned:

- On the left-hand side if you're using full block format
- On the right-hand side (tab across, rather than right-aligning) if you're using modified block format.

*(Note that this applies when using standard plain paper. If you have **letter headed** paper, you should omit sender's address.)* Punctuation is rarely used in addresses these days. For abbreviations use in the addresses see Unit 2.

2. The Date

Directly beneath your address, put the date on which the letter was written:

May 15, 2012

You can use contracted forms for the names of the months which are universal: Jan, Feb, Apr, Sept, Dec, etc.

To avoid any confusion, especially if you are writing to a business abroad, it is best to put the date in word rather than number form (see Unit 2).

The date should be positioned on the left-hand side, for full block format **and** for modified block format.

3. Inside Address (Recipient's Address)

Beneath the date, you should put the name and address of the person you're writing to, just as it would appear on the envelope. If you're using a window envelope, this should be aligned on the page to show through the window – but even if it won't be visible until the letter is opened, it should still be included.

If you know the name of the person you are writing to, write it as the first line of the address. Include the person's initials, or the first name and the title or position in the company:

Mr. J. Rocks, Manager

Dr. E. Smith

Prof. R. Jones

If you don't know the name of the person you are writing to, but know their job title, you can use that:

The Sales Manager

The Finance Director

An alternative to including the recipient's name or job title in the address is to use an **attention line**:

Huston Hightech Inc.

59, Green Ave

Chicago, Illinois

USA

Attention of Mr. T. Reed

You can use the name of the company in the first line if you address the letter to the company directly or you know nothing about it:

Compuvision Ltd

SP Wholesalers PLC

F. Lynch & Co. Ltd

Alternatively, you can address your letter to a particular department of the company:

The Sales Department

The Accounts Department

You can also address the letter to the secretary of the company if you are not sure who deals with your matter:

The Secretary

Black and Co. Inc.

Sometimes you may need to write a letter to a person whose address you don't know, but you know that he cooperates with a certain company. In this case you should use the abbreviation *c/o* (meaning "care of") under the name of the company:

Mr. E. Black

c/o Western Wheat Co. Plc

64 Dawning Rd

Portland, Oregon

USA

Order of inside address:

After the name of the person and / or the company receiving the letter, put:

- Name of house or building
- Number of building and name of street, avenue, road, etc.
- Name of town/ city and postcode
- Name of country

The recipient's name and address should be positioned on the left-hand side, for **both** formats.

4. Salutation

Dear Sir opens a letter to a man whose name you don't know.

Dear Sirs is used to address to a company (In American English use *Gentlemen*).

Dear Madam is used to address to a woman (single or married) whose name you don't know.

Dear Sir or Madam is used to address a person when you do not know their name or sex.

When you know the person you are writing to, use the title and the surname: *Dear Mr. Smith*. If you know the person very well, it is possible to address by first name: *Dear John*.

In British English a comma is usually used after the salutation (*Dear Mr. Smith,*); in American English a colon is more usual (*Dear Mr. Smith:*).

5. Subject

Optionally, you may wish to include a subject for your letter. This is becoming more common, perhaps as people have become used to the subject lines of emails. If you do put a subject line, it should be in uppercase, directly below the "*Dear name:*" It provides a further reference, saves introducing the subject in the first paragraph, immediately draws attention to the topic of the letter.

The subject (if you include one) should be left-aligned for full block format, but can be either left aligned or centered for modified block format.

6. Body of the letter

The text of the letter should have:

- Single-spacing between lines
- A blank line (NOT an indent) before each new paragraph.

As a rule, a letter consists of three parts: introduction, main part and conclusion.

Introduction makes 1-2 sentences in which you point the reason of writing the letter, make reference to the former correspondence or telephone conversation, or express your attitude to the subject of the letter (see Unit 2 for useful expressions).

In the main part of the letter it is better to touch upon only one issue, as different departments can deal with different issues that you include in the letter.

The letter should be clear, brief, polite and friendly. Before writing it's better to work out a plan and make a draft. Avoid repetition, unnecessary details and extra, unimportant information. Be logical, use transition words (see Units 1 and 2).

If your letter includes several pages, they should be numbered; and if you use letter headed paper, use it only for the first page – the rest should be written on plain paper.

In the conclusion, the author summarizes the idea, expresses his expectations regarding the subject of the letter and points the actions he expects from the recipient (see Unit 2 for useful expressions).

7. Complementary Close

After the body of text, your letter should end with an appropriate closing phrase and a comma. There are certain correlations between the salutation and the closing:

Dear Sir / Sirs, Dear Madam, Dear Editor / Sales

Manager / Professor

Yours faithfully

Dear Mr / Mrs / Ms White,

Yours sincerely

Gentlemen ,

Yours truly

Dear Ronald,

Best wishes / Sincerely

Dear Elizabeth,

Cordially / Regards

The safest option is “Yours faithfully” (when you don't know the name of the person to whom you are writing, i.e. when you began “Dear Sir/Madam”) or

“Yours sincerely” (when you do know their name). If you are already acquainted with the recipient, it may be appropriate to use a phrase such as “Best regards”, “With warmest regards”, or “Kind regards”.

The closing should be:

- Left-aligned for full block format
- On the right (tab across so it matches up with your address) for modified block format.

Americans tend to close even formal letters with *Yours truly* or *Truly yours*.

No matter which variant you choose, avoid closing with old-fashioned phrases, e.g. *We remain yours faithfully*, *Respectfully yours*.

8. Signature

Put several blank lines after the “Yours sincerely,” or “Yours faithfully,” then type your name. Always type your name and the job title below your hand written signature.

e.g.: *Yours sincerely*,

(Signature)

M. Green, HR Officer

Your name and signature should be:

- Left-aligned for full block format
- On the right (tab across so it matches up with your address) for modified block format.

9. Enclosures

If there are any documents enclosed with a letter, although these may be mentioned in the body of the letter, it is also common to write *Enc(l)*. below the signature block. If there are a number of documents, these can be listed:

Enc.

Bill of landing (3 copies)

Insurance certificate (1 copy)

Certificate of origin (1 copy)

Bill of exchange (1 copy)

When copies are sent to people other than the named recipient, *c.c.* is added:

c.c. Mrs Poole & Jackson Ltd, Solicitors

The final mark that is usually done on the envelope is the peculiarity of the letter. It is usually done in the up right corner under the stamp:

EXPRESS (DELIVERY)
 URGENT
 REGISTERED
 POST RESTANT/ TO BE CALLED FOR
 PRIVATE
 (STRICTLY) CONFIDENTIAL

QUESTIONER: Use the list of word choices to answer the following questions.

salutation	closing	signature
date	complimentary	inside address
return address	writers typed name	body

1. _____ is the place for the writer to handwrite their name.
2. The recipient's name, company name, and address are called the _____.
3. The purpose of the letter is included in the _____.
4. Yours truly, is an example of a _____.
5. The last line in a business letter is the _____.
6. The _____ is when the letter is written.
7. The _____ is the address of the letter writer.
8. Dear Mr. Johnson is a _____.

TASK 23: Choose the appropriate Greeting and Closing for each inside address below.

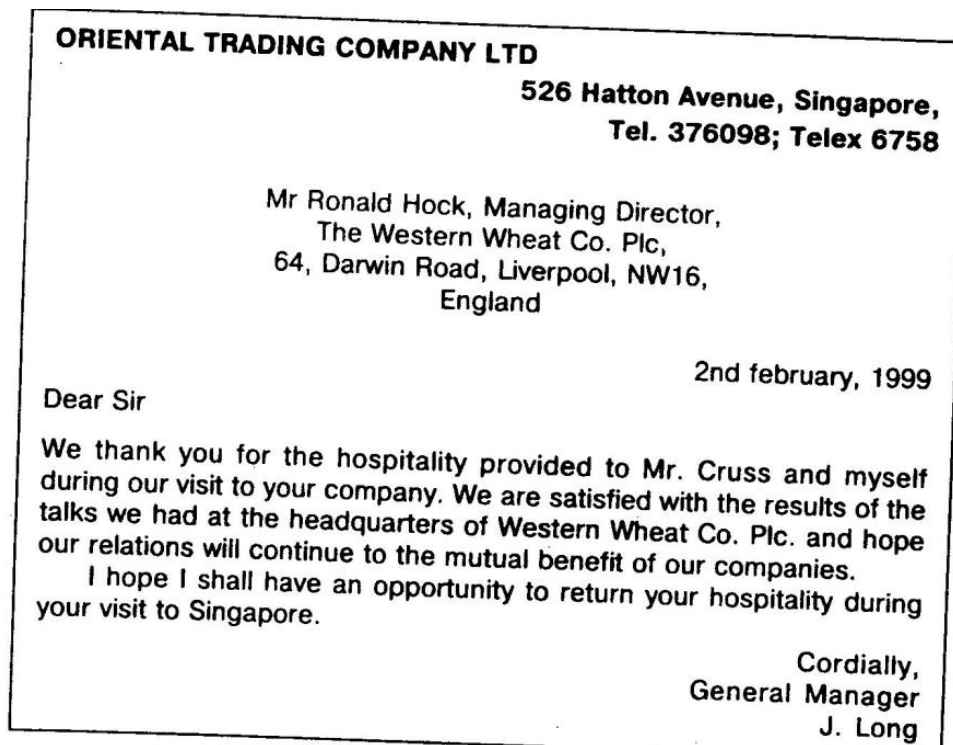
- | | |
|---|---|
| <p>1. The Manageress
 Restaurante Buena vista
 Mar Bella
 Mexico
 Dear _____
 Yours _____</p> | <p>3. Western Computers Corp.
 17 king Towers
 Hong Kong

 _____</p> |
| <p>2. Prof. john Harrison
 Feets College
 33 Hanover Street
 Glasgo EH5 7LM
 GB

 _____</p> | <p>4. Ms tutor
 New Business Consultants
 Ave de la Conquista 367
 Mexico, DF

 _____</p> |

TASK 24: Correct the errors in the letter layout.



TASK 25: You are given introductions and conclusions of the letters. Match the pairs and put them into the letters (1-4).

1. We are looking forward to hearing from you soon.
2. We acknowledge with thanks receipt of your letter of September 23.
3. We are interested in the automobiles manufactured by your company and advertised in the latest issue of The Driver.
4. We have taken steps to ensure that this will not occur again.
5. Further to our telephone conversation yesterday, I am writing to confirm our order for 10 printer machines Epson LX-100.
6. I am writing to inform you about some alterations In the arrangements for your visit to our company.
7. Thank you for your help.
8. Could you please confirm if these arrangements are acceptable. I am looking forward to seeing you at the headquarters of G.R.F.

Letter #1

Dear Ms Drake

.....

I am afraid I will not be able to meet you myself at the airport due to urgent talks with our suppliers. So I am sending my personal assistant, William Reck. He will meet you and take you to your hotel. Owing to the unforeseen meeting with the suppliers our meeting at the headquarters of G.R.F. is postponed for two hours. The rest of your itinerary remains without any changes.

.....

Yours sincerely

Letter #2

Dear Sir,

.....

We very much regret that through a typing error the flight number was indicated in the confirmation of the reservation as AF-333 instead of AF-334. We thank you for pointing out this mistake to us.

.....

Yours faithfully,

Letter #3

Dear Sir

.....

Please send us your latest catalogues and price lists for the latest models. We would be much obliged if we could have them by return.

.....

Yours faithfully

Dear Mr Duck

.....

We agree to the prices and terms of payment stated in you price list. I would be grateful if you could deliver them within 20 days.

.....

Yours truly

TASK 26A: Checking Written Work: The spellchecker on your computer won't help with the mistakes in this letter. Choose the right word from each pair.

Dear Chris

Sorry I couldn't right/write before. I've been off work with flu/flew and I have never felt so ill in my-live/life! I still feel really weak/week. For the first too/to/two days, I had a terribly sore/soar throat and I thought I was going to loose/lose my voice. Jane said at least it would/wood be nice and quite/quiet in the house! She tried to wring/ring you but she couldn't get threw/through/thorough. Was there/their a problem with your phone? Perhaps we can meat/meet next weekend. Would you like to come to diner/dinner on Sunday?

Love
Angela

TASK 26B: There are four kinds of mistake in the following text, and there are three of each kind: three spelling mistakes, three mistakes with verb forms, three grammatical mistakes and three cases with the wrong word.

According to an article I readed in the newspaper, actually in Britain there is a new fashion for afternoon tea. Of course, this is not really a new trend, but an old tradition that is becoming more popolar again. I was interesting in these informations because before I came to Britain, I thinked that it was normal for everyone to have tea at 5 o'clock, but when i got nere all I finded were coffee shops!

It's not the case that people have stopped to go to restorants, but more and more people are opting at afternoon tea as a special treat. Getting a table is very difficult – at expensive hotels in London, you have to do a reservation weeks in advancel

TASK 27: Letter editing: Edit this letter so that it makes sense.

Poole Leisure & Health Club
The Parks, Poole, DR89 E43
Tel: (01234)987789
E-mail: sales@leisureconnection.com

Mr F Perks
Managing Director
Perks & Shelley Engineering PLC,
Hollows Farm Industrial Estate
Poole
DK23 L56.

Dear

further to your telephone Conversation this morning with Mr Ramsay I have pleasure in confirming your appointment on friday 22nd november 2002 at 11.00 am.

Mr Ramsay will be pleased to show you the you wide range of facilities that Poole Leisure & health has to offer the club was extensively refurbished last year and in addition to the gymnasium and swimming Pool are members now enjoy the sauna suii te a hairdressing sSalon and aromertherapy.

wee offer very favourable terms for company membership and I enclose a leaflet giving full details

Mr Ramsay hopes that you will be able to join him for lunch in the restaurant you will then be able to experience the the high quality fair prepared by our award winning chef geoff deans in the meantime if you have any queries please feel free to contact us.

Yours

Paula Smith (Mrs)

enc

TASK 28: A Jumbled Letter. The following text makes up a letter when sorted into the correct order. Rearrange the paragraphs and lay the letter out correctly.

I look forward to hearing from you in the near future.

Yours faithfully

I purchased a whizzy wonder mobile phone from you in November of last year at a cost of £150. The phone has never worked properly and I have taken it back to Dixet many times for repair.

The Manager, Dixet Electricals, East Road, Sudnorth, Suffolk IP54 6ED
Smith Phone number 01787 546987

I am writing to complain about my mobile phone.

Dear Sir

I would like to receive a full refund of the cost of this phone or a new replacement. I do not want a further repair.

John A. Smith

Each time the phone has been brought back to you it has been impossible to trace the fault, although your staff agree that it does not work properly.

7 West Street, Sudnorth, Suffolk IP34 7ER

Unit 4. Types of Business Letters

Business letter is an old form of official correspondence. A business letter is written by an individual to an organization or an organization to another organization. Business letters are written for various purposes. One writes a letter to enquire information, apply for a job, acknowledge someone's work, and appreciate one's job done, etc.

As the motive of writing the letter is different, the style of the letter changes and you get different types of business letters. The various types of business letters are used by different people to serve their purpose of sending the message across.

Let's take look at the most common types of business letters:

Request (Inquiry) Letter: The letter of request/ inquiry is written to inquire about a product or service. If you have ordered a product and yet not received it then you can write a letter to inquire when you will be receiving it.

Apology Letter: An apology letter is written for a failure in delivering the desired results. If the person has taken up a task and he fails to meet the target then he apologizes and asks for an opportunity to improve in this type of letter.

A confirmation letter is written to acknowledge and confirm details. These letters can be effectively used to put oral agreements in written form. This type of letter is used to inform an individual about his/her confirmation in service, confirming the receipt of files, reports, confidential documents, etc. All your travel and hotel reservations, appointments and meetings should be confirmed with a letter. A confirmation letter is a good business gesture and helps in strengthening professional relationships.

Thank you letters are used in different situations for acknowledging someone's assistance, job offer, help or donation. Most of the times, a thank you letter is written by an employee to the hiring employer for offering a job. Many hiring managers like these thank you letters from a new employee, and they appreciate these courtesies.

A letter of invitation is written to people inviting them for a special occasion or event in your personal and professional life. An invitation letter is written for

business events as well as for personal occasions like birthdays, family reunion, etc.

A congratulation letter is used for praising a person on his success. This letter is a great gesture to maintain personal as well as professional relationships. Through this letter, one can talk about the exemplary qualities that helped a person to achieve his/her goals in life. Such a letter makes the recipient proud of his/her success. The letter should be full of enthusiasm and happiness. The letter has to tell how much happy you are on hearing the news of their success.

Complaint Letter: A complaint letter is written to show one that an error has occurred and that needs to be corrected as soon as possible. The letter can be used as a document that was used for warning the reader.

Letter concerning arrangement of a business trip

Letter of Recommendation (Reference letter) : This type of letter is written to recommend a person for a job position. The letter states the positive aspects of the applicant's personality and how he/she would be an asset for the organization. Letter of recommendation is even used for promoting a person in the organization.

Resignation Letter: This type of letter is written to express your gratitude towards everyone in your company at the time of your resignation. After leaving a company for certain reasons, you have new choices, opportunities and perspectives, and that makes you happy, but you also feel bad for losing your co-workers. A letter of support is the best way to express how you enjoyed your work. You can write some of your good experiences while working in that company.

Letter Asking for a Pay Raise

a) Letter of Request (Enquiry)

The letters of request can be written for various purposes in different situations. These letters are written in different formats as per its type and purpose of request. Most of the request letters are written for the following goals:

- Request for a job interview
- Request for a specific information
- Request for recommendation and
- Request for promotion

All these types of request letters differ in their content. Here are some guidelines for writing letters of request for different purposes:

Letter of request for job interview

If you are writing a letter of request to the hiring manager or employer for a job interview, you must introduce yourself to the reader. Discuss the job details and or required qualifications and highlight your strengths that are suitable for the job. Study the company before applying for the job. This will help you in providing necessary information to the employer. You can describe why you are interested in that particular field, industry or organization. You must mention when you will be available for an interview to discuss other about the job.

Letter of request for specific Information

Letters of request are written to get some specific information from someone. You must use a polite tone while writing this type of request letters. This will delight the reader. Provide the reasons for asking that information in brief. Remember, you must mention your contact information in a letter of request that is written for specific information (address, telephone number or e-mail address).

Request for recommendation

Letters of requests are also written when you need to be recommended by someone or your project requires recommendation from your supervisor or professor. Describe the purpose for the recommendation. Provide brief and specific information about your work. You must mention why your project should be recommended by highlighting the strengths and advantages of your

project. Ask the reader to contact you for more information about it. Finally, express your thankfulness for considering your letter of request.

Request letters for Promotion

A letter of request written for promotion needs to be direct in purpose or it should clearly state why you should be promoted. Discuss your qualifications if they are enough to promote you from the current post to the desired position. Provide the specific details of your service, experience in the industry and your achievements.

This will help you in convincing the reader. A letter of request for promotion must be polite in language. Mention your gratitude for taking time to consider your request for promotion.

To conclude, the primary goal for writing the letters of request is to request an employer or any organization to accept your proposal or provide specific information. Hence, polite tone must be maintained throughout the letter to impress the reader.

Sample Request Letter

Daniel Smith
4540 Main Street
South Brunswick, NC
United States
(910) 754-2885
October 25, 2008

Jennifer Lewis

2438 South Stratford Road
Winston Salem, NC
United States
(336) 765-9027

Dear Ms. Lewis:

As per our discussion in the college last week, I am requesting you to give me information about you recently launched Systematic Investment Plan (SIP) by your company. The Sales Executive of your company who had come to my office to collect the monthly premium had told me about the scheme that will be

launched in a fortnight.

Yesterday's newspaper had the advertisement of the scheme but did not give all the details. I searched on the internet but I got information in bits and pieces. I want all the details about the scheme like initial investment, monthly installments, locking period etc. This will help me in taking a final decision for investment. Let me understand how the scheme will help me in securing my amount and what profits I will make after 3, 5 or 10 years as per your scheme.

I'll appreciate if you send me the complete brochure regarding the scheme. If you can manage to send a Marketing Executive who will explain me the scheme then it will be of great help to me. If I like the scheme and find it worth investing then I will give the initial amount right there to your Executive.

I'm looking forward for your positive reply. You can contact me on my phone number or my personal email address- Daniel_smith@rediffmail.com.

Yours truly,

Daniel Smith

Useful phrases for Request Letters:

We are interested in...

Will you please send us...

We shall be obliged if you send us...

We would be pleased to receive...

We would appreciate if you send us...

We require...

Please quote us for this merchandise.

Please let us know whether you are able to send us...

We learn from... that you are manufacturers of...

I have been informed that your company has a

vacancy for the post of...

I have seen your advertisement in...

We refer to your advertisement in...

Please let us have your prices in euro for...

Kindly quote us your (lowest) price for the goods listed below: ...

We hear that you have put a new model of ... on the market and should be glad to have full details...

TASK 29: Translate the useful phrases in brackets from Russian into English.

1. (Мы были бы признательны) if you send us further information on the admission requirements of your college.
2. Will you please send us samples of stationary goods your company (выпустила на рынок) stating your lowest prices and best (условия платежа).
3. (Нам будет приятно) to receive your illustrated catalogue and price list for the range of CD recorders available in your stock.
4. We (заинтересованы в) the summer tours to Greece your company offers for the groups of college students.
5. (Нам требуется) precise description of the desks we have ordered.
6. (Просим прислать нам предложение на) this merchandise as soon as possible.
7. Please let us know whether you are able to (выслать нам полную гамму образцов).
8. (Мы узнали от) our business partner "Corel Broth. & Co." that you are manufacturers of watches we would like to import to Russia.
9. (Мне сообщили) that your company has a vacancy for the post of a receptionist.
10. (Мы ссылаемся на Ваше рекламное объявление) in *The New York Times* of today.
11. Please (сообщите нам) your prices in US dollars for the airway tickets.

TASK 30: Insert the proper prepositions into the gaps.

1. I am writing to inquire if your company has a vacancy ... the post ... an accountant.
2. We would appreciate if you send us your illustrated catalogue and price list ... the range ... teaching literature available ... your stock.
3. We have learned ... our business partner that you are exporters ... touch pods which we would like to import ... Russia.
4. We require a precise legal address ... the distributor ... your products India.
5. We should be obliged if you send us further information ... the admission requirements ... your college.
6. We refer ... your advertisement published ... *The Job*...today.
7. Will you please send us samples ... paints your factory has launched ... the market.
8. Please let us know your prices Euro ... the airway tickets.
9. Kindly quote us this merchandise ... soon ... possible.
10. We are interested ... the winter tours Finland your company offers ... individual tourists.

TASK 31: Put the words in the correct order to make a sentence. The first word of the sentence starts with capital letter.

1. 17 January Thank of for letter you your
2. BC 150 printers of 5 received for pieces We order your
3. GBP gross 4,255 price of offer can a We
4. 751 is 10% GBP a unit including price discount quantity The
5. letter be by may of Payment done credit
6. On payment on orders all initial require we delivery
7. period credit subsequent 15 For orders allow day we all a
8. allow delivery 5 Please for days
9. soon from hearing to look you forward We

TASK 32: Fill in the missing words from the menu in the gaps in the letter.

audience	invaluable
hopefully	entirely
grateful	opinion
listeners	obliged
currently	views

GOLDEN CITY RADIO
Listeners' survey

Mr John Smith
35 Main Street
Cadbury
England January 2001
Dear Listener,

We are _____ conducting a survey seeking the opinions and _____ of our listeners. We have recently distributed a questionnaire to a selected sample of _____, of whom you were one. _____, you have received the questionnaire.

The questionnaires are _____ anonymous. We would be very much _____ to you for answering the questions. The information that you will provide is _____ and will help us to continue to improve the quality of our programs.

We would be _____ if you could complete and send us the questionnaire as soon as possible. The results of the survey will represent the views of our _____ and it is therefore important that we receive as many completed questionnaires as possible. Everyone's _____ is important.

Thank you for your help,

W Williams

William Williams

Program Director

TASK 33: Fill in the gaps. When completed, this letter provides a model for a letter of enquiry.

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

PHYSIOLOGICA
Telephone 071 982 7111
Fax 071 982 7712

17 Princes Street
London
EC1 7DQ
1 July, 2009

Our ref. AN/JB
Your ref:

Discpro SA
251, Rue des Ramonières
F- 86256 POITIERS CEDEX
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 Unauthorised 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).

Jane Shillingford

Jane Shillingford

_____(11) Director

TASK 34: In each of the following sentences, choose the correct word to fill the gap.

1. I would be _____ if you could send me details of your PS/2 range.

- a. thankful b. please c. content d. grateful

2. You were _____ to us by our associates.

- a. advised b. suggest c. recommended d. informed

3. We were given your _____ by the Chamber of Commerce.

- a. identity b. company c. name d. placing

4. Thank you for your letter _____ 19 June.

- a. in b. on c. of d. from

5. Please _____ enclosed our current catalogue and price list.

- a. find b. look c. receive d. examine

6. We would appreciate _____ you could send us further information on your range of non-impact printers.

- a. it that b. this c. when d. it if

7. I would be grateful if you could arrange for your Technical Director _____ on me.

- a. will call b. is calling c. to call d. calls

8. We look forward _____ from you.

- a. hear b. to hear c. hearing d. to hearing

9. We would be grateful _____ an early reply.

- a. to b. of c. for d. with

10. Should you require anything further at this time, please do not _____ to contact me.

- a. void b. hesitate c. delay d. prevent

TASK 35: Complete these letters of enquiry (letter a-i).

Letter a :

Choose suitable words from this list to complete the letter.

**particularly shown delivery Yours faithfully let me know
interested earliest Dear Sir catalogue date**

_____,

I'm particularly _____ in the printer ASTI 501T shown in your

_____.

Could you please _____ your _____ delivery _____ for three of these.

_____,

P.Stephens

Letter b:

Choose suitable words from this list to complete the letter.

**particularly shown delivery Yours faithfully let me know
interested earliest with reference to catalogue date**

Dear Sirs,

_____ your catalogue, I'm very _____ in your sound cards,

particularly

in the one _____ on page 19 of your _____, with compatible

Sound

Blaster performance.

What is your _____ date?

_____,

H. Peace (Mrs.)

Letter c:

Complete with a suitable word from the list:

**payment advertisement model conditions order
deliver ordered receipt delivery within**

Dear Sirs,

I was interested in your _____ in today's "Telegraph".

If we _____ 2 iMacs, _____ 519RR in red, could you _____

them to our offices _____ 30 days?

If so, could you please let us know your _____ of payment.

Yours faithfully,

F. Reed (Mrs.)

Letter d:

Complete using a suitable word from the list:

advertisement interested send catalogue as soon as possible
latest order range price list

Dear Sirs,

I am particularly _____ in your _____ of zip drives.

Could you please _____ me your _____ catalogue, and a
_____.

Yours faithfully,

L. Swindon (Miss)

Letter e:

Complete with suitable words:

_____,

I saw your _____ in the "Tribune" this morning, and was very

_____ in

your software applications for CAD.

Have you got a _____? If so, could you _____ me one with a

_____ as soon as possible.

_____,

L. Moran (Mrs.)

Letter f:

Dear Sir,

Thank you _____ your catalogues and _____. I am particularly
_____ in the flat screens, PANEL 76, _____ on page 7 of your

_____.

Could you please _____ your earliest _____.

_____,

B. Nichols

Letter g:

Write a letter from the following notes.

Interested page 19, catalogue four cordless keyboards price?

Letter h:

Write a letter from the following notes.

Thank you catalogue +price list interested VGA screens, catalogue, page 12: \$
742 price list only: \$642 which correct price ? P. McKee (signature)

Letter i:

Write a letter to PC Profit in Sierre. Use today's date. Thank for their catalogue. You are interested in laser printers. Ask if there is a discount for 100 printers, and for delivery dates. End the letter appropriately.

TASK 36: Solve this jigsaw puzzle. Put the letter in the correct order.

We are pleased to hear of your company's interest in purchasing our Axer 550S scanner.

22 May 2000

You asked about a quantity discount.

Thank you for your letter of 15 May enquiring about our new scanner models.

We will be happy to discuss this if you give us some idea of the quantity you are ordering.

Sales Manager

Our terms of payment are 15 days after the receipt of invoice.

Yours sincerely

Mr J. Carmicle

Manager

JC Software

19 Market Street

Brighton BN4 6CD

We would also like to draw your attention to our Packard 305C model which has just been introduced to the market.

MB COMPUTERS

25 Bayswater Road. Putney PT7 9DS, tel/fax 0432-243 8719, e-mail:

Mary. Bates@mbcom.co.uk

I look forward to hearing from you in the near future.

Mary Bates

Dear Mr Carmicle

Do not hesitate to contact us if you want to get any more information.

Mary Bates

TASK 37: Match each section of the letter of enquiry 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. | 6. Mr. J. Barnard
Corporate Sales Department
Procom Ltd
58 Edison Street
Robin's Lane Industrial Estate
Canterbury
Ken CT19 3TE |
| 2. M H Jansen
Publicity Manager | 7. Yours sincerely |
| 3. I look forward to hearing from you | 8. 12 May 20__ |
| 4. Could you please let me know whether it is possible to upgrade the PCs to Pentium III and what the likely cost would be? | 9. The Red Box
54 Streamside Road
Cardiff CF1 1JW |
| 5. Dear Mr Barnard | 10. Our Ref: CUG/PL |

TASK 38: Write this letter of enquiry.

You are Mr Barnard. Reply to the letter of enquiry in Task 37.

Paragraph 1: Refer to the customer's letter. Say you are happy that the PCs have given satisfaction.

Paragraph 2: Explain that the Procom 211 Premiers cannot be upgraded because that particular model has been discontinued. Say you are enclosing the latest catalogue and draw attention to the Procom 400 PC which be ideal for the customer's needs. Suggest that the customer calls you soon to arrange a time and date when a representative can visit the customer to give a demonstration of the PC.

Paragraph 3: Conclude the letter appropriately

TASK 39: Follow the instructions on the memo below. Write out the letter of enquiry in full, including names, addresses, etc...

Mark Walton is the Senior Programmer of Infologic, Morley House, 18-22 Wolves Rd, London SW1 7ND.

Memorandum

To Laura Hayward

Date 27March 2012

From Mark Walton

Ref

Please send a letter to ASD Computer Products who advertised in the March 23 edition of "Info Globe". Say where you saw the advertisement and ask them for their catalogue.

TASK 40: Your boss, George Ramsden, Senior Project Engineer at Pro-Profit, Sierre, has sent you this memo. You must write this letter in his name and sign for your boss.

INTERNAL MEMORANDUM

To : Student (you)

Date: 24 April 20 ____

From: G. Ramsden

Message:

Please write a letter to *IBM components*, 139 Gilles Kemp Rd, Geneva.

1. Say we saw their advertisement at the last Compusoft show in Lausanne
2. Ask if they are able to supply : 20 Pentium III motherboards, and 20 Intel Ether cards
3. Find out what discounts they give and what their terms of payment are.

TASK 41: Translate.

1. Я буду признателен Вам, если Вы вышлите мне Ваши последние буклеты и другие материалы, содержащие описание туристических маршрутов, которые Ваша компания предлагает для зимнего отдыха.
2. Нам было бы приятно получить Ваш иллюстрированный каталог и прейскурант на заинтересовавшие нас модели велосипедов.
3. Я увидел Вашу рекламу в журнале «Коммерсант» и прошу Вас сообщить, какие документы необходимы для поступления в Вашу коммерческую школу.
4. Мне сообщили, что в Вашей компании есть вакантное место менеджера. Я буду признателен Вам, если Вы вышлите мне бланк анкеты.
5. Прошу сообщить, сможете ли Вы выслать мне перечень учебной литературы, необходимой для подготовки к экзамену САЕ.
6. Пожалуйста, вышлите нам образцы Вашей продукции с указанием Ваших самых низких цен и наилучших условий платежа.
7. Вышлите нам, пожалуйста, каталог книг, опубликованных Вашим издательством в мае 2012 года.
8. Нам стало известно, что Вы выпустили на рынок новую модель холодильника «Стинол» и были бы рады получить подробную информацию о его технических характеристиках.
9. Мы были бы признательны, если бы Вы выслали нам дополнительную информацию об условиях участия в конференции «Инновации в образовании».
10. Мы ссылаемся на Вашу рекламу в газете «Бизнес» от 9 июня. Мы заинтересованы в ассортименте печатных изданий, которые Вы предлагаете. Мы будем признательны, если Вы вышлите нам каталог.

b) How to respond to a Request Letter (Quotation Letter)

In reply to an enquiry the potential customer usually receives a **quotation**. This will contain the price for the requested good or service. But it will also give some information on:

- the possible discounts
- the cost of transport or insurance
- the terms of payment
- the time it will take to deliver

The next step is for the customer to place his **order**.

Useful Expressions:

1. Thank you for your letter As requested we enclose
2. In reply to your enquiry of we are sending by separate post
3. I was pleased to learn that you are interested in our
4. Thank you for your enquiry dated regarding
5. We are obliged for your letter of 12 May in which you require...
6. In reply to request for our catalogue, we enclose a copy herewith, and we hope you will find it helpful.
7. May we use this opportunity to draw your attention to...
8. We can promise delivery within 4 weeks if we receive your order immediately.
9. In reply to your letter we forward you...
10. We dispatch you under separate cover/ by registered post/ by parcel post...
11. Confirming our agreement we forward you...
12. We look forward to receiving a trial order from you soon.
13. We shall be pleased to send you any further information you may need.
14. Any orders you place with us will have our prompt attention.
15. Please let me know if you need any further details.

TASK 42: Translate the phrases in brackets.

1. (С удовольствием высылаем) you a copy of the contract form for your study.
2. (Выражаем удовлетворение) your letter of 15 June and send you the range of tours we offer.

3. (Мы рады выслать вам) the samples of greeting cards we have in stock.
4. (В ответ на Ваше письмо) we are sending you information about the services our bank offers to corporate clients.
5. We are sending you (с этим письмом) a draft resolution of the annual meeting.
6. We (направляем вам) our latest illustrated catalogue as you requested.
7. (В дополнение к) our letter of 4 November (высылаем Вам) a list of the products we have launched on the market.
8. (Ссылаясь на Ваш запрос) of 25 January we send you the results of the expertise.
9. We dispatch to you (бандеролью) a set of the textbooks you ordered last month.
- 10.(В связи с Вашей просьбой) we forward you information about requirements for admission to our College.

TASK 43: Insert the missing prepositions into the gaps.

1. We send ... you enclosed ... this letter some ... our brochures with details of the summer tours to Greece.
2. We dispatch ... you ... registered post ... a copy ... a catalogue for the latest models of our products...
3. We enclose ... this letter some information, which we hope you will find useful.
4. In connection ... your request we forward you ... a list of the documents required ... application ... the vacancy ... a manager ... our company.
5. We are sending you ... separate cover samples of stationary goods we offer for export.
6. We appreciate your letter ... 31 October and are sending you the price list for the range of books available in our stock.
7. In reply ... your enquiry ... 12 June we send you the address and the working hours ... our office in Spain.
8. ... addition to our letter ... 4 September we are sending you the names and other information ... the delegation to assist the meeting.
9. Referring ... our agreement ... the last week we are forwarding you further information ... our agents in Hong Kong.
10. We are pleased to send ... you the application forms ... the post of a shop assistant.

TASK 44: Translate the texts of the following letters.

1. С удовольствием посылаем Вам бандеролью каталог на последние модели нашей продукции.
2. Выражаем удовлетворение по поводу Вашего письма от 20 мая и высылаем Вам новую спецификацию.
3. В приложении направляем Вам 2 экземпляра контракта.
4. В ответ на Ваш запрос от 13 апреля на 5 компьютеров мы с удовольствием посылаем Вам с этим письмом наши предложения.
5. Ссылаясь на нашу договоренность, мы направляем Вам отдельной посылкой образцы наших товаров.
6. Согласно Вашей просьбе высылаем Вам заказной почтой иллюстрированные проспекты на интересующие Вас модели обуви.
7. В связи с Вашим запросом направляем спецификацию на товары, предлагаемые для экспорта.
8. В подтверждение нашего телефонного разговора высылаем с этим письмом подробную информацию о выставке, которая состоится осенью в Москве.

The letter below when completed is an example of a quotation.

TASK 45A: Read the letter and choose the best word from the options in brackets.

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.-- c.i.f. Genoa. This includes a (*batch, quantity, multiple*) discount of 10%. Payment may be (*done, made, spent*) by irrevocable letter of credit or by banker's draft. On all (*starting, initial, prime*) orders we usually require payment (*on, by, of*) delivery, and for all subsequent orders we (*make, let, 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 (*persuade, assure, console*) 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

P.J: Wilson, Sales Manager

The following accompanies the order for the quotation above.

TASK 45B: There are 8 mistakes in this letter (grammar, style, word order, vocabulary, spelling, etc.) Can you find and correct them?

Dear Mr Wilson

Thank you for you letter of 19 May. Please found enclosed our order no. 88694 for 5 EMC180 Scanners.

We would like confirming that payment for this initial order will make by banker's draft on delivery. We will take advantage of the 30-day credit period for any subsequent orders.

We would appreciate it you could arrange for the scanners to be shipped as soon as possible.

I look forward to hear from you in shorts.

Yours faithfully.

S. Gianelli

S. Gianelli, Chief Buyer

TASK 45C: Due to a malfunctioning word processor, the following 2 letters have been mixed up. One is from Sesame Systems 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 of the next page.

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 Gérard 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 CEDEX
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. Ms Anne Newson
Project Director
Physiologica
17 Princes Street
London EC1 7DQ
12. We would be able to supply 500 RSP 11W 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.

251, Rue des Ramonières
F- 86256 POITIERS CEDEX

DISCPRO SA

Tel (33) 99681031
Télécopie (33) 102163
Ref. PV/KH

23 July 20__

A _____

B _____

C _____

D _____

E _____

Yours sincerely,

F _____

PHYSIOLOGICA

17 Princes St.
London
EC1700

Tel 071 982 7111
Telex 988153
Fax 071 982 7712

27 July 20__

G _____

H _____

I _____

J _____

K _____

I look forward to hearing from you.

Yours sincerely,

L _____

TASK 46: Imagine you are a Marketing Manager. Write an answer to the enquiry letter below. Use the outline:

- a) поблагодарите мистера Алекса Ронга за письмо;
- b) сообщите, что в приложении к письму вы направляете иллюстрированный каталог на весь ассортимент бытовых электроприборов, выпускаемых вашей фирмой, и прейскурант.
- c) выразите надежду на то, что эта информация будет ему полезна

4 February, 2012

The Brush group Pic
Duke's Court
Duke Street
St. James'
LONDON S.W.1
England

Dear Sir,

We are writing to enquire about your kitchen appliances We are particularly interested in the processing machines and blenders manufactured by your company and advertised in the latest issue of "Consumer Goods".

Could you please send us your latest catalogues and price lists for the latest models. We would appreciate if we could have them by return.

We are looking forward to hearing from you soon.

Yours faithfully,

Alex Wrong, Sales Manager

c) Complain Letter

Reasons for writing a letter of complaint:

- you are not satisfied with a service or a product you have just bought
- you are against a decision made by sonic officials
- your oral complaint is ignored unless the company sees something in writing

How to write a good letter of complaint?

Writing complaint letters is quite SIMPLE, as you can see below:

S **Structure:** The letter should have a logical structure so that the receiver can understand the gist of the problem quickly and easily. The complaint letter may subsequently take a few more lines to explain the situation, but first the main point must be understood in a few seconds. In other words, it is very important what you write in the opening paragraph. You should state clearly what the problem is and motivate the receiver to continue reading. The body of the letter should then explain the problem in more detail.

I **Information:** Another important thing is to provide the reader with relevant information so that he is able to resolve the complaint. Make sure you include all the necessary facts, details, dates, requirements, etc. that will justify why your complaint should be resolved.

M **Motivation:** The complaint letter attempts to motivate (or rather persuade) the reader to take a remedial action. The best thing is to be positive and constructive: state the facts and then suggest what needs to be done to resolve matters. Your complaint should be seen as an opportunity to improve things.

P **Politeness:** Although angry, always try to sound polite in your letter. Any rudeness cannot solve anything. People naturally tend to be more helpful towards those who are polite and positive. People do not find it easy to help nasty people who attack them. If you take the time to express your dissatisfaction, many companies will not only meet your requests but will thank you for giving them the opportunity to remedy some problem.

L **Layout and Language:** The layout and language of your letter should be formal. Everything should be professionally presented to be taken seriously. Contractions, colloquial expressions or mistakes are absolutely inappropriate. Also, a paragraph should not contain just one sentence. All the sentences should be logically linked.

E **Edit:** Don't forget to check the first draft of your letter and to edit it in order to end up with a perfect final draft.

E **Encourage:** Your letter should encourage the receiver to respond to the complaint positively and helpfully.

I. Remember the Purpose of Your Complaint Letter

- Keep in mind what it is that you hope to accomplish with your letter, and stick to the point.
- Clearly make your complaint to the person(s) involved.
- State plainly and directly your reason(s) for making the complaint.
- Indicate what the reader can or should do to address your complaint, and specify how long you are willing to wait to have your complaint resolved. (Be reasonable.)
- Explain why your suggestion or request for retribution should be granted (if you made one).

II. 8 Tips for Writing Complaint Letters

1. Before writing the letter, make sure that you have the facts straight and that your complaint is legitimate.
2. Type your letter if possible. Use a spellchecker, or have someone proofread your letter. If it is handwritten, make sure it is neat and easy to read. Don't send an E-mail.
3. Generally keep your letter short and concise. Write short paragraphs, and almost always keep your letter to one page. However, do include all important facts. Include important dates or places (for example, when and where you bought the product or received the service), and include any additional relevant information you can (such as the product number or type of service). Give your letter a Heading for Identification. In the closing paragraph of your complaint letter, state specifically that you are expecting an early reply.
4. While writing your letter, remain diplomatic and courteous at all times. No matter how justified your complaint may be, do not allow your letter to become angry, sarcastic, or threatening. Keep in mind that the person that reads your letter will often not be the person responsible for the problem.
5. Try to put yourself in the other person's place, and write your letter accordingly.
6. Include copies of any documentation relating to your complaint. Do not send original documents.
7. Keep a copy of the complaint letter for your records.

8. If your complaint letter does not bring about the results that you hoped for, consider writing another letter with a firmer tone, or try writing to someone higher up in the chain of command.

III. How to Write a Complaint Letter:

Start your letter with something positive in order to soften the blow of your complaint and so that the company or entity will be more willing to work with you. For example, if writing to complain about a faulty product that you purchased, you might begin, ‘I have been a loyal customer of your store for many years.’ Mention some of the positive aspects of the company or organization, such as the overall quality of the products or services, the low prices, the excellent customer service, and so forth.

Open the next paragraph with a sentence that begins to allude to the problem. For instance, you might write, ‘It is understandable that companies that offer a wide variety of electronic products would occasionally come across a faulty piece of merchandise.’ Then, in the next sentence, state your complaint. (Again, if you intend to do more than just complain and want the problem to be solved, it is best to remain professional and courteous. Do not sound accusatory or demanding.) After clearly stating your complaint, indicate what you would like to have done to rectify the situation, if anything. You may want to mention, also, the actions you will take if your complaint is not answered or the problem is not solved.

In the last paragraph, mention that you would like to continue to use the company's products or services, or to continue to be a customer of the store, or a member of the organization, or a viewer of the TV station. Then, suggest why it is in the other party's best interest to grant your request: you might mention the importance of maintaining a good reputation or keeping you as a customer, or you might appeal to their sense of justice. In other words, give them a positive reason to want to resolve the concern. As you close your letter, express confidence that your complaint will be taken care of. Finally, thank the company or other entity for handling your complaint.

Some useful expressions and key phrases:

I am writing to complain about...	
I am writing to express my strong dissatisfaction with ...	

We were extremely disappointed with ...	
I am sorry to inform you that...	
I realise that mistakes happen, but...	
I am not blaming anyone...	
I would really appreciate your help with the following.	
I am afraid... This is because...	
I would be grateful if you could/would...	
Can I ask that you...	
I am writing on behalf of...	
Unfortunately,...	
I am disappointed because... We were appalled to find ... We were thoroughly disgusted with ...	
To resolve the problem, I would appreciate it if you could/would... ... repair/replace the item/give my money back	
I look forward to your reply and a resolution to my problem, and will wait until... (<i>set a time limit. A reasonable time is usually 10 business days or more.</i>) before I.. (<i>state measures you are going to take</i>)...	
Please contact me at the above address or by phone at (<i>home and/or office numbers with area code</i>).	
This letter is to notify you about a problem with...	
I am dissatisfied with... because...	
I have already attempted to resolve this problem by...	
Unfortunately, the problem remains unresolved. I am hereby requesting that you...	
Thank you for your anticipated assistance in resolving my problem. Please contact me at (<i>telephone number and/or e-mail address</i>) if	

you have any questions.	
I hope you can settle this matter to my satisfaction as soon as possible.	
I refer you to...	
I look forward to receiving your offer to settle my claim within 21 days. Failing this, I shall have no alternative but to inform the ...	

Sample Letter of Complaint	Format of Letter of Complaint
<p>66 Trees Lounge Bemworth Devon CG4 5HZ</p> <p>14 September, 2012</p> <p>Alltours 342 Rich Road Bemworth Devon VF7 6JK</p> <p>Dear Sir/Madam,</p> <p>My husband and I have just returned from one of your “special city tours” in Amsterdam (August 31 – September 10) and <u>I am writing to complain about</u> the holiday we were given.</p> <p>To begin with, the hotel <u>was not at all what we had been led to expect</u> from your brochure. You advertise air-conditioned rooms with mini bar and private bathroom, but what we got was a tiny room with none of the promised appliances. The room only had a washbasin and we had to share the sanitary installations with five other parties on our floor. The temperature was 90° every day, so you can imagine the comforts of a room with nothing but the cold water tub for cooling. As for the hotel staff, whenever we called down to the reception there was simply no one around. There did not even</p>	<ul style="list-style-type: none"> • Introduction: Reason for writing. Exact details of holiday (time, place, etc.) [State clearly why you are writing the letter of complaint. In other words, briefly say what the letter will be about.] • Development: Details of problems. Deal with each major problem in a new paragraph. Explain everything in more detail, including all relevant information. On the other hand, remember you are writing a letter of complaint and not a novel. If the explanations are very complex, you can give the details in an enclosure and refer to that

seem to be any cleaning staff since our beds were made once during the whole of our stay.

Added to all this, the tourist guide included in your offer had fallen ill shortly before we arrived and there was obviously nobody in charge to organise a suitable substitute. After five days a courier turned up who spoke only fragmentary English and we had difficulties understanding only half of what he said.

As you will realise, we are highly dissatisfied with the holiday your company provided and we do not see why we should put up with it. We expect a letter of explanation as well as a substantial refund of our money. Unless this is forthcoming, we shall have to take matters a step further.

Yours faithfully,
(Mrs J Smith)

enclosure in your letter. [complain, express your dissatisfaction]

- **Conclusion:** What you expect from the company. Don't forget to state what you would like to happen to solve the problem. Make a positive request/suggestion for the reader to react to. State exactly what you want done about the problem (e. g. get a refund or a compensation), and how long you are willing to wait to get it resolved. [ask that something be done]
- **Closing:** Include something complimentary about the organization and/or its products, service, or people. For example: "I have long been a user of your products/services and up until now have always regarded you as an excellent supplier/organization. I have every faith, therefore, that you will do what you can to rectify this situation."
- State that you look forward to hearing from them soon and that you appreciate their help.

REMEMBER: The purpose of a letter of complaint is to get a problem solved. It is recommended to AVOID EMOTIONAL LANGUAGE (eg. *I am absolutely furious...*).

In any case the person reading your letter is probably not the person responsible for the problem. So avoid blaming a member of staff by name. Instead **use a passive structure**.

Compare these two examples:

Mrs Smith, in your accounts department, sent the wrong invoice.

The wrong invoice was sent due to an error in the accounts department.

TASK 47: Work with a partner. One of you is writing a letter of complaint, the other is answering it. Copy the first letter below, laying it out correctly, with addresses. Fill the gaps with any details that your imagination (or your real grievances) might supply. (Note that this is a very formal letter, appropriate for an employer on the verge of sacking an employee, or a business person about to break off a business relationship. The use of the word you is particularly direct, and indicates the writer's anger.)

Dear _____,

As you will be aware, there have been many occasions during the past _____ (period of time) when I have had cause to complain about your _____. Unfortunately, despite your repeated assurances that the situation would be resolved, you _____.

Clearly, this situation cannot be allowed to continue and, unless you can ensure that _____, I shall be obliged to _____. It is my hope that such a drastic step will not be necessary.

Yours sincerely,

Now, having changed letters with your partner if you have one, write a reply. You may use this 'skeleton' if it is appropriate.

Dear _____,

Thank you for your letter of _____ (date), drawing my attention to _____. Your dissatisfaction with my apparent _____ is quite understandable. Nevertheless, I can assure you that if my _____ has continued to appear unsatisfactory it is only because _____. Please accept my assurance that I have now _____ and am confident that my _____ will give you _____ no further _____ cause _____ for _____ concern.

Yours sincerely,

TASK 48A: Fill the gaps in these two letters with words from the list.

claims	ordered	returning	failure
sorry	response	refund	replace
must	hearing	ensuring	receiving
convenience	recover		

Dear Sir or Madam,

On August 2nd I bought a tin of Miracle Oven Cleaner in (1) _____ to your television advertisement, which (2) _____ that this product will clean 'all the stains that ordinary oven cleaners leave behind' and leave 'even the dirtiest oven as clean as new'.

In the light of the (3) _____ of the Miracle Oven Cleaner to clean my oven in anything resembling the manner you describe, I am (4) _____ it to you, and ask you to (5) _____ the full cost price of \$2.12 plus the postage of 64c.

I look forward to (6) _____ a check for \$2.76 from you at your earliest (7) _____.

Yours faithfully,

Dear Sir,

I received today the 'Hendrix Junior' guitar that I (8) _____ from you on February 28th. I am (9) _____ to have to tell you that when I opened the parcel I found the guitar broken. The neck was detached from the body, and the body itself was shattered. I (10) _____ ask you, therefore, either to (11) _____ the damaged guitar - (12) _____, on this occasion, its safe delivery -or to refund the price I paid for it, \$59.99. Should you wish to (13) _____ the broken guitar, I will hold it at your disposal until the end of next month.

I look forward to (14) _____ from you.

Yours faithfully,

More Useful Expressions:

Demand

I would be grateful to receive a check for the outstanding sum without further delay.

I must insist that you deliver the piano with no further delay and at no additional expense to myself.

... would be appropriate compensation for the inconvenience caused to my family.

In view of the many ways in which it did not match the claims made for it in your publicity, I expect a substantial refund.

Under the circumstances, I feel that an apology should be offered.

Threat (optional)

I shall have no alternative but to put the matter in the hands of my solicitors should your check not be received by May 1st.

Unless I hear from you within ten days. I shall have to take legal advice on the matter.

If I do not hear from you before 3 May, I shall be obliged to take matters a step further.

Tact: how to influence people

You are a student, and have very little money. You were fortunate enough to find a very cheap and convenient flat to rent. Naturally, the flat has its disadvantages: if it didn't, it would be much too expensive for you. Now, with winter coming on, it is time to try to persuade the landlord to improve the flat (without, of course, increasing the rent).

Read the two letters overleaf (the second one is unfinished) and decide how you would react to each of them if you were the landlord.

1. Are there any differences of *fact* between the two letters, or is the difference only one of *tone*?
2.
 - a) How is the first sentence of the first letter expressed in the second letter?
 - b) In view of all the facts you are given, would you say the opening of the second letter was:
 - (i) hypocritical?
 - (ii) untruthful?
 - (iii) deceitful?
 - (iv) tactful?

Whichever of the above you decide the fact is that this is an aspect of language, culture and communication, and not a question of morality. This kind of politeness is much the same in all English-speaking countries, and breaking these rules is a much bigger language mistake than breaking grammar rules.

3. In the first letter, Oliver describes the problems as if he was telling a friend about the flat: he uses dramatic and strong words to express his emotions, and perhaps exaggerates a little. In a formal, written complaint, emotive language is inappropriate. Exaggeration must also be avoided because if the landlord can show that something you have said is not factually true, this destroys the credibility of your other claims as well. Find examples of emotive language and exaggeration in the first letter, and see how it is avoided in the second.
4. A letter like this should not become a personal attack on someone. Find instances in the first letter where Oliver becomes offensive when he addresses his landlord in too personal a way.

5. Write the last paragraph of the second letter. Try, as in the first three paragraphs, to make the landlord:

- think what a polite, reasonable, articulate (and therefore dangerous) person you are.
- believe that your complaints are truthful and accurate.
- believe that your requests are reasonable.
- really want to spend money on the flat.
- act with some urgency.

TASK 48B: Fill the gaps in this letter with words from the list.

convenient	repair	carry out	arrange
replaced	faithfully	guarantee	appears
bought	grateful	found	assured

Dear Sir/Madam,

Repair washing machine

On December 2nd your maintenance man called at my home to (1) _____ the washing machine, a Wytaswyt Aquaslosh which I (2) _____ from you on January 7th of this year and which is still under (3) _____. When your man finished, he (4) _____ me that the machine was now working.

The following day I tried to use the machine but (5) _____ that it was still not working properly. Again, it flooded the kitchen. I know little about these machines, but the problem (6) _____ to be that the rubber seal around the door needs to be (7) _____.

I should be (8) _____ if you would (9) _____ for a competent person to call and (10) _____ the necessary repairs. A convenient time for me would be Thursday or Friday morning, Dec 11 or 12, any time between 8 and 12.

Please telephone me immediately if these times are not (11) _____

Yours (12) _____

37 Acorn Street

November 7th

Dear Mr Scrooge,

I've been your tenant here for seven months now, and I've got lots of things to complain about.

First, the gas cooker, which is an absolute death trap. It is an antique model - some would say a museum piece - that leaks gas constantly. Quite apart from the fact that the gas is liable to poison me, there is a good chance the cooker will one day explode and burn your house down. What's more, its meagre two rings are slow and inadequate, while the oven (which doesn't close properly because of the huge dent in the door) is so thick with dirt that it is beyond cleaning. So, as you can see, a new cooker is urgently needed, and it's you who should pay for it since I'm renting the flat as 'furnished'.

Secondly, the heating: two one-kilowatt electric fires in the whole flat. This has been incredibly expensive and totally insufficient throughout the autumn. Now, with winter coming on, I'm in danger of freezing to death while you take a holiday in the Bahamas paid for with my rent money. I shall expect an adequate heating system to be installed before the end of November.

Finally, the windows. They don't shut properly (for that matter, neither do the doors) so there's always a howling draught blowing through the house. Actually, so many of the panes are broken that it wouldn't make much difference if the windows did shut. Please do something about this, preferably by replacing the whole lot with double glazing. If you don't do this before winter sets in, I'll be obliged to spend my rent money on making the house fit for human habitation instead of giving the money directly to you.

Yours sincerely,

Oliver Twist

37 Acorn St
November 7th

Dear Mr Scrooge,

I've been your tenant here for seven months now, and in many ways I'm very happy with the flat. Nevertheless, there are one or two details that I think we should look at.

First, the cooker, which appears to be a significant safety risk. It is a very old model, which seems to leak gas constantly. This represents a real danger, on the one hand of asphyxiation and on the other of fire. The cooker is, in fact, not very satisfactory in other respects as well - the two rings are inadequate when cooking for guests, and the oven is no longer operational as the interior is beyond cleaning, and the door doesn't shut. For these reasons, I would suggest that the cooker needs to be replaced at your earliest convenience.

Secondly, the heating, which at present consists of two one-kilowatt fires. I seriously doubt whether these heaters - them- selves a fire risk as well as being both inefficient and uneconomical - will provide adequate heating through the winter for a flat of 35 square meters. I do trust you will be able to provide the flat with adequate means of heating before winter sets in.

(last paragraph missing)

TASK 49: Writing.

You start a new job as a secretary in your local branch of a large but not very modern company whose headquarters are in Australia. Everything at your new workplace is old-fashioned, and much of it is either broken or seriously inefficient. You complain about this to your immediate superior, who tells you that 'if you don't think we're good enough for you here' you should write to the (Australian) manager. This answer angers you, and you decide that you will write the letter.

Choose either two or three things about the premises that you would like replaced with more modern equipment or facilities. Describe the deficiencies and inadequacies of the present equipment / facilities, suggest

replacements and explain why the expense would be justified. Write about 250 words.

- Remember, you're new and you're only a secretary in this big company. Unless you're tactful, you could make a very bad impression on your new boss. Conversely, if you can demonstrate the inadequacy of the present equipment without giving offence, and show that the improvements would benefit the company, this could be the start of an important career development.
- Suggestions for equipment / facilities you would like replaced: furniture, lighting, computers, typewriters, photocopiers, heating, air-conditioning, toilets, canteen.

How to Write a Complaint Letter about an Employee

Nobody wants to write a complaint letter about an employee, but it is one of those occupational hazards that one may come across. So be prepared and know how to write a complaint letter about an employee. The complaint letter is, most of the times, a last option one has to resort to. It is never easy to formally write a complaint about a fellow employee or subordinate, worst of all, that person could also happen to be friend, but what has to be done.

Complaint letters are official and have to be carefully worded, because this letter is then kept in the employee file as a record. Since the letter is not a pleasant one, get straight to the point. State the complete name and designation of the employee in question. Also mention who is the immediate head of the person. State the problem clearly. Make sure you have all the facts right. If you have to mention any incident, know the correct dates and give in detail what had happened. Though, there is no need to get emotional, you can mention your reluctance, but be strong in the letter overall. The letter has to be strongly worded and concise in its matter.

Finally, give a small anecdote of your opinion, but in a subtle manner. You are writing this letter only because everything else has failed to get through to the employee. If there have been any formal complaints about the employee before, mention those complaints in detail along with complaint numbers. Also if the employee behavior can jeopardize the company reputation, then mention it in the letter. But do not make any decisions of your own; leave the final decision up to the Human Resources department, because once this letter is sent

it becomes their issue. The letter below is an example about a subordinate (or a fellow colleague). Such a letter format cannot be used in the case of a complaint against your superior.

Dear Mr. Steward,

With lots of reluctance and a heavy heart, I am writing this letter to you as a final resort. This letter is regarding a formal complaint against one of our employees named Jacob Steven. Mr. Steven works in the sales department under my supervision, and has been an employee of the company for the past two years. The complaint against him is that he is lagging far behind in his work regarding sales targets, and it is neither within an acceptable range. For the past six months, he has failed to meet targets and has shown no improvement.

His work ethics seem to be poor as he has paid no heed to the previous letters sent to him. His work continues to be the same. Failure to meet deadlines and not filing in proper reports are just some of the few complaints against him. Another incident I would like to bring to your notice is, of inappropriate behavior with a co-worker. On the 14th of March 2010, Mr. Stevens made a pass at another female employee of the company at the office party. The matter was taken up with me, and I was able sort out the matter by making Mr. Steven apologize to the employee. Such incidents make the company prone to sexual harassment lawsuits.

I have spoken him to him personally also, but his attitude has been dismissive. Though, he has been a loyal employee of the company, such kind of behavior is unacceptable for the high standards our company has set. I suggest that he receive a formal letter from the Human Resources department, regarding his performance at the company. If possible have a personal meeting with him, and please find out if he is suffering from any personal issue. Mr. Steven used to consistently deliver sales targets and he was a good employee, but his performance has drastically fallen in the last six months, and so has his behavior with the other employees.

I would be of the opinion that Mr. Steven should be given one final chance to improve in all accounts, then it is your prerogative whether to continue with his employment or not. I wish your urgent attention in this matter as efforts from my side have gone in vain.

Yours Sincerely,

Neville Jones

Sales Manager

TASK 50: Write a complaint letter to your teacher about one of your fellow-students.

How to Write a Complaint Letter about your Boss

Though, one might be hoping to avoid this situation, there is no denying this can happen to anyone, and hence you should know how to write a complaint letter about your boss. Complaint letter about your boss is a touchy issue and has to be tackled carefully. Only when the situation tends to get out of control, does one chose to write a complaint letter.

Having put in a lot of hard work, it can be hurtful if you are not appreciated for your efforts. This can result in a very negative working environment, which is not good for anybody. Tensions with your boos can also lead to office politics which is not good for anyone. Therefore, this letter is important as it will help sort out the issue with the superiors in a quiet manner.

Because this an internal issue, the letter has to be completely formal. The letter is to be addressed to the Human Resources Department. Begin with your time at the company, and then soon get straight to your problem. Firstly, mention the name of your boss, and then tell the problems you have been facing with him. It is natural to be angry at such a situation, but keep your emotions in check when writing the letter. Detail all the problems, and mention the time frame since when you have been facing these problems. Though, you can write the letter slightly longer than usual, try to keep it as short as possible.

At the end of the letter, you can mention your feeling about the whole situation. You can also give a subtle warning about considering your employment at the company, but do not write it in a threatening language. Always find a way to co-exist and show your willingness to compromise on the situation. These sorts of matters have to be solved inside the company itself without making too much mess. Misunderstandings are a part and parcel of a working environment. Use the complaint letter against your superior only after you have tried everything and are still not able to get through.

Most companies have a format for writing in complaints against the authority. The letter below is from an employee to the Human Resources department about his boss. This format can be used in other type of letters regarding the authorities over you, but it cannot be used for complaints against subordinates.

Dear Mr. Snapper,

I have been a faithful employee in this company for the past four years. My time at the company has been good one so far, but now a problem has crept up, which threatens to disrupt my otherwise peaceful time at the company. This letter is regarding the behavior of my immediate head, Mr. Spencer Gibson. Mr. Gibson is the head at the Marketing Department from the last two months, and for some reason of his own, he has singled me out to harass.

Ever since, he was transferred from another department to head the marketing division, he has managed to find some fault with me, even if there are none. I am constantly accused of not completing my daily work despite me meeting all my daily targets. Many times I have been kept out of team meetings. The formats for the reports are changed, and Mr. Gibson conveniently forgets to inform me about it, so that he has another reason to point fingers at me. On the 23rd of July, Mr. Gibson denied me a leave of two days, despite knowing that my wife was admitted in the hospital. I did not face any such problems from my previous Head of Department, Mr. Kyle Edwards, who got promoted to another department. You can even contact Mr. Edwards to check on my records.

I have been left feeling hurt by Mr. Gibson's attitude towards me, and it has affected the quality of my work. I even spoke openly to him on this issue regarding me, but he denied any kind of indifferent behavior towards me. Finally, I have taken this step to inform you about his behavior, which has been causing me distress.

If this kind of injustice continues, I will be forced to consider my employment in the company. I have invested a good three years of my life, and would be heart-broken to leave this place. I have faith that you will help me sort out this issue with Mr. Gibson, and we may be able to find a way to co-exist.

*Sincere Regards,
Jack Monk
Marketing Executive*

d) Apology Letter

An apology letter is written to say sorry to someone for what he has said or done. An individual who accepts his/her mistake promptly then he/she will be in a position of writing an apology letter. Accepting the mistake and promptly

writing this type of letter helps an individual in rebuilding personal or professional relationship. Your letter has to show that you have taken full responsibility of the error. This gesture of writing a letter will make your relationship healthy.

This sort of letter has to be short and concise. The tone used should be positive and soft. The letter has to be written immediately after the mistake is committed. The letter should not talk about how the error happened but how you are going to rectify the error. What steps you are taking to repair the damage done and how those measures will not lead to further problems. The letter should have your plan of action. The language that you use in letter should not be dramatic but clear and the message has to be understood by the reader.

Writing a letter of apology is an extremely difficult but very important task. The reputation of a business or company and the future association with a client is dependent on being able to respond to customer complaints with an appropriate customer apology letter.

Here are some things and tips to consider when writing an Apology letter:

- Put yourself in the customer's shoes – how would you feel?
- Always acknowledge the feelings before you address the issue
- Take the positive approach: Emphasize what you CAN do - Minimize what you CAN'T do
- Don't blame procedures, systems or staff!
- Concentrate on what the customer wants and how you can help – Take Accountability – Get the Complaint resolved
- Escalate the problem, if you cannot help the Customer
- Avoid the dangers of personalizing, internalizing or denying!
- Impress that you care.

In other words, when writing a letter of apology:

- Acknowledge the nature of the complaint and its impact upon the individual.
- Briefly explain your perspective on the situation.
- Express your understanding of the situation. Empathize with the individual's concerns.
- Give some specific statements regarding the situation. This will show the reader that you really understand the matter at hand.
- Detail the positive actions you have taken to resolve the situation at hand. If necessary provide a date or time of resolution.

- Provide a brief, concise overview of the situation. Include any explanations or reasons that may provide a better understanding to the individual.
- Assure the reader that you have taken the necessary steps to ensure there is no re-occurrence of the situation.

Useful Expressions:

We thank you for your enquiry but regret to inform you that...

We very much regret that we are unable to...

We must apologize for...

Please accept our apologies for...

We wish to offer our sincere apologies for...

TASK 51: Translate the phrases in brackets from Russian into English.

1. (С сожалением сообщаем) that at present these instruments are not available for sale.
2. (К нашему большому сожалению) we are unable to accept new orders for the delivery of equipment within the time specified by you.
3. We thank you for your inquiry dated September 12 but (к сожалению, вынуждены сообщить) you that our hotel is under repair till the end of the year.
4. (Сожалеем, что) there was a delay in sending you information concerning the meeting to be held next month, which was entirely beyond our control.
5. We wish (принести наши самые искренние извинения за) the inconvenience caused to you through a clerical error.
6. (Я искренне сожалею) that the catalogue for a new collection you got interested in is out of print.
7. (Мы должны извиниться за то, что) a clerical error the documents were not attached to the letter. They were sent by a separate cover.
8. (Примите, пожалуйста, наши извинения за) the delay in shipping the order. This was due to unforeseen circumstances.

9. (Мы искренне сожалеем, что) we cannot accept your invitation.
10. (Приносим извинения за) not answering your inquiry on time. However, your order is being dealt with and will be sent without further delay.

TASK 52: Fill in the missing prepositions into the letter of apology.

**WILDMAN OFFICE
EQUIPMENT**
18 Station Lane
London N8 4HB

17 May, 20__

Mr G O Panting
Operations Manager
PRINCES MARKETING
Nesson House
Newell Street
Birmingham B33EL

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) 9 am 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

P R Smith

P R Smith, Sales Manager

TASK 53: Match the beginning and the end 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 apologise for the error | h for the inconvenience |

Study the structure of a Letter of Apology:

Customer Apology Letter Layout	Customer Apology Paragraph Content
Letter Heading / Company logo	First Sample Paragraph I was most concerned to receive your letter dated _____ regarding _____
Address Details	
Tel. Details	Main Body Sample Paragraph
Fax Details	Respond to each issue raised in this part of your letter...
Email Address	
Reference Number:	Apologize when appropriate...
Date	Show empathy - I appreciate how frustrating...
Customer Address Details	Emphasize what you have done or can do...

Dear xxxx,

Re:

First Paragraph

Second and Subsequent Paragraphs

Closing Paragraph

Yours sincerely,

John Brown

The company aims to consistently deliver a professional service to our customers and I would like to state that on this occasion the level of service you received was unacceptable.

Closing Sample Paragraphs

Create the correct lasting impression – the last thing you say, will be the first thing the customer remembers

Thank you for bringing this matter to my attention and I sincerely hope that that you will have no further cause for any complaint in relation to our service.

I apologize for the annoyance/inconvenience that this may have caused to you. The company is actively working to improve service levels and your feedback has proved to be invaluable.

Sample Layout

Sample Paragraph Content

TASK 54: The following is a perfect example of a letter of apology. Study it carefully. The table below shows you exactly what elements of a perfect apology were woven into the well-crafted message. But the elements are mixed. Put them into the correct order.

Dear "Company A",

We are very sorry that the shipment of goods (Purchase Order No.) that you received on (Specific Date) was defective. We understand your disappointment and appreciate the inconvenience this must have caused your organization and the logistics problems that ensued.

There is no question that the product we shipped did not meet the very high standards our customers have come to expect and should continue to demand.

In our effort to improve the overall quality of our products, we used a new composite material for your order. We have since returned to the original recipe and can assure you that we are in the process of completing more thorough testing and development.

I can promise you that the highest quality standards will be met in the future because protecting our reputation for delivering the best product on the market is a key priority for us. Again, I apologize for our mistake and regret any inconvenience caused as a result.

We have already brought in additional staff to expedite the production of a replacement order and guarantee its delivery by the end of this week. We have also asked our shippers to pick up the defective product prior to delivery of the new shipment, in order to free up your warehouse space.*

We look forward to continuing the mutually beneficial relationship that our two companies have shared over the last two years.

If there is anything else that we can do to minimize your inconvenience in regard to this matter, please don't hesitate to contact us.

Sincerely,

"Vendor B"

Take full responsibility.

Dear "Company A",

Close

We are very sorry that the shipment of goods (Purchase Order No.) that you received on (Specific Date) was defective.

Give a detailed account of the situation.

We understand your disappointment and appreciate the inconvenience this must have caused your organization and the logistics problems that ensued.

Salutation

There is no question that the product we shipped did not meet the very high standards our customers have come to expect and should continue to demand.

Promise that it won't happen again.

In our effort to improve the overall quality of our products, we used a new composite material for your order. We have since returned to the original recipe and can assure you that we are in the process of completing more thorough testing and development.

<i>Recognize your role or the company's in the situation.</i>	<i>I can promise you that the highest quality standards will be met in the future because protecting our reputation for delivering the best product on the market is a key priority for us.</i>
<i>Add, if appropriate, a statement that lets the injured party know that you are hoping to continue the relationship.</i>	<i>Again, I apologize for our mistake and regret any inconvenience caused as a result.</i>
<i>Acknowledge the hurt or damage done.</i>	<i>We have already brought in additional staff to expedite the production of a replacement order and guarantee its delivery by the end of this week. We have also asked our shippers to pick up the defective product prior to delivery of the new shipment, in order to free up your warehouse space.</i>
<i>Include a statement of regret.</i>	<i>We look forward to continuing the mutually beneficial relationship that our two companies have shared over the last two years.</i>
<i>A sentence that suggests that we're willing to do whatever is necessary to correct the situation.</i>	<i>If there is anything else that we can do to minimize your inconvenience in regard to this matter, please don't hesitate to contact us.</i>
<i>Provide a form of restitution.</i>	<i>Sincerely,</i>

TASK 55: Jumbled Letter. Put the following parts of an apology letter in the correct order.

May 2, 2007 and again apologize for any inconvenience this may have caused you.

Signature

5925 Crystal Springs Rd

Mr. James Vogel

Charile Cronin

Our team will be out early next week to perform the work requested.

Hiram, GA 30141

We recently converted to a new scheduling system, and experienced problems with the software.

We have applied a 10% discount on your order,

Sincerely, 2232 Ridge Road
Douglasville, GA 30134
Customer Service Manager

Dear Mr. Vogel:

Please accept our apologies for the recent problems you had regarding our lawn service.

The vendor has since applied a patch, and our systems are now 100% functional.

TASK 56: Translate the following content of an apology letter.

Уважаемый м-р Смит!

Примите, пожалуйста, наши искренние извинения за ошибку при отгрузке вашего товара. Согласно Вашему заказу (№ NJ 14789), от 15 октября 2009, мы должны были отгрузить 45 коробок картофельных чипсов, 50 коробок закусочного сыра и 65 коробок сливочного печенья. Вместо этого мы доставили в Ваш супермаркет по 100 коробок каждого продукта 17 октября. Мы понимаем, что ваши складские помещения не способны вместить такое количество продукции.

В нашей компании новый менеджер по поставкам, и он перепутал два заказа, которые мы получили от Вас и другого магазина. Он осознал ошибку, когда мы получили звонок из второго магазина о том, что им не доставлен товар. Мы предлагаем вам скидку 25% на ваш заказ. Мы уже послали команду грузчиков, чтобы отгрузить излишки товара из вашего склада. Работа будет выполнена в течение 1-2 дней, т.е. к 21 октября.

Наше профессиональное сотрудничество процветает благодаря взаимному пониманию и доверию. Мы служим вам уже 5 лет. Такое никогда не случалось прежде. Мы сожалеем о том, что произошло с вашим заказом и уверяем, что впредь такого не повторится. Благодарим за сотрудничество.

Еще раз приносим свои извинения за неудобства, связанные с излишками отгруженной вам продукции. Надеюсь, при скорой встрече у меня будет возможность принести вам извинения лично.

С Уважением,

Джозеф Уайт

e) Invitation Letter

A **letter of invitation** is written to people inviting them for a special occasion or event in your personal and professional life. An invitation letter is written for business events as well as for personal occasions like birthdays, family reunion, etc. Before drafting the letter, first seriously think about the event. Once you have decided that the event is for official purpose or personal then you can begin writing the letter. The letter has to be formal invitation and should have all the relevant facts.

Business invitation letters can be divided into two major categories: business-to-business invitation letters and business-to-customer invitation letters. Business-to-business invitation letters are letters exchanged between the organizations with the intent of doing business. Business-to-customer invitation letter are sent by a company to the customers inviting them to know about their products or an event and asking them to buy their products. Here is an example of a business-to-customer invitation letter.

Nuke Jeans Inc.
22 Streets, Cambridge, USA
Tel: 435-464-746

December 2, 2010

Dear Valued Customer:

I am pleased to tell you that you have been a valuable customer of Nuke Jeans Inc. since last two years. We would like to appreciate your business by inviting you to this year's biggest extravaganza on December 15, 2010. The event is to celebrate successful 5 years of existence in the market.

There would be a sales event, which is by invitation only. All our jeans and t-shirts will be marked down from 50-80% off. Complimentary coffee and cookies will be served.

In addition, 10% discount voucher will compliment every purchase.

The event is for special invitees and valued customers. In order to attend the event, you need to confirm your attendance by contacting Susan Johnson at (212) 340-0908 by December 10th. On the evening of the event, you need to bring the original invitation letter to participate in the sales.

We are looking forward to see you at our store at Kennedy Street on Friday. (Kindly

bring this invitation with you at the event.)

Sincerely,
Shane Smith
Store Manager
nukejeansinc@hotmail.com

An invitation letter should convey the date, time and venue of the event. The letter has to clearly mention the event. This will help the people in understanding the purpose of the letter. They will get a clear idea of the nature of event. The letter should be short and precise. A soft and polite tone should be used in the letter. The letter will begin with a welcome note and end with the details of a person whom to contact to confirm your attendance for the event. This will help the organizers in managing the event.

Following points should be taken into account to write an impressive business invitation letter:

(1) Personal attention – Although it requires a little more effort, it pays off. Start your invitation with the recipient's first name, i.e., "Dear George," is far more effective than: "Dear Madam or Sir". We all like to read our names.

(2) Make it brief - People are busy; even if they already know you (or especially if they already know you...), they prefer a short, effective invitation that quickly answers the following questions: What? Where? When? Tell them, don't tease them.

(3) Be creative - Think of a twist on the standard fare: Use humor - something related to your business and that makes people smile.

(4) Offer an incentive - It shows that you understand that your invitees' time is valuable. Invite them to a complimentary luncheon or enter them in a prize drawing. Incentives also serve to keep your guests there until the end.

(5) Set a convenient date - Plan your occasion as far ahead as possible, and you give your invitees more opportunity to keep the date open. Make sure there are no conflicting occasions that day (sports events, holidays, etc.).

(6) Deliver a printed invitation - So, it's a little more effort, but again, it pays off. The more personal the touch, the more guests will attend.

(7) **Reminders** - People liked your invitation; however, now they're swamped. Send an electronic copy of your invitation as a reminder seven and three days before the occasion, with the Subject line "Countdown to Acme luncheon - only three more days!"

(8) **Proofread it** - Recheck your business invitation letter for any grammar or spelling mistakes. Let two others read it to find mistakes that you may have missed. We also recommended using professional grammar software that automatically proofreads your writing.

Useful Expressions:

It would give us great pleasure if you could visit...

We would like to invite you to...

We have the honor to invite you to the party on the occasion of...

Allow us to invite you...

We would be grateful (to you) if you could visit...

Many thanks for your invitation...

We are sincerely happy to join you...

We are pleased to accept...

Unfortunately we are unable to accept your invitation...

TASK 57A: INVITATION TO A CONFERENCE. Fill in the gaps in this letter of invitation with prepositions from the menu.

of in on before in to on from for to of

Dear Mr Smith,

I am writing _____ behalf _____ the Organising Committee _____ the 5th International Conference _____ Information Technology. The conference will take place _____ 25 _____ 28 June 2012.

Please find enclosed the program and attendance request form. _____ order to assure accommodation _____ conference participants _____ good time we would be very grateful if you could return the attendance request form _____ 1st June 2012.

We look forward _____ hearing from you.

Yours sincerely,

TASK 57B: REFUSING (DECLINING) AN INVITATION

Mr Smith is not able to come to the conference. In his letter he informs the organizing committee about this fact. Fill in the gaps in this letter with words from the menu.

arranged/ pleased/ faithfully/ commitment / participate / regret/ honoring / series

Dear Sirs,

I am _____ and honored by the invitation to _____ in your conference. I very much _____ to say that it will not be possible for me to participate this time. Between 20th and 30th June 2012 I am giving a _____ of lectures at the University of South Essex. It was _____ last January and I cannot change this _____ anymore.

Thank you once more for _____ me with your invitation.

With very good wish for the success of the conference,

Yours _____,

Andrew Smith

Andrew Smith

INVITATION TO A RECEPTION

Here is one more example of a formal invitation to a reception:

Mr John Bartleby
Director General of A&B Computers Inc.
and
Mr Ján Pokorný
General Manager of A&B Computers Slovakia
request the presence of
Mr and Mrs Kovác
at the reception on the occasion of the opening of new A&B Computers premises in
Bratislava at 6 p.m. on Thursday 9 July 2001 at Holiday Hotel.
R.S.V.P A&B Computers Slovakia, Nová 25, 814 55 Bratislava
Regrets only

Mr and Mrs Kovác have to decline this invitation because of previous engagements in a short letter:

A&B Computers Slovakia

Nová 25

814 55 Bratislava

Mr and Mrs Kovác thank Mr John Bartleby and Mr Ján Pokorný for their kind invitation to the reception on 9 July, but regret that they are unable to attend due to prior engagements.

REMEMBER: RSVP or R.S.V.P. comes from French (répondez s'il vous plait) and means "please answer". If you receive an invitation with **R.S.V.P., Regrets only**, it means that you answer only in the case you have to **decline** the invitation. You do not need to send any confirmation of your presence if you want to come.

TASK 58: Write letters of invitation to the suggested situations.

1. Вы получили приглашение организационного комитета участвовать в конференции, но не можете принять его. Поблагодарите организационный комитет за приглашение. Объясните, почему Вы не можете принять его. Сообщите, что направляете с этим письмом свой доклад, который просите включить в материалы конференции.
2. Вы - член организационного комитета по проведению международной выставки студенческих проектов, которая состоится 10 сентября этого года. Составьте письмо-приглашение участникам.
3. Вы получили приглашение Вашего партнера посетить их компанию для ознакомления с новой продукцией. Поблагодарите за приглашение и сообщите, что с радостью его принимаете. Предложите сроки поездки, наиболее удобные для вас.
4. Ваш партнер из Мичигана (США) приглашает Вас посетить его компанию для проведения деловых переговоров и просит сообщить дату, время и номер рейса, которым вы прибываете. Подготовьте письмо-приглашение от имени американского партнера и ответ на него.

f) Letter Concerning Arrangement of a Business Trip

When organizing business trips, it is necessary to arrange such matters as booking tickets, meeting and accommodating guests, etc. this involves

correspondence with your partners and companies. Study the samples of such letters below.

a) Request about arranging the visit and booking accommodation.

Dear Mr Green

Further to our telephone conversation I am writing to confirm that the Managing Director of KNOT Ltd Mr Brite will be arriving in Deli 2 May at 9.30. a.m. on East Airlines flight EA 767. I would be grateful if you could book a single room for him for four nights (from 2 to 6 May) in a first-class hotel near your office. Besides, I shall be glad to have details of their charges.

Please let me know about the arrangements of Mr Brite's visit in more detail.

Looking forward to your early reply.

Sally Knight
Head of Administration

b) Reply to the request.

Dear Ms Knight

We have received your letter concerning Mr Brite's visit to Deli.

We are glad to let you know that we have reserved accommodation for him as you requested. I will meet Mr Brite at the airport and take him to the hotel. As to the hotel charges, you will find detailed information in the brochure attached to this letter.

Besides, I am sending you with this letter a detailed programme of Mr Brite's visit to Deli.

Yours sincerely

Peter Chase,
Deputy Marketing Director

Encl.: 1) brochure — 1 copy
2) programme — 1 copy

c) Booking of the airway ticket.

Dear Mr Green

I am writing to inform you that there have arisen some changes in Mr Brite's itinerary and I need your assistance.

During his stay in India Mr Brite would like to take an opportunity of visiting a new contact in Lahore, Pakistan. In this connection I would like to ask you to make a reservation of one business—class seat for a one—way flight to Lahore departing Deli in the afternoon on 6 May.

Please let me know by return if such reservation is possible so that I can make necessary changes in Mr Brite's air travel booking here. Thank you in advance for your assistance.

Yours sincerely

Sally Knight

Useful Expressions:

We thank you for your letter and have pleasure in reserving accommodation as required.

This is to confirm that we have booked a single room from... to ...

I thank you for the letter and confirm the booking made by you for ... days from ... to ... inclusive.

Please let me know if you are able to accommodate a group of ... persons at your hotel.

I shall appreciate your early reply with details of your charges.

I would like to reserve a return flight to ...

departing ... at ...

I would like to make a reservation for a one-way flight to .../ a round-trip ticket to...

TASK 59: Translate the phrases in brackets.

1. We thank you for your letter and have pleasure in (заказать номера) as required.
2. This is to confirm that we (забронировали) a single room from 10 to 18 March in our hotel.
3. I thank you for your letter and confirm the booking made by you for two days from 5 to 8 January (включительно).
4. Please let me know if you will be able (разместить) a group of ten persons at your hotel.
5. I would ask you to inform me whether I can receive this (заказ) from 7 to 9 April.
6. I shall appreciate your early reply with details of your (стоимость номеров).
7. I would like to reserve (авиабилет до Пекина и обратно) (вылет из Москвы) at 3.50 p.m.
8. I would like to make a reservation for (авиабилет до Лондона).
9. (Я бы хотела заказать) a round-trip ticket to Deli.

TASK 60: Read the dialogues and fill in the chart below. Discuss which variant will be most appropriate, to your mind. Support your point of view.

Arranging Accommodation

1.

A: Good morning. Midland Hotel.

B: Good morning. This is Gane Stevens from Daxia. I'm trying to arrange accommodation for a number of visiting businessmen from abroad, and I'd like to know a little about the facilities that your hotel has to offer.

A: Well, the Midland is a 3-star hotel and we are situated five minutes from center of town.

B: Uh-huh. And are you on the main road?

A: No, we are on a side street, and all the rooms are very quiet.

B: And what about restaurant?

A: Well, we find that most of our clients prefer to eat out, and as there are plenty of restaurants in the vicinity, we have only a small restaurant – but we do serve hot food in the evening.

B: I see.

A: Of course, we do have a bar – the Cellar Bar – which has a very intimate atmosphere.

B: And what about entertainment at the hotel? Do you put on any dances?

A: No, I'm afraid we don't.

B: And just a couple of final questions. Do you have either a swimming pool or a sauna?

A: No, not in the hotel, but there is a pool with a sauna just round the corner.

B: Well, thanks very much for the information. Bye.

A: Bye.

2.

A: Kings Hotel.

B: Good afternoon. My name is Gane Stevens from Daxia. I'm just arranging accommodation for a number of foreign businessmen who are coming here next month. I wonder if you could tell me what facilities your hotel has to offer.

A: Yes, certainly. Well, as you probably know, we are not in town. In fact it's eight miles from the hotel to town. The hotel is set in its own grounds and the surrounding countryside is very beautiful and very peaceful. So your guests would certainly be assured of a quiet and restful stay.

B: And how about a restaurant?

A: Yes, we have a large restaurant which caters both for residents and non-residents. It tends to be quite full around this time of year, but residents, of course, get priority.

B: Uh-huh.

A: We also have two bars – one of which is exclusively for residents.

B: How about evening entertainment? Any dances?

A: No, I'm afraid, we don't hold them anymore. We used to, but now people prefer

to go into town for a night out.

B: I see. And what about a swimming pool or a sauna?

A: Yes, we've recently have a sauna installed and it's extremely popular with our guests.

B: And a swimming pool?

A: No, not yet, unfortunately.

B: Well, thanks very much for the information. Bye.

A: Bye.

3.

A: Morning. Central Hotel.

B: Good morning. This is Gane Stevens from Daxia. I'd like to find out a little about the facilities offered by your hotel.

A: One moment, please. I'll just put you onto booking enquiries.

C: Booking enquiries.

B: Good morning. My name is Gane Stevens from Daxia. Could you tell me a little about facilities offered by your hotel?

C: Yes, certainly. The Central is right in the middle of the town, next to the railway station, and is very convenient for people arriving or leaving by train.

B: Does that mean that the hotel is quite noisy?

C: Well, I wouldn't say that we are exactly a country hotel. Yes, I suppose, it's quite noisy.

B: How about restaurant facilities?

C: No, I'm afraid, we haven't got a restaurant here. Of course, there are plenty in the vicinity. All we have is a snack bar which serves light refreshments.

B: Do you have a bar?

C: Yeas, we do.

B: And what about evening entertainment?

C: Well, we have a dance in the bar every Saturday evening. And that's open for

both residents and non-residents.

B: Uh-huh. Anything else in the way of facilities?

C: Yes, we also have a sauna – that’s only for residents. And next year we shall have our own swimming pool.

B: Well, thanks for the information. Bye.

Complete the chart.

	Hotel 1	Hotel 2	Hotel 3
Name of the hotel			
Location			
Noisy/ quiet			
Restaurant			
Bar			
Dancing			
Sauna			
Swimming pool			

TASK 61: Fill in the reservation form.

HOTEL RESERVATION FORM

Hotel <name> has following accommodation possibilities:

double room category A (\$..), category B (\$..)

single room category A (\$..), category B (\$..)

Prices are for accommodation with breakfast (service and tax included)

As a number of single rooms is very limited, sharing a room by two persons may be necessary.

Dead line for reservation _____

I order a room from (c) _____ to (no) _____ number of nights _____

double room category A _____ single room category A _____

double room category B _____ single room category B _____

age _____ (when sharing a room, someone about my age is preferred)

Name: _____

I will arrive by private car (yes, no)

If booking cannot be made in the requested price, please reserve in the next available (higher, lower) category.

Date _____ Signature _____

TASK 62: Translate the sentences.

1) Отель ... предоставляет следующие номера: двухместный номер категории А (\$...), категории Б (\$...) одноместный номер категории А (\$...), категории Б (\$...) 2) В стоимость номера включен завтрак (а также обслуживание и налоги) 3) Поскольку количество одноместных номеров ограничено, возможно потребуется подселение в двухместный номер. 4) Если бронирование по указанной цене невозможно, прошу забронировать номер следующей из имеющихся категорий. 5) Мне нужен номер с 10 по 20 апреля на 11 суток. 6) Я бы хотела отдельный номер, но в этой гостинице я могу позволить себе жить только в двухместном номере. 7) Мне за 30, я бы хотела жить в одном номере с кем-нибудь примерно моего возраста.

TASK 63: Imagine you are a secretary of a company. Write a letter concerning arrangement of a visit of Marketing Director, who is going to negotiate with your partner in New York. Use the outline below:

а) напишите заголовок письма;

- b) сообщите о дате прибытия директора и попросите встретить его в аэропорту;
- c) попросите заказать одноместный номер в гостинице на 3 дня;
- d) кроме того, сообщите, что директор планирует продолжить деловую поездку, и попросите забронировать для него авиабилет бизнес-классом до Бостона и обратно;
- e) поблагодарите вашего партнера за помощь в организации визита.

TASK 64: You are working in the London office of an international organization called *The Happy Planet*. You have to make arrangements for a conference at a hotel. Read the note from Julia, the letter from Claus and the message from Paulo, and use the information they contain to write your letter to the Royal Hotel (about 250 words).

Monday Feb 3th, 11 a.m.

I phoned the hotel the tourist board recommended, to check the prices and see if they could take us. They sounded ideal, so I made a provisional booking for the three nights (Sat Sept 3rd - Mon Sept 5th). It's The Royal Hotel, Severn St. Cardiff, and the Conference Manager is called Mrs Lumley.

When you get the rest of the details from Claus, could you write to them and tell them exactly what we need? Save me the room with the biggest bath!

Julia

I just had a phone call from Chantal who's the French co-coordinator. First of all, one of her delegates (Marcel Blainville) is disabled, so could you mention to the hotel that he'll be coming in his wheelchair? Secondly, six of the French delegates are very keen to see the international rugby football match at Cardiff Arms Park that Saturday afternoon - so could you ask the hotel to try to get them some tickets?

Paulo

The planning committee has asked me to pass on all the details to you so you can make the booking as soon as you find a suitable hotel in Cardiff.

First, we've finally decided not to start till the Saturday afternoon (that's September 3rd) with a session at 4.30 where all the delegates come together. So we'll need the conference room then. That will finish some time before 7.00, then we'll all have dinner together then maybe go out to explore Cardiff. After breakfast on Sunday morning we'll have seminars from 10.00 till 1.00, then lunch at one o'clock, then seminars again from 2.30 to 4.00, then tea. We'll need four different seminar rooms, so people can choose which talks they go to. Then on Sunday evening we've decided to set off in groups to try out some of the restaurants around the town. After all, we don't want to be stuck in the hotel every evening, especially if their food's not much good.

Monday's programme will be just the same as Sunday's, except we'll eat out again for lunch on Monday. Then in the evening we'll have another big meeting in the conference room with everyone

together (same time as Saturday) and then a big dinner together in the hotel in the evening.

Actually, I'm a bit worried about the hotel food. We had enough problems at the East European conference, when all the vegetarian dishes came with either ham or tuna. You'd better tell them that a third of us prefer to eat vegetarian. Then at least we won't all be eating sausages and chips!

I forgot to mention that in the conference room we'll need a video recorder and a TV screen for Dr Schumacher's talk. In the seminar rooms, we'll probably be OK with just whiteboards.

The other thing I haven't told you about is numbers. At the moment, it stands at 36 delegates, six of whom are also bringing husbands or wives who won't be involved in the talks but will take part in every other respect. So that makes a total of 42, in 26 single rooms and 8 double rooms.

I hope this isn't too muddled – I'm glad it's you who's doing the organizing!

All the best,

Claus

1 Part 1 tasks like this often involve a careful selection of information. The following are details from the letters. After careful consideration of the purpose of the letter and the 'target reader', mark whether the details should be mentioned in your letter: are they absolutely essential (A), not essential (B), or completely irrelevant (C).

- | | | |
|---|--|-------|
| 1 | <i>the Conference Manager is called Mrs Lumley</i> | _____ |
| 2 | <i>Save me the room with the biggest bath!</i> | _____ |
| 3 | <i>then maybe go out to explore Cardiff</i> | _____ |
| 4 | <i>We'll need four different seminar rooms</i> | _____ |
| 5 | <i>a third of us prefer to eat vegetarian</i> | _____ |
| 6 | <i>at least we won't all be eating sausages and chips!</i> | _____ |
| 7 | <i>a video recorder and a TV screen for Dr Schumacher's talk</i> | _____ |
| 8 | <i>he'll be coming in his wheelchair</i> | _____ |

2 Write the **letter** to The Royal Hotel (about 250 words). You will probably need to start by re-reading the information and underlining everything you need to include, then making notes. You may lay out your requirements in any suitable way.

g) Thank You Letter

Business thank you letters are important to express your gratitude towards the reader. These letters are written in many situations where you need to build healthy associations with the receiver in person. Most of the time, people don't understand where they need to write formal thank you letter.

Many renowned organizations appreciate the candidates who send thank you letters to the hiring managers. These letters must be written in polite tone to make the reader delighted.

Professional thank you letters can be written in several situations that include:

- When you want to thank someone for special consideration of your request or proposal, you must write a thank you letter. You should appreciate the receiver for the shown assistance.
- Thank you letters are written to appreciate someone for the presentation or seminar done at the meeting.
- Customers or client are appreciated for their loyalty or request them for using your products and services in future.
- Thank you letters are written to thank and appreciate volunteers for their support and contribution in a program.
- A candidate can write a thank you letter to an employer for considering the candidate for the job or interview.
- A person or an organization can write a thank you letters to the company that has provided good service.

Thank you letters can be distinguished as interview thank you letter, meeting thank you letter, acceptance thank you letter or appreciation thank you letter. These thank you letters help to build good rapport with the receiver of the letter. If you are writing a job thank you letter, it should be written respectfully to delight the manager and within 24 hours after the interview.

Dear XYZ,

Thank you for offering an opportunity for the Senior Programmer position in your organization, XYZ. I appreciate you reserving time out of your busy schedule for my interview. I am excited about this opportunity to work as a Senior Programmer in your well-known organization.

After presenting myself before you and other interviewers of the organization, I felt that this position would be a perfect platform to showcase my good performance. The job position and responsibility seems to be of my interest, and I can improve my excellence

in that area. I am confident that I will deliver my best with the help of quick learning ability and adaptability. MY friendly attitude with the coworkers of the company will keep me close to each member of the team. This will help us to be more productive. I am very enthusiastic to work with you on the offered position. I look forward to have a word with you again, if you want to know additional information about me. I am always available to hear from you, so please feel free to let me know it. Again, thanks very much for your time spent with me.

Sincerely,

XYZ

A business thank you letter is written to thank a person for the business done together. This letter is used to appreciate the performance done in business which is mutually beneficial. This letter is short and concise. It is a professional document so formal language has to be used. The tone of the letter has to be soft and polite as you are appreciating some ones work.

This letter helps one in praising other person's performance and strengthening the business relations. In this sample, the person is appreciating a business contact for supporting a fundraising event. The letter describes how much fund is raised and how it be utilized for the underprivileged people. The letters begins with a thank you note and ends on a note of invitation. You have to begin the first paragraph with the exact purpose of writing the letter. This letter is a good gesture to thank someone who has helped for a social cause.

Dear Mr. Alphonse:

As manager of the Corporate Social Service Committee of New York, I am thankful to you and your organization for the valuable support of \$100000 in the fund-raising program. We are happy to see your interest in helping the poor and homeless people in the City.

As we have discussed the program plan and proper use of fund during the campaign, we are successfully approaching the \$2 million. Your valuable contribution will help us serve the noble task of helping people get their homes and foods.

Dynamics InfoTech Co. is an influential leader in for last two years in this campaign. We couldn't have reached to this remarkable success point without the great support from you and your company. You voluntarily has helped and supported us both financially and morally. Your manager Mr. Kevin participated in all the events

enthusiastically and was exceptionally inspiring to others. Please convey him our sincere thanks for all.

I am proud of all the companies who support for this noble purpose. We will arrange one special meeting for all managers of the companies that are participating in fund-raising program. Your continuous support will inspire other organizations and companies to do the same.

I look forward to meet you to provide additional information about the program.

*Sincerely yours,
Mr. Jason Martin
Manager*

A business thank you letter should be sent no later than two days after your first meeting. This way you are still in your customers minds and you are not forgotten. The structure of the business thank you letter is as follows:

Step 1:

The first part of the thank you letter states your purpose. This of course is the expression of gratitude.

Step 2:

The second part of the thank you letter gives the details or background information for the first part. If you are thanking the customer, you will go into a little more detail about the meeting.

Step 3:

The last part of the thank you letter acts as a summary of the general nature of the letter. It may be a thank you or it may restate what has been said in the first part of the letter. For example: "Thank you once again for taking the time to meet with Wilson and Sons."

Points to remember when you write a business thank you letter:

- Use a pleasant tone
- State the purpose of the letter in the first part
- Give the background and details in the second part to further explain the first part

- Summarize the business thank you letter in the last part
- Make sure the business thank you letter is sincere
- Personalize the letter so that it doesn't sound like a “cookie cutter”
- If you received the letter, would you be convinced of the sincerity?

TASK 65: Analyze the following letter. Identify the three steps of its structure.

Johnson's Technical

1800 Fringe Ave, Kettle Creeks, MN 28745

July 25, 2004

John Allan

25 Forest Ave

Pearson, MN 54789

Dear Mr. Allan:

On behalf of the management at Johnson's Technical, I would like to thank you for taking time out of your very busy schedule to meet with me. The meeting was a pleasant and professional experience.

Johnson's Technical very much appreciates your invitation for a face to face meeting and the experience was a very positive one. We learned a great deal about your company and the important projects that are currently under way with regards to your research and development. I sincerely hope that you enjoyed our presentation.

Based on what I learned about your company, I feel that our products complement each other in the research and development departments. As you know, Johnson's Technical is very much committed to providing top quality research products to specialized firms such as Allan Inc. Our service has been recognized by industry experts as being one of the most dependable and professional in the market.

I hope that both of our companies can benefit from a mutual and rewarding relationship.

I would like to once again thank you and your staff for a superb meeting.

Sincerely,

Norm Johnson

Executive Vice President

Useful expressions:

It is a great pleasure to receive your letter of...

I very much appreciate having a reply from you...

It was a pleasure to hear from you.

I wish to thank you most sincerely for your kind letter...

I would like to thank you most warmly for your hospitality extended to me...

Thank you for one of the most enjoyable visits we have had to your country,

I am most grateful to you for your kind invitation to the reception on the occasion of...

I would be very pleased to reciprocate your hospitality...

TASK 66: Translate the phrases in brackets.

1. I am (чрезвычайно благодарен Вам) for your (любезное приглашение) to participate in the seminar on the subject of advanced technologies in teaching foreign languages.
2. We (очень признателен) having a reply from you to our enquiry for the samples we need.
3. (Нам очень приятно) to receive your letter of December 22 concerning the (маршрут) of your business trip to our country.
1. I would be very pleased (оказать Вам такое же гостеприимство) when you find yourself in our country.
4. Thank you (за один из самых приятных визитов) we have had to your country.
5. I would like (сердечно поблагодарить Вас) for (гостеприимство, оказанное мне) during my stay in London on the occasion of theatrical festival.
6. We are (приятно получить) your information letter concerning the arrangements of the meeting to be held in October of this year.
7. I am (чрезвычайно благодарен) to you for the invitation to the reception (по случаю торжественного открытия) of a new branch of your company in Russia.
8. (Я хочу поблагодарить Вас) most sincerely for your prompt reply to my fax message.
9. (Спасибо) for your letter of August 16 of this year in which you explain the reasons of delay of your trip.

TASK 67: Translate into English the following texts of thank you letters.

1. Нам очень приятно получить Ваше письмо от 21 мая, в котором Вы просите нас направить Вам наши последние каталоги и новый прейскурант.
2. Я очень благодарен Вам за Ваш положительный ответ на наше приглашение принять участие в открытии нового филиала нашей компании.
3. Я благодарен Вам за Ваш ответ от 20 мая и хотел бы сообщить, что переговоры по интересующему Вас вопросу состоятся 20 июня.
4. Я хочу искренне поблагодарить Вас за Вашу помощь в организации моего визита в Вашу страну.
5. Я бы хотел сердечно поблагодарить Вас за гостеприимство, оказанное мне во время моего пребывания в Лондоне. Ваше внимание сделало мое пребывание в Великобритании не только полезным для моей фирмы, но и приятным.
6. Благодарю Вас за один из самых приятных вечеров, где мне удалось познакомиться со многими интересными людьми.

TASK 68: Jumbled letter. Put the parts of the following letter into the correct order.

400C Hunter Ridge Marianne Boles
Blacksburg, VA 24060 October 26, 2010 boles@vt.edu
(540) 555-1111 Enclosures

Dear Ms. Wright:

Ms. Glenna Wright Fairfax, VA 22030
Human Resources Manager 2000 Line Drive
Fashion Department Store

I have worked seven years in the retail industry in various positions from sales associate to assistant department manager. I think my education and work experience would complement Fashion's management trainee program.

I have enclosed a copy of my college transcript and a list of references that you requested.

Thank you again for the opportunity to be considered by Fashion Department Store. The interview served to reinforce my strong interest in becoming a part of your management team. As mentioned during the interview, I will be graduating in December with a B.S. in Fashion Merchandising. Through my education and experience I've gained many skills, as well as an understanding of retailing concepts and dealing with the general public.

Sincerely,

Thank you so much for your time and the privilege of having an interview with you yesterday, October 25, during your recruiting visit to Virginia Tech. The management trainee program you outlined sounds both challenging and rewarding and I look forward to your decision concerning an on-site visit.

I can be reached at (540) 555-1111 or by e-mail at boles@vt.edu should you need additional information.

TASK 69: You had a very important business dinner with some of your international partners last week in a restaurant. It was a great success and you and your partners enjoyed the evening very much. Write a letter to the restaurant to thank them. Mention the food, service and the atmosphere. Also suggest any improvements to make things better.

h) Confirm Letter

A confirmation letter is written to confirm a business deal or an employee in an organization. A confirmation letter has various purposes like clarifying the terms and conditions of a business proposal, solving the misunderstanding about the situation or event. Other reasons for confirmation letters vary from **acknowledging**: an invitation, a resignation, the receipt of a report, a résumé, a suggestion, the anniversary of a customer's company, or to respond to feedback (negative or positive). (In this case the verb *to acknowledge* is used). Appointments, travel, meetings, events, conferences, and other time-specific tasks should be confirmed in writing (In this case the verb *to confirm* is used).

Tips for Writing Letters of Confirmation

- Confirm all the details in writing including date, time, place, location, and length of meeting or event.
- Thank the reader for helping you make, or agreeing to participate in, this event.
- Spell out administrative details; what the remaining tasks are that need to be done, and who is responsible for each.
- Tell the reader that if the agreement does not correctly reflect their understanding, they should contact you immediately.

Useful Phrases:

We acknowledge with thanks receipt of your letter...

We have received your fax...

We confirm by this letter our telephone conversation concerning...

We are writing you to confirm our preliminary agreement regarding...

In confirmation of our fax transmitted this morning we...

In receipt of your letter of... we write to confirm that...

Sample letter confirming business deal

*Billy Bo
Miracle Grow Fertilizer
Shanghai, China*

Dear Billy,

We would just like to confirm the agreement made during a phone conversation on Friday, July 22nd.

As per our conversation, our company, Green Grass Inc, agrees to deliver a 5-ton amount of Green Grass pesticide to your location in Shanghai every week for the duration of 10 weeks. Upon completion of this task, we will receive the sum of \$5 million dollars. If we fail to meet our obligations, all terms of the contract will be terminated and we will receive no compensation for our work.

Please respond to verify that all the above information is correct and to confirm your obligation in this agreement.

*Sincerely,
Signature*

Sample letter confirming your attendance

If you have been invited to be a speaker or special guest on any event, it is advisable that you make follow-ups through correspondence. However, writing a letter to confirm your own attendance as a speaker or special guest helps you to repeat the details of the event as you understand them. The importance of repeating the information in your own words is that if you misunderstood something, your reader can respond and clarify them right away.

Your letter should be straight-forward. You may opt to be less formal with the tone of your letter since this is already a response to a previous correspondence.

For this type of letter, be sure to write with enthusiasm, and show it in your letter. Express your appreciation at having been invited as a speaker or special guest. This is also the time to raise your questions, clarifications, and requests.

Dear (Sir/Madame):

I am writing to confirm my attendance to your event, (Title of Event). I understand that this will be on (date of event) and will be held on the (place of event). From our

previous meeting, you have scheduled me to present my _____ (time of event). As I have requested, please include the following equipment, _____ and _____ for my _____:

(List of equipment)

I have attached all the _____ that I will use in the _____ as per your request. Please feel free to make copies for the participants.

I would also like to request for your team to _____ beforehand. Also, if there are any problems with the _____ of _____, please contact me as soon as possible.

I cannot express how deeply honored I am that you have chosen me as one of your guests in your event. I look forward to _____ for all of you.

Sincerely,

TASK 70: Translate the texts of the following confirm letters.

1. Подтверждаем получение Вашего письма от 15 мая, за которое мы Вас благодарим.
2. Мы получили Ваше письмо от 22 мая, посланное Вами в ответ на наш факс от 21 мая.
3. Благодарим Вас за Ваше письмо от 15 января, копию которого мы послали нашим агентам на рассмотрение. Мы сообщим Вам их решение через несколько дней.
4. Подтверждаем с благодарностью получение документов на товар, отгруженный Вами по контракту № 1026.
5. Ваше письмо от 12 ноября относительно размещения делегации в гостинице нами получено.
6. Просим подтвердить получение нашего последнего прейскуранта, направленного Вам с письмом от 25 декабря 2001 года.
7. Просим подтвердить получение нашего приглашения принять участие в Международной книжной ярмарке.
8. В подтверждение нашего телефонного разговора, состоявшегося вчера вечером, сообщаем, что представитель нашей фирмы вылетает в Лондон для переговоров 30 августа, рейс 352.
9. Подтверждаем дату открытия выставки.

TASK 71: You are organizing a conference for your company's sales representatives from all over the country. You have already booked the

hotel where the conference will be held and the sales representatives will stay, and have just received a letter of confirmation. However, you need to make some changes to the arrangements. Think of what kind of changes you might need to make and write a letter *to whom it may concern*: the hotel, representatives, organizing committee, etc. about them.

i) Congratulation Letter

A **business congratulation letter** is written to congratulate a business associate on his or her achievement. This letter conveys your best wishes to the person who has achieved something. This letter is a good gesture and the reader feels proud about his or her achievements when he or reads it.

You need to congratulate a person in the very beginning of the letter. The letter should start of on a joyful note. The letter in no way should show that you are jealous or envy the person who has succeeded in his or her life. The letter should be a flawless description of your best wishes. The letter of congratulation has to be direct and simple. The tone has to be soft and positive. Be honest in expressing your thoughts. Don't be pompous.

Three steps in writing a letter of congratulation:

1. State the Occasion

In the first sentence, mention the occasion for which you are extending congratulations. Vary your sentences somewhat if you are in charge of writing several congratulatory letters. Examples include:

"Congratulations on winning this year's MVP Award."

"I would like to take this opportunity to congratulate you and your team for winning the sales competition this month."

"It is with great pleasure that I offer my congratulations on your election to the city council."

2. Linking the Person

After congratulations have been offered, create a link between the person and the accomplishment:

"The talent you showed in Little League baseball proved to be no fluke, and your winning this award proves it."

"The improvement your sales team consistently made over the past few months proves that hard work is the real key to success."

"It is high time that a person with integrity and intellect achieved success in politics."

3. Continued Success

End a letter of congratulations by adding an expectation of continued success. This allows you to indicate that you don't think of the person's success as a fluke and that you believe she will build on her success:

"Just to let you know, the expectations for a repeat have been raised, and all expect to be congratulating you on your second MVP Award next year."

"No sales team has put together back-to-back sales records in two years, but I have a feeling you and your team will bring that streak to an end."

"Too often the public is let down when a candidate becomes a politician, but everyone I know who voted for you expects you to be the exception to that rule."

Sample:

Dear _____:

On behalf of everyone here at _____, I would like to sincerely congratulate you on your

_____.

I must say that I was not surprised to read of your success in the newspaper. During your first of four summers as an employee at our _____ I noted how bright you are and how you have a very quick mind for business. Combine those attributes with your relentless work ethic and commitment to quality customer service, and it is obvious that you have a wide-open future ahead of you. I can only hope that your experience working with us contributed in some small way to your success.

On behalf of the management and staff at _____ I wish you all the best in your future career and life endeavors, whatever they may be.

Yours sincerely,

Congratulations on a promotion:

Dear Evan,

Congratulations on your promotion to Vice President of Pumpkintown Savings Bank. You have done a fine job there for many years, and you deserve the recognition and responsibility of the position.

Best wishes for continued success in your career.

Sincerely,

Congratulations on Christmas to a customer:

Dear (Customer Name),

As the holiday season approaches, we'd like to take this opportunity to thank you for your continued partnership. It is business associates like you who make our jobs a pleasure and keep our company successful.

May your holiday season and the New Year be filled with much joy, happiness and success. We look forward to working with you in the coming year and hope our business relationship continues for many years to come.

Happy holidays!

(Your Company Name)

Useful Phrases:

Please accept my wishes for the very best in your future career.

Accept my best wishes for continued and increasing success

Permit to congratulate you enthusiastically on your...

With all good wishes and every happiness in the...

I heartily congratulate you on...

Allow me to congratulate you in connection with
... and wish you success

May we congratulate you on your promotion

We want to send you our sincere wishes...

We were very pleased to learn about your
appointment

Your letter of congratulations gave me a great
deal of pleasure.

Thank you very much for sending me a warm
greeting on the occasion...

TASK 72: The following congratulations are highly informal. Make them appropriate for business correspondence.

1.

Hi _____ I am so thrilled that you won _____ contest. It couldn't have happened to a nicer person! All my best wishes!

2.

<i>Dear _____,</i> <i>I am so happy about your promotion! You really deserve it, and it's</i> <i>great to see your worth appreciated.</i> <i>Remember your old friends when you're CEO!</i> <i>Love,</i> <i>Marianne</i>

3.

Dear _____,

I am writing to convey my thrill at the news of your reunion with _____. *You must be so happy!*

Will the two of you do me the honor of dining at my house next Tuesday?

Best regards,

Me

4.

Dear _____

Hi! How have all of you been? Since it had been a long time that we chatted up, it was great talking to you the other day.

Getting married - WOW!! I am so happy that you have finally decided to settle down in life. Let me tell you by my experience that marriage is one of the most wonderful things to happen to a person. A relationship, a sharing, a bond and loads of love and happiness - that is what is marriage.

Please convey our heartiest congratulations to _____ (name of the fiancé) and to your family as well. Needless to say, you can always count on me for any help needed during the wedding time.

Take care and stay in touch.

Love

j) Resignation Letter

When writing a resignation letter, it's important to keep your resignation letter as simple, brief, and focused as possible. It should also be positive.

Once you have made the decision to move on, there's no point in criticizing your employer or your job. Your letter of resignation should include information on when you are leaving. You can also let the employer know you appreciate your time with the company.

What to Include in Your Resignation Letter

- The fact that you are leaving and date when your resignation is effective.
- Thanks to your employer for the opportunities you have had during your employment.

It's usually better to resign in person, then follow up with a formal resignation letter. However, if you need to send a resignation email, write it as professionally as you would write a resignation letter on paper. Here's how to send an email resignation message.

Email Subject Line: Resignation

Dear Mr./Ms. Last Name:

Please accept this message as notification that I am leaving my position with ABCD effective September 15.

I appreciate the opportunities I have been given at ABCD and your professional guidance and support. I wish you and the company success in the future.

Please let me know what to expect as far as my final work schedule, accrued vacation leave, and my employee benefits.

If I can be of assistance during this transition, please let me know.

Your Name

Regardless of why you are resigning or how you feel about it, if you mention why you are leaving, make sure that you do not include anything negative or disparaging about the company, your supervisor, your co-workers, or your subordinates. This letter will be included in your employment file and could be shared with potential future employers; therefore, it should be professional and polite.

Resignation Letter Writing Tips

To make sure your resignation letter contains all the right details, and none of the wrong information, review these resignation letter writing tips before you submit your resignation.

What to Include in Your Resignation Letter. A basic resignation letter should include the fact that you're resigning and the last day you will work. It's fine to thank the employer for the opportunities they have provided to you, as well.

Keep it Brief. Your resignation letter should be brief and to the point. You don't need to include lengthy explanations about why you are resigning.

When to Include a Reason. If you're resigning under positive circumstances - you're relocating or going back to school, for example, it's fine to include the reason. If you're resigning because it's a bad job, there's no need to mention the gory details. It's better to keep them to yourself.

Offer to Help. If it's feasible, offer to help during the transition and afterwards. The offer may not be accepted, but it will be appreciated. Include a phone number and email address where you can be contacted.

Don't Vent. Even if hate your job, don't say it. Your resignation letter will be placed in your permanent employment file and it's important that it doesn't contain much more than the basics.

Resignation Letter Format

Salutation	Dear Mr./Ms. Last Name,
First Paragraph	Your letter should say that you are resigning and state when your resignation is effective.
Middle Paragraph	The next (optional) section of your resignation letter should thank your employer for the opportunities you have had during your employment with the company.
Final Paragraph	Conclude your resignation letter (also optional) by offering to assist with the transition.
Close	Respectfully yours,
Signature	Handwritten Signature Typed Signature

Before you can start writing your resignation letter, you would need these 4 components...

- 1. Intention -- Your intent to resign from the job and the exact date of your resignation.**
- 2. A brief explanation (optional)**
- 3. Any appreciative statement/s**
- 4. Assistance for transition**

Once you have these components, you can easily write your resignation letter.

Dear Mr. Name,

I am writing to inform you that I am officially resigning from my position as business development executive for the WebX Agency effective Monday, December 21. (Announcing your resignation and stating the date of resignation)

I would have stayed with the company but due to health problems, I have to leave this job to rest and recuperate. (A brief explanation)

Thank you for the opportunity to work with the company. It has been a great experience and I appreciate the support the company has provided me in grooming myself into a successful speaker. (Appreciative note)

If I could be of any help during the transition of my resignation, I would love to lend a hand. (Offer to help during the transition)

Sincerely,

Your Name

Below you will find three more examples of resignation letters. Study them carefully, underline and write out special expressions used in such type of letters.

1 Dear Mr. /Ms. Last Name:

I regret to inform you that I am resigning from my position as Marketing Manager for the ABCD Company. My last day of employment will be November 15.

I will be working for a local non-profit organization and look forward to the new direction of my career, even though I will miss my job and ABCD Company.

Thank you for the support and the opportunities that you have provided me during the last several years. I have enjoyed my tenure with the company.

I wish you and the company all the best. I do hope our paths cross again in the future.

Sincerely,

Your Name

2 Dear Mr./Ms. Last Name:

The purpose of this letter is to announce my resignation from Company Name, effective two weeks from this date.

This was not an easy decision to make, on my part. The past 10 years have been very rewarding. I've enjoyed working for you and managing a very successful team dedicated to a quality manufactured product delivered on time.

I have accepted a position as VP, Manufacturing for Land Lubber Industries in Watertown, West Virginia. This opportunity gives me the chance to grow professionally and we will only be a few miles from our families.

I wish you and the company all the best. I do hope our paths cross again in the future.

Sincerely,

Your Signature

3 Dear Mrs. Limbus,

I am writing you to officially tender my resignation from Strong Heel Packaging as manager. I will be leaving in two weeks, on February 3, in accordance with my contract.

While I greatly appreciated most of my time with your company, recent changes in departmental organization have made me feel unable to continue working at Strong Heel Packaging.

Please let me know if I can be of assistance during this transition.

Sincerely,

Cory Fisk

k) Asking for a Pay Raise

Asking for a pay raise might not be easy for you, just as it isn't for most. Even if you eventually muster the courage, there are no step-by-step instructions, sure ways of asking or "magic pills" that guarantee your success. However, following the guidelines below might at least increase your chances.

Asking for a Pay Raise Guidelines

Before asking for a pay raise, it's important to know that many companies don't grant pay raises to most employees except during employee-review cycles. Additionally, many companies pay competitive, industry-standard wages, which they periodically adjust for cost of living. If you work for one of these companies and you ask for an "out-of-cycle" pay raise or more than the industry standard for your position, your chances for success are likely to be slim.

Check your employee policy manual (or similar document) for information related to asking for a pay raise. For example, if a policy states how to go about it, then follow it to the letter. But if a policy unconditionally states that your employer will not grant an out-of-cycle pay raise, it might be a good idea to stick it out until your next review and request a better-than-usual pay raise. Asking for such a pay raise will probably go over better than trying to buck the system.

It's not a good idea to justify asking for a pay raise by simply stating, "I need the money." It's a much better idea to prove that you deserve a pay raise, by emphasizing your value to the company. Documenting your accomplishments is a good way to do that. For example, you might include your accomplishments in a "presentation" to show your boss, a "cheat sheet" to refer to while negotiating your pay raise, or a letter asking for an appointment to discuss it. Be specific, use examples, and include impressive things like:

- Revenue you've earned
- Money you've saved
- Customer satisfaction you've achieved
- Tight deadlines you've met or beat
- Solutions you've implemented
- Products or services you've improved
- Initiative you've demonstrated
- Extra hours you've worked voluntarily

Consider asking for more responsibilities to justify your pay raise. That'll go over better than simply asking for more money, especially if your current responsibilities don't require you to do much above the call of duty and your employer thinks that you're adequately paid.

Command a pay raise, don't demand it. For example, you might tell your boss that you'd like to know what you can do to increase your salary or hourly wage in the near future, instead of insisting on a pay raise for your past accomplishments.

Think twice about threatening to quit if you don't get a pay raise. It rarely works. No matter how valuable you think you are to the company, don't make the mistake of thinking that you're indispensable. Eager beavers willing to learn your job for less pay are almost always waiting in the wings. If you do quit later for lack of a raise, be careful what you say in your resignation letter so it doesn't bite you down the road.

Have a reasonable figure in mind (e.g., from salary surveys) and prepare to negotiate. Be nice but firm when negotiating, and don't get emotional. (Remember, it's business, not personal.) If your employer doesn't grant you a satisfactory pay raise, try negotiating concessions such as performance-based bonuses, or extra paid time off, perks or benefits. Whatever you succeed at negotiating, ask for it in writing with authorizing signatures.

Follow the chain of command when asking for a pay raise. For example, if your immediate boss is a supervisor, don't go over your boss's head to the department manager. Instead, approach your immediate boss first and let him or her tell you the next step.

A meeting is likely to be more effective than a letter asking for a pay raise. A letter is an inflexible, one-way communication, making it easier for your boss to say no. A meeting is a flexible, two-way communication that will allow you to present your case as required and overcome objections on the spot. However, a letter will allow you to organize your thoughts, accomplishments and such before presenting them. So, you might consider some combination of the two, such as a letter that highlights your accomplishments to justify your request in the same letter for a pay-raise meeting.

Pay Raise Letter Sample

Dear _____

I'm grateful for the opportunity to work for you and I enjoy doing so. I hope you'll agree that, in the two years I've worked for you, I've become an integral member of your team and accomplished a great deal. For example, in the last six months alone, I've

- [Bulleted]
- [list]
- [of]
- [major]
- [accomplishments]

However, I'm still working for the initial salary on which we agreed two years ago. As I recall, we also agreed to renegotiate my salary in two years based on my accomplishments, and that time has come. In light of my accomplishments and per our agreement, I'm respectfully requesting an immediate pay raise of six percent, to be followed in six months by a performance-based pay raise of an additional three percent.

I strongly feel that I've earned the immediate pay raise and I'm confident that I will also earn the six-month raise based on my performance. But I'm willing to negotiate, per our agreement. If you would like to meet to discuss this, please let me know. If I don't hear from you by [reasonable date], I will assume that you've waived our meeting because you've agreed to my terms.

Thanks again for the opportunity. I look forward to continuing to be a key player on your team in a mutually-rewarding relationship.

Sincerely,

Pay Raise Letter Sample Asking for Meeting # 1

I enjoy working here and would appreciate your advice on how to increase the reward for my contributions. Would you please schedule a time for us to meet within the next week or so? Any time that is convenient for you will work for me.

I look forward to our meeting.

Pay Raise Letter Sample Asking for Meeting # 2

I'm pleased that you've added new responsibilities to my job and I appreciate the opportunity. I would like to meet with you to further discuss my new responsibilities and the possibility of a pay raise for performing them well.

I can meet with you anytime this week that is convenient for you. If this week isn't convenient, please let me know.

TASK 73: Study the samples of pay raise letters below. Imagine how this correspondence would have looked in Russian.

One day, an employee sends this letter to his boss asking for bigger salary:

Dear Bo\$\$,

In thi\$ life, we all need \$ome thing\$ mo\$t de\$perately. I think you \$hould be under\$anding of the need\$ of u\$ worker\$ who have given \$o much \$upport including \$weat and \$ervice to your company.

I am \$ure you will gue\$\$ what I mean and re\$pond \$oon.

Your\$ \$incerely,

Norman \$oh

The next day, the employee received this letter of reply:

Dear NOrman,

I kNOw you have been working very hard. NOwadays, however, NOthing has changed much. You must have NOticed that our company is NOt doing NOticeably well as yet. NOw the papers are saying the world's leading ecoNOmists are NOT sure if the United States may go into aNOther recession. After the NOVember presidential elections things may turn bad.

I have NOthing more to add NOw. You kNOw what I mean.

Yours truly,

BruNO WayNO

1) Reference Letter

At some point in life, you're almost certainly going to have to write a reference letter for someone. It might be a former employee or student, or even a family friend. Here's what you need to know about the purpose of reference letters and how to write the most effective letter possible.

What is a reference letter and when are they used?

A reference letter is usually written to testify to a person or (occasionally) a company's skills, character and/or achievements. Sometimes a reference letter is known as a "recommendation letter". It is a formal document, and should be typed and written in a serious and business-like style.

Reference letters are used in a wide variety of situations; there is no definitive list that covers all possible scenarios. The most common examples are:

- When a candidate applies for a job, they may need a reference to support their application.

- If an interviewee is given a job offer, they may need to supply a reference letter before the contract can be signed.
- A student applying for an academic course often requires a reference letter to support their application.
- A student applying for funding will often need to supply reference letters.
- Companies may use reference letters as testimonies to their trustworthiness and ability to carry out a job well.
- Prospective tenants may need to provide their landlord with a reference letter, testifying to their good financial status. (This could be from a prior landlord or from a current employer.)

Who should write a reference letter?

If you are approached and asked to write a reference letter for a job candidate, a student or a company, consider whether you can legitimately do so. A reference letter is a formal document, and it is crucial that you do not lie or fudge the truth in it, or there could be legal repercussions. If someone wants a reference letter from you:

- The candidate should be someone you know reasonably well. For example, you cannot provide any authoritative comment on the academic ability of a student who's only been attending your lectures for a week.
- You should know the candidate in a capacity which gives you the ability to write a meaningful reference. For example, if you have worked with the person, it would be appropriate for you to write a reference letter to a prospective employer for them.
- You should be able to provide an honest and positive reference. If you truly feel that the candidate has no good qualities for you to emphasize, or if you have had a personality clash with them in the past, you should tell them to seek a reference letter from someone else.

What goes into a reference letter?

The exact structure of a reference letter will differ slightly depending on the type of reference it is, but this is a good basic outline:

Start using the business letter format: put the recipient's name and address, if known, and address them as "Dear [name]". If the recipient is currently unknown (this would be likely on an academic application, for instance), then use "Dear Sir/Madam" or "To whom it may concern".

It is often helpful to introduce yourself in the first couple of lines of your letter. The recipient will not need your life history: just give a brief sentence or two explaining your position and your relationship to the candidate.

Your next paragraph should confirm any facts which you know the candidate will be supplying along with your letter. For example, if you are writing a reference for a job applicant, some or all of these details may be appropriate:

The person's job title, and role within the company.

The person's leaving salary when they were last employed by you (or your organization).

The dates which the person was employed from and until.

If you are writing a reference letter for an academic course, you will need to confirm the person's academic grades.

In your third paragraph, you should provide your judgment upon the candidate's skills and qualities. It is often appropriate to state that you would gladly re-employ them, or that their contributions to your college class were highly valued. Single out any exceptional qualities that the candidate has – perhaps their drive and enthusiasm, their attention to detail, or their ability to lead.

Where possible, use your fourth paragraph to give a couple of concrete examples of times when the candidate excelled. (You may want to ask the candidate to tell you about any extra-curricular projects they've been involved in, or invite them to highlight anything they'd particularly like you to include in the reference letter.)

Close your letter on a positive note, and if you are willing to receive further correspondence about the candidate's application, make this clear. Include your contact details too.

As with any business letter, you should end appropriately; "Yours sincerely" when you are writing to a named recipient, and "Yours faithfully" when you do not know who will be receiving the letter.

Reference letters structure/template

- Addressee name and address if known
- Date
- Salutation ('To whom it may concern', or 'Dear Sir or Madam', or 'Dear <title> <surname>')
- Confirm dates, job title(s) capacity, and salary and benefits details if required/appropriate.
- Confirm that the person's performance and attitude was (at all times) satisfactory/exceeded expectations or standards.
- Briefly explain the person's responsibilities (optional)
- Briefly describe their skills/qualifications/strengths/characteristics (optional)
- State that you would willingly re-employ the person if the opportunity arose (optional, and very re-assuring for the reader)
- Offer to provide more information if required (optional)
- Yours faithfully (or 'Yours sincerely' if writing to a named addressee)

N.B. It's a matter for your own discretion how much praise and positive information to include in the reference letter, hence the optional items.

Things to avoid

Make sure that you avoid:

- Mentioning any weaknesses the candidate has.
- Saying anything that could be construed as libel.
- Writing in an informal manner: keep the letter business-like. Jokes, slang and casual language are not appropriate and may harm the candidate's chances.
- Including personal information not relevant to the application. Mentioning the candidate's race, political stance, religion, nationality, marital status, age or health is usually inappropriate.
- Spelling mistakes, sloppy writing or typos: this letter is hugely important to the candidate, and you should take care to make it look professional.

If you are unsure what best to include in the reference letter, imagine yourself in the position of the candidate's prospective employer, or of the panel reading his/her academic application. What information would they need to know? What qualities would they like their candidates to have? Obviously, you

should never lie or mislead in a reference letter, but you should try to focus on areas which will give the recipient the most useful information possible about the candidate.

General-purpose Reference Letter Example

Date

To whom it may concern

I confirm that I have known (name) for (number) years.

(State relationship – social, business, working together in some other capacity, club, activity, project, etc.)

At all times I have found (name/him/her) to be (state characteristics – eg, dependable, reliable, hard-working, conscientious, honest, peace-loving, courteous, etc – to be as helpful as possible think about what the reader will most prefer to see, in terms of satisfying concerns, or seeing evidence of relevant required skills or characteristics).

I'm happy to provide further information if required. (optional)

Yours faithfully, etc.

Employment reference letter template

Date

To whom it may concern,

I confirm that (name) is/was employed as (position) with this organization from (date) to (date/the present day), and was/is paid (salary, plus bonus and benefits as applicable).

Their job of (position) carries the following responsibilities (describe briefly the job). (Name) is skilled in (details of skills) and is also (characteristics - eg reliable dependable, a good communicators, etc).

I would happily re-employ (name) as I consider him/her to be a valuable member of the team, who consistently achieved good results and delivers all expectations.

Yours faithfully, etc

Here's a letter from a previous employer in support of a job candidate:

To Whom it May Concern:

I highly recommend Jane Doe as a candidate for employment. Jane was employed by Company Name as an Administrative Assistant from 2002 – 2005. Jane was responsible for office support including word processing, scheduling appointments and creating brochures, newsletters, and other office literature.

Jane has excellent communication skills. In addition, she is extremely organized, reliable and computer literate. Jane can work independently and is able to follow through to ensure that the job gets done. She is flexible and willing to work on any project that is assigned to her. Jane was quick to volunteer to assist in other areas of company operations, as well.

Jane would be a tremendous asset for your company and has my highest recommendation. If you have any further questions with regard to her background or qualifications, please do not hesitate to call me.

Sincerely,

John Smith

Title

Company

Address

Phone

Email

Character / Personal reference letters

Character reference letters should be recently dated, short and to the point, and very professionally presented. Poorly presented, two-year-old, 5th generation photo-copied reference letters full of spelling mistakes and coffee stains will almost certainly do more harm than good. The overall quality of the reference letter reflects directly on the person who is the subject of the reference letter.

Ensure you are acting within your authority if you are writing on behalf of an organization using the official letterhead. If, as a manager you wish to give a reference but are not permitted to do so by your organization - which would be very unusual - you might consider providing one in a personal capacity on your own private letterhead. For all requests for writing reference letters, remember the maxim 'If you can't say anything good, don't say anything'. The extent to which you praise the person in a reference letter depends on your own personal feelings - if you want to help the person a lot then do so: well-written, positive, reference letters can be very helpful indeed.

Example and template for personal or character reference letter

Date

To whom it may concern

I confirm that I have known (name) for (number) years.

(State relationship - social, business, working together in some other capacity, club, activity, project, etc.)

At all times I have found (name/him/her) to be (state characteristics - eg, dependable, reliable, hard-working, conscientious, honest, peace-loving, courteous, etc - to be as helpful as possible think about what the reader will most prefer to see, in terms of satisfying concerns, or seeing evidence of relevant required skills or characteristics).

I'm happy to provide further information if required. (optional)

Yours faithfully, etc.

Certain situations require character reference letters of a more personal nature, such as character testimonials or references relating to court proceedings, or for a position in non-business organizations such as councils, trusts, clubs, or societies. In these cases follow the same principles: do not defame a person in writing or verbally when providing a reference; state only positives or nothing at all. If you need a personal or character reference always ask the writer if it would help to provide them with a draft. Writing reference letters is time-consuming and difficult for many people - offering to provide a draft may sound cheeky, but it is often necessary and much appreciated by the reference giver (incidentally called the 'referee').

Be aware that offering to provide a written character reference relating to a person's court proceedings may lead to your being asked to appear in court as a character witness - so be sure that whatever you write you'd be comfortable stating it in a court of law.

N.B. It is important to bear in mind that whatever you write you should be comfortable and capable of reliably repeating, and potentially providing examples, if required, under oath in court. Both the prosecution and defense sides have the right to force witnesses of all sorts to appear personally in court, and while most written statements and letters do not lead to a requirement to appear in person, the possibility of the need arising always exists.

Sample character reference letter (written by the character witness)

(date)

To whom it may concern (or Your Honour, or as advised by legal team)

Person's Full Name (heading)

I have known (name) for (number) years as (state relationship - business associate, staff member, socially, etc).

I can confirm that he is a man of great integrity, is extremely dedicated to his family and work, and is entirely peace-loving. (substitute character descriptions as applicable).

Furthermore, (add further character descriptions and/or examples of the person's behaviour and/or history supporting the above testimonial.)

For your information, I am (personal statement building your own credibility - details of position held and any other details that help build your own credibility, particularly any experience in judging the characteristics or behaviour referenced above).

Yours faithfully

Name

Position (if applicable)

Trade reference letters - quality of service

You may be asked by one of your suppliers to provide a trade reference letter, which they will present to a new customer seeking assurances of quality of service, reliability, etc. Letters like this typically begin with 'To whom it may concern', which enables the reference to be used for different people requesting one. If you are writing a letter like this on behalf of your organization for one of its suppliers, ensure you obtain necessary approval from a director or appropriate authority (typically a finance or purchasing director), and in certain circumstances (for significant or very important references) you could actually ask the person in authority to sign the letter and send it in their name.

(date)

To whom it may concern

New Company Ltd (the supplier or person who is the subject of the reference)

I confirm that I have dealt with New Company Ltd since 1998, during which time they have provided my business with excellent support in the areas of website engineering, site optimisation, search engine analysis and site submission. Their work has been a major factor in our website's success, helping it to become one of the most visited resources of its kind on the Internet.

I can confidently recommend New Company Ltd as a solid and reliable supplier, and experts in their field.

Yours faithfully

(name and title)

Trade reference letters - credit worthiness

This is an example of a trade reference letter relating to a person's or organization's credit-worthiness and reliability for making payments. You may be asked by one of your suppliers or customers for such a reference letter, which they will present to a new supplier who is seeking assurances of their financial reliability and credit-worthiness. Letters like this typically begin with 'To whom it may concern', which enables the reference to be used for different people requesting one.

(date)

To whom it may concern

New Company Ltd (the supplier or person who is the subject of the reference)

I confirm that New Company Ltd has been a customer of ours since 1998, during which time they have always made payments reliably, in full and on time.

Yours faithfully

(name and title)

Request for reference (from past employers and referees)

It's better to approach requests for writing references letters positively - everyone has at least one or two good qualities which can be mentioned. If your organization has policies for managers writing reference letters for employees or ex-employees, follow the rules (for instance requiring reference letters to be approved by HR department).

If you require a reference from your employer it sometimes helps to draft one yourself for your manager or HR department - many managers do not have the time or are unsure about what to write, so ask if a draft reference letter would be helpful. Here are some examples and templates for reference letters which cover most situations. If the addressee is not known or the reference letter is required for general purposes, use 'To whom it may concern', instead of 'Dear Sir or Madam'. Obviously if the addressee is known then use the full name and address as this will increase the professionalism, and thereby the credibility, of the letter.

When seeking a reference about a potential new employee or job candidate you should ask permission of the person involved. Failing to do so undermines trust and confidence before the new person has even started the job, and sends a signal that the employer does not have strong ethical standards.

In any event, being open and cooperative about seeking references displays trust, and demonstrates positive and ethical standards - all of which of course are very appealing employer qualities in the eyes of most employees, and especially high caliber employees. Good practice assumes that employees should always be informed clearly through appraisals and other processes as to their weaknesses, failings and transgressions. Keeping such information secret only stores up problems for the future.

Sending a template or 'pro-forma' containing relevant criteria makes it easier for the reference provider than simply asking to provide a reference, which stumps many referees. Better to ask them exactly what you want to know. Sending a specially created form for references therefore increases your chances of getting a reply at all, and also getting the answers about the person's characteristics and history that you most need.

When requesting and providing references it is important to act within all relevant laws relating to discrimination (gender, race, disability, etc) in addition to the laws surrounding libel and defamation, etc.

In addition, you can also show the form to each job applicant to get their agreement that it's okay to send it to their referees/past employers. You could also (if you'd like to be very progressive and open about this) even ask the applicant or job candidate if they'd like anything else of relevance to be added to the form, as might enable the clearest and most helpful outcome from the exercise. Little is gained from being secretive about things, whereas much can be gained from being open and up-front.

Request for reference template

(your logo, address, etc)

Confidential - Request for Reference

date.....

name of applicant.....

The above has applied for a job as with us and has suggested you might provide a reference, or has agreed that we can contact you for one. I'd be grateful for you to provide whatever details you feel able to according to the criteria below. Please don't write anything that might compromise you or your organization (if applicable), although where clear evidence exists of significant negative history, especially of a serious nature, then we'd be grateful for such information.

If you'd prefer to speak on the phone please call me on

Delete/ignore as applicable.

1. The above person was/is employed with us as date(s)

(provide estimates if precise dates are not readily available)

- 2. General character
- 3. Attitude
- 4. Relationships with others/peers/subordinates
- 5. Team-working
- 6. Personal integrity and honesty
- 6. Reliability
- 7. Calmness under pressure
- 8. Competence (state skills if appropriate.....)
- 9. Ambition
- 10. Overall performance in past role(s) with your organization

11. Qualifications/Training attained

12. Why did the person leave?

13. Would you re-employ the person if a suitable vacancy existed?

14. Any other comments?

15. Please be aware also that references are subject to legislation relating to equality and discrimination, which from 1st October 2006 also includes age.

Respondent's/Referee's signature date.....

Respondent's/Referee's name and title.....

On behalf of (employer/organization, if applicable)

Please return this form to

Reference number

Contact details of sender of this request (email, phone, etc)

.....

Please make a copy of your reply for your own records and if in doubt about anything you'd like to state on this form please seek advice before writing and sending a response.

Thank you for your assistance.

Unit 5. Fax and Business E-mail

Fax

The word “fax” means “facsimile”, which means *an exact copy or reproduction*. It can be used as a noun (e.g. *I sent a fax*) or as a verb (e.g. *We will fax you when we have the information*).

A fax message is useful when speed is important and the recipient does not have e-mail. It is especially useful for documents containing diagrams or drawings. Like e-mail, a fax can be sent quickly to many different recipients at the same time. However, again like e-mail, fax is an open system, i.e. correspondence can easily be accessed by outsiders, so it should not be used for confidential information.

Faxes are copies of documents. They cannot be used when the originals are required.

Faxes have been “court tested”, and they tend to be accepted in legal cases, along with letters, as evidence in certain areas of international trade. However, an e-mail containing similar information might not be considered valid under certain circumstances.

Different fax machines offer a wide range of facilities, including repeat dialing if the receiver’s fax machine is engaged; a transmission report which gives details of the time, date, sender, receiver, number of pages, duration, and result; a verification mark at the foot of the page to confirm the fax was sent; and a number memory for frequently used numbers. It is also possible to send a fax from a computer.

Preparing for transmission

Check that you have the correct fax number. Check that the paper on which your message is printed or written is suitable.

When you send a fax it is a good idea to use a fax transmission cover form. This will help to ensure that the fax reaches its intended recipient safely. Most companies use their own headed fax transmission form, but you can easily create one for yourself, e.g.:

E-mails

There are a numerous advantages to e-mail. It is personal and easy to use. It can be used both within and between the companies, and is an effective way to communicate quickly and easily with people all over the world. It is especially useful for short messages and for everyday correspondence, e.g. setting up a meeting, passing on information, and making or replying to a request. You can pick up your e-mail messages even when you are traveling.

The disadvantages of e-mail include technical problems which may result in the unexpected non-delivery of messages, or attachments arriving in unreadable form. A non-technical disadvantage is that, paradoxically, the ease with which messages can be sent results in large amounts of “junk” and unnecessary communication, which waste time.

As with faxes, a major drawback is the lack of privacy and security. Do not use e-mail to communicate confidential information.

There are several areas of business communication where more traditional forms of correspondence are still the most suitable. For example, personal and sensitive correspondences such as messages of congratulation, condolence, or complaint are usually best done by letter. Confirmation of contracts, memos which are confidential and must be signed to acknowledge receipt and any correspondence which may be needed for legal or insurance purposes should not be normally sent by e-mail. You might find a job on the Internet, but most companies would still expect your application to consist of a completed form with a covering letter.

The layout of an e-mail is practically the same as a letter, but for the fact that it is usually less formal. The signature block usually includes more details, e.g. the sender’s company or private address, telephone and fax numbers.

TASK 74: Read the story about two e-mails by Lynn Gaertner-Johnston, an expert in business writing (Seattle, Washington). What conclusions can you make after reading this story?

A Tale of Two Emails

Yesterday I received two solicitations by email. One succeeded with me; the other failed. Notice what works in this message, whose writer gave me permission to share it with you:

Subject: Visit Request
Good Afternoon Lynn,

On behalf of the **Holiday Inn Seattle & Holiday Inn Express and Suites**, I would like to introduce myself as your contact for any travel or meeting needs in the Seattle area. I understand that your association may hold classes/seminars throughout the year, and I am writing to see if we can assist you with any of these arrangements.

Would it be possible to set up a time for me to come by, reconnect with you and drop off some goodies on Wednesday this week? Please let me know what time works best for you!

I look forward to hearing back. Thank you for your consideration and support.

Katie Snowden
Catering Sales Manager
Holiday Inn Seattle [followed by contact information]

I like a lot about Katie's message:

1. It's personal. She wrote to me, not to "Dear Sir or Madam."
2. It's brief. All three paragraphs are short and crisp.
3. It's time-sensitive. Katie wants to stop by on Wednesday with a specific purpose.
4. It's intriguing. What are those goodies she wants to drop off?
5. It gives me a specific action to take. I don't have to figure out what to do with the message.

Sure, you may see things you want to change in Katie's message, but she got through to me. I responded within moments of receiving her email.

By contrast, another solicitation email I received yesterday turned me off. The first thing I noticed was that the writer used the Outlook red exclamation point, indicating a message sent with "high importance." To whom was it so important?

The email started with an apology: "I apologize for the intrusion." Why would a message of value to me be an intrusion? With his opening sentence, the writer suggested an intrusion I would not otherwise have felt. (Opening with an apology may be standard in some cultures, but to me it suggested a negative.)

The second sentence confused me: "I think that by adding the sort of training I offer, you will help your client to fulfill their training needs under one roof." In the second sentence, I didn't yet know what kind of training he offered, and I was slowed down by the singular "client" combined with the plural "their." And why was he talking about one roof?

A resume was attached, but not in a format I could open.

At the end of the email beneath the writer's contact information, *my* phone number appeared. Since someone I don't know was copied on the message, I am guessing my phone number was included for that cc'd person to follow up with me.

I admit that if I had been interested in what the second writer offered, I might have responded more positively. But I don't feel a positive connection now.

Charles Dickens' *A Tale of Two Cities* (whose title inspired my Tale of Two Emails) begins with the words "It was the best of times, it was the worst of times." Our times may be somewhere in the middle, but it is always a good idea to send our best work, especially in sales letters.

http://www.businesswritingblog.com/business_writing/2010/01/a-tale-of-two-emails-.html

It is important that whether for business or personal use that you follow the basics of email etiquette:

Sending Emails

1. Make sure your e-mail includes a courteous greeting and closing. It helps to make your e-mail not seem demanding or terse.
2. Address your contact with the appropriate level of formality and make sure you spelled their name correctly.
3. Spell check - emails with typos are simply not taken as seriously.
4. Read your email out loud to ensure the tone is that which you desire. Try to avoid relying on formatting for emphasis; rather choose the words that reflect your meaning instead. A few additions of the words "please" and "thank you" go a long way!

5. Be sure you are including all relevant details or information necessary to understand your request or point of view. Generalities can many times causing confusion and unnecessary back and forth.
6. Are you using proper sentence structure? First word capitalized with appropriate punctuation? Multiple instances of !!! or ??? are perceived as rude or condescending.
7. If your email is emotionally charged, walk away from the computer and wait to reply. Review the Sender's email again so that you are sure you are not reading anything into the email that simply isn't there.
8. If sending attachments, did you ask first when would be the best time to send? Did you check file size to make sure you don't fill the other side's inbox causing all subsequent e-mail to bounce?
9. Refrain from using the **Reply to All** feature to give your opinion to those who may not be interested. In most cases replying to the Sender alone is your best course of action.
10. Make one last check that the address or addresses in the **To:** field are those you wish to send your reply to.
11. Be sure your name is reflected properly in the **From:** field. Jane A. Doe (not jane, jane doe or JANE DOE).
12. Type in complete sentences. To type random phrases or cryptic thoughts does not lend to clear communication.
13. Never assume the intent of an email. If you are not sure -- ask so as to avoid unnecessary misunderstandings.
14. Just because someone doesn't ask for a response doesn't mean you ignore them. Always acknowledge emails from those you know in a timely manner.
15. Be sure the **Subject:** field accurately reflects the content of your email.
16. Don't hesitate to say thank you, how are you, or appreciate your help!
17. Keep emails brief and to the point. Save long conversations for the old fashioned telephone.

18. Always end your emails with "Thank you," "Sincerely," "Take it easy," "Best regards" - something!
19. If you are writing to someone you don't know, start by saying who you are and why you are writing.

Formatting Emails

20. Do not type in all caps. That's yelling or reflects shouting emphasis.
21. If you bold your type, know you are bolding your statement and it will be taken that way by the other side - X10!
22. Do not use patterned backgrounds. It makes your email harder to read.
23. Stay away from fancy-schmancy fonts -- only the standard fonts are on all computers.
24. Use emoticons sparingly to ensure your tone and intent are clear.
25. Typing your emails in all small case gives the perception of lack of education or laziness.
26. Refrain from using multiple font colors in one email. It makes your email harder to view and can add to your intent being misinterpreted.
27. Use formatting sparingly. Instead try to rely on choosing the most accurate words possible to reflect your tone and avoid misunderstandings in the process.

Email Attachments

28. When sending large attachments, always "zip" or compress them before sending.
29. Never send large attachments without notice! Always ask what would be the best time to send them first.
30. Learn how to resample or resize graphics to about 600 pixels in width before attaching them to an email. This will greatly reduce download time.
31. Never open an attachment from someone you don't know.

32. Be sure your virus, adware and spyware programs are up to date and include scanning of your emails and attachments both incoming and outgoing.
33. It is better to spread multiple attachments over several emails rather than attaching them all to one email to avoid clogging the pipeline.
34. Make sure the other side has the same software as you before sending attachments or they may not be able to open your attachment. Use PDF when possible.

To, From, CC, BCC, RR, Subject:

35. Only use **Cc:** when it is important for those you Cc: to know about the contents of the email. Overuse can cause your emails to be ignored.
36. Don't use Return Receipt (**Re:**) on every single email. Doing so is viewed as intrusive, annoying and can be declined by the other side anyway.
37. Include addresses in the **To:** field for those who you would like a response from.
38. Include addresses in the **Cc:** field for those who you are just FYI'ing.
39. Always include a brief **Subject**. No subject can get your email flagged as spam.

Email and Perception, Privacy, Copyright

40. Choose your email address wisely. It will determine, in part, how you are perceived (name.biz, name.gov, name.org, name.pro).
41. When there is a misunderstanding by email, don't hesitate to pick up the old fashioned telephone to work things out!
42. Know that how you type, and the efforts you make or don't make will indicate what is important to you and if you are an educated courteous person.
43. If you forward an email that turns out to be a hoax, have the maturity to send an apology follow up email to those you sent the misinformation to.

Business Email

44. Think of your business email as though it was on your business letterhead and you'll never go wrong!
45. If you cannot respond to an email promptly, at the very least email back confirming your receipt and when the sender can expect your response.
46. Emailing site owners about your product or service through the site form is still spam. Ask them if they want more info first!
47. When replying to emails always respond promptly and edit out unnecessary information from the post you are responding to.
48. Formality is in place as a courtesy and reflects respect. Assume the highest level of formality with new email contacts until the relationship dictates otherwise. Refrain from getting too informal too soon in your email communications.
49. Never send anyone an email they need to unsubscribe from when they didn't subscribe in the first place!
50. Be very careful how you use **Reply to All** and **Cc:** in a business environment. Doing so for CYA or to subtly tattle can backfire and have you viewed as petty or insecure.
51. Never send business attachments outside of business hours and confirm that the format in which you can send can be opened by the other side.
52. Before getting upset because you perceive someone didn't respond, check to see if their reply was inadvertently deleted or sent to your Trash or Junk folder.
53. Never use an old email to hit reply and start typing about an entirely new topic.
54. *Type unto others as you would have them type unto you!*

E-mail abbreviations

In order to keep e-mail short, people sometimes use abbreviations for common expressions. They are known as TALs (three-letter acronyms).

AFAIK	as far as I know
BFN	bye for now

BTW	by the way
COB	close of business
FYI	for your information
IOW	in other words
NRN	no reply necessary
OTOH	on the other hand

Use TALs with great care, and only when you have established a friendly, informal relationship with your correspondent. They should not be used in letters and faxes. Emoticons are also used **only** in informal e-mail correspondence.

Subject Line

Your email's subject line is, next to your name, the first thing the recipient sees. It is important. In your email subject, do not:

- Arouse interest and curiosity.
- Say "Hi".
- Be wordy.
- Respond without giving context.
- Be vague or general.

To compose the perfect email subject:

- Give the message's bottom line.
- If your email comprises multiple topics, consider breaking it into multiple messages.
- Summarize the message — why you are writing and what you want to be different after the recipient has read your email — instead of describing it.
- If you invite somebody to a conference, use "Invitation: Email Efficiency Conference, Bangalore Aug 14-16" instead of a plain "Email Efficiency Conference".
- Be precise.
- Include detail that allows the recipient to identify what you are talking about quickly and unambiguously.
- If your message requires the recipient's action, say so; preferably with the first word.
- Leave out unnecessary words.

- If the action associated with your message includes a date or deadline, do include it in the email subject.
- Email subjects need to be concise. Skip articles, adjectives and adverbs.

In the world of “delete, delete, delete” your email marketing strategy is critical. You have only seconds (if that) to captivate the reader with your email subject lines and convince them to open your email. Below there are 14 tips for effective email messaging.

1. Non-sequiturs – this doesn’t fit together

The human brain is programmed to recognize differences. So ditch the familiar ho-hum subject lines for something that makes people furrow their brow and say, “huh.” Here are a few examples:

- a.) Social + Location + **Mobile** = The Perfect Beer
- b.) Being Considered Obsolete is Awesome
- c.) How to Be Strategically Unlikeable Online

2. Lists of three

Who doesn’t love a good list? This subject line messaging works especially well when the third item doesn’t fit (per the non-sequitur strategy above) or is very specific.

- a.) Drugs, Milk & Money: Social & Regulated Industries
- b.) Credits Coins Cash: Social Currency & Finance 2.0

3. The element of surprise

Dilate your reader’s pupils with a little bit of shock and awe.

- a.) How Mexico’s Drug Traffickers Harness Social Media
- b.) Avoiding Bulls**t Personas: A Case Study

4. Rhyme time and alliteration

Mix alliteration and rhyming into your email messaging.

- a.) Teaching Touch: Tapworthy Touchscreen **Design**
- b.) Social Music Marketing: Bands, Brands & Fans

5. Take on the enemy

Creating a common enemy for you and your reader can help a subject line peak your reader’s interest.

- a.) Screw the Job Market: Young + Passionate ≠ Broke
- b.) Can Washington Make Your App Illegal?

6. Insult someone

Being politically correct can only get you so far. Sometimes you need to drop the PC-act and insult someone. Stepping on toes gets you noticed.

- a.) Your Marketing Sucks: Why You Need to Think Local
- b.) Big O' Babies: Why Baby Boomers=Public Media FAIL

7. Numbers

When you divulge a number upfront in the subject line, the reader knows what they see is what they get – and that it will most likely be formatted in an easy-to-digest way.

- a.) 11 Reasons **QR Codes** Are Not Engaging Consumers
- b.) 3 Secrets to a Killer Elevator Pitch

8. Wordatopia

Making up new words can keep your email out of the deleted items folder by sparking your reader's interest.

- a.) Adprovising: Agile Marketing Made Easy
- b.) Discover the New Frontier of the Glocal Internet

9. Reference pop culture

The trick with this subject line tip is to connect the reference to your target audience i.e. for millennial, try a “Harry Potter” reference or, for geeks, use a “Star Wars” reference.

- a.) The Field of Dreams Manifesto
- b.) Wall-E or Terminator: Predicting the Rise of AI

10. Similes and metaphors

Email messaging using similes and metaphors, or “transubstantiation,” uses characteristics of one thing to give meaning to another thing for the reader.

- a.) Knitting a Long Tail in Niche Publishing
- b.) Rev Up Your Product Design, the “Concept Car” Way

11. Call out your audience

When you call out a specific group of people in your subject line, you increase the relevance of the email to those you are calling out and to those who feel left out that you have not called them out.

- a.) Greek to Geek: Classical Rhetoric & the Modern Web
- b.) Digital Divas: How Girls Rule the Digital Universe

12. Sex (still) sells

Your reader may think sexy subject lines are perverse, so be sure to evaluate the risk/reward payoff before engaging in this dicey email messaging.

- a.) Sex, Lies and Cookies: Web Privacy EXPOSED!
- b.) Brands That Believe in Sex After Marriage

13. Promising big things

A big promise in the subject line makes the reader question how. Be sure you can deliver on your promise before using this tip.

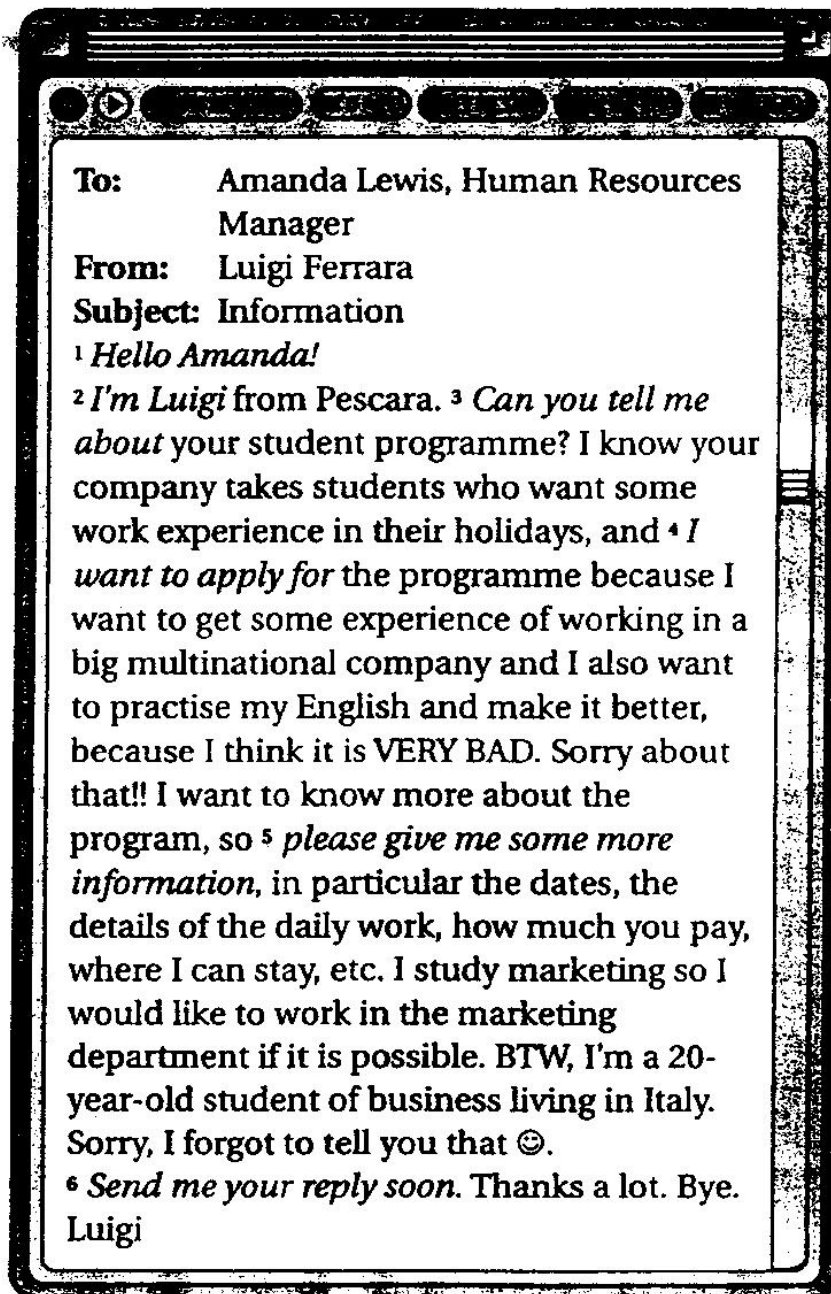
- a.) Change the Course of History with Greasemonkey
- b.) Expanding Our Intelligence Without Limit

14. iThis, iThat

Add a little “i” to your subject line to give your email messaging a boost.

- a.) iPlant: Advanced Computing to Feed the World
- b.) iVision Africa: New Media’s Role in Reframing Africa

TASK 75A: Read the e-mail below from a student to a company about their work experience program. Which rules of e-mail writing etiquette stated above does he break?



TASK 75B: Look at the phrases in *italics* (1-6) in the e-mail. Match them with the formal phrases (a-f) below.

- a. Could you send me more information...
- b. I look forward to hearing from you...
- c. I am writing to ask about...
- d. My name is Luigi Ferrara...
- e. Dear Mr. Lewis...
- f. I am interested in applying for...

TASK 76: Here are some phrases to use in e-mails. Write starting (S), ending (E), saying why you are writing (w) or requesting (R) after each one and the ones in task 75B.

1. My name is...
2. I am a student at ... (school/ college)...
3. Dear Amanda (informal)
4. Thank you for your message
5. With best wishes.
6. Please e-mail me if you need more information.
7. Yours sincerely...
8. Thank you for your e-mail of 20th August.
9. Please send me details of...

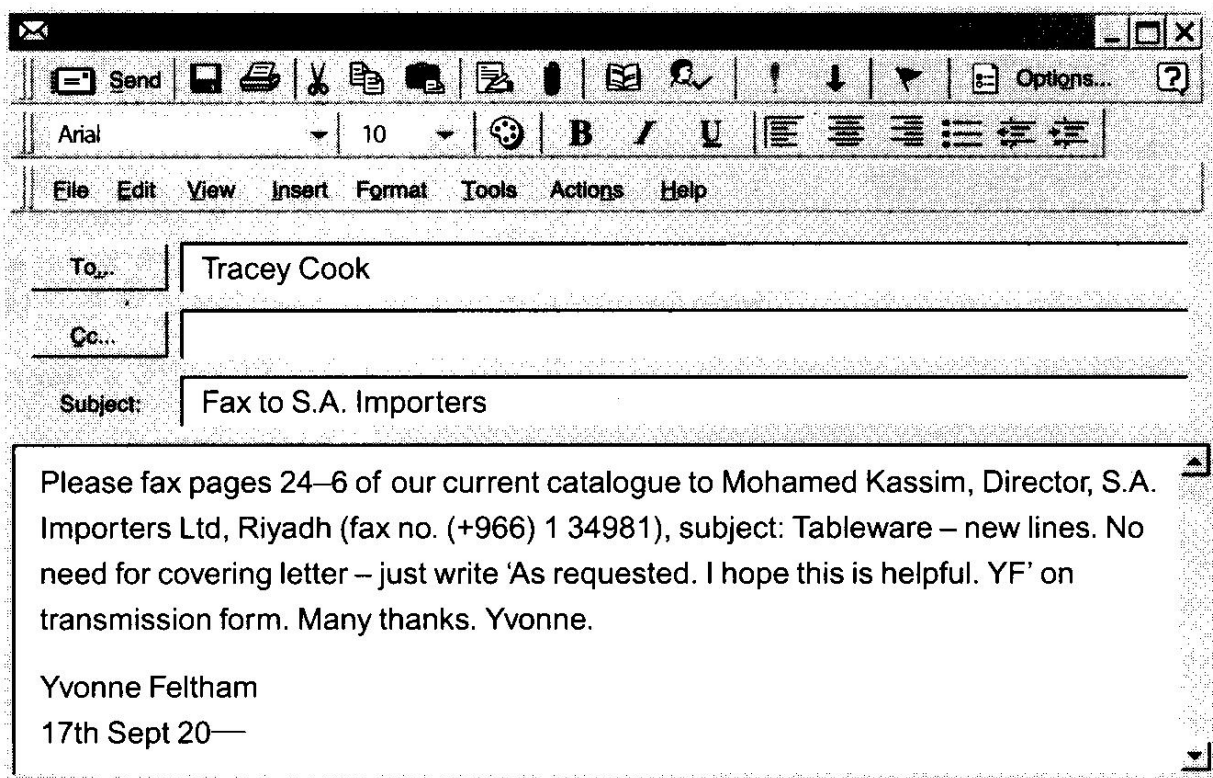
TASK 77. Rewrite the e-mail from task 75A using the rules and the phrases from task 75B and 76.

TASK 78. Rewrite these e-mails. Pay attention to spelling, punctuation, syntax, layout, and the general tone which should be appropriate.

a	i need help i am writing a essay on writing i work for this company and my boss want me to help improve the workers writing skills can yall help me with some information thank you.
b	I updated the Status report for the four discrepancies Lennie forward us via e-mail (they in Barry file).. to make sure my logic was correct It seems we provide Murray with incorrect information ... however after verifying controls on JBL – JBL has the indicator as B??? – I wanted to make sure with the recent changes – I processed today – before Murray make the changes again on the mainframe to “C”.
c	hI KATHY i am sending u the assignment again. i had sent you the assignment earlier but i didn’t get a respond. If u get this assignment could u please respond. Thanking u for ur cooperation.”

TASK 79: Mohamed Kassim has received Yvonne Feltham's fax. While he was reading the faxed catalogue, he made notes about further information he needs. Read the notes and compose his e-mail to Yvonne Feltham.

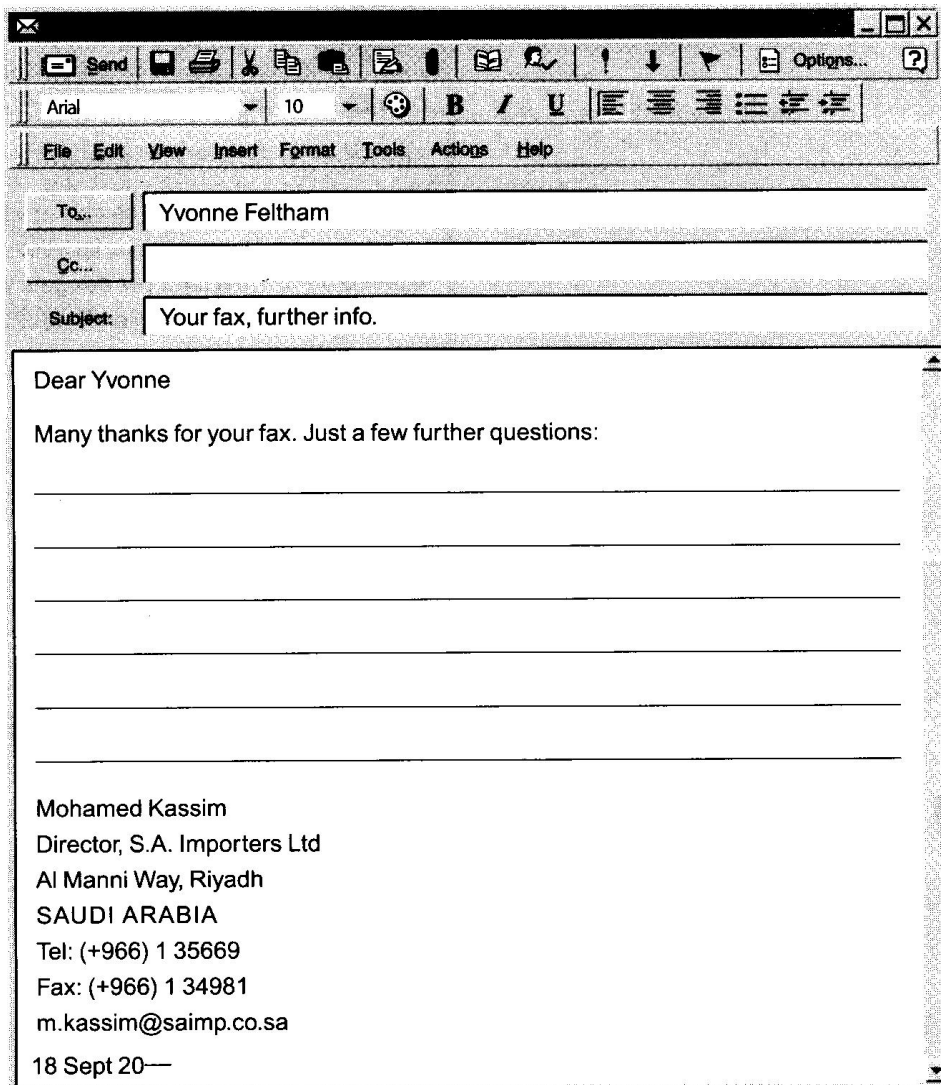
a) Internal e-mail from Yvonne Feltham



b) Kassim's notes after receiving the fax

'York' range be available before end Oct?
Approx. sales figures for 'Cambridge' range in other markets?
'Bristol' range available in green? (can't read fax)
'Durham' range - dishwasher-proof? (can't read fax)

c) His e-mail



TASK 80: Choose a subject line for each email. One of the subject lines in the box is not used.

Action re contract	Meeting 14/5	Re your advertisement
Special Offer!	Shipping confirmation	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

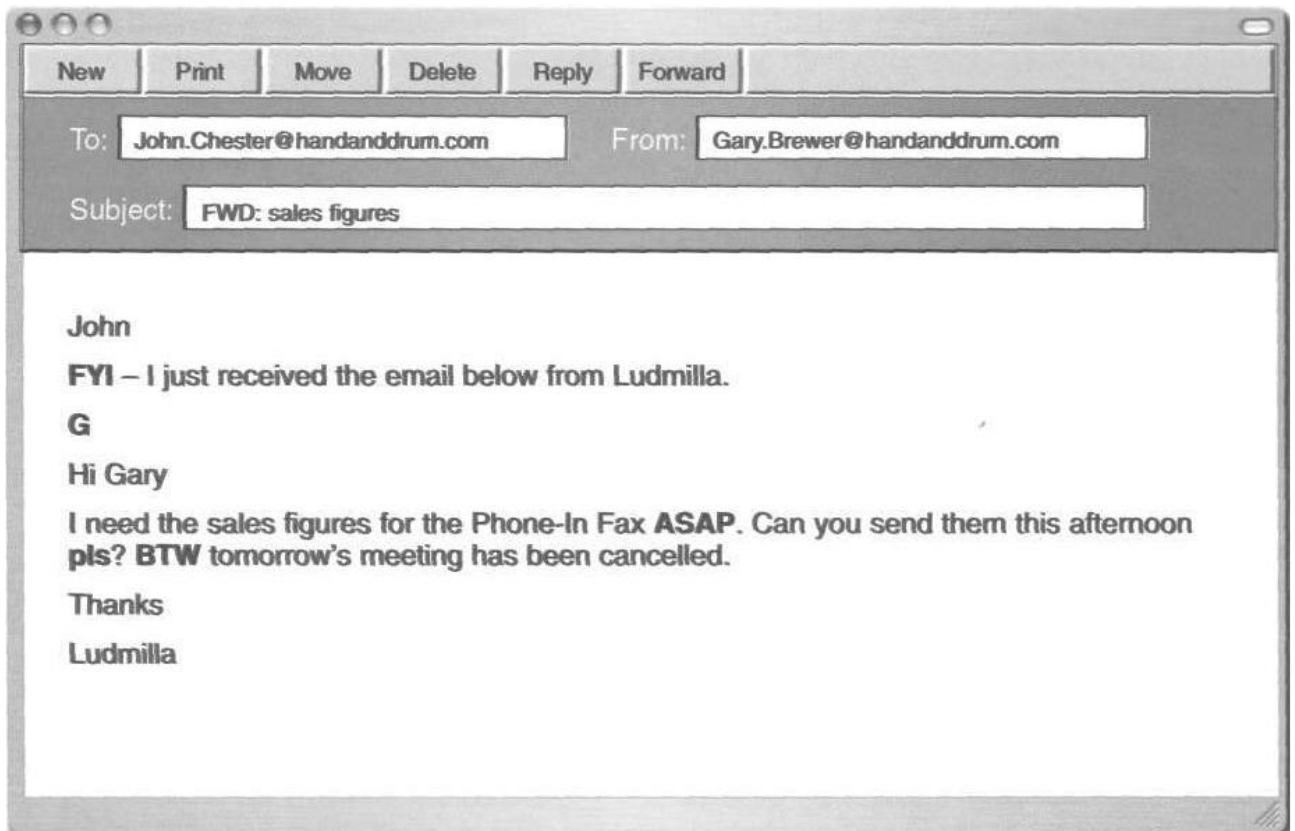
Subject:

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 the order, click on the link below. If there’s anything else, just let us know. Best wishes, Pierre.

TASK 81: Abbreviations are normally not used in formal letters. However, there are few which are commonly used conventions. Match the abbreviations (1-6) with their definitions (a-f) below.

- | | | | |
|---|-------|---|---|
| 1 | c.c.: | a | to add something at the end of a letter, after the signature ____ |
| 2 | enc. | b | to show a letter was signed on behalf of another person ____ |
| 3 | FAO: | c | to introduce the topic of the letter ____ |
| 4 | re: | d | to say who the letter is for ____ |
| 5 | p.s. | e | to say who else receives a copy of the letter ____ |
| 6 | p.p. | f | to say something is included with the letter ____ |

When using fast methods of communication such as e-mail and memos, abbreviations and acronyms are used in order to save time. This is most often done in e-mails sent to people working in the same company or department. Look at the abbreviations in the e-mail below. What do they mean?



TASK 82: Read these sentences at a normal speed and see what spelling, grammar, or other mistakes and poor communication problems jump out at you.

1. Subject Line Composition

Decide whether each of these subjects fulfills the purpose of letting the recipient know what the e-mail is about.

1. Re: pricing of product for Allied Carriers
2. This should make your day
3. Head of payroll said this is urgent
4. Need price for model C pneumatic dolls for Ross, Inc.
5. Immediate reply needed for Nov. 2 e-mail re facility scheduling
6. Date for our next meeting?
7. Re: your request for information on shipping costs to EU
8. Guess who's coming to dinner.
9. Allied shipping costs too high – please advice

2. Grammar Errors

Find the grammar error in these sentences and correct it.

1. I never seen anyone work as hard as he did.
2. Mr. Walker and his Admin was going to the meeting.
3. Send the information back to Ms Thompson and I.
4. He responded to that customers complaint within two days.
5. Many customers think were able to ship the same day.

3. Spelling Errors

Find the incorrectly spelled words in these sentences and correct them.

1. The doctor was as many patience in a day as he could.
2. She really thought shed parish from hunger before lunch time.
3. The lama is a beast of bourbon that lives in the Andes.
4. Please help me hand out these fliers to people entering the foray.
5. The sight survey was needed to pick a place with the bear minimum facilities.

4. Punctuation Errors

Find the common punctuation errors in these sentences, and correct them.

1. She called the meeting but she didn't show up.
2. I remember hearing him say "Don't quote me on that."
3. This is the end of the line
4. The sales kit contains; brochures, pens, cards, and pads.
5. It was his mother-in-laws turn to host the luncheon, and pick a gift.

5. Potential Communication Problems

Identify the potentially misunderstood terms in these sentences.

1. The product is packaged in 1 pt. containers.
2. Over 3# of sludge was left in the #6 tank.
3. We expect the pkg. by 9:15 our time.
4. The market in Asia is expanding especially for gas, oil, and corn.

Unit 6. Memorandum

Composing a Memorandum

Memorandums or memos are an effective way to communicate within an organization and should be used as an opportunity to improve your business writing. The memo usually focuses on one message or piece of information, and often requests action to be taken. It may be sent to a single person or a group of people.

There are many different techniques used in memo writing, but several basic rules should always be applied:

- Since memos are a little less formal than business letters, it is best to use simple language and a neutral tone.
- Keep your memo clear. Use short, simple sentences.
- A memo should not be any longer than one page. Most people do not have time to read long memos.
- The opening and closing formula can be more direct, and less formal than in a letter.

Parts of a Memo

To: This includes a list of all the people who will receive the memo. The names usually appear in order of seniority, where the most superior person comes first on the list. It is best to list full names and titles although in a smaller set-up using only first names may be acceptable.

From: This will list the name of the sender or senders.

Date: State the exact date when the memo is being written, including the day, month and year. Use business English and abstain from the use of short forms.

Subject: This states the reason for the memo and should not exceed one sentence.

CC: This will mention the names of the people who will receive this memo but will not be expected to carry out the action. This is generally used for superiors who need to be informed of the intra-office memos even if they are not directly concerned with them.

The Body: The main copy will give a list of facts and discuss the issue. The facts have to be explained in a manner that is relevant to the recipients so they know exactly how they stand to benefit or lose in regards to the given piece of information. Although the memo looks like a short piece of text you cannot overlook proofreading or using a grammar checker.

Conclusion: State the specific action that needs to be carried out.

Memo Examples: Content

The three basic reasons to write a memo are: to persuade action, to issue a directive or to provide a report.

There are also a few general rules to writing an effective memo. Here are some memo examples that put those rules into practice:

Persuasive Memorandum

To: Andy Andler, Benita Buchanan, Charles Chavez

CC: Darcy Danko

From: Heady the Head Honcho

Date: June 1, 2006

Re: Need for New Memo Format

I've noticed we don't seem to be able to communicate important changes, requirements and progress reports throughout the company as effectively as we should. I propose developing one consistent memo format, recognizable by all staff as the official means of communicating company directives.

While I know this seems like a simple solution, I believe it will cut down on needless e-mail, improve universal communication and allow the staff to save necessary information for later referral. Please talk among yourselves to determine the proper points of memo writing and return the input to me by 12 noon. I will then send out a notice to the entire staff regarding the new memo format.

Thank you for your prompt attention to this.

Directive Memo

To: All Staff

From: Heady the Head Honcho

Date: June 1, 2006

Re: New Memo Format Effective June 1

In order to make interoffice communications easier, please adhere to the following guidelines for writing effective memos:

- *Clearly state the purpose of the memo in the subject line and in the first paragraph.*
- *Keep language professional, simple and polite.*
- *Use short sentences.*
- *Use bullets if a lot of information is conveyed.*
- *Proofread before sending.*
- *Address the memo to the person(s) who will take action on the subject, and CC those who need to know about the action.*
- *Attach additional information: don't place it in the body of the memo if possible.*

Please put this format into practice immediately. We appreciate your assistance in developing clear communications. If you have any questions, please don't hesitate to call me. Thank you.

Technical Memo

To: Heady the Head Honcho, Andy Adler

From: Darcy Darko

Date: June 15, 2006

Re: Update on the T-12 Phase Three testing

As we enter Phase Four of the T-12 testing, I wanted to provide a progress overview of the Phase Three testing.

The body of the memo might include two-four paragraphs outlining the purpose of the memo. If this is a longer memo, each paragraph will have a subhead to help guide the reader through the document.

Finally, the writer includes a summary paragraph, which features bullets highlighting the main points of each previous paragraph, and concludes the memo with a stated action required by the reader or writer.

A quick note about the use of "memo" vs. "memorandum:" it doesn't really matter. It falls in line with the style selected by the writer.

More Memo Guidelines

All Purpose Example

To: (Recipient) From: (Sender)

Date: (Month/Day/Year)

Subject: (These words can be bold format.)

This purpose memo provides a model. When writing a memo, state the purpose clearly at the beginning as seen in the first sentence. At the end of the memo let the recipient know what action is expected. Memos are concise and focus on a single purpose. If you have more topics to discuss write a separate memo for each. Use lists and headings to highlight important items.

What to Include in Your Memo

I am writing because...

The facts are...

I will, or I propose that you ...

When writing a memo margins should be 1 inch all around and text should be left justified using block-style paragraphs and single spacing unless the memo is very short.

Further Formatting Guidelines

- Use an easy-to-read 12-point font
- Don't use a complementary close
- Don't sign a memo at the bottom
- Add your initials beside your name at the top. This indicates you have read and approved the memo.
- If copies are sent to more than 10 people, place the list of names at the end of the memo. When a memo is addressed to a distribution list, name the list.
- If your memo is long, start with a paragraph which functions as an executive summary.

In general, remember to spell-check your work. If your bulleted lists are long, break them into clusters to help readers find their place when they go back to check a detail. When the memo is completed, take a moment to read it aloud. This helps catch awkward wording or rhythms. Lastly, be sure to proofread. Spell check doesn't catch everything.

Conclusion

Writing effective memos helps keep the lines of communication open in your company or department. By incorporating some of the basic points from the memo examples above, you should notice a deeper connection with employees and co-workers.

TASK 82: *Pharmatec Pharmaceuticals* is sending a delegation of executives to Japan for the first time to negotiate an important contract, so the executives are going to attend a series of seminars given by Tomomi Moriwake, a Japanese consultant. Read the memo from the Managing director to the human Resources Manager and match the parts of the memo (1-6) with the descriptions (a-f).



Memorandum

①	c	DATE	9 th June
②	○	TO	Vincent Mills, Human Resources Manager
③	○	FROM	Philip Groves, Managing Director
③	○	SUBJECT	Seminars on Japanese culture and management

Philip

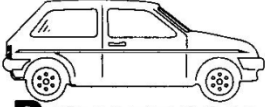
④	○	[The trip to Japan has been confirmed for the 15 th of next month. I've decided to go ahead with the seminars as we discussed.
⑤	○	[<p>Could you contact the consultant you mentioned and get back to me about the following:</p> <ul style="list-style-type: none"> • the topics she covers • short description of each topic • whether you think we should use her services or look for someone else
⑥	○	[We haven't much time, so could you do this a.s.a.p. and also check the availability of the executives who will be involved in this training.

PG

- a. The “body” of the memo.
- b. A short heading which tells you what the memo is about.
- c. When the memo is sent.
- d. The conclusion of the memo, which often recommends a course of action.
- e. Name of the person to whom the memo is sent.
- f. A brief introduction to the memo giving the most important information.

TASK 83: The following memo does not respect the basic rules of memo writing. first identify five mistakes in the memo. then decide how the memo can be improved.

MEMORANDUM



**RICHARDSON
Automotives**

39 Bainbridge Road, London SE8 9KH
Telephone: 0171-548-1000

To: All members of staff

From: John Palmer, Managing Director

Subject: Telephone calls

The company has been loosing thousands of pounds each month on phone calls, and unless everyone makes an effort to use the telephone correctly, we will have to adapt new measures to limit personal calls.

I have carefully examined last month's telephone bill and I am quiet alarmed by what I have found. The figures show that as far as the destination of calls is concerned, 10% are to our Milan subsidiary, 15% are local calls and 75% are long distance national calls outside our dealer network. This means that 75% of the calls are personal calls, and these calls tend to be the longest and the most expensive for the company.

Its each staff member's responsibility to use the phone for business purposes only and to realise that the abuse I have just mentioned costs the company thousands of pounds each month. I am counting on your co-operation.

JP

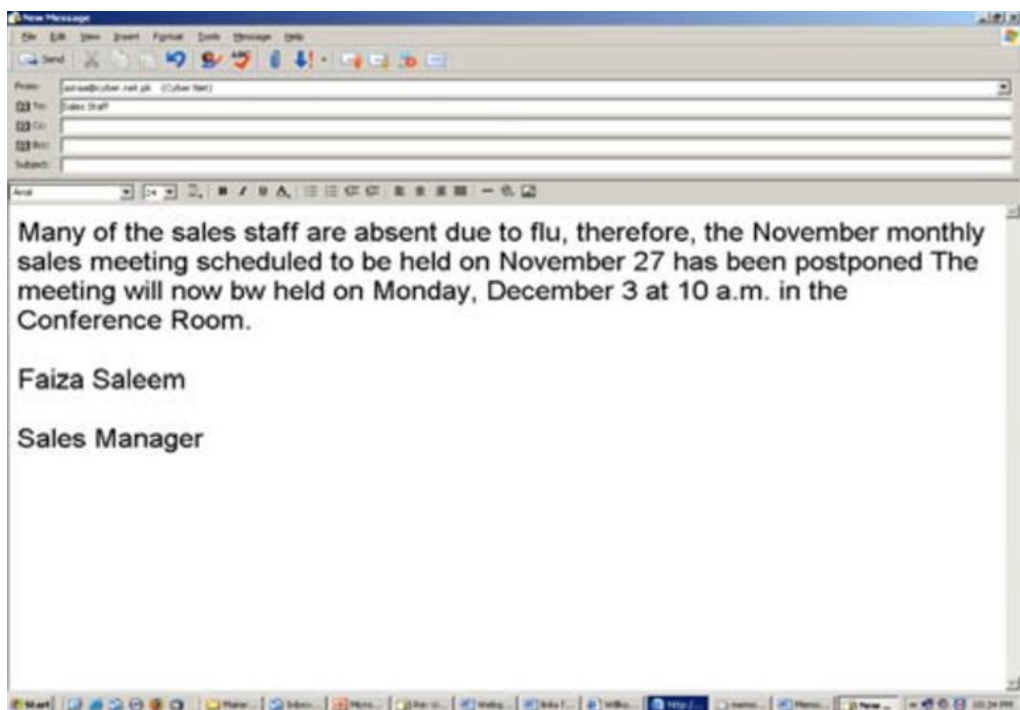
TASK 84: Read the memos and write the correct subject on the subject line of each memo.

Choose from these subjects:

- a. Company health club
- b. New general manager
- c. New sales manager

- d. Closure of cafeteria
- e. Meeting postponed
- f. Conference rooms

<p style="text-align: right;"><i>Raza Optics Ltd</i></p> <p style="text-align: center;">MEMO</p> <p>Date: October 30, 2007 To: All staff From: Rehan Ali</p> <p>Subject: _____</p> <p>Arifa Rehman has been appointed General Manager following the retirement of Zubeda Hussain. All staff are requested to attend an informal meeting in the cafeteria Monday November 5 at 4:30 p.m. where they will be introduced to Ms Rehman.</p>	<p style="text-align: right;">MEMO</p> <p>AT Communications Inc.</p> <p>Date: October 30, 2007 To: All employees From: Farha Naz</p> <p>Subject: _____</p> <p>The new company health club has been completed and will be open from Monday, November 12. Opening hours will be 7:00 a.m. – 9:00 p.m. and 5:30-9:30 p.m. Monday to Friday. If you would like to use the health club, please fill out the attached registration form.</p>
--	--



TASK 85: These are (apparently) genius memos circulated by managers in American companies:

As of tomorrow, employees will only be able to access the building using individual security cards. Pictures will be taken next Wednesday and employees will receive their cards in two weeks.

We know that communication is a problem in this company but we are not going to discuss it with the employees.

This project is so important, we can't let things that are more important interfere with it.

What I need is a list of specific unknown problems we will encounter.

Teamwork is a lot of people doing what I say.

Now imagine that you are a stupid manager (no – of course it will never really happen to you!) and write the most ridiculous memo that you can think of to all company staff.

TASK 86: Basing on the letter below, write a memorandum asking your secretary to do the business pointed in it.

Dear Mr Green

Our Managing Director Mr Burns will be arriving in Moscow next week to negotiate the contract we are planning to sign with your firm. Then he will go on to Turkey. We will be grateful to you if you will book a seat for him on a flight leaving Moscow on the 18th of September, for Ankara.

We thank you in advance for your kind attention to this matter.

Yours sincerely

July Bright, Personal Assistant

TASK 87: Check yourself. Work with a partner. Are these statements about memos true (T) or false (F)?

1. A memo is short for memorandum. _____

2. It cannot be send without a salutation. _____
3. A memo is usually sent to more than one person. _____
4. Memos are usually short and to the point. _____
5. A memo is usually sent to people in a different company. _____
6. A memo has a specific date format. _____
7. You should always reply to a memo. _____
8. A memo usually has one specific format. _____
9. Memo writing is similar to letter writing. _____
10. You can write a memo on paper or as an email. _____

CORE VOCABULARY FOR BUSINESS LETTER WRITING

to act on behalf of

to agree with

always at your service

as agreed

as far as I'm concerned

as far as the payment is concerned

as follows

as per invoice

as per to the conditions

as per your request

as requested

as soon as possible

at your convenience

at your earliest convenience

at your expense

awaiting your reply

to be able to

to be authorized to

to be characterised by

to be confident in

to be delighted to

to be held responsible for

to be in arrears with payments

to be in difficulty

to be interested in

on arrival of the goods

on behalf of
on condition that - provided that
on delivery
on receipt of the order
on short notice
on written request
order to be confirmed
our best attention
our offer is still open
to pay the maximum attention to the matter
payable in advance
please allow us
please send us
please send us your instructions
prices are increasing
to reach the destination
to refer to
to return a letter to the sender
to sell at the best
to send under separate cover
sender address
short term
similar to sample - up to sample
to be late
to be overrun with orders
to be prepared to - to be willing to before the date we agreed upon
Best regards

circular letter
claim - letter of complaint
to come to a decision
to come to an agreement - to reach an agreement
complimentary close
to cope with the competition
correspond to the sample
to correspond with
covering letter
due to oversight
enclosure - attachment
to fix an appointment
following your instructions
from order receipt
further to our letter - following our letter
goods listed below
half-price
to have the pleasure to
to stop negotiations
to submit a sample
to suit the quality - to meet the quality
to take into consideration
the aim of this letter
the following items
the goods are available in our warehouse
the goods are not similar to sample
the goods are sold out

the goods arrived in good conditions

the letter remained unanswered

the matter in reference

the meeting was cancelled

to our mutual benefit

to the kind attention of

under separate cover

up to an amount of

utmost care

we acknowledge receipt of

we apologise again for

we apologise for

we apologise for the delay

we apologise for the mistake

we are sorry to have to

we are sorry to inform you

to have the power to hereby

in case of need

in compliance with - accordingly

in due time - in due course

in good condition

in our favour

in partial payment

in reply to your letter

in the absence of

to inform in due time

to let someone know in advance

to look forward
to looking forward to an early reply
to make the goods available
to meet a demand
to meet customer's requirements
to meet the demand
to notify in advance about
on advanced payment
we have received
we hope we'll receive the goods soon
we look forward to your kind reply
we must apologise for
we remain - our kindest regards
we sent you
we thank you in advance
we wish to inform you that
we would appreciate it if you could answer
we would appreciate your reply
with no obligation - without commitment
with reference to - in reference to with the compliments of
with the utmost care
with two weeks' notice
within the end of the month
within which
without delay
without notice
would you please let us have

would you please let us know

you ordered

you requested

you sent us

Yours faithfully (GB) - Yours truly (GB)

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2. Ashley A. Commercial Correspondence [Text] / A. Ashley. – Oxford University Press, 2010. – 304 p.
3. www.businessenglishonline.com
4. www.learn-english-today.com
5. www.4hb.com/letters/
6. <http://www.nald.ca/CLR/search/>