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«Рязанский государственный университет имени С. А. Есенина»

А. В. Туарменская

ДЕЛОВОЕ ПИСЬМО
НА АНГЛИЙСКОМ ЯЗЫКЕ

Учебное пособие

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Учебное пособие составлено в соответствии с ФГОС ВО и требованиями по подготовке бакалавров в вузе. Освещены этикетные нормы обращения, принятые в деловой коммуникации, подробно описана композиция текста письма и рассмотрены различные языковые средства, характерные для деловой переписки. Предложен обширный языковой материал, способствующий расширению словарного запаса студентов и позволяющий грамотно выражать свои мысли в письменной форме.

Адресовано студентам очного отделения, обучающимся по направлению подготовки 44.03.05 «Педагогическое образование» с двумя профилями подготовки «Иностранный язык (немецкий/французский)» и «Иностранный язык (английский)». Рекомендовано студентам, изучающим дисциплину «Деловое письмо на иностранном языке» (второй иностранный язык — английский).

средство коммуникации; деловая коммуникация; формат делового письма; составные части делового письма; типы деловых писем; письмо-заявление о трудоустройстве; резюме; письмо-запрос; рекламное письмо; письмо-заказ; письмо-рекламация; благодарственное письмо

means of communication; business communication; business letter format; parts of a business letter; types of business letters; letter of application; resume; enquiry letter; sales letter; order letter; letter of complaint; thank you letter

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ВВЕДЕНИЕ

Пособие «Деловое письмо на английском языке» содержит учебный материал по дисциплине «Деловое письмо на иностранном языке» (компонент Б1.В. «Дисциплины по выбору» ФГОС ВО 44.03.05 «Педагогическое образование», с двумя профилями подготовки: «Иностранный язык (немецкий/французский)» и «Иностранный язык (английский)»). Рассмотрены особенности переписки как важной составляющей деловой коммуникации в современном мире.

Целью освоения дисциплины «Деловое письмо на иностранном языке» (второй иностранный язык) является формирование у обучающихся профессиональных компетенций, позволяющих выстраивать письменный текст в зависимости от ситуации общения, свободно выражать свои мысли в письменной форме с использованием разнообразных языковых средств и с учетом особенностей делового стиля.

Для освоения материала необходимо знать, уметь и владеть учебным материалом, формируемым в результате изучения такой дисциплины, как «Практический курс второго иностранного языка».

В результате освоения учебной дисциплины «Деловое письмо на иностранном языке» у обучающихся должны быть сформированы следующие компетенции:

– ОК-4 (способность к коммуникации в устной и письменной формах на русском и иностранном языках для решения задач межличностного и межкультурного взаимодействия);

– ПСК-2 (способность использовать языковые средства для достижения коммуникативных целей в конкретной ситуации общения на изучаемых иностранных языках);

– ПСК-3 (способность выстраивать стратегию устного и письменного общения на изучаемых иностранных языках в соответствии с социокультурными особенностями изучаемых языков).

В рамках сформированных компетенций обучающийся должен:

- знать специфику межличностной и межкультурной коммуникации на изучаемом языке, языковые нормы письменного общения, этические и нравственные нормы поведения, принятые в стране изучаемого языка;
- уметь использовать модели социальных ситуаций в письменной речи, выстраивать письменный текст в зависимости от ситуации общения;
- владеть этическими и нравственными нормами поведения, нормами речевого поведения в иноязычном социуме, основными дискурсивными способами реализации коммуникативных целей высказывания.

Освоение компетенций, формируемых дисциплиной «Деловое письмо на иностранном языке», необходимо для последующего изучения дисциплин «Перевод в сфере делового общения» и «Основы устного перевода».

В результате освоения дисциплины обучающийся должен:

- знать композицию делового письменного текста, особенности делового стиля, основные типы делового письма, этикетные нормы обращения к знакомым и незнакомым людям;
- уметь ориентироваться в выборе языкового материала для реализации своего коммуникативного намерения, свободно выражать свои мысли при написании делового письма с использованием разнообразных языковых средств;
- владеть навыками построения высказываний на изучаемом языке для реализации своего коммуникативного намерения, дискурсивными способами выражения коммуникативных целей в сфере делового общения.

Пособие состоит из введения, десяти уроков, заключения и списка использованной литературы и интернет-ресурсов.

В основной части деловое письмо рассматривается как важный способ деловой коммуникации. Значительное место отводится составным частям письма. Приводятся примеры оформления таких реквизитов, как автор письма, дата, внутренний адрес, вступительное обращение, заключительная форма вежливости, подпись и т. д. Дается характеристика разных форматов письма с учетом сферы их применения, рассматриваются различные виды делового письма (письмо-заявление о трудоустройстве, резюме, письмо-запрос, рекламное письмо, письмо-заказ, письмо-рекламация и благодарственное письмо). Примеры соответствующих писем сопровождаются рекомендациями по их составлению. В конце каждого урока предлагается домашнее задание, что позволяет закрепить полученные знания и выработать у обучающихся навыки самостоятельной работы над языковым материалом с учетом определенных коммуникативных намерений.

Таким образом, пособие способствует обучению деловому письменному дискурсу как одной из форм профессиональной коммуникации в современном мире.

LESSON 1

LETTERS AS A MEANS OF COMMUNICATION. TYPES OF LETTERS

The aim of the lesson is to describe letters as one of possible means of communication. We will give definition to the word “letter”. Besides, we will try to classify letters into various types according to different criteria.

1. It is impossible to imagine our life without communication. It is the process by which information is transmitted and understood between 2 or more people. The word itself is derived from the Latin verb *communicare*, which means “to share” or “to make common”. Communication allows us to interact with other people sharing our knowledge or experience with them.

2. *Look at picture 1. What means of communication do you use in your everyday life? What do you use them for?*



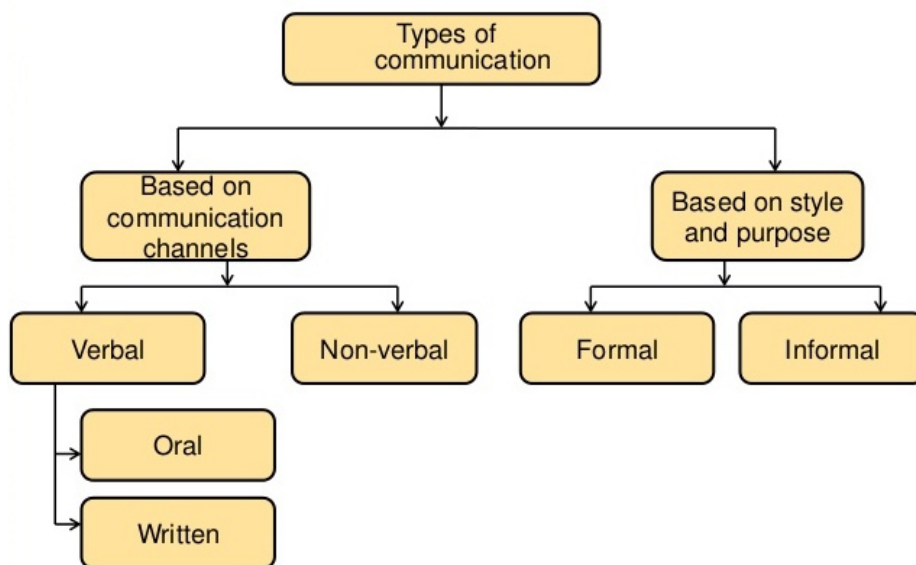
Picture 1. Means of communication

Make up sentences according to the model:

I use ____ for ____.

- typing ...
- calling ...
- watching ...
- talking ...
- reading ...
- listening ...
- sending e-mail ...
- sending messages ...
- getting information ...
- giving information ...
- searching information ...

3. There are different types of communication. Look at picture 2 and answer the questions.



Picture 2. Types of communication

- What do you call communication if you share information with your relatives, friends and close people?
- What kind of communication deals with sharing official information with others?
- What do you call the process of communication through words? What are its two main kinds?
- What does “non-verbal communication” mean?

4. Fill in the chart. Make use of the following words and word combinations:

body movements and gestures, telephone conversation, e-mail, facial expression, eye contact, books, communication face-to-face, touch, radio, newspapers and magazines, tone of voice, television, appearance, letters

**Types of communication
(based on channels)**

verbal		non-verbal	
			
oral	written		

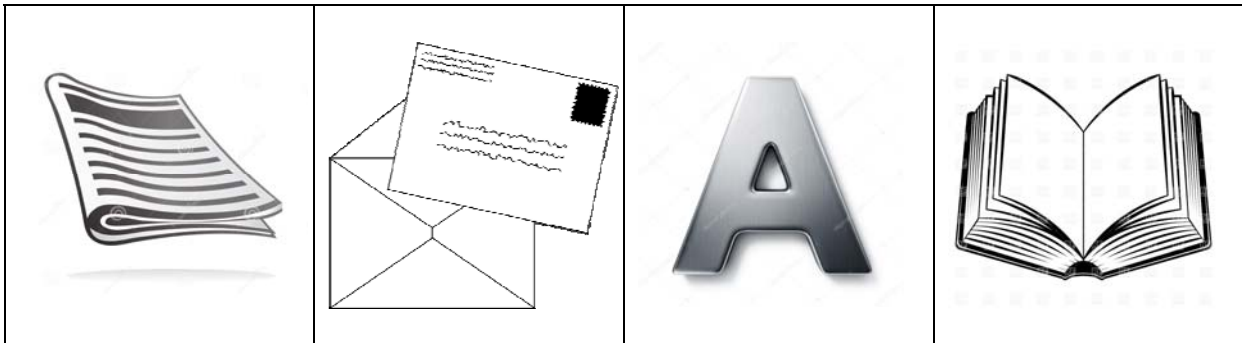
What type of communication do letters belong to?

5. Try to define the notion “letter” answering the questions:

- What is a letter in one word? It is a M_____ E.
- Is it oral or written?
- Who can it be addressed to?
- What is it usually put into?
- How is it sent?

So, what is your definition of the word “letter”?

6. Look at the pictures and say what can be called “a letter”.



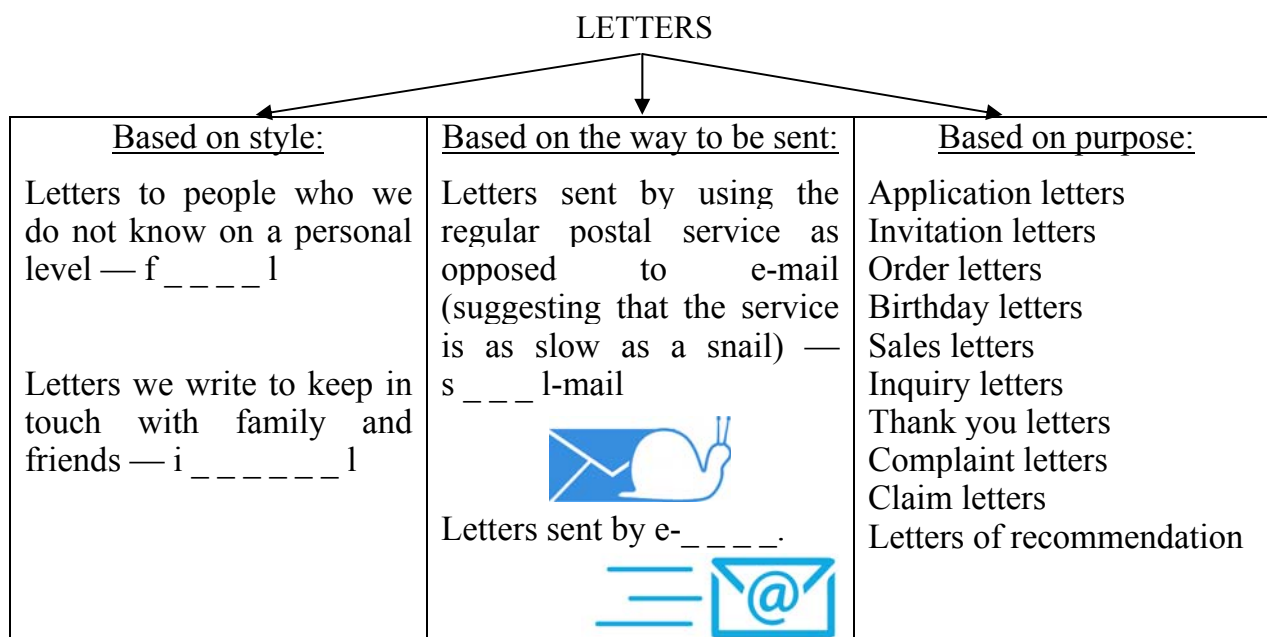
7. Match the meanings of the word “letter” with the examples of its usage.

<p>1. A written or printed sign representing a sound used in speech.</p> <p>2. A written message addressed to a person or an organization, usually put in an envelope and sent by post.</p>	<p>“B” is the second letter of the alphabet. Write your name and address in capital letters. Are there any letters for Mr. Smith? How many letters are there in the Russian alphabet? We only communicate by letter. I would like to learn to write business letters.</p>
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What language process links the 2 meanings of the word “letter”: metaphor or metonymy?



8. What types of letters can you think of? They can be singled out according to different criteria.



9. Here are some letters. How can you classify them?

a)

B-101
 Regency Apartment
 New Bombay

28 December 2012

Dear Vishnu

I just heard that you have received a new job. I couldn't be happier for you. Congratulations!

I know it is not easy to get a good job in this troubled job market. It is particularly difficult for a fresh graduate with hardly any work experience. I really appreciate the resourcefulness you showed in your job search. Although I still haven't been able to find a job, your success has inspired me to try harder.

I am quite sure that your knowledge of computers and artistic skills will make you a great graphics designer. I expect to hear great news coming from your direction in the next years.

Best wishes for success.

Rahul

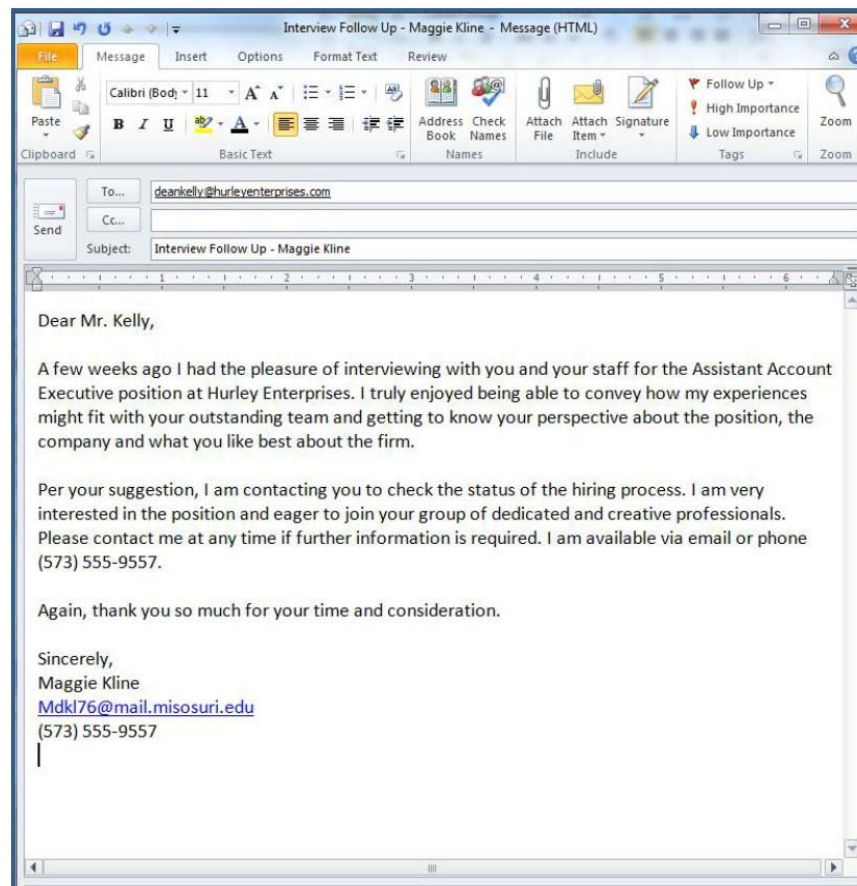
Picture 3. Sample letter 1

b)



Picture 4. Sample letter 2

c)



Picture 5. Sample letter 3

10. *What is a business letter? What type does it belong to? Compare your ideas with the following piece of information:*

A business letter is a type of letter. Business letters are used in correspondence between business organizations. They are also used in correspondence between companies and their clients and customers. The style of a business letter depends on the relationship between the addresser and the addressee. Usually such letters are written in formal language. There may be different reasons for writing business letters: to inform or to request information, to order supplies or to confirm the order, to identify a mistake or to apologize for a misdoing, to congratulate or to express gratitude, etc. Business letters are still very useful because they deliver persuasive and well-considered messages.

11. *What are peculiarities of business letters? Read the text and insert the right words into the blank spaces.*

<p>The business letter is not generally regarded as a form of 1) _____ and does not require a literary mind or any particular literary 2) _____. The language is, mainly, stereotyped and lacking in 3) _____. Business world does expect 4) _____ formalities in letters.</p> <p>Modern 5) _____ letters require certain accepted idioms, set 6) _____, patterns and grammar, which are found in general use today. Most of them are, in fact, 7) _____ that have the added value of being 8) _____ by everybody.</p> <p>Certain skills, therefore, must be acquired by 9) _____ and details of writing business letters must be 10) _____.</p>	<p>time-savers certain literature practice phrases originality learnt business talent understood</p>
--	--

12. *Do you agree that writing business letters requires certain skills? What are some difficulties a person may have to face if he starts writing a business letter?*



13. *What information are you supposed to learn while doing the course “Business letter-writing”?*

14. *Complete the sentences filling in the blanks with the words that you think are right to use here.*

To sum up, written communication has _____ significance in modern world. Business letters are certainly _____ for business development. Effective business letter-writing involves _____ choice of

words, their organization in the correct order in sentences formation as well as _____ composition of sentences.

Home assignment:

1. *Read the text and say what types of letters are described in it.*

The letter is one of the most important symbols of human civilization. Letters are used as a medium of exchanging information. They can be classified into different types depending on their purpose, information contained or degree of formality.

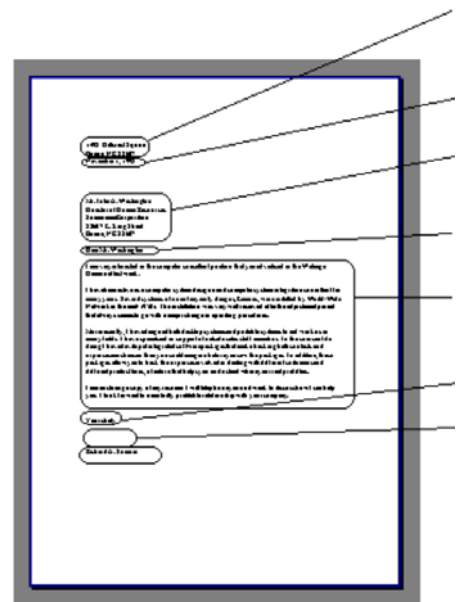
If a letter does not follow formal rules and contains personal information it is known as an _____ or personal letter. Personal letters are based on personal relationships. They are written to relatives and friends to exchange news.

If a letter is written according to formal rules and regulations it is called a _____ letter. Such letters strictly maintain formalities. Letters used in business correspondence belong to this category. Letters that contain commercial information and are written among business people are called _____ letters or commercial letters. They are formal, structured and non-personal.



2. *Using the Internet find samples of different types of letters. Print them out and bring to class for your group mates to guess their type.*

3. *Look at the picture. What do you think the next lesson will be devoted to?*



LESSON 2

BUSINESS LETTER FORMAT

Today at the lesson you will learn about the typical layout of a business letter. This is the first step to make your business letters comprehensible.

1. *Read the text and practise its back translation.*

In spite of the development of telephone, telex and telegraphic ways of communication as well as increasing personal contacts in international business, writing letters continues. To write a business letter properly is very important for normal business activity.

Несмотря на развитие телефонной связи, телекса и телеграфа, а также увеличение личных контактов в международном бизнесе, обмен письмами продолжается. Оформить деловое письмо надлежащим образом очень важно для обычного делопроизводства.

2. *Fill in the blank spaces choosing the right word:*

Business letters 1) _____ be brief but at the same time clear. The relationship between the addresser and the addressee should 2) _____ at the very beginning. If some action 3) _____ on the part of the recipient, it should be specified. The tone of a commercial letter depends 4) _____ the addressee: if it's somebody with whom you 5) _____ closely 6) _____ several years, the tone can be friendly and warm, but 7) _____ business correspondence tends 8) _____ formal. 9) _____ your letter is registering a complaint, your 10) _____ should be polite.

- | | | |
|---------------------|------------------|-----------------|
| 1. a) can | b) should | c) have to |
| 2. a) be stated | b) be stating | c) state |
| 3. a) are requested | b) was requested | c) is requested |
| 4. a) at | b) from | c) on |
| 5. a) have worked | b) worked | c) are working |
| 6. a) during | b) for | c) in |
| 7. a) besides | b) in the end | c) in general |
| 8. a) to be | b) be | c) being |
| 9. a) nevertheless | b) in spite | c) even if |
| 10. a) voice | b) tone | c) behaviour |

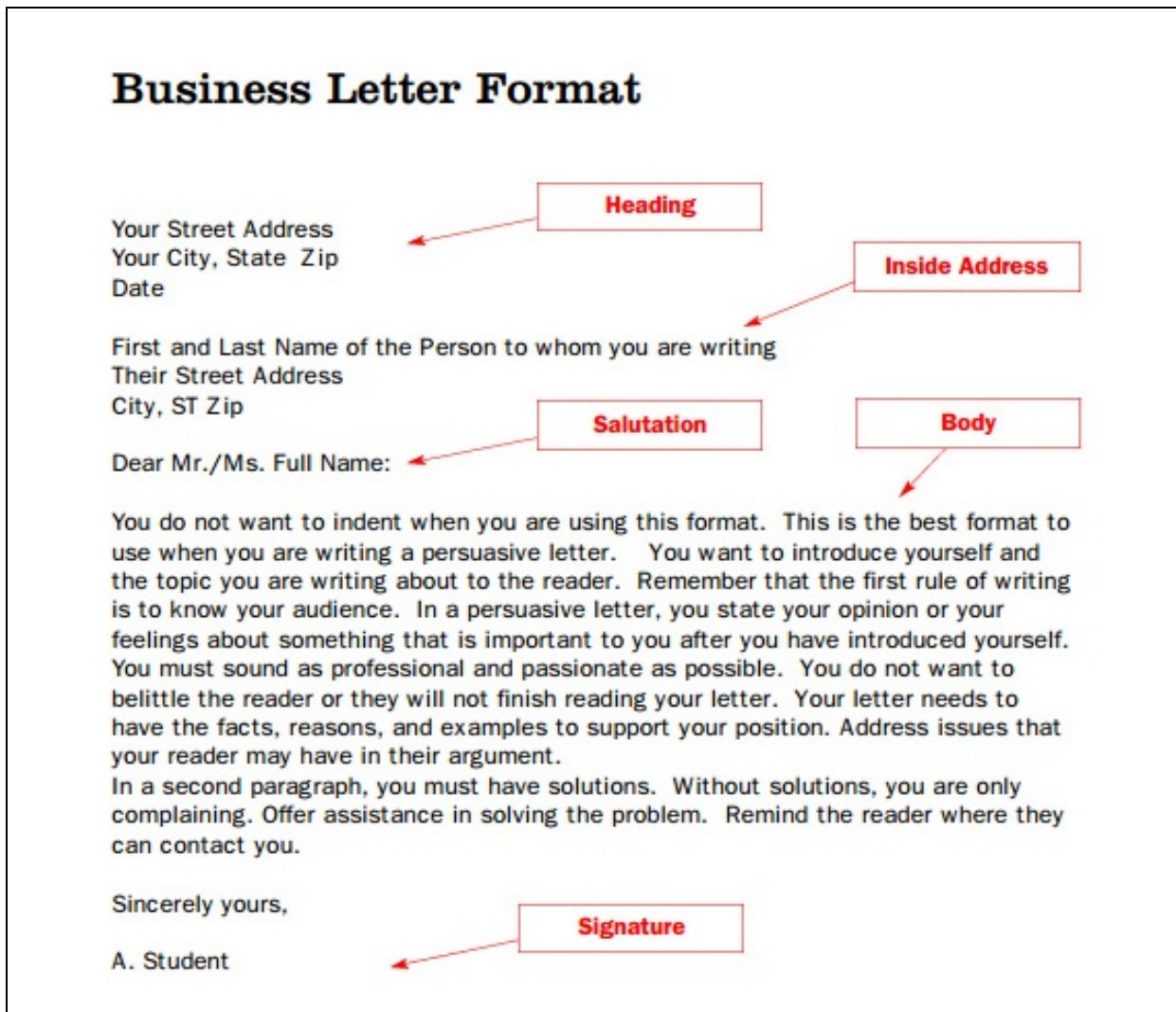
3. *The proper layout of a business letter is very important. It makes the letter be easy to read and look professional. Have a look at picture 6 and say what principal parts a good business letter should contain.*



Picture 6. Parts of a business letter

4. *Match the parts of a business letter with the explanations.*

<ol style="list-style-type: none"> 1. Heading 2. Date 3. Recipient's address (inside address) 4. Salutation 5. Body paragraphs 6. Complimentary close 7. Signature 	<ol style="list-style-type: none"> a) It contains the name and the address of the person or the company receiving the letter. b) Here comes the name of the person who wrote or dictated the letter. c) It shows when the letter was written. d) It is a closing remark. e) This is the content of the letter. f) It gives the name and the address of the sender. It may include the company's telephone and telex numbers. g) It is the greeting of the letter.
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Picture 7. Business letter format

5. There may be some additional parts in a business letter. They are used only when necessary. Read the information and say which paragraph describes:

A. Reference line	B. On-Arrival notation	C. Attention line	D. Subject line	E. Identification Initials	F. Enclosure	G. CC
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1) It is usually written below the salutation. The words “Subject” or “Re” (“regarding”) are typed before the subject matter and indicate what the letter is about.

2) It means “carbon copy”. This notation includes names of those people to whom copies are distributed. Sometimes their addresses are also included. Usually it is at the end of the letter after enclosure or identification initials.

3) It is written below the inside address if you want to address your letter to the attention of a particular person. Sometimes it is abbreviated “Att”.


4) It shows that some documents are enclosed. The word “Enclosure (or “Encl”) is typed at the bottom left-hand corner and the item enclosed may be mentioned specifically.

5) Some companies have a special system of tracking letters by employee initials, chronological order and so on. This is what they write in this line.

6) This notation shows that the letter was typed not by the person who signed it, but by his secretary or assistant.

7) This is a notation on private correspondence. It is usually typed in capital letters before the inside address.

In this sample you can see several additional elements of a business letter.

 **Funalt CPAs**

January 20, 2013
Re: File 0251.3 ← Reference Line

PRIVATE AND CONFIDENTIAL ← On-Arrival Notation

Harris Barton, CEO
Tranidon, Inc
1172 North Main Street
Memphis, TN 38214

Dear Mr. Barton:

Subject: Final Audit Report of Tranidon, Inc ← Subject Line

Enclosed is your final audit report completed by Funalt CPAs. The report covers the period from October 1, 2009 to September 30, 2012. Your response has been incorporated into the final report as appendix.

I would like to express my appreciation for all of the courtesy extended to my staff during the course of the fieldwork.

If you have any questions concerning this matter, please contact Donald Zabel, Senior Auditor at 901-285-1297.

Sincerely,

Amanda Carruthers

Amanda Carruthers
Managing Director

AKC/rhn ← Identification Initials

Enclosure ← Enclosure Notation

CC: Larry Dominick ← CC Notation
Patricia Lindgren

Picture 8. Additional elements of a business letter

6. Look at the letters and name their parts.

Diée Cleverelle
SavbizCor Ltd
28 Green St., Suite 14
Upstate, NY 10947

October 27, 2006

Ms. Margaret Edwards
Barnelli Ltd
48 Stanstead Road
London SE27 1HF

For the Attention of Financial Manager

Dear Ms. Edwards:

I wanted to take this opportunity to thank you for the excellent job you did in arranging financing for our project. We appreciate the fact that you made yourself available for discussion seven days a week. We were impressed by your thorough knowledge of financing and investment banking.

We have been dealing with our new financial institution for about a week now. The advantages of association with this institution are already apparent. I feel as though we have taken a quantum leap forward in progress.

I would not hesitate to retain your services again and to recommend your firm to any company seeking the best representation.

Sincerely yours,

D. Cleverelle

Diée Cleverelle,
President

James Martinez
115 Edgemont Avenue
Bristol, TN 37631

February 20, 2014

Mr. Patrick Demsby, CEO
Darenton
2182 West State Street
Bristol, TN 37642

Re: Resignation Letter

Dear Patrick:

Please accept this letter as my Administrative Officer at Darenton weeks from today. I am grateful for the personal development I have been part of the Darenton team.

My contact details remain the same. Please contact me for information about my resignation.

I wish you and Darenton continued success.

Sincerely,

James Martinez
James Martinez

James Crenshaw
5792 Main St., Apt 3
Lagrange, ME 04453
207 243 1957
jcrenshaw@hotmail.com

March 2, 2012

Mr. Daniel Nicholson
Vice President
Corrello, LLC
1236 Howland Rd, Suite 7
Lagrange, ME 04453

Dear Mr. Nicholson:

Please accept this letter and enclosed resume as application for the position of Regional Sales Manager. You will find that not only do I have the specific qualifications you are seeking, I am a strong business leader, a graduate of the Principal Leadership Institute, and a current resident of the area with a wide network of personal, professional, and political contacts. My customers will tell you I am efficient and organized and excellent at building rapport and fostering mutually beneficial relationships.

Throughout my professional career, I have consistently driven myself to meet challenges and achieve goals, and it is within this type of challenging and results-oriented environment that I particularly thrive. These qualities attract me to a highly competitive and exciting career in financial services sales and in particular to Rubroz Services as an industry leader who can provide both the challenge and opportunity I am seeking.

During my career I have developed strong sales skills that have enabled me to build a record of sustained sales increases. The enclosed resume highlights some of my specific accomplishments. It supports my interest in a position within your organization.

Sincerely,

J. Crenshaw

James Crenshaw
Enclosure: Resume

Picture 9. Parts of business letters

7. Business letters are generally *formal*. Business letters addressed to people you know very well can be *semi-formal*. For personal correspondence *informal letters* are typical.

Letters may be written in one of the following formats: *block*, *modified block*, or *semi-block*. *Block format* is the most formal one. *Modified block* and *semi-block* format is used for semi-formal letters. *Semi-block* format is the right choice for informal letters.

Block Format

In block format the whole text is justified left. The paragraphs of the letter are not indented. The ends of the lines at the right hand side are not justified, so each letter is of the same size. It makes the text easier to read.

Sender's address
Date
Receiver's name
Address
Dear _____

Closing word(s)

Typed signature

Sender's address
Date
Receiver's name
Address
Dear _____

Closing word(s)

Typed signature

Modified Block Format

In modified block format the sender's address, the date and the complementary close are moved towards the centre of the page.

Semi-Block Format

In semi-block format the sender's address, the date and the complementary close start at the centre of the page. The 1st line of each paragraph is indented.

Sender's address
Date
Receiver's name
Address
Dear _____

Closing word(s)

Typed signature

8. How can you classify these letters according to their formats?

The image displays three overlapping business letters. The top letter is from Gregory Donaldson to Dixie Cleverelle, dated December 8, 2006. The middle letter is from David Myers to Tyler Kennedy, dated July 17, 2002. The bottom letter is from Tyler Kennedy to William Griffith, dated February 13, 2013. Each letter includes a header with sender and recipient information, a date, a salutation, a main body of text, a closing, and a signature.

Letter 1 (Top):
Gregory Donaldson
Mincan Inc
247 Madison Ave., Suite 2108
New York, NY 10015
December 8, 2006
Dixie Cleverelle
Savbizcor Ltd
28 Green St., Suite 14
Upstate, NY 10947
Dear Ms. Cleverelle:
The first shipment of equipment from Savbizcor Ltd has arrived. We are delighted with every piece. Therefore, we decided to make our initial purchase larger than anticipated. I am attaching our purchase order No. 8930 for additional goods totaling list price \$700,000.
Since you already have a copy of our Procurement Guidelines, I shall not attach them to this order. As before, we will establish a letter of credit. Please inform me of shipping dates.
Sincerely,
G. Donaldson
Gregory Donaldson,
Chief Procurement Officer
Enclosure: Purchase Order No. 8930

Letter 2 (Middle):
2237 South Olby Road
Sacramento, CA 97342
July 17, 2002
David Myers
Vice President
Fulton Engineering Corporation
1254 Madison Street
Sacramento, CA 97340
Dear Mr. Myers:
John Bird, the Director of Data Systems at Ottings Engineering Company, informed me that you are looking for someone to direct your new management information system.
I enclose my resume for your consideration. During the past 10 years I have developed and supervised a variety of systems. I have worked at both the operational and managerial levels and know how to develop systems appropriate for different types of organizations.
I would appreciate an opportunity to visit with you and examine your operations. Perhaps I could provide you with a needs assessment prior to an interview. I will call you next week to make arrangements for a visit.
Thank you for your consideration.
Sincerely,
Gary S. Platt
Enclosure

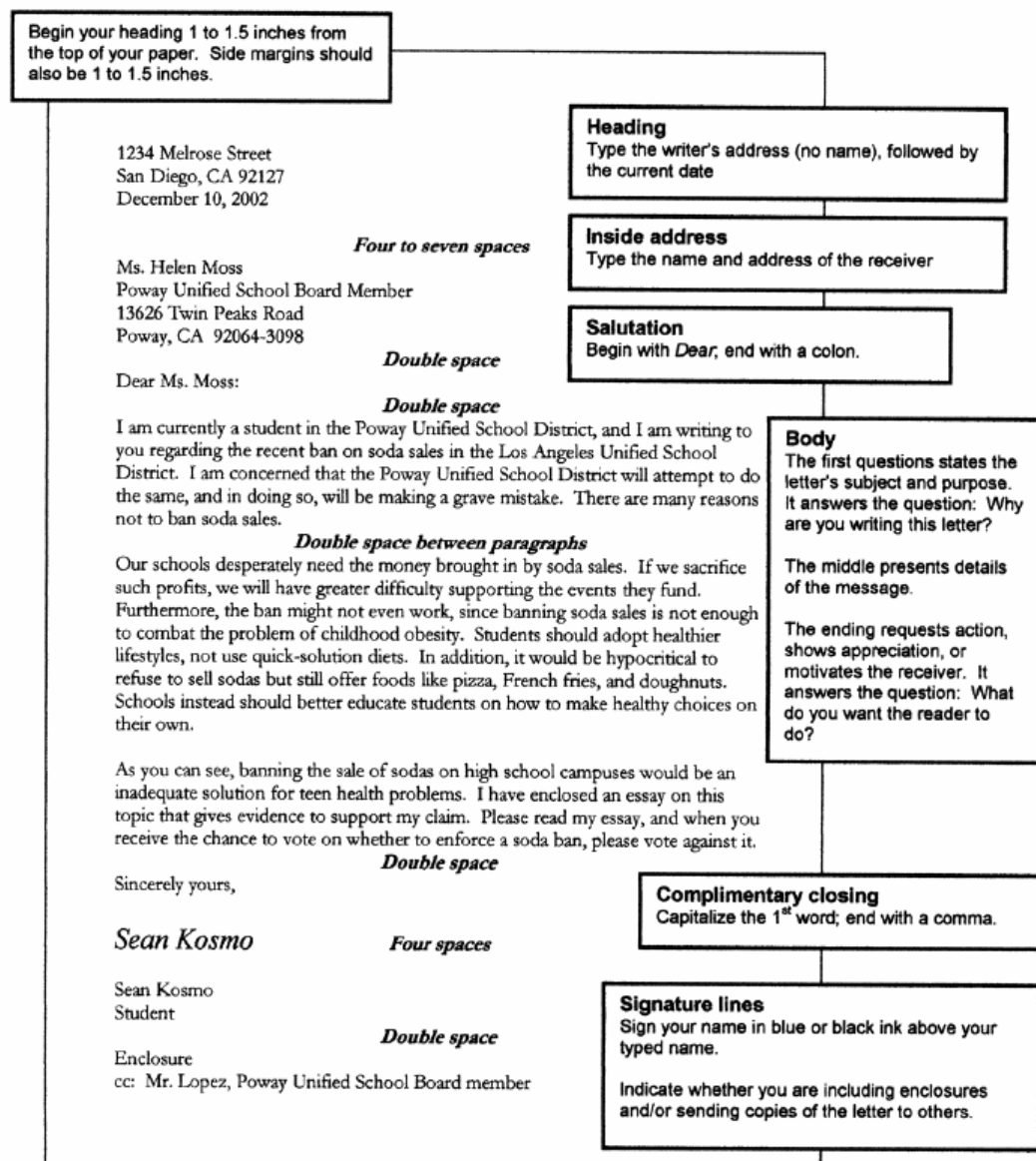
Letter 3 (Bottom):
Tyler Kennedy
932 Bethesda Avenue
Bethesda, MD 20898
February 13, 2013
William Griffith
Human Resources Manager
2345 River Road
Bethesda, MD 20896
Dear Mr. Griffith,
Thank you for meeting with me this morning to discuss the Compliance. I truly appreciate the opportunity to interview, as well as all the time and effort in learning more about my qualifications and telling me about the job.
I have heard so many great things about your company. I'm excited about the opportunity of using my background of performing compliance duties, specifically my experience with corporate compliance regulations and risk management, to help you achieve your company objectives. The interview reinforced my interest in becoming a part of your team.
Again, thank you for meeting with me. If you require any additional information, please be reached at (301) 652-1356 or tkennedy@gmail.com. I hope to hear from you soon.
Sincerely,
T. Kennedy
Tyler Kennedy

Picture 10. Business letter formats

9. Read the following information and render it in Russian.

Spacing and Font in Business Letters

- In a business letter there should be proper spacing between the heading, the greeting, the body paragraphs, the closing, and the signature.
- Such fonts as Times New Roman, Arial, Courier New, Calibri or Verdana are usually used. The recommended font size is 10 point or 12 point. If the letter is addressed to a conservative organization, it is best to use Times New Roman 12 point font.



Picture 11. Spacing and font in a business letter

10. Answer the questions: What are necessary and additional elements of a business letter? What format would you use to write a letter to your friend / to your business partner who you know very well / to a business company where you don't know anybody?

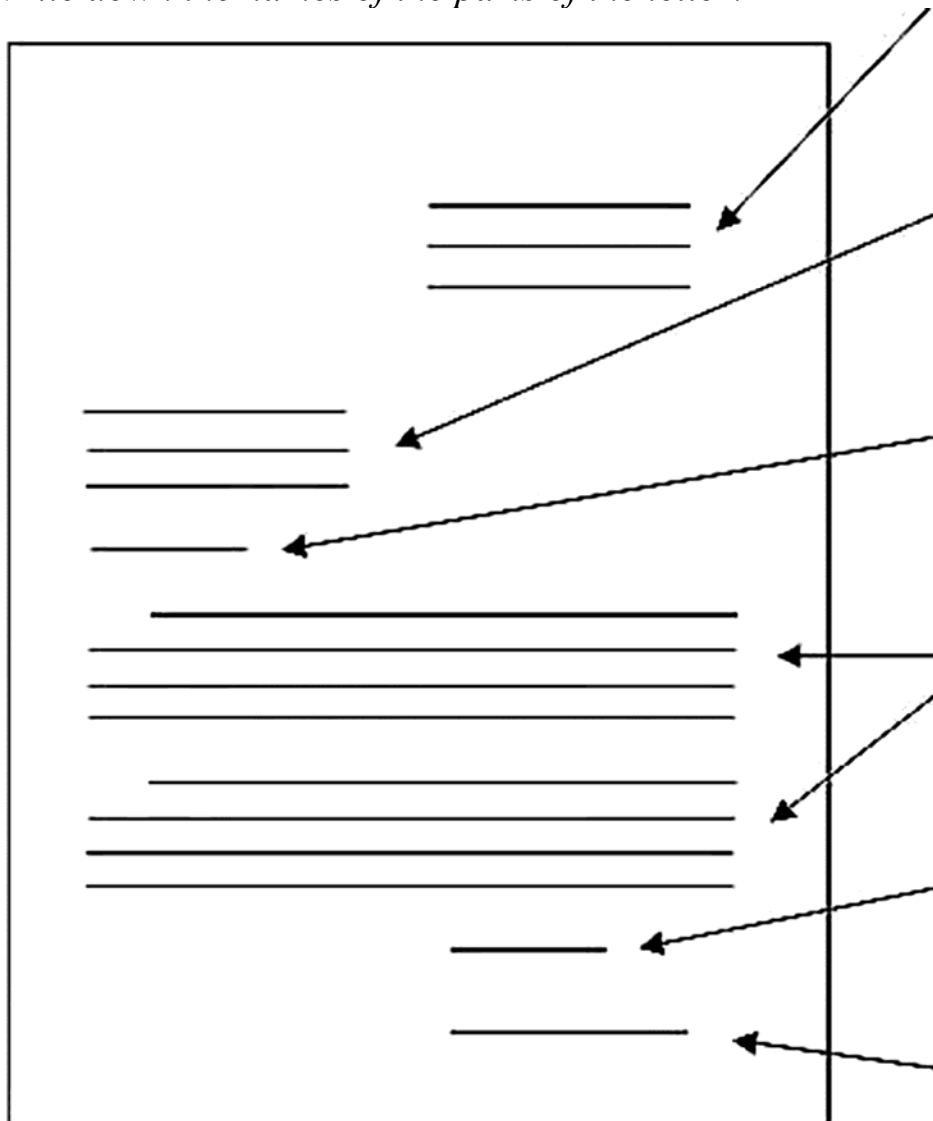
Home assignment:

1. Use the list of word choices to complete the sentences:

return address	body	signature	inside address
complimentary closing	date	writer's typed name	salutation

- 1) _____ is the place for the writer to handwrite their name.
- 2) The recipient's name, the company's 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 _____.

2. Write down the names of the parts of the letter:



Picture 12. Naming parts of a business letter

3. *Compose the letter placing its parts in the proper order.*

Mark Rainford New Developments Department
We are writing to inform you that we have created an iPhone app that helps doctors to diagnose breast cancer.
We are looking forward to your prompt reply.
Professor John Smith and his colleagues combined the fields of biology and computer science to develop a computer program that mimics the human brain. The programme correctly identifies 90 % of diseases.
Dear Dr. Templer,
If you think our research is worth being reported and discussed with the scientific public, we ask you to give us an opportunity to present it at the conference. We would appreciate your attention to our discovery.
In the recent issue of Medical Review we have found information on the scientific conference New Discoveries in Science which is to be held in Bristol in February.
27 November 2018
University of Derby Kedleston Rd, Derby DE22 1 GB United Kingdom Telephone: +44 (0)2703 628 732 http://www.derby.univ.uk/
Bristol Medical School 5 Tyndall Avenue Bristol, BS8 1 UD United Kingdom

4. *Match the parts of the letter with their names and put them into the right order.*

Mark Stevenson Baisy Clifford Inc 3407 Chelsey Road Houston, TX 79431	main paragraph
Faithfully yours,	salutation
M. Stevenson Export-Import Manager	closing
Our company was established nine years ago and we distribute cameras in France. We have read your advertisement in the Business Journal.	salutation
Dear Sirs:	sender's address
We are looking forward to hearing your reply.	receiver's address
Stanley Brothers Inc 7209, 54th Street Los Angeles, LA 85712	address
We would like to ask you to send us more detailed information about your cameras. If your cameras meet our requirements, we will be able to represent them in Eastern Europe. We would also like to know if you provide any discounts.	introductory paragraph
15 March 2018	date
	closing paragraph
	signature

LESSON 3

PARTS OF A BUSINESS LETTER

Today at the lesson we will talk about each part of a business letter in detail. This information is necessary to produce professional business letters.

The Heading

1. At the top of the page a letter should contain the organization's full name and address. Most organizations use letterhead paper.

Letterhead paper

Letterheaded paper can help your company to create a smart and sophisticated image that can help to boost your brand.



Look at picture 13 and say what information a letterhead should contain:

1) n _____; 2) a _____; 3) c _____ i _____; (4) l _____).



Picture 13. Letterhead

If an organization does not have a letterhead, then they should mention the information related to the company's identity starting with the sender's address.

2. Here are some examples of letter headings.

The Sales Manager
Glover Menswear Ltd
12 Browns Lane
Rugeley
Staffordshire WS15 IDR
UK

Global Insurance Group,
Inc
54322 Valleys Avenue
Riverdale
N. Y. 10471
USA

Mrs. E. Smirnova
Dean of Economics faculty
Kemerovo State University
Krasnaya Str. 6
650043 Kemerovo 43
Russia

Put the items below into the right order.

- the name of the building and the name of the street
- the name of the country
- the name of the person / a job title (if you don't know his/her name) / a department
- the name of the house or building
- the name of the town and the postcode

3. *Tick the right variant to address a person. Can you use these titles without surnames?*

	titles	single	married
males	Mr.		
females	Miss		
	Mrs.		
	Ms.		

4. When writing the heading you may use standard abbreviations. *Match the abbreviations with the words:*

- Rd. – the plural of “Mr.” before a list of names and before names of business companies
- Ltd. (from the French title “*Messieurs*”)
- St. – Member of Parliament
- LL. B. – Master of Arts (специалист по гуманитарным наукам)
- Blvd. – Bachelor of Laws (бакалавр-юрист)
- M. A. – Limited (limited liability)
- Messrs. – Incorporated (Corporation)
- La. – Street
- Av. – Lane
- M. P. – Road
- Inc. – Avenue
- Boulevard

5. *What information about the company NAVACO do you get from this heading? Name the country, the city, the street and the number of the building.*

NAVACO Ltd.
 170 Streatham Hill
 London SW2 4RU
 Phone: + 44208678 5566
 Fax: + 44208678 8866
 E-mail: navcomails@yahoo.co.uk
 Web site: www.navco.co.uk

While translating a Russian address into English you should observe some rules. Do not translate street and city names into English. For example, write “*Krasnaya*” not “*Red*” street.

The Date

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

In Russia the date is written in the following way: 25 апреля 2018 года / 25.04.2018.

In the UK the date format is *day-month-year*: 25 April, 2018 / 25th April, 2018 / 25 Apr. 2018.

The USA date format is *month-day-year*: April 25th, 2018 / April 25, 2018. So, when you write a letter to an American company, use the American date format.

Follow the advice: write the month in full, because 5/10/18 means 5 October, 2018 in Britain and 10 May, 2018 in the USA.

The names of months may be abbreviated, for example: January — Jan., February — Feb., April — Apr., August — Aug., September — Sept., October — Oct., November — Nov., December — Dec.

6. *Write these dates according to Russian, British and American date format:*

Пятое февраля две тысячи восемнадцатого года.

The tenth of December two thousand and six.

02.03.1995

31.01.2017

15.07.2016



The Inside Address

7. *Translate the paragraph into Russian:*

The inside address is the recipient's address. It includes the name and the full address of the person or the company to whom the letter is to be sent. It is recommended to address a letter to a specific person at the firm. If you don't know the person's name, try to find it out using the Internet or calling the company. Include such personal titles as Mr., Mrs. or Ms. Follow a woman's preference in being addressed. If you are unaware of a woman's marital status or title preference, use *Ms*. If the person to whom you are writing is a Doctor or has some other title, use it (e. g.: *Dr.*). If you don't know the name of the intended recipient, write down the title (e. g.: Hiring Manager, Sales Manager) or the name of the company.

Here are some examples:

Mr. John Hatchette 10 Wynford Drive Toronto M4C 1a7	Human Resources Director Acme Corporation 246 Looney Tunes Lane Oxford OX1 2CL
--	---

8. *Who is this letter addressed to: a man or a woman? What is his / her education? What is the name of the country?*

Ms. Hilary Brown, LL. D. 1 David Street London N2 6KL UK

The Sales Manager National Plastics Ltd 10 Flower Lane Newcastle S2 5JJ England

9. *What is the name of the company? What town is it situated in?*

10. *Look at this inside address and find:*

– the receiver’s courtesy title;
– the receiver’s name;
– the receiver’s position / professional title;
– the department name;
– the company’s name;
– the address.

Mr. Brian Palmer Marketing Manager National Cooperative Publications 2499 Commerce Park Drive Cleveland, Ohio 47239

11. *Put these parts of the address into the right order:*

Summertown; OX2; 7DY; 274; Kitchen Architecture Ltd.; UK; Banbury Rd.; Oxford.

12. *Study the information and answer the questions.*

Sales Manager Persimmon Ltd 123 Freeport Rd. Keighley BD20 0BR UK	Liberty & Co. Tourism and Marketing Department 122 Kensington Park Rd. London SW1	Ms. C. Walker Ads. Division Tempur UK Ltd 35 New Forest La. Andover Hampshire SP10 2AA UK
---	---	--

- What letter is addressed to a company?
- What letter contains the name of a county?
- What letter is sent to a company for the first time so that you do not know the names of people working there?

The Salutation

It is an important part of a business letter, which may also be called “a greeting”. Use the same name as in the inside address, including the personal title. The most common salutation in business letters is “*Dear*”. It is followed by a courtesy title and the recipient’s last name. The word “*Dear*” in this case corresponds to Russian “*уважаемый/глубокоуважаемый*”. If you know the person well enough, you can use only the first name in the salutation (e. g.: *Dear Lucy*).

Formal letters	<i>Dear Ms. Smith</i>
Informal letters	<i>Dear Jane</i>

Depending upon the situation, you can address a person with “*Dear Sir* or *Madam*” or with the job title, such as “*Dear Branch Manager*”. The salutations are as follows:

- *Dear Sir* — to a man if you do not know his name
- *Dear Sirs/Gentlemen* — to a company
- *Dear Madam* — to a woman if you do not know her name
- *Dear Sir/Madam* — to a person whose name and sex you do not know
- *Dear Mr. Smith* — to a man whose name you know, but you do not know the person very well
- *Dear John* — to a person you know well.

The British like to use the comma (,) after the salutation (e. g.: *Dear Mrs. Jones,*) but the Americans prefer a colon (:) (e. g.: *Dear Gentlemen:*).

The salutation is left justified, regardless of format. Type it two lines below the recipient’s address. Leave one line blank after the salutation.

13. How would you greet the following people?

<ul style="list-style-type: none"> – the Director of a large company whose name is Samuel Brown; – the Director of a large company whose name you do not know; – the whole staff of the company; – your colleague who you know very well; – the secretary of the firm whose name is Alice White (you do not know her marital status). 	<ul style="list-style-type: none"> Dear Sir Dear Alice Dear Mr. Brown Dear Madam Dear Ms. White Dear Julian Dear Ms. Brown Dear Sirs Dear Mrs. White
--	---

14. *What salutation will you choose in these cases?*

a) You are writing for the first time to the company where you do not know anybody.

b) You are writing your first letter to the Hiring Manager of a British company.

c) You are writing a letter to the Sales Manager of a company whose name is John Wilson.

d) You are writing to your partner Henry Irving who you know very well.

e) You are writing to Sam Smith — the company Director.

The Body of the Letter

This section should explain the purpose of writing a letter. The sender should convey the message in a simple and brief manner to the concerned person or organization. Whether the message is in the form of a request, complaint, enquiry, etc., it should be written in a few lines and in the right tone.

15. *Practise back translation:*

<p>As business letters are written on behalf of a firm, the first person plural “we”, “our” is preferred to the first person singular “I”, “my”. Short forms like “we’ll” should be avoided.</p> <p>Extra spacing is used between paragraphs to separate the various points more effectively. The right margin should be as wide as the left one, and if possible no word should be split with hyphen at the end of a line.</p>	<p>Поскольку деловое письмо пишется от имени фирмы, предпочтение отдается личным местоимениям множественного числа, а не единственного. Использование кратких форм, таких как “we’ll”, следует избегать.</p> <p>Между абзацами делается дополнительный пробел, чтобы более эффективно отделить разные части письма. Правое и левое поля должны быть одинаковыми, слова желательно не переносить.</p>
---	--

16. *Study the following information:*

- The body of a letter should be divided into paragraphs to separate the various points that are touched upon.

- The body of the letter often requires careful planning. It may be useful to follow the framework below.

1. Introduction: refers to the previous correspondence and/or gives the reason for writing; introduces the subject.

2. Details: this section gives/asks for the information and details, states facts. It might be necessary to divide it into more paragraphs if the information is about different issues.

3. Action: refers to what you will do (your response to the issues mentioned) or what you want the reader to do.

4. Final paragraph: a conclusion to the points raised in the letter; may contain a standard expression, which should be relevant to the context of the message (e. g.: “*I look forward to hearing from you soon*” only if the response is expected).

Useful phrases of beginning and finishing the letter

Introductory paragraph

(reference)	(reason for writing)
1. In reply to your letter of 14 February 2018...	1. We are writing to confirm our wish to take part in...
2. Thank you for your letter dated 14 February 2018...	2. I am writing to confirm our wish to apply for the position of...
3. We were delighted to receive your letter of 14 February 2018...	3. Would you please inform us as soon as possible if...
4. Further to our telephone conversation last month...	4. We would like to have further details about...
5. We have heard from... that you...	5. We are attaching some information about...
6. We have noticed your job advertisement in... dated...	
7. We were pleased to know about your interest in...	

Concluding paragraph

1. We look forward to your early reply.
2. We look forward to hearing from you soon.
3. Your prompt answer would be appreciated.
4. Thank you for your time and trouble.
5. If you have any questions, feel free to contact us.
6. Please do not hesitate to write if you require any additional information.

17. *Classify the phrases into four parts:*

- 1) *Introduction — reference*
- 2) *Introduction — reason for writing*
- 3) *Action*
- 4) *Conclusion*

In reply to your letter ...

I would be very grateful if you sent me an application form.

I am writing to apologize for my delay in replying to your letter of 10 April 2018.

If you do not pay a refund for... I shall be obliged to take legal action.

I look forward to hearing from you soon.

We are pleased to invite you to take part ...

We can offer you ...

Please contact us if there are any problems.

Further to our telephone conversation of 5 May 2018, I am writing to accept your offer.

We would be grateful to receive a prompt reply.

Please concise the time of your visit.

Please, do not hesitate to contact us if you need further information.

18. *Arrange the parts of the body of the letter in a proper way.*

___ The time of the visit is convenient for me. I will advise you on the details of my arrival as soon as I arrange visa and flight ticket.

___ Looking forward to seeing you soon.

___ I confirm receipt of your letter of September 20 and I am pleased to accept your invitation to visit your company in Moscow.

19. *Choose the English phrases corresponding to the following Russian ones:*

1. Ссылаясь на наш телефонный разговор вчера...

a) In reply to our telephone dialogue yesterday...

b) Further to our telephone conversation yesterday...

c) Connected to our telephone conversation yesterday...

2. В ответ на Ваш запрос о предоставлении информации о нашей продукции...

a) In reply to your request for the information on our products...

b) Answering your letter about our products we would like to inform you...

c) In reply to your letter about our products we wish to inform you...

3. В настоящее время наша фирма ищет новых поставщиков следующих товаров...

a) Our firm looks for new suppliers of the following goods...

b) Our company is looking for suppliers of the following new goods...

c) Our company is looking for new suppliers of the following goods...

4. Мы заинтересованы в сотрудничестве с...

a) We are interesting in cooperation with...

b) We are interested in cooperation with ...

c) We are interested in friendship with...

5. Предлагаем принять участие...

a) We suggest that you take part in ...

b) We offer you to take part in...

c) We are pleased to invite you to take part in...

6. Мы прилагаем к письму наш последний каталог.

- a) We are enclosing our modern catalogue.
- b) We are glad to send you our up-to-date catalogue.
- c) We are enclosing our up-to-date catalogue.

7. Надеемся на дальнейшее сотрудничество.

- a) We hope to work together.
- b) We hope our cooperation will be fruitful.
- c) We are looking forward to working together.

The Complimentary Close

20. Practise rendering the information:

Заключительная формула вежливости — это принятая форма окончания письма. Выбранное выражение должно соответствовать поводу и ситуации.

Если обращение в письме “*Dear Sir(s)*”, “*Dear Madam*” или “*Dear Sir/Madam*”, то заключительной формулой вежливости будет “*Yours faithfully*”. Если к получателю обращаются “*Dear Mr. Walker*” или “*Dear Ms. Bennett*” и т. д., заключительной формулой вежливости будет выражение “*Yours sincerely*”.

The complimentary close is a polite way of bringing a letter to a close. The expression used must suit the occasion. It must also match the situation.

If the salutation is “*Dear Sir(s)*”, “*Dear Madam*” or “*Dear Sir/Madam*” the complementary close will read “*Yours faithfully*”. If the correspondent is addressed by his or her name “*Dear Mr. Walker*” or “*Dear Ms. Bennett*” etc., the complimentary close will take the form “*Yours sincerely*”.

Salutation

Dear Sir / Dear Madam
Dear Mr. Wilson

Complimentary close

Yours faithfully
Yours sincerely

21. Complete the chart. Remember that the complimentary close must be in accordance with the salutation.

<i>Name and address</i>	<i>Salutation</i>	<i>Complimentary close</i>
Southern Airways Ltd., 250 Oxford Street London W1 7IM	Dear Sirs	_____
The Marketing Manager Software Ltd., Richmond Surrey SFV 3DF	_____	Yours faithfully
Ms. L. Jackson British Films Ltd., 34 Wardour St. London W1 5JN	_____	_____

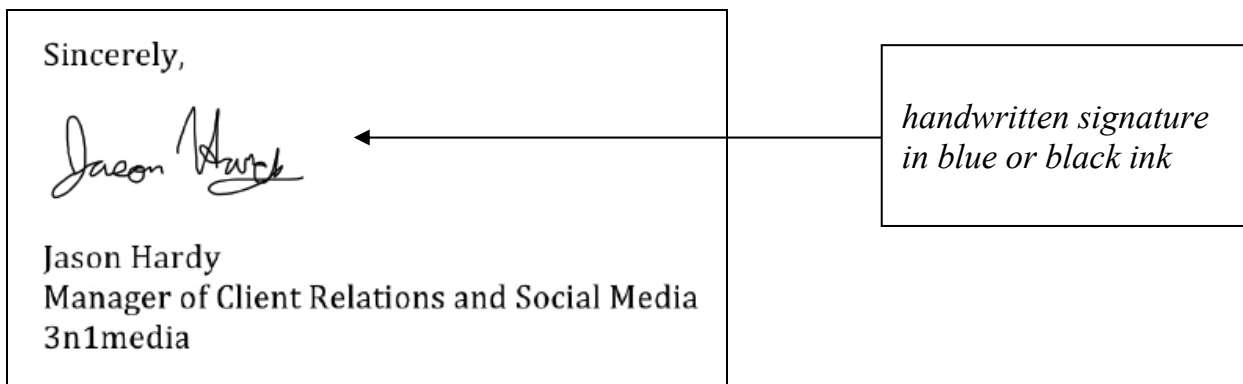
22. Give the correct salutation and complimentary close in the following cases:

- | | | | |
|---|---|--|---|
| 1) | 2) | 3) | 4) |
| Burke and Sons Ltd.
55 Inkerman Road
London SE5 8BZ | The Sales Manager
BGW Electrics Ltd.
Toronto, 74K78
Canada | Mr. A. L. Moon
British Rail
London WIM 2BT | Ms. Angela Bow
Borton and Sons
344 Oxford St.
London WIA 3BA |

Which of the organizations mentioned above should be addressed as Messrs (French: Messieurs; the title is used in front of the name of the company when a partner is being addressed)?

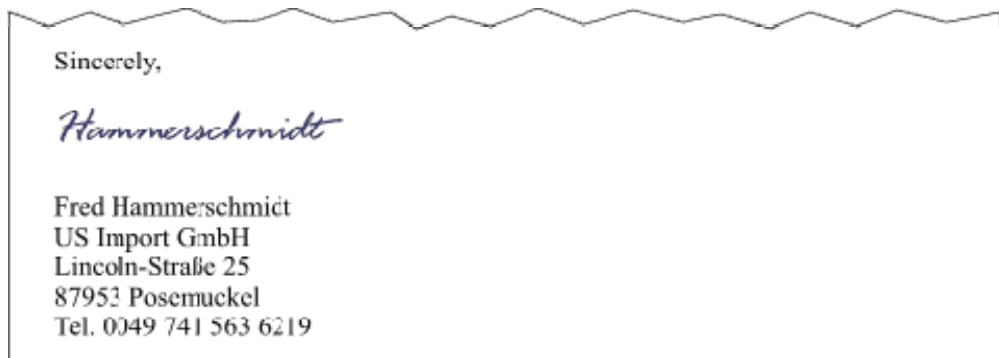
The Signature

23. The signature is the last necessary part of a business letter. It is important to leave about 3 returns of space before typing your name on what is called the “signature line” (you will need to use the space above it later — to put your handwritten signature). Sign your name in ink above the typewritten name. If applicable, include your title or position under your typed name.



Picture 14. Handwritten signature

You may also include any relevant contact information like address, telephone number, e-mail address, website address or extension number, for example:



Picture 15. Signature with relevant contact information

When the letter is signed by the typist or some other employee connected with the letter, but not by the person who dictated it, he or she writes the letters *p. p.* (Lat.: *pro procurationem* — по договоренности) before the typed name of the employee responsible for the letter.

p. p. David Hughes

Emily Brown
Managing Director

Home assignment:

1. *Put the missing words into the text.*

How to write a business letter

The letter heading gives all necessary _____ about the firm. It is usually _____ on the paper. If unheaded paper is used, the address _____ the name of the sender is typed on the _____ hand side. The address of the person receiving the letter is typed on the _____. When a letter is written to a man, the form “_____” is used. To a married woman we write “_____”, but “_____” is used both for married and unmarried women. The attention line is typed _____ the salutation. If you don't know the name of the person you are writing to, begin your letter with “_____”, if it is a man, or “_____”, if it is a woman. Use “_____” or “_____” when writing to a firm /company. In business letters the sentences and paragraphs should be kept _____ because it is much easier to read such a letter. The letter usually consists of 3 _____. In the first a writer should refer to _____ correspondence confirming the receipt of a letter. In the second, a stating of _____ should follow. The first and the last _____ should concern the future _____ suggested by the writer of the letter. The letters should be signed by _____ and in _____. Since many signatures are illegible it is good practice to _____ the name of the signer and to place his signature _____ it.

2. *Look at the example of a business letter and answer the questions:*

- 1) Where does John Smith live?
- 2) Does he know the names of the people he is writing to?
- 3) What is the aim of the letter?
- 4) What phrases are used to refer to the previous contact / to state the reason for writing / to conclude the points raised in the letter?
- 5) Are there any documents enclosed?

125 Newport Street
Swindon
Wiltshire
SNI 3WB
February 18, 2018

The Best Sofa Company Ltd
Sales Department
15 Broad Road
Swindon
Wiltshire
SNI 7HD

Dear Sirs,

Reference: confirmation of order 1254-001B

Further to my recent telephone conversation with your department regarding the above order number.

I am pleased to enclose the completed order form as requested to enable you to process my order.

I look forward to hearing from you shortly. If there is anything else you need, please do not hesitate to contact me and I will be happy to help you.

Yours faithfully

John Smith

John Smith

Enc. Completed order forms

3. Read the text and insert the right words into the blank spaces.

Writing business documents	
<p>People _____ letters for centuries. Before the telephone and the Internet, sending a letter (by a messenger, and later by post) was the only way _____ with someone who was geographically distant. Even with all our modern technology, letters _____ obsolete. Most of us will write many letters during our business life: to order a product, to provide or request information, to complain about something, to apply for a job, _____ for something etc.</p> <p>_____ a successful business letter you need to use the right tone and straightforward language. The way a letter _____ reveals a lot about the person who is writing it and it also sends a message about the organization that he or she _____ for. Therefore, it is very important to make sure that the information, layout, spelling and style _____ all correct before you send it.</p> <p>Most companies have models or templates of standard letters for all common situations: texts giving standard information, with spaces or blanks _____ in depending on the details. This _____ time, allows the company to control the quality of what goes out to customers and business partners.</p> <p>If it is necessary to write a business letter without a template you _____:</p> <ul style="list-style-type: none"> • Establish a clear purpose: why are you _____? (to inform, persuade, request, etc.). • Know your audience: who are you writing for? The audience _____ the style and language you use. • Plan a logical sequence and _____ your ideas into paragraphs. • _____ brief and precise. • Use plain language: _____ jargon, complex words and abbreviations your reader might not understand. • Use a formal (or at least neutral) business tone. • Always be courteous and polite. • When you _____ writing, check everything: the content, the format, the language (grammar, punctuation, spelling) and the style. 	<p>to be filled</p> <p>haven't become</p> <p>writing</p> <p>organize</p> <p>have been writing</p> <p>are</p> <p>to thank</p> <p>saves</p> <p>avoid</p> <p>should</p> <p>have finished</p> <p>be</p> <p>is written</p> <p>will determine</p> <p>to write</p> <p>is working</p> <p>to communicate</p>

LESSON 4

LETTER OF APPLICATION

Today at the lesson we will get to know peculiarities of letters of application. We will also learn to write such letters. This skill is very important to apply for a job.

1. Read the passage and fill in the blanks with the right words:

candidate	skills	information
reasons	document	
advertisement	employer	
mistakes	position	purpose



A letter of application (a cover letter), is a 1) _____ that you send to provide some additional 2) _____ about your experience and skills.

Letters of application are written to a prospective 3) _____ or to an employment agency. Usually people write application letters in response to an 4) _____ for a specific job.

A letter of application should contain the information necessary to prove that you are a qualified 5) _____ for the job you are applying for. It should also explain the 6) _____ for your choice of this very company.

A letter of application is very important because it creates the first impression and gives the potential employer an idea of your communication 7) _____. Its main 8) _____ is to obtain a job interview. You are to show that you have the experience, skills and qualifications necessary for the 9) _____. Make sure that your letter is logical, laconic, free of 10) _____ and neat.

2. Practise back translation:

Formulate the reason for writing your letter of application. Do you wish to find out if there are any vacant positions at the company? Or do you apply for a specific position?

Don't forget to mention the source of the information (an advertisement, a person, etc).

Describe your education and qualification. Draw special attention to the skills that are important for the position you are applying for.

Сформулируйте причину, по которой Вы пишете свое письмо-заявление о трудоустройстве. Вы желаете выяснить, есть ли какие-либо вакансии в компании? Или Вы подаете заявление на конкретную должность?

Не забудьте упомянуть источник информации (рекламное объявление, человек и т. д.).

Опишите свое образование и квалификацию. Обратите особое внимание на навыки, которые важны для должности, на которую Вы подаете заявление.

Enclose your resume.
 Say that you are ready to provide all the necessary information.
 Thank the reader for the consideration.
 Express your hope to hear from them.

Приложите свое резюме.
 Скажите, что Вы готовы предоставить всю необходимую информацию.
 Поблагодарите читателя за внимание.
 Выразите надежду получить ответ.

3. Match the two parts together:

<p>1. Looking through the <i>Town Tribune</i> this Wednesday I came across your advertisement.</p> <p>2. With reference to your advertisement in the <i>Town Tribune</i> of Wednesday, March, 15...</p> <p>3. I have recently read your advertisement published in the <i>Town Tribune</i>.</p> <p>4. I am writing in response to your advertisement for the position of...</p> <p>5. I have recently heard from my former coworker, John Brown, about the opening for a Sales Manager in your company.</p> <p>6. My colleague, John Brown, told me that you have a vacancy in your marketing department.</p> <p>7. I am writing to express my interest in the position of ...</p> <p>8. It is just the job I have been looking for.</p> <p>9. I wish to apply for the position of...</p> <p>10. I would like to offer myself as a candidate.</p> <p>11. Let me put forth my candidature for this position.</p> <p>12. It is a great opportunity for me to be employed in such a company as yours.</p> <p>13. I am enclosing my resume.</p> <p>14. I will be happy to provide any further information you may need.</p> <p>15. I hope to have the opportunity of a personal interview.</p> <p>16. I look forward to the opportunity to speak with you soon.</p>	<p>a) Позвольте мне выдвинуть свою кандидатуру на эту должность.</p> <p>b) Я недавно услышал от моего бывшего коллеги по работе Джона Брауна о вакансии на должность менеджера по продаже в Вашей компании.</p> <p>c) Я пишу, чтобы выразить свой интерес по поводу должности ...</p> <p>d) Мне бы хотелось предложить себя в качестве кандидатуры.</p> <p>e) Буду рад предоставить дальнейшую информацию, которая может Вам понадобиться.</p> <p>f) Надеюсь получить возможность для личного собеседования.</p> <p>g) Я прилагаю свое резюме.</p> <p>h) Просматривая газету <i>Городская трибуна</i> в эту среду я случайно обнаружил Ваше рекламное объявление.</p> <p>i) Это та самая работа, которую я искал.</p> <p>j) Это прекрасная возможность для меня работать в такой компании, как Ваша.</p> <p>k) Я пишу в ответ на Ваше объявление о должности...</p> <p>l) Я недавно прочитал Ваше объявление, опубликованное в <i>Городской трибуне</i>.</p> <p>m) Жду с нетерпением возможности поговорить с Вами в скором времени.</p> <p>n) Ссылаясь на Ваше объявление в <i>Городской трибуне</i> от 15 марта, среда ...</p> <p>o) Я желаю подать заявление о зачислении на должность...</p> <p>p) Мой коллега, Джон Браун, рассказал мне о том, что у Вас есть вакансия в отделе маркетинга.</p>
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4. Find in the text of the letter words with the following meaning (see the right column):

<p>Andrew Scott 275 Fairview St. Burlington, Ontario Canada L7R 3Y8 Phone: (416) 578-1912 Email: ascott@email.com July 23, 2018</p> <p>Brown and Smith, Ltd Attn: Thomas Clark 399 Park Avenue, Burlington, Ontario Canada L7R 5Y7</p> <p>Dear Mr. Clark,</p> <p>I am writing to apply for the position of an Office Manager in your company. I believe I fit this position perfectly because of my extensive experience in office management. In my previous position, I worked for a firm of 200 personnel. I honed my professional skills by assessing and performing different tasks that are connected with a vibrant work environment.</p> <p>I believe I have qualities necessary to excel in the Office Manager position. I am an active and responsible person, an experienced administrator who can provide quality service both for clients and employees. So, I can have a significant impact on the work of your company.</p> <p>I hope to hear from you soon about the progress of my application. Please feel free to contact me if you require additional information. Thank you for your time and consideration.</p> <p>Sincerely,</p> <p>Andrew Scott</p>	<ol style="list-style-type: none"> 1) to request something, usually officially, especially in writing or by sending in a form; 2) covering a large area; having a great range; 3) happening or existing before something or someone else; 4) the people who are employed in a company, organization, or one of the armed forces; 5) to make something perfect or completely suitable for its purpose; 6) to judge or decide the amount, value, quality, or importance of something; 7) energetic, exciting, and full of enthusiasm; 8) the conditions that you live or work in and the way that they influence how you feel or how effectively you can work; 9) to be extremely good at something; 10) someone who is paid to work for someone else; 11) a powerful effect that something, especially something new, has on a situation or person; 12) movement to an improved or more developed state, or to a forward position; 13) to need something or make something necessary; 14) extra; 15) behaviour that is kind and considers people's feelings
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5. Read the sample letter of application, write down the phrases that you think may be useful to write a letter of this type and name its parts:



Picture 16. Letter of application

6. *Arrange the parts of the letter.*

A. With reference to your advertisement in the <i>Daily Herald</i> on June 28, I would like to apply for the position of an Export Manager in your company.
B. Dear Mr. Johnson,
C. Mr. Robert Johnson Hiring Manager 18 Park Lane Liverpool L8 2 PQ
D. Yours sincerely,
E. 29 June 2018
F. I am interested in the job and I have the necessary qualities. I am responsible and organized and I speak three foreign languages. See my resume in the attached file. Let me know about your decision.
G. (signature) Samuel Parker
H. I look forward to hearing from you.
I. 17 Bramshill Gardens Liverpool L9 3 PQ

1	2	3	4	5	6	7	8	9

7. *Writing a letter of application the candidate is to mention his personal qualities. Here are some of them. Match the English words with their Russian equivalents.*

- | | |
|-----------------------|--|
| 1. ambitious | a) предприимчивый |
| 2. practical | b) надежный |
| 3. punctual | c) честлюбивый |
| 4. reliable | d) энергичный |
| 5. creative | e) хорошо владеющий речью |
| 6. hard-working | f) практичный |
| 7. enterprising | g) творческий |
| 8. energetic | h) хорошо владеющий вычислительными навыками |
| 9. good with words | i) пунктуальный |
| 10. good with figures | j) трудолюбивый |

Which of these qualities characterize you? What other features of your personality would you highlight in your letter of application? Give arguments.

8. When a company needs a specialist, it often publishes a newspaper advertisement (ad). Every candidate would like to know certain information:

- What is the name of the company?
- What kind of company is it?
- What is the job?
- Where is the job?
- What is the salary?
- What qualities are necessary for the candidate?

So, companies usually try to answer these questions beforehand — in the ads.

Here is an example of a newspaper advertisement concerning a job vacancy. Answer the previous questions.

ASSISTANT ACCOUNTANT
for *ACME*, Manchester, UK

Furniture production

Salary: £50,000 a year
+ medical insurance

Hard-working, dynamic, under 40.
Computer knowledge, driving license an advantage

9. Here are some more advertisements.

VACANCY ANNOUNCEMENT

Travel & Tours
130 Sherman Ave
Madison, Wisconsin

announces vacancy for the post

Travel Agent

Requirements:

- a) A Bachelor/Master degree from a reputed College.
- b) Holding minimum 5 years experience in a similar position in a Travel Agency.
- c) Excellent communication skills with pleasing personality.
- d) Knowledge of Computer with excellent skills in Microsoft Office.
- e) Foreign language skills.

Job Vacancy

SECRETARY

Brown & Smith Ltd
23 Thackeray St
Barchester, Barseshire BC3 OKK

Required Qualifications:

- Bachelor's degree in Management or Business Studies.
- Minimum 3 years work experience as Secretary.
- Good computer skills.

VACANCY FOR

RECEPTIONIST

we are looking for an enthusiastic individual with the ability to work independently to join our team

- *Minimum 1 year experience in similar position*
- *Good knowledge of MS Windows / Excel & e-mails*
- *Ability to work extended hours when necessary*
- *Ability to work under pressure*
- *Willingness to learn and pursue a career in the future*

Corporate Services Ltd
116 Orchid Garden
London

**National College,
Center for Development Studies
10 High Street, Kent**

is looking for a young, dynamic, energetic and result oriented person for the following post:

Assistant Administrative Officer

Qualification: Minimum Bachelor Degree in any field with good command in computer operations.

Requirements: Able to handle general academic administration. Candidate with public relation training would be an added advantage.

Choose any of the advertisements and write a letter to apply for the position.

- It is a good idea before writing a letter of application to make two lists: “Requirements” and “My skills”. Compare them. It will help you to provide your letter with the most relevant information.
- Mind that your letter should contain the following parts: heading, date, inside address, salutation, body paragraphs, complimentary close, signature and enclosure.
- A letter of application is usually no more than 1 page long.
- After having finished, edit your letter. You may also ask your friend, colleague or a career counselor to review it.

10. *Guess the word combination by its definition:* a form that you complete in order to apply for a job, a place on a course, etc. or to get something such as a loan or a licence (*Cambridge English Dictionary*).

11. A job/employment application form is a template that employers require job candidates to fill out, typically comprising previous positions held, education and contact information. The job application is filled out offline in a pen/paper format or, increasingly, online. *This is an example of an application form. Make sure that you understand everything here.*

APPLICATION FOR EMPLOYMENT

Please print

NAME _____ **DATE** _____
Last First Middle Month Date Year

ADDRESS _____
Number Street Apartment Number City State Zip Code

TELEPHONE Home () _____ Work () _____
Area Code Area Code

PLACE OF BIRTH _____
City Country

CITIZEN OF WHAT COUNTRY? _____

IN CASE OF ACCIDENT CALL _____
Name Telephone Relationship
Address _____
Number Street City

EDUCATION	NAME AND LOCATION	DATES	COURSE OF STUDY	DEGREE
Elementary School				
High School				
Adult School or Job Training Program				
College or University				

WORK EXPERIENCE

List most recent employment first

COMPANY	LOCATION	DATES	POSITION	REASON FOR LEAVING
		from ___ to ___		
		from ___ to ___		
		from ___ to ___		
		from ___ to ___		

Signature _____

Picture 17. Job application form

12. *Have you ever filled in an application form? What is its main purpose?*

Home assignment:

1. *What is your dream job? Write a letter to apply for it. Use Times new Roman. The font size should be between 10 and 12 points. Keep the letter under 1 page long. Print it out.*

2. *Print out and fill in your application form:*

APPLICATION FORM	
1. NAME _____ _____	2. GENDER Female _____ Male _____
3. PLACE OF BIRTH _____	4. DATE OF BIRTH _____
5. COUNTRY OF RESIDENCE _____	6. COUNTRY OF CITIZENSHIP _____
7. CURRENT ADDRESS Index _____ Country _____ Region _____ City / Town _____ Street _____ House _____ Building _____ Flat _____	
8. CURRENT OCCUPATION AND PLACE OF FULL-TIME EMPLOYMENT OR STUDY _____	
9. HOME TELEPHONE _____ WORK TELEPHONE _____	10. FAX NUMBER _____ E-MAIL _____
11. MARITAL STATUS _____ (single / married / widowed / divorced)	12. CHILDREN Number _____ Ages _____
13. COMPUTERS SKILLS Level User <input type="checkbox"/> Experienced user <input type="checkbox"/> Programmer <input type="checkbox"/> System programmer <input type="checkbox"/>	
14. FOREIGN LANGUAGES _____	15. DRIVING LICENCE Yes <input type="checkbox"/> No <input type="checkbox"/> Category ____
DATE OF COMPLETION _____	SIGNATURE OF APPLICANT _____

LESSON 5

RESUME / CURRICULUM VITAE (CV)

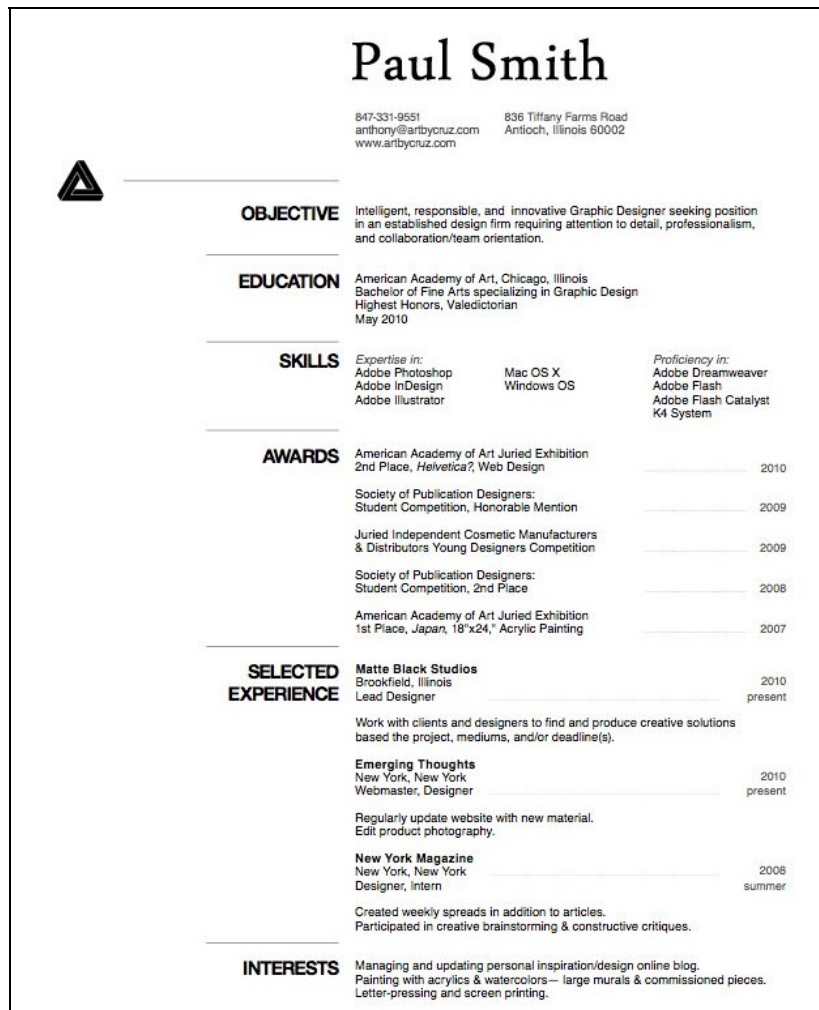
The aim of the lesson is to learn to write a resume. This skill is absolutely necessary if you want to apply for a job. Besides, we will get to know the difference between resumes and Curricula Vitae (CV).

1. Read the passage and answer the question
“What is the main purpose of writing a resume?”

Resume is a kind of letters that summarizes work experience and qualifications. It allows the employer to see at a glance the extent of the applicant’s education, training and practical experience. Like letters of application resumes are designed to arouse the employer’s interest and to lead to an interview.



2. Look at the following resume samples and say if there is a fixed way to write one.



Picture 18. Example of a resume

Jane Smith

Address Line 1 Address Line 2, City, State Zip * (212) 276-1414 * jane.smith@gmail.com

CAREER OBJECTIVE

Administrative Assistant with 6+ years of experience working directly for the President of 3M Inc., a Fortune 500 company. Possesses impeccable written and verbal communication skills and excellent interpersonal skills.

CORE COMPETENCIES

- Customer Service
- Cost Efficient
- Detailed and Organized
- Supplier Relationship

PROFESSIONAL EXPERIENCE

3M INC., New York, NY

Administrative Assistant, Apr 2006 – present

- Read and analyze incoming memos, submissions, and reports to determine their significance and plan their distribution.
- Conduct research, compile data, and prepare papers for consideration and presentation by executives, committees and boards of directors.
- Coordinate and direct office services, such as records, departmental finances, budget preparation, personnel issues, and housekeeping, to aid executives.
- Prepare invoices, reports, memos, letters, financial statements and other documents, using word processing, spreadsheet, database, or presentation software.

FLORIDA DEPARTMENT OF SOCIAL SERVICES

Rehabilitation Counselor, Aug 2004 – Mar 2006

- Confer with clients to discuss their options and how services can be developed.
- Prepare and maintain records and case files, including information, services provided, narrative reports, and referrals.
- Develop and maintain relationships with clients, family members, and other professionals.
- Analyze information from interviews, case files, and diagnostic evaluations to assess clients' needs and develop appropriate interventions.

EDUCATION

FLORIDA STATE UNIVERSITY, Tallahassee, FL

Bachelor of Art in English, May 2004

- GPA: 3.3/4.0
- Published in school's newspaper editor
- Summer Internship for the New York Times

ADDITIONAL SKILLS

- Proficient in Microsoft Office and Adobe Photoshop
- Bilingual Spanish and English
- Certified CPR and First Aid

AWARDS AND HONORS

- Employee of the Month for 3 consecutive months
- Won the "Writer's Digest" 2002 Award

AILEEN KING

1 Main Street, New Cityland, CA 91010 | C: (555) 322-7337 | example-email@example.com

Summary

Store Manager equipped with extensive experience in automotive repair management and sales. Employs excellent leadership skills and multi-tasking strengths. Demonstrated ability to improve store operations, increase top line sales, and reduce costs.

Highlights

- Marketing
- Customer service
- Business development
- Revenue generation
- Sales coach
- Store opening and closing procedures
- Reliable and accurate money handling
- Scheduling
- High accuracy
- Results-oriented

Experience

Store Manager Sep 2009 to Current

West Town Automotive - New Cityland, CA

- Determine performance goals for store and implement tracking procedures.
- Motivate and coach employees to meet service, sales, and repair goals.
- Create and modify employee schedules with service levels in mind.
- Oversee inventory management and develop usage standards to minimize waste.
- Recruit and hire top mechanics, service advisors, and sales people.
- Maintain detailed logs and reports of services performed, profit, and budget information.
- Help out in sales and repair areas as needed and maintain comprehensive current knowledge of operations.

Store Manager Oct 2006 to Aug 2009

Speedy Service Car Store - New Cityland, CA

- Developed innovative marketing ideas to attract new business.
- Answered customer questions and resolved service issues in a timely manner.
- Diagnosed customer issues by asking probing questions and write up repair orders
- Administered payroll, billing, and vendor payments.
- Ordered supplies and kept inventory at optimal levels.
- Placed special orders for customers
- Coordinated equipment repairs and maintenance.

Education

Associate of Applied Science, Automotive Technology
Cardinal Technical Institute - New Cityland, CA

Certifications

ASE Certified Technician - Cars and Light Trucks - 2010

Picture 19. Resume samples

It should be noted that there are no hard and fast rules of resume writing. Still, there are some recommendations.

3. Read the information and fill in the table below.

Resume types

It is possible to single out 3 main types of resumes: a chronological type, a functional type and a combination type. Each of them has both advantages and disadvantages.

A chronological type:

This resume format is rather frequently used. It enumerates your job positions in reverse chronological order. The advantage of this type is that it allows the prospective employer to see your career growth. Besides, such a format puts a stress on the steady history of your employment. The disadvantage of this resume is that it can draw the employer's attention to gaps in your employment history if there are any.

A functional type:

This resume is focused on your skills and strong points. The information is presented in such a way as to highlight your relevant qualities and skills. The advantage of this type of resume is that it allows new graduates with no work experience or individuals with gaps in their employment history to stress their abilities and personal achievements. The main disadvantage of this type of resume is that the potential employer may think you try to conceal some facts of your work history (lack of experience, gaps in employment, etc.).

A combination type:

This resume format combines features of the chronological and functional types. On the one hand it highlights progressive employment history. On the other hand it contains information about your skills and achievements. The advantage of this type is that being a blend it eliminates drawbacks of the previous two types. The disadvantage of this resume is that it can turn out to be too long.

Type of resume	should be used by a person who	shouldn't be used by a person who
_____	<ul style="list-style-type: none"> ✓ has gaps or job-hopping in his employment history; ✓ is going to change his career; ✓ wants to emphasize his skills and achievements 	<ul style="list-style-type: none"> ✓ wants to show his career growth
_____	<ul style="list-style-type: none"> ✓ tries to show his career in progress; ✓ wants to find a job in a similar field; ✓ wishes to highlight the steady character of his employment. 	<ul style="list-style-type: none"> ✓ often changes jobs
_____	<ul style="list-style-type: none"> ✓ wants to illustrate a set of special skills; ✓ would like to highlight his progressive job history; ✓ has some experience. 	<ul style="list-style-type: none"> ✓ is an entry level candidate

4. Look at the presented samples of resumes and try to define which type each of them belongs to.

PROFESSIONAL PROFILE

- **Preschool Teacher** with 7 years of experience teaching 3-5 year olds in classroom setting of up to 15 students.
- **Recognized for** ability to develop and implement activities that improve students' learning and behavioral skills as well as confidence and self-reliance.
- **Communication skills:** Ensure open communication with parents and administrators regarding students' growth and well-being.
- **Achievement:** Implemented program that allowed students to act out characters from story time activities, improving on children's speech clarity and confidence by 24%.

SKILLS

- Child Development Associate (CDA) Certification
- Certified infant and child CPR
- Proficient in Guitar, flute and piano
- Able to create different voices for story-telling

RELEVANT WORK EXPERIENCE

THE GODDARD SCHOOL **Colorado Springs, CO**
Preschool Teacher *June 2010 – Present*

- Delivered creative and interactive activities to an average of 15 students between 4-5 years of age
- Developed and coordinated field trips for students, with such success that it was implemented across all classrooms, while receiving 95% positive feedback from parents and students
- Established literacy and arithmetic competence to students, providing additional support when needed, helping a total of three students with learning difficulties to achieve basic aptitude
- Consistently communicated with parents to report on student behavior, social, and developmental progress, as well as note on any observed health conditions
- Implemented multiple musical and art-related activities that improved students creative skills as well increased learning motivation by 30% to other learning standards

BLUE LAKE PRESCHOOL **Carbondale, CO**
Preschool Teacher *Jan 2008 – May 2010*

- Taught classes with engaging learning activities to 12 students between 3-5 years of age
- Implemented program that allowed students to act out characters from story time activities, improving on children's speech clarity and confidence by 24%
- Commended by school's administration for automating student record keeping, resulting in 20% reduction in administrative tasks, as well as 25% increase in accuracy
- Established numerous activities that taught students self-reliance and independent learning

EDUCATION

COLORADO CHRISTIAN UNIVERSITY **Lakewood, CO**
Bachelor of Arts in Early Childhood Education, May 2007

- GPA 3.9

Picture 20. Resume sample 1

An organized professional with proven teaching, guidance, and counseling skills. Possess a strong track record in improving test scores and teaching effectively. Ability to be a team player and resolve problems and conflicts professionally. Have the ability to communicate complex information in a simple and entertaining manner. Looking to contribute my knowledge and skills in a school that offers a genuine opportunity for career progression.

PROFESSIONAL EXPERIENCE

PATHWAYS PRIMARY SCHOOL

English Teacher

Jacksonville, FL

July 2008 - Present

- Met parents and school governors; maintain discipline in the classroom; methodically provide resources for lessons; simplify lesson plans in line with curriculum objectives and assist students to prepare for examinations in a 2,500+ student school
- Assess and look after 150+ students' progress throughout the term and work closely with other staff to efficiently plan and coordinate work
- Provide informative presentations to students regarding different areas of studies and ensure that all students fully comprehend all aspects
- Trained four new English teachers, emphasizing the importance of classroom control, time management, course planning, and adherence to curriculum
- Plan the content to be covered in the class according to the curriculum, the number of weeks available and the date of the final exam

MOUNT HILL SECONDARY SCHOOL

Teaching Assistant

Jacksonville, FL

May 2006 - July 2008

- Responsible for ensuring that all students fully comprehended the taught curriculum and provided support to students who required extra guidance
- Worked closely with the other teachers to ensure all avenues of the curriculum are met and delivered lessons the students
- Adopted distinctive teaching methodologies, documented all lessons, organized healthy group discussions, and mentored troubled students

EDUCATION

ADULT EDUCATION CENTRE

Teaching assistant course, June 2005

Chicago, IL

- Certificate course

ADDITIONAL SKILLS

- Excellent with children
- Expertise in teaching assistance
- Excellent communication and interpersonal skills
- Strong time management skills
- Proficient in Microsoft Office and with modern classroom technology

Picture 21. Resume sample 2

QUALIFICATIONS SUMMARY

- **Proven track record** of improving the progress of struggling students and increasing class test scores
- **Recognized for** ability to increase student participation and motivation in learning through engaging lessons and activities.
- **Certifications:** Posses a Multiple Subject Teaching Credential
- **Technical skills:** Adept with Microsoft Office and SMART Board Lesson Development
- **Afterschool Programs:** Served as the as an assistant coach for the Women’s Basketball and Track teams.

RELEVANT SKILLS

LESSON PLANNING

- Write comprehensive reports to regular teachers regarding lessons and student progresses
- Collaborate with regular teachers in developing long-term plans for struggling students, as well as designing new activities to enhance learning engagement of students
- Designed and implemented lessons plans that increased student engagement by 20%

STUDENT DEVELOPMENT

- Regularly engaged students in “open talk” times, developing team building activities that enhanced student motivation and team work by 30%
- Effectively helped three struggling students to improve literacy targets by 20%

TEACHING

- Instruct Math, Art, and English to classes ranging between 13-24 students from Grade 2 to 5
- Incorporate digital technology for learning activities including use of software applications as well as SMART board, leading to subsequent implementation by regular teacher
- Adhered to strict school policies and procedures regarding students with disciplinary issues

WORK HISTORY

Carolyn A. Clark Elementary School, San Jose, CA – *Substitute Teacher*

Los Alamitos Elementary School, San Jose, CA – *Substitute Teacher*

EDUCATION

San Jose State University, San Jose, CA

Bachelor Degree in Primary Education, May 2012

National Board of Professional Teaching Standards

Multiple Subject Teaching Credential, March 2013

Picture 22. Resume sample 3

5. Which resume type would you use? Why? Explain your choice.

6. This task is devoted to the information that should be included into a resume and the order in which it should be presented.

Resume parts

- I. Contact Information
- II. Resume Introduction
- III. Professional/Work/Relevant Experience
- IV. Education
- V. Additional Sections

Put the resume parts into the right order:

<p>A. You may find it necessary to add the following information:</p> <ul style="list-style-type: none">CertificationsPublicationsAwards (scholarships, grants, volunteer activity)Technical Skills (important for engineering)Additional Skills (e. g. foreign languages, etc.)
<p>B. This part of a resume is supposed to attract the employer's attention. It may be of three types:</p> <p><i>Qualifications Summary</i> is a list (consisting of 4–6 points) of the candidate's most important career achievements.</p> <p><i>Career Objective</i> is an overview (consisting of 2–3 sentences) of the applicant's skills and experience.</p> <p><i>Professional Profile</i> is a combination of the previous two types (a short paragraph consisting of a few points).</p>
<p>C. This section includes your name, address, e-mail address, telephone number.</p>
<p>D. This part contains such points as:</p> <ul style="list-style-type: none">The name of your university, institute, college, etc.Its locationDate of graduationYour degree
<p>E. This section aims at proving the information presented in the introduction. Enumerate the companies where you worked in reverse chronological order. For each company include such information as its name, location, your position in it and the period of employment.</p>

7. Here are three resume introductions. Classify them into 3 types:

1) Qualifications summary 2) Career objective 3) Professional profile

A. Administrative Assistant with 5 years of experience in administrative support.

Organization: good at scheduling, problem solving and meeting a deadline, with excellent communication skills.

Result-oriented: focus on achieving the goal.

Productive: increase in efficiency by 15 % by improving interpersonal relationships and optimizing communication systems.

B. History teacher with over 5 years of experience, playing key role in improving student scores on standardized tests. Looking for a position at a boarding school, where he can apply his teaching experience, new learning technologies and curriculum development skills to provide student growth and success.

C.

- Proven track record of improving office processes saving the company money and time
- Obtained strong management skills by leading a team of 10 people
- Received awards recognizing my ability to work in a team
- Developed good verbal communication skills
- Excellent knowledge of data entry systems and standard office equipment

8. *Which type of resume introductions appeals to you most and why?*

9. *Read the text and insert the right words into the blanks:*

<p>A resume seldom goes over one page. But if you have much relevant information, it is 1) _____ to add one more page.</p>	<p>accept</p>
<p>The font of the resume depends on your 2) _____. Use the font that is easy to read. Some popular font choices are: Times New Roman, Arial, Georgia, Bookman Old Style, Tahoma, Century Gothic, etc.</p>	<p>prefer</p>
<p>As for the font size, it is recommended to follow the format 24 (name), 12 (headers) and 10 (bullet points). You should change sizes in 3) _____ order. Keep 4) _____ in mind when you choose the font size.</p>	<p>descend read</p>
<p>Margins are also very important. They should be appropriately set. If margins are too small, the page will look 5) _____.</p>	<p>crowd</p>

10. *A resume is sometimes called a Curriculum Vitae or CV. Is there any difference? Read the passages and answer the question.*

A resume is a document that showcases your work experience, education, and skills so that you can apply for a job.

Curriculum Vitae (CV) is a Latin phrase meaning “course of life”. It is a document that usually entails more information than a resume. CV is not only longer than a resume, but it showcases accomplishments and experience in much greater detail.

11. *Answer the questions:*

- a) What is a resume? b) What information should be mentioned in a resume? c) What tips would you give to a person who is going to write a resume? You may make use of the following phrases: choose the resume type that suits you more, arrange resume parts properly, put the most important

information nearer to the top of the page, omit irrelevant information, use concise language, avoid making mistakes, ask an experienced person to review your resume, etc.

Home assignment:

1. *Fill in the resume with appropriate pieces of information.*

Name Address Telephone Employment History Education Foreign Languages Skills Personal Qualities Interests	a) 2005–2007, McDonald’s, Toronto. Assistant personnel manager b) 1999–2000, the Ottawa Business School c) fluent in German d) 2007 — present, Petroleum, Ottawa, Canada. Sales manager e) experienced in computer applications Windows, Excel, PowerPoint; good communication skills f) Robert Lindsay g) reading, music, sports h) (1416) 579309 i) 2000–2005, the University of Toronto, Master of Business Administration j) International driving license k) reliable, enterprising, creative, energetic, good with figures l) 27, Lake Street, Ottawa, 67K45, Canada m) 1999, Oak High School
---	---

2. *Write a resume for one of the positions: 1) Export Manager; 2) High School Teacher; 3) Interpreter.*

3. *You have already written a letter to apply for the job of your dream. Now write your resume to send it with the letter of application.*

LESSON 6

ENQUIRY (INQUIRY) LETTER

Today at the lesson you will learn peculiarities of enquiry / inquiry letters and try to write one.

1. Do you know the difference between the words “enquiry” and “inquiry”? Read the information and choose the right word.

These words derive from the Old French *enquerre*, and from the Latin *inquirere*, based on *quaerere* “seek”. The same root can be seen in various modern English words, including *acquire*, *require*, *quest*, *request*, *inquest* and *question*.

In the United States, the words *inquiry* and *enquiry* are interchangeable, but many people believe *enquiry* is a spelling mistake of *inquiry*.

In the United Kingdom, the words *inquiry* and *enquiry* are also interchangeable. Still, *inquiry* is more often used to denote an investigation, and *enquiry* — a question.

- Every *inquiry/enquiry* is very welcome.
- Adam helped the police with their *inquiries/enquiries*.
- Could I *inquire/enquire* about your mother’s health?
She *inquired/enquired* about the library’s rare books collection.

So, the term “*inquiry letter*” is the same as “*enquiry letter*”. The former is more frequently used in the USA and the latter — in the UK.

2. What is a letter of enquiry? Give its definition filling in the blanks with the words:

LETTER OF INQUIRY

A letter to request information of product and (or) services.



behalf	information	organization	individual
recipient	sender	document	purposes

An enquiry letter is a _____ requesting _____ sent on _____ of an _____ or an _____ for their own respective _____, which can be mutually beneficial to the _____ and the _____.

Inquiry:

A formal investigation

The prefix “in” comes from Latin

Enquiry:

Asking a question

The prefix “en” comes from French

Which variant do you prefer: “*inquiry letter*” or “*enquiry letter*”?

3. *Why do people send letters of enquiry? Tick the right variants and say full sentences explaining possible reasons for writing such letters.*

- | | |
|--|--|
| <input type="checkbox"/> to ask if there is any job vacancy | <input type="checkbox"/> to offer a product |
| <input type="checkbox"/> to ask about prices and discounts | <input type="checkbox"/> to learn something about a project |
| <input type="checkbox"/> to get some information about a scholarship | <input type="checkbox"/> to hire an employee |
| <input type="checkbox"/> to ask if a product is available | <input type="checkbox"/> to complain about bad service |
| <input type="checkbox"/> to advertise a product | <input type="checkbox"/> to ask the editor about publication terms |
| <input type="checkbox"/> to ask about a grant | <input type="checkbox"/> to invite colleagues to a conference |
| <input type="checkbox"/> to thank for some service | <input type="checkbox"/> to ask if a company provides internship |
| <input type="checkbox"/> to apply for a job | <input type="checkbox"/> to ask to send a catalogue |

4. After having seen an advertisement in a newspaper or a commercial on TV, you may get interested in a certain job vacancy, product or service. So, you may want to get more information about it before making a decision.

Classify the following passages into 3 groups:

- 1) Enquiry letter for a job;
- 2) Enquiry letter for a product;
- 3) Enquiry letter for a service.

A. I am writing to ask if your company needs a professional and result-oriented Marketing Manager. I am very interested in the position that will allow me to reveal my best skills and abilities. If you are looking for a creative, well organized, disciplined and highly motivated employee, I will make a good addition to your team. I have enclosed my resume for your consideration. I would really appreciate if you could take a look at it. Hope to meet you soon. Thank you for your time.

B. I have heard your radio advertisement. I would like to study French that is why I am particularly interested in your language courses. I am writing to ask about the curriculum and fees. Awaiting your reply.

C. I am writing to inquire about the availability of Japanese cameras. I want to buy one of the models. I would appreciate if you could send me your catalogue. I need to make a decision by the end of the month. So it is very important for me to get this information as soon as possible. I am looking forward to your response.

5. Read the enquiry letter and name its parts:

600 Campus Drive #188
Ripon, WI 54971

Date of letter

Mr. Thomas Hill
Editor in Chief
Milwaukee Journal
121 E. Johnson Street
Milwaukee, WI 54817

Dear Mr. Hill:

I am writing to inquire about a reporter position with the Milwaukee Journal. I will be graduating in May with a BA in English and have become interested in reporting from previous work experience and through contacts with professionals in the field.

As you can see from my resume, I have been actively involved in writing for various college publications as a feature writer, editor, and production assistant on a voluntary basis. I also worked as an intern with The Ripon Commonwealth covering local and campus events. These experiences have given me professional and practical experience in the field of journalism and would allow me to make an immediate contribution to your staff.

With the hope that a mutual interest develops, I would appreciate an opportunity to meet with you and discuss my qualifications as they relate to your department's needs. I will call you in a few days to see if we can arrange a meeting. Thank you for your consideration.

Sincerely,

(Your handwritten signature)

Type your name

Enclosure

Picture 23. Enquiry letter

6. Put the parts of the following letter of enquiry into the right order:

A. Arthur Jackson Renaissance 35 Hustlergate Bradford BD 11 PE England
B. Yours Sincerely,
C. I am writing on behalf of National Plastics. We want to enquire from if you can send us your catalogue and price list. We are interested in the products that you manufacture. We would like to know more about different models and available colours. If you can offer us discounts on your products, we can cooperate.
D. Margaret Tiffin National Plastics, Ltd Tenth Avenue, Harlow Essex H 21 NE England 9878643 tiffin@mail.com
E. Dear Mr. Jackson,
F. December 20 th 2018
G. Margaret Tiffin
H. Your reply would be appreciated.

7. The body of an inquiry letter may consist of several parts: 1) introduction; 2) details; 3) action; 4) summary. *Read the body paragraphs of the inquiry letter and name them.*

We read your advertisement in the “Entrepreneur” of the 25th October.

Our company specializes in exporting leatherwear. We have more than 20 dealers and representatives in different countries.

We are interested in buying your leather shoes and gloves. Could you send us more information about your produce, prices, terms of payment and dates of delivery? We would really appreciate if you could also send us samples of leather used to manufacture your goods.

If the quality of your products meets our requirements, we can do business together.

We look forward to hearing from you soon.

8. *Work in pairs. Give each other phrases for back translation:*

<u>Introduction</u> We have read your advertisement... With reference to your advertisement... We have heard of your production from... We have seen your current catalogue...	Мы прочитали Вашу рекламу... Ссылаясь на Вашу рекламу... Мы узнали о Вашей продукции из... Мы видели Ваш последний каталог...
<u>Details</u> Our company was founded in... We are distributors/importers/retailers... We have a large network of... Our company has imported... for ...years.	Наша компания была основана... Мы дистрибьюторы/импортеры/продавцы... У нас обширная сеть... Наша компания импортирует... ..лет.

<p><u>Action</u></p> <p>We would like to get in touch with... We are interested in buying your product / exporting equipment / attending the exhibition / arranging a seminar / opening a branch office. Could you send us your catalogue/price list? We would like to receive invitations... Please send us samples of...</p>	<p>Мы бы хотели установить контакт с... Мы заинтересованы в покупке Вашей продукции / экспорте оборудования / посещении выставки / организации семинара / открытии филиала. Не могли бы Вы послать нам ваш каталог/прайс-лист? Мы хотели бы получить приглашения... Пожалуйста, вышлите нам образцы...</p>
<p><u>Summary</u></p> <p>We will be able to make a large order if your prices are competitive. If the samples meet the standards we will place an order with you. We will discuss the opportunity to cooperate after...</p>	<p>Мы сможем сделать большой заказ, если Ваши цены устроят нас. Если образцы соответствуют требованиям стандартов, мы сделаем заказ. Мы обсудим возможность сотрудничать после того, как...</p>

9. Here are some tips how to write an enquiry letter. Choose the right words to fill in the blank spaces.

- Be courteous and laconic. 1) ____, by 2) ____ this request you take the reader's time.
- You don't have to send an enquiry letter if you can easily 3) ____ the information you need by other means (e. g. the Internet).
- You 4) ____ explain what you are enquiring about and what you expect the recipient to do 5) ____ response to your letter.
- Give 6) __ least a couple of weeks for the reader to respond to your enquiry before you 7) ____ a follow-up letter or 8) ____ a follow-up phone call.
- 9) ____, mention that you will 10) ____ confidential any information 11) ____. (This may increase the 12) ____ that the reader will respond 13) ____ your enquiry.)
- Make it as 14) ____ as possible for the addressee to respond to your enquiry letter. For example, you may offer to pay for mailing costs, include a 15) ____ envelope, appropriate forms or 16) ____ documents, and so 17) ____.
- 18) ____ to include your contact information (such as postal address or e-mail address, phone number, etc.) so that the recipient can 19) ____ get 20) ____ touch with you.

- | | | |
|---------------------|-------------------|---------------------|
| 1. A. remind | B. remember | C. review |
| 2. A. doing | B. performing | C. making |
| 3. A. find | B. find out | C. know |
| 4. A. should | B. must | C. have to |
| 5. A. at | B. to | C. in |
| 6. A. at | B. to | C. in |
| 7. A. will send | B. send | C. sent |
| 8. A. do | B. make | C. will make |
| 9. A. appropriately | B. if appropriate | C. if appropriately |

- | | | | |
|-----|-----------------|-------------------|--------------------|
| 10. | A. remain | B. stay | C. keep |
| 11. | A. provides | B. provided | C. providing |
| 12. | A. likes | B. likelihood | C. likeness |
| 13. | A. to | B. at | C. on |
| 14. | A. easier | B. easiest | C. easy |
| 15. | A. self-address | B. self-addressed | C. self-addressing |
| 16. | A. another | B. other | C. others |
| 17. | A. further | B. far | C. forth |
| 18. | A. make surely | B. make sure | C. do sure |
| 19. | A. easily | B. simply | C. easy |
| 20. | A. to | B. on | C. in |

10. *Translate the part of the enquiry letter into English.*

Я пишу Вам от имени компании «Мир канцелярских товаров» в связи с Вашим объявлением в газете «Торговая ярмарка» от 27 сентября. Мы узнали, что Вы производите изделия из переработанной бумаги (recycled paper products). Мы бы хотели получить дополнительную информацию о Вашей продукции. Будем признательны, если Вы вышлите нам свой прейскурант.

Ждем с нетерпением скорого ответа.

11. *Compose an inquiry letter making use of the following phrases:*

a) We / interested / buying your new product / a copy of your latest catalogue / price list.

b) We / attend the exhibition / pleased / receive /invitations / our representatives.

c) We / interested / opening branch office in your town / pleased / receive / details / suitable conditions.

d) We / arranging / seminar / next month / your suggestions / agenda / possible site.

e) We / exporting / office equipment / latest design / your offer / your terms / price list.

Home assignment:

1. *Translate the part of the inquiry letter into Russian:*

Dear Sirs,

Following your advertisement in the "Tide" I am writing to enquire if you could send us your catalogue with any available samples.

We look forward to doing business with you in the near future.

Yours faithfully,

L. Beare

Marketing Manager

2. *Translate the part of the inquiry letter into English:*

Уважаемые господа!

Пишу по поводу широкого спектра Ваших товаров, которые я недавно видел на городской торговой ярмарке. Мне бы хотелось знать, возможно ли заказать Вашу продукцию в онлайн-режиме. Не могли бы Вы также сообщить о сроках доставки и скидках, которые Вы можете предоставить.

Жду скорого ответа.

С уважением,
А. Макаров

3. *Write a letter of inquiry. Possible intentions:*

- Ask to send you a copy of the company's latest catalogue and price list.
- Ask to send you a more detailed curriculum of the course, conditions, time and fees.
- Ask to send you details of the proposed meeting.
- Ask to send you samples of promotional gifts.
- Ask to send you information about delivery dates.
- Ask about the availability of a product.
- Ask about the services provided by the company.

4. *Do you know how to respond to an enquiry letter? Read the information presented below.*

- Indicate the enquiry that has been made.
- Thank the person for his interest.
- Respond to the enquiry. Enclose all the necessary information, e.g. a catalogue, a brochure, a price list, etc.
- If you cannot answer the person's question, express your regret for being unable to help and provide the contact information of somebody who can do it.
- If appropriate, you may include some additional information about your company, its products or services.
- Finish your letter by saying that you will be happy to help the person in the future.

5. *Read and translate the letter replying to enquiry.*

Dear Ms. Carter,

Thank you for your letter of 15 April enquiring about our sportswear. Please find enclosed a copy of our latest catalogue illustrating the full range of our high-quality items. We also enclose our price list. I am sure you will find our prices competitive and our sportswear modern and practical. We look forward to receiving your first order.

Yours sincerely,
Alice Anderson

Sales Manager

LESSON 7

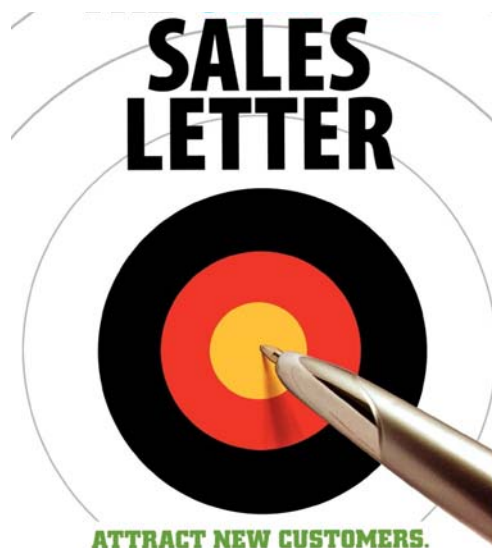
SALES LETTER

The aim of the lesson is to learn to write a letter of sale. This skill may be quite useful because a sales letter is a very important tool in the effective running of a business venture.

1. *Read the passage and answer the questions:*

1) *What is a sales letter?* 2) *What are some other names of this type of letters?* 3) *What is the most effective format: sales letters, brochures or postcards?*

A sales letter (also known as a marketing sales letter or a letter of sale) is a type of business letter. Usually its main purpose is to advertise and eventually sell a product or a service to consumers. Sales letters can be very effective. Marketing studies prove that they perform their functions better than such mail formats as brochures and postcards.



2. A. *Read the text:*

A sales letter is a kind of marketing strategy. Companies that do not have enough budgets to advertise their product or service in newspapers or on TV often resort to this means. Sales letters are also used by businesses whose mode of operation is only through mail order. Some firms send sales letters to their loyal customers to inform them about special offers and discounts. There are companies that use ordinary mail to communicate, but most companies nowadays use electronic mail. A paper sales letter is more textual and an electronic sales letter is more graphical. However, there are no hard and fast rules and different people stick to different formats that work best for their business.

B. *Find in the text words and word combinations with the following meaning:*

- a) a plan of action designed to promote and sell a product or service
- b) the amount of money you have available to spend
- c) to make something known generally or in public, especially in order to sell it
- d) the particular skills that someone has and can offer to others
- e) a business organization; an activity that is planned to achieve something

- f) a request to make, supply or deliver food or goods
- g) a company or business
- h) firm and not changing in your friendship with or support for a person or an organization
- i) a person who buys goods or a service
- j) the act of asking if someone would like to have something or if they would like you to do something; a reduction in the usual price of something, usually for a short period
- k) a reduction in the usual price
- l) not different or special or unexpected in any way; usual
- m) the biggest number or amount of
- n) relating to written or printed material
- o) despite whatever amount or degree
- p) not to be changed
- q) not the same
- r) to limit yourself to doing or using one particular thing and not change to anything else
- s) a pattern, plan, or arrangement
- t) in the most suitable, pleasing, or satisfactory way, or to the greatest degree

3. *Translate the sentences from Russian into English. Then check yourself.*

Не все рекламные письма имеют своей целью продать товар. Они могут информировать о важных направлениях развития бизнеса, таких как цель, реорганизация, изменение адреса, персональные изменения в управлении фирмой. Кроме того, стоит запомнить, что каждое письмо, посланное за пределы фирмы, может стать рекламным письмом, если оно хорошо написано и производит приятное впечатление на читающего.

Not all sales letters have as their object to sell goods. They can inform about important developments in business, such as intention, reorganization, change of address or personal changes in the management of the firm. Besides, it is worth to remember that every letter sent out by a firm can be a sales letter if it is well written and creates a good impression on the reader.

4. *Classify the following letters into the following groups: those connected with*

- change of address;
- change of telephone number;
- change at the post of Sales Manager.

A.

Dear Sirs,

We should like to inform you that Mr. W Collins will be leaving our Company on February 2nd and that Mr. L. Gordon will be in charge of the Sales Department.

He has had many years experience in the trade and we are sure he will give you every satisfaction.

Yours faithfully,

(signature)

Managing Director

B.

We have had an Automatic Branch Exchange installed and this has caused our Telephone Number to be altered.

Would you please note that as from Monday, 17th January, 2018 our Telephone Number will be

987-86-43.

We should be grateful if you would inform all concerned with telephoning to us of its change.

C.

To all customers and correspondents

We should like to inform you that we are moving our office to 12 Broad Street, London EC4 8WT

Our telephone number will be 1331786

The change will take effect on Monday morning, 15th May, 2018.

5. So, there are different types of sales letters. Which of them is the most difficult one to write (to inform the customers about some changes; to publicize and sell a product; to advertise a service to encourage clients to use it)? Why?

6. Work in pairs. Practise back translation:

The sales letter is the most selective of all forms of advertising.

A sales letter aims at creating interest in a product or service. The tone of a sales letter should be positive and convincing.

The modern trend in sales letter writing is towards making the letter more personal.

Рекламное письмо наиболее селективное из всех видов рекламы.

Цель рекламного письма — вызвать интерес к продукту или услуге. Тон рекламного письма должен быть доброжелательным и убедительным.

Тенденция современных рекламных писем — их большая личностность.

7. Insert the words into the text:

personalized chance to brief ever mailing drafting customer pitch react

Do you _____ stop to think about what happens _____ your sales letters after they leave your desk? You may spend hours _____ and redrafting them. But do you give a moment's thought to how your reader will _____ to them when they arrive? If not, don't write another word until you do.

Before you write your letter, step into the shoes of the _____. Make your letter "reader-friendly". The majority of sales letters do not attract the reader's attention that is why they usually get lost or binned. A reader-friendly letter has a better _____.

On the one hand, mass _____ is the quickest way to reach a great deal of potential customers. But on the other hand it is the easiest way to ensure that your letter will be absolutely ignored. A short _____ letter that shows that you are aware of the customer's needs, will be much better received.

Try to remember that the more important your client is, the shorter your letter should be. Managing Directors are so busy that they are unlikely to respond to your letters themselves. So if you address your sales letter to a Managing Director, be _____. As for junior managers, they are generally looking for ideas they can _____ and present to the boss as their own. So, you can send them long and informative letters.

8. The psychology behind a sales letter.

The purpose of a sales letter is to persuade a prospective customer to become an actual buyer. There are many ways you can get someone to buy something:

You can scam them into buying.

You can pressure them into buying.

You can use high-pressure sales tactics.

You can push for a sale even if it's not in the interest of the buyer.

You can offer a product they really need.

You can offer a product they really want.

You can offer a product that makes their life easier.

You can offer a product that solves a problem they've been having.

You can offer a product that can possibly make their future much better.

Which of these ways are bad and which of them are good? The answer is obvious. People generally don't like being over-sold or pressured into buying something they may regret later. So, if you are selling a really good product, the goal of your marketing should be to EDUCATE the customer and not just sell the product.

Do you agree with the statement: “If you’re selling a product, the best way to sell it is to EDUCATE your customer”? Give reasons.

9. A letter of sale can be a very effective marketing tool. It can provide the proverbial “foot in the door” opportunity. But some people do not understand important rules of writing such letters.

a) Classify the following excerpts into two groups:

- 1) Phrases not recommended to use in a sales letter;
- 2) Phrases recommended for using in a sales letter.

a) We want to support your company in website design.
b) We have offices in many cities.
c) We are a team of creative professionals.
d) You will save time and money due to greater efficiency.
e) You won’t have to worry about website updating — no more headaches!

- f) We put equal emphasis on quantity and quality.
- g) You can always reach us: we are at your disposal 24 hours a day.
- h) We are at your disposal 7 days a week.
- i) We offer a good balance between development and design.
- j) You will discover your new potential.
- k) We will help you to reveal your new potential.

b) Explain why you think the phrases from the first group can prevent a sales letter from being effective. You can make use of the following word combinations: annoy the potential customer, distract the potential customer, be focused on the author’s company, attract too much attention to the author’s business, make the letter end up in the trash, etc.

c) Explain why you think the phrases from the second group can make a sales letter sound convincing. You can use the following word combinations: create interest, generate initiative, be focused on the reader’s interests, point out at possible benefits for the reader, meet the customer’s needs, show the way how to save the client’s time and money, save the reader’s time and energy, etc.

10. To write an effective sales letter you can use AIDA technique that always works.

Read the descriptions and guess what words the letters AIDA stand for.

A_____	I_____	D_____	A_____
--------	--------	--------	--------

1) The first and most important thing is to attract _____ towards your product or service. Bear in mind that “the first impression is the last impression”. It is a good idea to include a headline into your letter, especially

if you are writing to a person you haven't met before. A headline should be laconic but it is possible to use longer headlines consisting of up to 3 sentences. You can brainstorm several headlines and choose the best one. The headline is written before the salutation in the letter.

2) The second task of any sales letter is to arouse _____. Provide information that is relevant for your potential customer. Encourage your addressee to continue reading.

3) The third step is to demonstrate practical benefits and to create a _____. The best way to do it is to answer the reader's question "What do I need it for?" There are two approaches: to try to sell and to offer benefits. There is a great distinction between these approaches. You will be a success if you remember that people do not buy goods or services, they buy benefits derived from them.

4) All the previous features are meant to induce _____. You should sound very persuasive to generate a successful sale. For this purpose it is advisable to use testimonials (statements from satisfied customers).

Thus, a sales letter is supposed to attract _____, arouse _____, create _____ and induce _____.

11. *Read the sample sales letter and name its parts:*

Document Makers
2398 Red Street
Salem, MA 34588

March 10, 2001

Thomas R. Smith
Drivers Co.
3489 Greene Ave.
Olympia, WA 98502

Dear Mr. Smith:

Are you having trouble getting your important documents formatted correctly? If you are like most business owners, you have trouble finding the time to economically produce good-looking documents. This is why it is important to have a specialist take care of your most important documents.

At Documents Makers, we have the skills and experience to come in and help you make the best possible impression. May we stop by and offer you a FREE estimate of how much it would cost to get your documents looking great? If so, give us a call at and set up an appointment with one of your friendly operators.

Sincerely,

(signature here)

Richard Brown
President

Picture 24. Sales letter parts

12. Read the sales letter. Is it convincing? Why?

ISLAND LONG DISTANCE

September 8, 2017

Julie Smythe

President Alternative Retailing

777 Easy Way Los Angeles, CA

YOU CAN CUT YOUR COMPANY'S LONG DISTANCE PHONE EXPENSES BY 30%!

Dear Ms. Smythe:

It's true! Island Long Distance saves direct mail retailers just like you as much as 30% off their monthly long distance phone bills.

We offer the same fiber optic telephone lines that your current service now offers, except we charge a lot less for our high quality service. And, with Island Long Distance, you never have to worry about lost sales due to a power or systems failure. In the event of an emergency, our computer will automatically reroute the calls from your 800 system to another location of your choosing.

Maybe you're wondering why you've never heard of us. That's because unlike AT&T and MCI, we don't spend millions of dollars on expensive advertising campaigns. We choose to pass this savings on to you. In fact, most of our new business is generated the old fashioned way: our customers recommend us to their colleagues.

But that's not all. Island Long Distance offers:

- o Delayed payment options during your off-peak months. As a clothing retailer, we understand your business has peaks and valleys, and we're prepared to help you through the valleys. Simply choose one of our convenient payment options that's best for your needs.

- o Guaranteed rates for two years. AT&T, MCI, and Sprint raise their rates 20% every four months (those clever television commercials sure cost a lot of money). We don't, and we'll put it in writing.

- o Guaranteed satisfaction. If after using our long distance for 90 days you're not completely satisfied for any reason, we'll switch you back to your old service free.

- o A FREE month of long distance to new customers.

But please don't just take Island's word on it. Here's what some of customers think about us:

"Island Long Distance has cut our long distance phone bills by 30%!"

- Ellen Walker, President, Peacock Fashions

"I'll never forget the hurricane that downed our phone lines for one week. And I'll never forget how quickly Island Long Distance rerouted our calls to our New York branch. They saved us during our busiest sales season!"

- Alan Fisher, Sales Director, Candy-By-Mail

I've enclosed a brochure that further details our state-of-the-art rerouting system and delayed payment options. Please be advised the free month of long distance is available only to new customers who sign with us by July 1. You must act quickly to take advantage of this exceptional savings opportunity.

I'd like to meet with you to discuss how Island Long Distance can immediately begin saving you up to 30% on your monthly long distance expense. I'll be contacting you next week to schedule an appointment. I look forward to meeting with you soon.

Sincerely,

Samuel Johnson President

P.S. Don't forget, you must sign with Island Long Distance by July 1, 2017 for your free month of long distance service!

Picture 25. Sales letter

13. Write your own sales letter. Possible intentions:

- a) Write a letter to promote a product by announcing a special sale or complimentary gift.
- b) Write a letter to extend an invitation to attend a trade show, seminar, or conference.
- c) Write a letter to inform about change at the post of Sales Manager in your company.

Home assignment:

1. Put the same root words into the blank spaces:

Sales Letters	
Sales letters usually start with a very _____ to _____ the _____ of the _____. Since the _____ is to get the reader to do something, these letters _____ strong calls to action, _____ the benefit to the reader of taking the _____ and include _____ to help the reader to _____, such as _____ a telephone _____ or website link.	strength state / captivity / interesting / read purposeful inclusive / detailed act / informative active / inclusion numerous

2. Read and translate the text.

Despite all the new marketing media and technologies that are available today, the sales letter is still one of the most effective selling tools. It's personal, easy-to-read and inexpensive.

However, the results you get with a sales letter depend on how the letter is written. It is as much art as science. Fortunately, some basic principles have been worked out.

- Include a headline. Make it simple and direct.
- Attract the reader's attention with your first sentence. Involve the prospective client immediately.
- Present your offer on the first page. It should be somewhere early in the letter text.
- End the first page in the middle of a sentence. It will encourage the reader to turn over the page, finish the sentence and continue reading.
- Call for action. Ask for the response you expect clearly and directly.
- Make the addressee's response easy. Give your contact information. Explain clearly the ordering process.
- Guarantee your offer. Convince the reader that he takes no risk.
- Stress urgency. Give a logical reason why this is the right time to respond.
- Use your P. S. effectively. Mind that it is called a headline at the end of the letter.

3. Follow the recommendations mentioned above to write a letter of sale.
 - a) Write a letter to welcome a new customer or client.
 - b) Write a letter to introduce a new product or service.

Print out your letter. Here are some guidelines concerning the format of your letter:

- If you use a headline, type it in a larger font. Make all the words capitalized and in bold.
- Keep your letter to 1–2 pages.
- There should be double space between paragraphs.
- Write short paragraphs. Use bullets to highlight points.
- Underline, **bold**, or *italicize* key points and words (e. g. “free”, “new”, “a special offer”, etc.). It will help them stand out and be noticed.

LESSON 8

ORDER LETTER

Today at the lesson we will learn to write a letter of order. This skill is necessary to place a request of purchase from a company.

1. *Which description is true about a letter of order?*

a) A letter written by a teacher, colleague or supervisor to add extra weight to a college or job application.

b) A letter written by a potential buyer to a supplier requesting to buy and deliver goods.

c) A letter written by a person to another person or a company to express gratitude.

d) A letter written by an employee to the head of a company to announce his wish to resign from the job.

e) A letter written by an individual or a company to complain about defective goods or poor service.

2. *Complete the sentences with the words from the box.*

price	satisfactory	supply	inquiry letters
quality of goods	collect	terms of sale	places

By writing 1) _____, customers can 2) _____ necessary information about the 3) _____, 4) _____ and 5) _____. If the buyer considers them to be 6) _____, he 7) _____ an order to 8) _____ goods to his address.

3. *Supply the missing vowels and match each word to its definition.*

1) AN _RD_ R

2) TO P _RCH_ S_

3) A S _PPL_ _R

4) A WH _L_ S_ L_ R

5) TO D _SP_ TCH

6) SH _PP_ NG

7) AN _NV_ _C_

a) to send goods to a place

b) the process of transporting a thing

c) a person or company that sells a particular type of product to a customer

d) a formal word that means “to buy”

e) a document sent by a seller to a customer that lists the goods sold and says how much they cost

f) a person or company that sells goods in large quantities to businesses

g) a request by a customer for goods or services

4. Complete the sentences with some of the words from the previous exercise.

We will place _____ on condition that you give us an extra discount for cash.

The pieces of furniture were faulty, so we returned them to our _____.

They promised _____ the goods within a week of our order, but they haven't arrived yet.

We would like _____ 5 video cameras from your catalogue.

Our company offers reasonable prices and worldwide _____.

5. a) Make up as many word combinations with the word "order" as possible. Don't forget to use the article if necessary.

place refuse	bulk repeat trial first-time one-time	order	form copy confirmation
-----------------	---	--------------	------------------------------

Пробный заказ, бланк заказа, сделать заказ, подтверждение заказа, повторный заказ, отказываться от заказа, одноразовый заказ, копия заказа, оптовый заказ, первый заказ и т. д.

b) Define some of the word combinations that you have composed, e. g.: To refuse the order is to decline (reject) it. Order confirmation is the same as order acknowledgement.

6. To place an order you have to write an order letter. Here are some steps. Arrange them in the order that seems to you proper. Make up sentences using such words as "first, next, after that, finally, etc."

___ Draft the letter.

___ Identify the addressee.

___ Do careful research about the items to be purchased.

___ Determine the information relevant to make the purchase.

___ Review the letter.

___ Formulate the purpose of the letter.

Are these steps equally important? Which of them is the most / the least important to your mind?

7. What information is relevant to make a purchase? It can be classified into three main categories:

1) information about the goods 2) information about shipping 3) information about payment

What does each category include?

The number of the model; brand name; the data of payment; desired delivery date; the name of the product; size; mode of shipping (e. g.: road, railway, waterway); quantity; code; payment mode (e. g.: cash, credit card, check, money transfer); colour; desired shipping location; unit price.

The customer may include any other information if he thinks it is important.

8. *Complete the order form with the missing items.*

- | | |
|---------------|-------------------|
| a) TB | f) tennis rackets |
| b) total cost | g) £750 |
| c) quantity | h) product name |
| d) 10 | i) code |
| e) unit price | j) £15 |



1) _____	2) _____	3) _____	4) _____	5) _____
Ball machine	1	BM/307	6) _____	€750
Tournament balls	5	7) _____	€3	8) _____
9) _____	10) _____	TR/15	€50	€500

9. *These are some phrases that you may use in your order letter. Practise back translation.*

We accept your offer.	Мы принимаем Ваше предложение.
Our company begs to order...	Наша компания просит принять заказ...
We would like to place an order with you for...	Мы бы хотели разместить у Вас заказ на...
We enclose our order for...	Мы прилагаем заказ на...
Please find enclosed order №... for...	Пожалуйста, найдите приложенный заказ №... на...
We agree to your terms.	Мы согласны на Ваши условия.
We give you a trial order for...	Мы даем Вам пробный заказ на...
Please send us...	Пожалуйста, вышлите нам...
We rely on you to supply us with...	Мы надеемся, что Вы поставите нам...
Supply (deliver to our address) these goods and indicate the number of this order in the invoice.	Поставьте (доставьте на наш адрес) эти товары и укажите номер этого заказа в счете.
Please send us these goods as soon as possible.	Пожалуйста, пришлите нам эти товары как можно скорее.
Please note that urgent delivery is required.	Пожалуйста, заметьте, что требуется срочная доставка.
We trust you to do your best to give our order the best attention.	Мы надеемся, что Вы отнесетесь к нашему заказу с максимальным вниманием.
We hope you will do your best to execute the order to our satisfaction	Надеемся, что Вы сделаете все возможное, чтобы выполнить заказ к нашему полному удовлетворению.

10. Read and translate the following order letter. Name its parts.

Color World
15, New Market, Dhaka-1200

1st September 2012

Manager,
Sales Division
National Paints Co. Ltd.
20, Tongi, Gajipur.

Sub: Order for various paints.

Dear Sir,

Thank you for your quotation and the price list. We are glad to place our first order with you for the following items:

SL. No:	Description	Quantity	Weight	Unit price	Amount (Tk.)
1	Enamels paint	25 Tins	100 lbs	1000	25,000
2	Synthetic paint	20 Tins	200 lbs	2000	40,000
3	White paint	10 Tins	10 lbs	500	5,000
					70,000

Since the above goods are required immediately as our stock is about to exhaust very soon. We request you to send the goods through your "Motor" van as the carriage inward is supposed to be borne by you.

We shall arrange payment within ten (10) days to comply with 5/10, Net 30 terms. Please send all commercial and financial documents along, with goods. We reserve the right to reject the goods if received late

Yours faithfully,

Mohammed Tareq
Purchase Manager,
Color world

Picture 26

11. Write a letter to order:

a) women's coats; b) English textbooks; c) coffee

You can make use of the phrases:

We are impressed / we are glad to inform / we would like to order / we are ready to give you a trial order / we are enclosing our order / the payment will be made after the delivery / we hope for long term cooperation with you.

Home assignment:

1. You have recently got a sales letter that reads as follows:

Do you face difficulties in getting your customers with good stylish and quality shoes they are asking for? We at Quality Foot Wear do the designing and the manufacture of leather shoes of high quality. Ladies' and children's footwear are our specialties. We have come to realize that ladies and children with bigger and wider feet face difficulties in finding the footwear for them. There is a wide range of footwear on offer with us. You will be able to satisfy your customers as your shop will have a wider range of footwear for them.

In case you want more details about our company and the shoes we have on offer, please visit our website at www.qualityfootwear.com.

Picture 27

Write a letter to place an order.

2. The phrases below can be used when replying to an order. Insert the words from the box into the sentences.

doing receipt deliver orders placing hesitate shipping

- Thank you for 1) _____ an order with our company.
- We confirm 2) _____ of your order dated 15 September.
- 3) _____ usually takes a week.
- We can 4) _____ the goods within a week.
- Do not 5) _____ to contact us if you need further information.
- We look forward to further 6) _____ from you.
- Looking forward to 7) _____ business with you again.

3. Choose the appropriate form to complete the text.

We look forward to doing / We would like to do things / goods
 Thanks / Thank you
 All the best / Yours sincerely
 Dear / Hello
 Just to say / We confirm

- 1) _____ Mr. Robinson,
- 2) _____ for your order of 17 April.
- 3) _____ that you have ordered the following items from our catalogue:
 T-shirts 10 T/15
 Sneakers 10 S/22
 Jeans 10 J/11
 We are now dealing with your order.

The sum of €1150 has been charged to your credit card, and the
4) _____ will be shipped on 20 April.

If you have any queries, please contact us at <clothing@easynet.co.uk>.

5) _____ business with you again.

6) _____

Mark Atkinson

What is the name of the letters of this type?

4. Sometimes it happens that the supplier can't execute the order and offers the customer a substitute. The example of such a letter is given below. Translate this letter into English.

Уважаемые господа!

Спасибо за Ваше письмо от 14 июля. К сожалению интересующих Вас мобильных телефонов нет в наличии. Однако у нас есть другие модели мобильных телефонов. Пожалуйста, просмотрите наш каталог и прейскурант в прикрепленном файле. Мы надеемся, что Вы найдете модель, которая Вас устроит.

Будем рады, если Вы заинтересуетесь нашим предложением.

С уважением,
Анна Питерсон

LESSON 9

LETTER OF COMPLAINT

Today at the lesson we will learn to write a letter of complaint. This type of formal letter writing is considered to be one of possible ways to alert a company to a problem.

1. People are usually happy with a product they buy or a service they get. But sometimes companies do not leave their customers satisfied with their products or services.

Do you remember cases when you were dissatisfied with the quality of a product or service? Does it often happen? What is your reaction?



2. Buying goods which are faulty, of poor quality or being treated badly should always be addressed! Problems like these can be resolved.

Before turning for help to your local consumer protection agency you should try to solve the problem with the company itself. For example, you can speak directly with the salesperson, the manager or the head of the company. If you fail to achieve your aim, you can write a letter of complaint.

Do you agree that faulty products or bad service shouldn't be unnoticed? Is it a good idea to write a complaint letter?

3. Many people ignore a product which lets them down and they do not do anything at all to improve the situation. As a consumer, you have the right to get your product refunded or replaced by another. Here are some reasons why writing a letter of complaint is effective:

- The company will be notified of faulty products in their line. They can find out the cause of the problem and try to prevent it next time.
- Attention will be drawn to the employee who does not do his job properly.
- Companies do not like it when their customers are dissatisfied. So you have a good chance to get your product replaced or refunded.
- For food and beverages you can receive free coupons or free products instead of a replacement.
- You paid your money so you should get a high-quality product or service.

Do you find these reasons convincing?

4. Here are extracts from three letters of complaint. Which of them is about a) a faulty product; b) unsatisfactory professional skills; c) a disappointing holiday?

A.

Dear Mr. Harrison,

I am writing to complain about the faulty installation of the equipment that I purchased from your company. Your employee, Mr. Smith came to my office to fit the equipment on Thursday, 15 September. The same evening it turned out that the mechanism did not work. I phoned your company to report this fault and Mr. Smith returned four days later. He was supposed to repair the mechanism but the next day it jammed once more. When I phoned again, I was told that nobody would be able to visit me for a week.

Since nothing has been done for the equipment to function properly, I would appreciate it if somebody came and replaced it by the end of the week.

Yours truly,
Ann Johnson

B.

Dear Sir or Madam,

I wish to give details of my dissatisfaction with the iron that I purchased from your electrical store on 6 August, 2018. When I turned it on for the first time, I found out that the temperature control was faulty. I tried to return the iron to the store, but the shop assistant said that the store was unable to replace it or offer me a refund. He advised me to send the iron for repair. This solution seems to me unsatisfactory. It is not quite clear how long the repair will take and I need an iron daily. As the iron does not function properly and does not comply with the legal standards of product quality, I am writing to you to ask for a full refund of the £40 retail price.

I am looking forward to hearing from you within the next week.

Yours faithfully
Mary Hawkins

C.

Dear Ms. Bowles,

I am writing to express my dissatisfaction with our stay at your hotel on 10-17 July 2018. My wife and I had booked a suite in room 107. The main complaint is that our room did not match the description in the brochure. The room was cramped and the furniture was dirty. In addition, the shower and the air conditioning did not work. We couldn't take a shower and it was very

stuffy in the room. Your representative promised to get the shower and the air conditioner fixed, but it took four days to happen. I enclose some photos of our room. Besides, the swimming pool was closed for repairs. So, in the middle of summer we didn't even have a chance to go swimming. Our holiday was ruined. I believe we are due a full refund for this stay.

I am looking forward to hearing from you within the next two weeks.

Sincerely yours,
Patrick Black

5. If you decide to write a letter of complaint, what do you think is right and wrong to do? Classify the following statements into two groups: Dos and Don'ts.

Take a straightforward approach.

Maintain a calm tone.

Seek an agreement.

Criticize the whole company.

Reproach the reader for the company's mistakes.

Insult the reader.

Focus on the specific incident that induced you to write the letter.

Avoid abusive language.

Swear and show your temper.

Avoid blaming a certain person.

Express your resolution to apply to a consumer protection agency.

Threaten the company.

Promise that you will never buy their products again.

Give them the impression that you would like to continue cooperating with their company.

Express optimism that the problem will be solved.

Make up sentences expressing your viewpoint. Give arguments (e. g.: I think it is no use criticizing the whole company because it won't help solve the problem. Moreover it can aggravate the conflict and make the situation even worse).

6. There are three important things that you should do.

a) Choose the right variant of words and word combinations to insert into the text.

I. Be polite. Perhaps you have every right to be angry, but 1) ___ rude will only put the 2) ___ on the defensive. Show that you respect the recipient and avoid 3) ___ angry or threatening comments. 4) ___ that the person 5) ___ your letter is not 6) ___ responsible for 7) ___ happened, and they will be 8) ___ sympathetic and ready to please a polite client than an angry one.

- Keep in mind, 9) ___ companies 10) ___ their customer's 11) ___.
- You will have much better 12) ___ if you treat the addressee as someone who wants to help you, 13) ___ assuming they 14) ___ evil intentions.
- Don't write your letter being furious. Wait for some time 15) ___ you have calmed down.

- | | | |
|----------------------------|------------------------|-----------------------|
| 1. a) not to be | b) being | c) having been |
| 2. a) sender | b) receiver | c) recipient |
| 3. a) making | b) to make | c) make |
| 4. a) remind | b) review | c) remember |
| 5. a) that reads | b) reading | c) who read |
| 6. a) directly | b) strictly | c) simply |
| 7. a) whenever | b) whatever | c) whoever |
| 8. a) much better | b) much more | c) lot more |
| 9. a) few | b) a little | c) most |
| 10. a) have an interest in | b) are interested with | c) are interesting in |
| 11. a) pleasure | b) desire | c) satisfaction |
| 12. a) luck | b) success | c) fortune |
| 13. a) instead of | b) despite | c) rather than |
| 14. a) are full with | b) are filled with | c) full of |
| 15. a) until | b) as soon as | c) before |

b) Put the verbs in brackets into the right form.

II. Be concise. Customer service representatives _____ (receive) hundreds of letters a day. It is really important that you _____ (get) to the point right from the start. Let them _____ (know) precisely what they _____ (deal) with as soon as they _____ (begin) reading. In case your letter _____ (be) too long, the reader _____ (incline) to skim its contents. So, he may _____ (get) the wrong idea of the problem.

- Avoid unnecessary details.
- _____ (keep) your letter on a single page.

c) Fill in the blanks using derivatives of the words given in the right column.

III. Be authoritative. It _____ the right tone and lets the company know that your _____ should be taken _____. This is especially _____ of serious complaints that may have _____.

- | | |
|--|---|
| • Being authoritative implies such things as the _____ of the language _____, your _____ of your rights and the company's _____, as well as the _____ of the letter. | creative
complain
serious / truth
consider / finance / imply |
| • All these things give you _____, which should _____ effect the response to your letter. | qualitative / usage / know
responsible / profession
present
credible
positive |

7. Read the text and give each paragraph a title.

If you decide to write a letter of complaint you should address it to the company's customer service department. It specially deals with complaints, so you will have better chances to succeed. It is advisable to apply to the Customer Service Manager or Director. You will find out all the necessary information on the website of the company.

Inform the addressee about the purpose of your letter at the very beginning. Draw attention to your complaint in the opening sentence. Further details (like date, time, location, etc.) and explanations should be given in the following paragraph(s).

State clearly what kind of outcome will satisfy you. There are such forms of compensation as a repair, a replacement, a refund and so on. It is not right to threaten legal action in the first complaint letter.

If possible, enclose copies of supporting documents, e.g. copies of checks, photos, receipts, guarantees, warranties or even video materials. Do not send the originals. You may need them to provide evidence later on.

You should give the company some time to solve the problem. Your letter is unlikely to be forgotten or lost if you provide a time limit. Mind that the time period should be reasonable. It may vary depending on the situation but one or two weeks are generally enough.

Don't forget to thank the recipient for consideration. Provide your contact information.

Correct your spelling and grammar or ask somebody else to do it before sending the letter.

8. Compose the body paragraph of a letter of complaint. Make use of the following phrases:

a) *Complain about a faulty bookshelf:* to be unhappy with the quality of; to buy; the doors do not open and close properly; one door is darker than the other; unpacked; noticed the problem; not to be of acceptable quality; replace; return the faulty bookshelf at no cost; have the problem fixed quickly; contact; during working hours; to discuss the matter.

b) *Complain about a defective blackout window shade:* to express one's dissatisfaction; to purchase; to install blackout shade to the bedroom window; the mechanism; not to work; impossible to raise or lower the shade; to jam; not to block out daylight; would like a fully paid replacement; by the end of the week; find enclosed the receipt; to have utmost confidence.

9. Read the sample of a complaint letter and name its parts:

Mr. Srilan jain
General Manager
Saffron Restaurant
New York

11th January, 2012

Ref: Sub-standard Food

Dear Mr. Jain,

I visited with my family to your Saffron restaurant on 16th January to celebrate my son's birthday. Unfortunately, the sub-standard food quality in your restaurant really dampened our spirits.

The dinner started off in a very disappointing way when we were served some tasteless lukewarm fluid which was passed off as Sweet-corn soup. The starters we ordered were dripping with oil, though we had specifically requested for fat-free food.

The Main Course tasted equally bad. Though we had ordered an assortment of vegetarian as well as non-vegetarian platters, and they all seemed to taste the same.

The only redeeming feature was the well-mannered Service that evening and the friendly manner in which your waiters patiently heard our numerous complaints.

I hope in future the quality of your food is able to match up to the quality of your service.

Best Wishes,

Emily Swan

Picture 28

10. Have you ever bought any defective goods? Now it is high time for you to express your dissatisfaction and write a letter of complaint. You can use the prompt.

[Your Address]
[Your City, State, Zip Code]

[Date]

[Name of Contact Person]
[Title]
[Company Name]
[Street Address]
[City, State, Zip Code]

Dear [Contact Person]:

On [date], I bought a [name of the product with the serial or model number or service performed]. I made this purchase at [location, date, and other important details].

Unfortunately, your product is not performed well [or the service was inadequate] because [state the problem].

To resolve the problem, I would appreciate your [state the specific action you want]. Enclosed are copies of my records [receipts, guarantees, warranties, checks, contracts, model and serial numbers, and any other documents] concerning this purchase.

I look forward to your reply and a resolution to my problem. I will wait [set a time limit] before seeking third-party assistance. Please contact me at the above address or by phone [home or office numbers with area codes].

Sincerely,

[Your Name]

Home assignment:

1. *Write a letter of complaint about bad service in a café, restaurant, hotel, etc. Remember to answer the questions:*

- 1) Who am I writing to (be specific)?
- 2) What is the purpose of my letter?
- 3) Why are you complaining? Why are you are unhappy with the company?
- 4) What evidence do you have?
- 5) What would you like them to do?
- 6) When/how do you want them to respond?

2. *How to reply to complaints? Read and translate the text.*

The complaint must be acknowledged at once and an explanation should be given that the matter is being investigated. There is no need to go into details concerning the occurrence of a mistake or error since the only thing the client is interested in is how the seller will deal with the complaint.

That is why a reply to complaint should contain the bare facts and information about the action taken by the seller. A letter should be clear, brief and courteous. It must include an apology for inconvenience caused and promise that similar error will not be repeated in the future.

Now check yourself:

Жалоба должна быть сразу же подтверждена и предоставлено объяснение по рассмотрению дела. Нет необходимости вдаваться в подробности, касающиеся происхождения ошибки, поскольку клиента интересует только то, как поставщик отреагирует на жалобу.

Поэтому ответ на жалобу должен содержать только факты и информацию о действиях, предпринимаемых поставщиком. Письмо должно быть ясным, кратким и вежливым. Оно должно содержать извинение за доставленные неудобства и обещание, что подобные ошибки в будущем не повторятся.

3. Match the phrases that can be used to answer a complaint letter to their Russian equivalents.

- | | |
|--|---|
| 1. We have carefully studied your claims. | a) После изучения Вашей жалобы ... |
| 2. You were right to let us know about... | b) Вы правильно сделали, что сообщили нам о... |
| 3. You are perfectly correct in saying that... | c) Мы немедленно принимаем меры для того, чтобы избежать подобных ошибок в будущем. |
| 4. After investigating your complaint... | d) Мы внимательно изучили Ваши претензии. |
| 5. Please accept our apologies for... | e) Примите наши извинения за... |
| 6. We can assure you that... | f) Вы совершенно правы в том, что... |
| 7. Steps are being taken immediately to avoid such mistakes in the future. | g) Можем заверить Вас в том, что... |

4. Read the reply to a complaint and say if you think the customer will be satisfied and why.

Dear Mr. Wilson

We regret to hear that the twenty desks you ordered from us have been badly scratched.

We have checked our records here and find out the components left our factory in good conditions and were, as usual, carefully packed. We then asked our representative to find out whether the desks had been damaged in transit or on arrival.

It was discovered that the goods had been unloaded by using hooks, although the packages were clearly marked with a warning against using hooks. We therefore do not feel in any way responsible for the damage.

We appreciate, however, that you don't want to use these damaged desks as they are. If you return them to us, we will have them resprayed at our expense. We can assure you that the scratches will not show and that the desks, in fact, appear just as good as new.

Yours sincerely

John Martin
Sales Manager

LESSON 10

THANK YOU LETTER

The aim of the lesson is to learn to write a thank you letter. It is a polite way to show appreciation.

1. There may be different ways to express an idea. Read the following definitions of one and the same notion from different dictionaries. What is defined? Which definition do you find the most precise one and why?



a) The quality of being thankful; readiness to show appreciation for and to return kindness (*Oxford Dictionary*).

b) A feeling of being grateful to someone because they have given you something or have done something for you (*Macmillan Dictionary*).

c) The feeling or quality of being grateful (*Cambridge Dictionary*).

d) The state of feeling grateful (*Collins Dictionary*).

Do you think this quality is important in interpersonal relations? Name the situations when we thank the surrounding people.

2. People write thank-you letters for different purposes. What are at least some of them? Combine parts from the four columns of the table to know the answer.

You are supposed to write a thank you letter to	a. an employer b. a person c. people d. an employee	e. Who helped you with your business or career. f. Who wrote a recommendation for you. g. Who did a good job. h. Aafter a job interview.	i. It will help you to maintain good relationships with your partners, clients or colleagues. j. This is the way to show that you are interested in the job. k. You will show that you appreciate his help in your searching for a job. l. You will make it clear that you appreciate his hard work.
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3. Match the parts of the table together.

A letter to express	gratitude	to	a prospective employer a teacher an employee a colleague a customer a supplier an acquaintance	for	cooperation. a job interview. help. for received goods. good work. hospitality. a recommendation.
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Read the excerpts below to illustrate each type of a thank you letter.

A. I can't thank you enough for helping me to make a final report. You worked long hours. Thanks to your contribution we were able to meet the deadline. I really admire your energy and your willingness to help. I want you to know how much I appreciate it.

B. I want to express my deepest gratitude for your recommendation. I have been offered a position of a Music Teacher at a very prestigious private school. Although the job interview was very successful, I am sure that your recommendation played a central role in the headmaster's decision to offer me the position.

C. I want to thank you for your efforts on our latest project. I really appreciate your attention to details. You always strive for continued excellence. Our firm is proud of you. We look forward to your future contributions.

D. Let us take this opportunity to thank you for choosing our company to provide you with the top quality construction equipment. We are proud to meet your requirements and we are looking forward to many years of profitable cooperation.

E. Please accept my sincere thanks for the enjoyable time I had at your dinner party. The company was exquisite, the food was delicious and the music was marvelous. You are really happy to have such a close family. I am impressed by your hospitality. I do not think I will ever forget it.

F. I am writing to express my gratitude to you for meeting me yesterday to discuss the open Executive position in your company. I am impressed with your company and your innovative methods of work. I would like to join your creative team. I am confident that my experience will be very useful for your company.

G. We are writing to thank you for sending us the ordered items so promptly. We really appreciate your professionalism and efficiency. We are quite satisfied with the quality of the items so we plan to make a bigger order in the near future.

4. *Find phrases in the previous exercise that can be useful to write a thank you letter. Give the phrases to your group-mate for back translation.*

5. *Read the letter and insert prepositions where necessary. What type of thank you letter does it belong to?*

Thank you 1) _____ your help 2) _____ our office move. Your department showed what it means to be a team player and you proved that you are a team. I really appreciate 3) _____ the effort you put 4) _____. To reward you 5) _____ working overtime I plan to take your department 6) _____ lunch 7) _____ *Linden Alley Café* 8) _____ the firm account. Think 9) _____ the most suitable day 10) _____ this event 11) _____ next week.

Thanks again 12) _____ your contribution 12) _____ the development 13) _____ our firm and its growth 15) _____ full potential.

6. Complete the letter by using the same root words. Who is the letter addressed to?

<p>I am writing to thank you for the 1) _____. I am also very 2) _____ to you for the opportunity you gave me to 3) _____ the 4) _____ 5) _____ workshop in Moscow last week. The workshop was 6) _____ and 7) _____. I am looking forward to 8) _____ my 9) _____ with the colleagues. I feel 10) _____ that the things I learned will help to 11) _____ the company 12) _____.</p>	<p>promote gratitude/attendance profession/develop inform/inspire share/impress confidence improvement/efficient</p>
---	--

7. Read and translate the letter presented below. What type of a thank you letter does it exemplify? Name its parts.

Mark Morrison
 23 High Street, Newcastle, UK N3725 782-852-9201 mark.morrison@email.com

September 1, 2018

Samuel Lee
 Director, Human Resources
 J & L Jewelry Store
 79 Park Avenue
 London, UK 54321

Dear Mr. Lee,

I'm writing to thank you for the time you spent with me during the interview for the retail sales position at the J & L Jewelry Store. I'm excited about the potential opportunity to work with such an excellent company.

I believe I'm a perfect match for this job because I am experienced in jewelry design, as discussed during the interview. Furthermore, working at a large department store's jewelry counter has allowed me to meet and collaborate with many people, which I enjoyed. I'd also like to add that I won an award for one of my jewelry designs while I was in college. My knowledge of what makes great jewelry design is a plus.

Thank you again for the interview, and I hope to hear from you soon. My cell phone number is 782-852-9201 and my email is mark.morrison@email.com.

Sincerely,

Mark Morrison

Picture 29

8. *Here are some tips for a person who is going to write a thank you letter after a job interview.*

Write your thank you letter as soon as possible after the job interview.

In the first paragraph remind the addressee of your conversation. You can refresh in his memory such information as the date of the interview and the topics discussed. Express your gratitude to the interviewer for taking the time to meet you.

In the second paragraph state your interest in the company. Draw the reader's attention to your most important personal qualities, skills or work experience. You can also include information that you have forgotten to mention during the interview but that is relevant for the vacant position. If any of your answers were not quite good or adequate during the interview, you can provide a better response in your letter.

In the third paragraph thank the employer for his consideration again. Show your enthusiasm and provide your contact information.

Make your letter simple and brief.

Edit your thank you letter before sending it.

Answer the questions:

1) Do you agree with the statement that to send a thank you letter late is better than never to send it at all? Give arguments to prove your idea.

2) Do you agree that a thank you letter is a good opportunity to fix missteps? Explain why.

3) Why should you keep your thank you letter short?

9. *What would you advise a person who is going to write a letter to thank*

a) a colleague;

b) a customer;

c) a supplier?

10. *Write a thank you letter to*

a) a colleague;

b) a customer;

c) a supplier

d) ...

See if you can make use of the following phrases:

a) the project our department is working on; a stand-still process; appreciate your help; your useful suggestions; share experience; thanks to your contribution; optimize the process; invaluable assistance; enjoy working with you; return the favour.

b) take the opportunity; choose our company; to provide you with; appreciate your orders, a special customer, to thank you for your loyalty; a token of our respect and appreciation; 10% discount; next purchase; continue to work together.

c) the quality of products provided; appreciate your customer service; goods are often delivered earlier than expected; your responsibility; the most reliable supplier; can't be more satisfied with your efficient work; value your professionalism; recommend you to other companies; extend our contract; conduct our business with you.

d) ...

Home assignment:

1. *Very often we do not have an opportunity or enough time to express our gratitude to people who have done us some favour. Who would you like to thank? Write a thank you letter to that person / those people.*

2. *Write a letter to the author of this book. Will that be a request, a complaint, a thank you letter or anything else?*



THANK YOU!

ЗАКЛЮЧЕНИЕ

В условиях современной глобализации мира наблюдается расширение культурных и экономических связей между странами. Неотъемлемой частью экономических отношений является деловая переписка. Английский язык известен как язык бизнеса и международного общения в целом. В связи с этим успех сотрудничества во многом зависит от умения грамотно написать и оформить деловое письмо на английском языке.

Формат письма обусловлен ситуацией общения. Для большей части деловых писем характерен формальный стиль, которому соответствует блочный формат. В общении с хорошо знакомыми адресатами может использоваться модифицированный блочный формат письма. Неофициальные деловые письма пишутся в полублочном формате.

Деловое письмо содержит как обязательные, так и дополнительные части. К обязательным относятся такие реквизиты, как наименование организации / автор письма, справочные данные об организации, дата документа, адресат, вступительное обращение, текст документа, заключительная формула вежливости и подпись автора. При необходимости в письме могут быть представлены дополнительные элементы, например ссылка на регистрационный номер документа, тема письма, отметка о наличии приложения, отметка о направлении копий и т. д.

В зависимости от цели переписки выделяются различные виды писем: письмо-заявление о трудоустройстве, резюме, письмо-запрос, рекламное письмо, письмо-заказ, письмо-жалоба, благодарственное письмо и т. д. Каждому виду письма присуща определенная логика структурного построения и соответствующие языковые средства. Композиция текста и языковой материал определяются необходимостью реализации коммуникативного намерения в конкретной ситуации общения. При написании делового письма следует учитывать языковые нормы письменного общения, а также нормы речевого этикета.

Таким образом, для составления грамотного делового письма на английском языке необходимо знание особенностей делового стиля, умение ориентироваться в языковом материале, владение дискурсивными способами выражения коммуникативных целей. Данный набор профессиональных компетенций позволит успешно вести деловую переписку на английском языке.

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