

NOVOSIBIRSK STATE TECHNICAL UNIVERSITY

THE FACULTY OF HUMANITIES
FOREIGN LANGUAGES DEPARTMENT

81.2Англ
Е56

№ 3166

ENGLISH BUSINESS CORRESPONDENCE GUIDE

Методическое пособие

NOVOSIBIRSK
2006

ББК 81.432.1-923

Е56

Пособие разработано для развития навыков письменного общения на английском языке в деловой сфере. В нем изучаются общая структура письма, типовая коммерческая документация, приводятся образцы корреспонденции, фразы-клише и словарь по теме; предлагается большое количество упражнений и контролирующих заданий, в том числе для выполнения на компьютере. Кроме традиционных типов делового письма, рассматривается электронная деловая корреспонденция.

Пособие предназначено для студентов-филологов, изучающих делопроизводство и деловую документацию, а также для лиц, ведущих активную деловую переписку на английском языке.

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PREFACE

The purpose of *English Business Correspondence Guide* (EBCG) is to help and guide the student in developing his capabilities so that he can write good business letters in English; to convey to the letter-writer those skills through the patterns of letters presented herein.

The book is based on the belief that the person who will be using it has a good working knowledge of English (Intermediate) and of other skills needed to do good business writing.

The book consists of the introductory and 3 basic sections:

1. Business letter structure and other properties;
2. Types of business letters;
3. Miscellaneous letters including pattern letters, exercises, outlines, a Russian-English vocabulary and reviewing tasks.

There are fifteen units,

All the lessons have the similar structure:

First, "Think and discuss", the part which introduces the students into the subject of the lesson presenting, for instance, a type of business letter and questions about it; Second, "Do you know that..." gives the principal information about the subject of the unit and helps to do the third part of the lesson "Check yourself". At the end of each section you may find Review part to try your strength in the material you have studied in a section. "Check yourself" and the part "Review" embrace various kinds of practice exercises such as matching, mixing, English-Russian and Russian-English translation, forming and creating the letters and others. The tasks presented in *EBCG* have been designed generally for individual work. In each unit the students may find the exercises for computer work marked with * (e.g.: Ex. 2.* ...).

At the end of *EBCG* there is a Reference Section with American state abbreviations and English counties, common abbreviations, month abbreviations, courtesy title abbreviations for addresses and some other information useful for business writing.

Materials used in *EBCG* have been taken from real business letters and books specialized in business writing. All the names of persons and addresses in the book are fictitious.

INTRODUCTION INTO BUSINESS WRITING

What is Business Writing? Of course, it is not the same as casual conversation, it carries the same powers of thoughts and reflections as in conversational talk, but the form is quite different. What makes the letter attractive and pleasing is not always the message and content of the letter, it is often the manner and style in which the letter is written.

Business letter-writing as a form of social speech is a substantial part of **business communication**. It brings the main functional language elements for realizing the communication art:

- 1) Attitudes (requests, acknowledgement, gratitude, etc.)
- 2) Modality (probability, possibility, desire, etc.)
- 3) Guide words that enable the writer to connect his ideas, thoughts, etc. (e.g. in comparison with, in respect of, etc.)
- 4) Syntax (e.g., expressing a courteous invitation using *will* or *would* in the interrogative form of a sentence);

Business letters may be private (personal, friendly), semi-formal, formal (professional). Each letter-writer has his own characteristic way of writing, his style of writing, his manner of expressing his ideas, facts, etc. But it must be accentuated that the routine of business formal, semi-formal or professional letters requires certain accepted fixed phrases, idioms, patterns which are found in general use.

The purpose of business writing is to secure an action by the reader of a communication that is favorable to the writer of the communication. If the writer of a story, a novel or a travel book gives pleasure or information to his reader, the writer of business letters and messages expects his reader to do something (to call a telephone number, to write a check, to send a price-list, to approve an action taken by someone else).

The language of business formal, semi-formal and professional letters is polite, tactful, concise and to the point. Personal and semi-formal letters have a tone of friendliness, politeness, naturalism. Modern English business letters shouldn't be exaggerated, overburdened. Modern letters tend towards using the language of conversational style, natural language, especially virtual business communication. Good business English is simply good English applied to business purposes. In addition to the **basic principals** to be developed in the lessons of this book, the following rules should also be observed in writing good business messages: 1) be brief and concise; 2) secure attention; 3) create desire; 4) develop conviction; 5) stimulate to action; 6) be complete.

The body of a typical business letter covers three major aspects: 1) the introduction which states the business that the letter concerns; 2) the main body – the discussion which takes up the matter; 3) the conclusion of the letter which gives the message a friendly sincere ending.

The types of letters illustrated in the book include many varieties, but certainly cannot meet all the situations that the correspondent may face. Nevertheless, the specimens presented will enable the letter-writer to build up his own letters.

SECTION 1

BUSINESS LETTER STRUCTURE AND OTHER PROPERTIES

Unit 1. PARTS AND ARRANGEMENT OF BUSINESS LETTERS

THINK AND DISCUSS

Read the following questions and think if you could answer any of them.

- a) What kinds of letters are there in business correspondence?
- b) What is the difference between a private business letter and a letter of business organization?
- c) How soon should a business letter be replied?
- d) What makes business letters impressive?
- e) Why are margins necessary in business letters? How wide are they?
- f) Why do most letters contain more than one paragraph?
- g) What might ruin the effectiveness of your letter?

DO YOU KNOW THAT ...

A neatly arranged letter will certainly make a better impression on the reader. The layout of business and private letters is more or less common in all countries. There are seven basic parts in a letter [8]:

(1) Heading (i.e. the sender's address) is printed at the top of the page. It gives the name and address of the writer of the letter or of the company which he presents;

(2) Date is the date on which the letter was written. In many countries outside the USA, this date would be written: 17 October 2006;

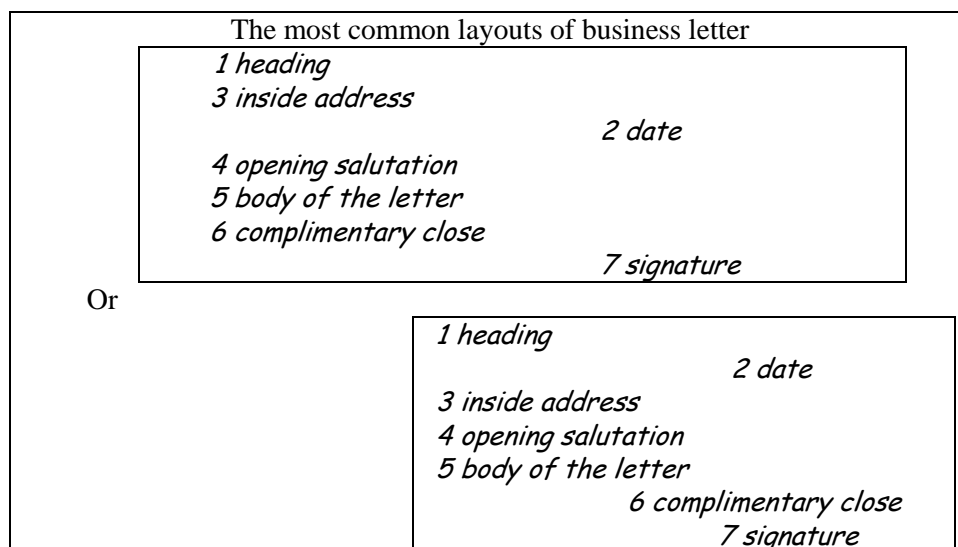
(3) Inside address (the recipient's name and address) gives the name and address of the person or company to whom the letter is written;

(4) Opening salutation is the greeting to the addressee of the letter. When a company is addressed, the salutation is Gentlemen. When an individual is addressed, the salutation includes the name of the individual, for example, Dear Mr. Jones;

(5) The body of the letter is the message of the letter itself. It usually consists of at least three paragraphs: attention and interest, desire, action;

(6) Complimentary close is the polite close of the letter, for example, sincerely yours, or yours truly;

(7) Signature is the name of the person who signs the letter. In letters written on the heading of a company, the name of the signer is often typewritten below the handwritten signature.



Supplements in business letters

(8) Identification initials are the initials of the dictator of the letter and of the typist. The initials of the typist are usually written in small letters. The writer's initials are separated from the typist's initials by a slash (virgule) or a colon: LS/EA or LS:EA.

(9) Enclosure(s) indicates that something is enclosed in the letter in addition to the letter itself. Abbreviated forms are a) Encl. or Enc.; b) CC: = circular correspondence (or Carbon Copy Notation), i.e. corresponding letters were forwarded to other persons. E.g., cc: Mr. Edwards, Top-manager. It's typed two spaces below the signature.

(10) Postscript or P.S. or PS is used for giving extra information not mentioned in the main body. It's usually printed two lines below the signature.

(11) Attention line is usually printed two lines below the inside address in order to draw special attention of a particular person for a prompt reply. The attention line should be underlined. E.g., Attention of Mr. R. W. Stoll, Export Manager (Attention Mr. Cage, Attention: Purchasing Manager).

(12) Subject heading shows the brief content of the main body of the letter. It's written one-two lines before or below the opening salutation. The wording Subject: or Re: (regarding) or conc.: (concerning) is typed before the subject-matter and indicates what the letter is about.

Dear Sirs,

Subject: Order № 578

In accordance with your request...

(13) Reference number is a file number used for prompt searching the necessary document in order to make corresponding easier. E.g., Our reference: (Our Ref. No.64); Your reference: (Your Ref. No. 87). It's written below the date or before the inside address. If it's omitted the sender may refer to the file number in the very beginning of his letter:

Dear Sirs,

We refer to your letter of 5 December, 2005, ref. 432/ 56700, and are pleased to learn...

CHECK YOURSELF

Ex. 1 Read this letter and name its main parts.

	Timetec Limited Columbus, Ohio	
1	Telephone: 09765-8734 Fax: (098) 897-543	2 Your Ref. Our Ref.:
	DA/st	
		3 16 January 2006
4	Consultants Bureau Inc. 76 Leaden Av. London E.C. 3 England	
5	Attention: Mr E Harrison	
6	Dear Mr Harrison	
7	Re: Offer No 5678/9112	
8	Thank you for your letter of 12 January 2006. I have pleasure in sending you our brochure with details of our new models. I look forward to hearing from you soon.	
9	Yours sincerely	
10	D. Achen Manager	

Ex. 2 Which parts of the letter are missing?

PEARSON PRESS	27 December 2005
Institute of Organic Chemistry 15 Brown Av. Melbourne EW 8760 Australia	
Dear Sirs	
Thank you for your letter of 12 December 2006. We are sending you under separate cover our catalogue and price-list.	
Yours faithfully	

Ex. 3* The following two letters have been mixed up owing to malfunctioning word processor. One is from an engineering company enquiring about a staff pension scheme. The other is the reply from the insurance company. Re-arrange the paragraphs and phrases to form the two letters.

1. Yours faithfully G. Morris Secretary	11. We are a large engineering company with a staff of 400 including administrative and shop-floor staff. We are contacting a number of insurance companies to enquire about a contributory staff pension scheme to cover people who have been with us for over a year
2. Please contact me if you have anything else you would like to discuss	12. If you have such a scheme, please let us have details, and we could possibly arrange a meeting with one of your agents
3. The enclosed booklet, RT 198, will give you details of the type of policy would suit you. The minimal age for joining would be 18, with a retirement plan at 55 for women and 60 for men	13. Dear Sir/ Madame
4. USA Engineering plc Wellesley House Wellesley St. Cleveland Ohio 9865	14. Policies Manager Associated Insurance plc 725/9 Cross Road Cleveland Ohio 1267
5. Finally, as well as choosing a retirement pension, we would also like a policy which would include life insurance, so that in the event of an early death, the insured's dependants would get a considerable sum in benefit payment	15. Employee contributions could be arranged at 7 per cent, and the policy incorporates life insurance and benefit payment in the event of death.
6. Thank you for writing to us.	16. Dear Mr Morris
7. On this basis, we would estimate those eligible at the present time to number about 300, with ages ranging from apprentices of 16 to skilled operatives and administrators in their early fifties	17. Yours sincerely Nick Bertram Policies Manager
8. I am replying to your letter of 17 November concerning a contributory staff pension scheme for your employees	18. 23 November 2005
9. The Company Secretary USA Engineering plc Wellesley House Wellesley St. Cleveland Ohio 9865	19. 14 November 2005
10. I can arrange for an agent to call on you at any time, and will contact you in a few days after you have had time to consider this offer	20. Associated Insurance plc 725/9 Cross Road Cleveland Ohio 1267

Ex. 4 * The following letter was accidentally torn up. Look through all the pieces and then re-arrange them in the correct order.

Dear Sirs	However	of this unfortunate incident
	We write to inform you	Managing Director
Commercial Insurance ltd	We would be grateful if	
38 Kenue Road		
York		
YO23 9TB	policy No 164/R	
	Fortunately	John Sanderson
	and extinguished the fire	has damaged £4 000 of stock
Yours faithfully	on 18 January	
that a fire broke out in our storeroom	21 December 2005	before it got out of control
<u>FENIX</u>		
Laboratory equipment ltd	you would send us a claim form	
Preston new Road	the combined effect of fire and water	
Blackpool	Tel: 0698 765 467	on which we will give you full details
Lancashire FY8 IY	our sprinkler system came into operation	

Unit 2. LETTERHEAD, DATELINE AND INSIDE ADDRESS

2.1. LETTERHEAD

THINK AND DISCUSS

a) What other pieces of information can the letterhead include?

Name

Address

E-mail

b) What's its location in business letter?

c) Is there any difference in letterhead location between personal letters and business letters in your country?

DO YOU KNOW THAT ...

The letterhead of an organization is usually printed on the top right-hand side of the page or in the centre. The address is typed in full to ensure correct delivery of a reply [1].

The heading provides all necessary information: the name and address of the company, or the name, position, title and address of the sender, the telephone, fax numbers, email and any other details that may be required such as reference numbers, codes, etc. The names of companies sometimes have abbreviations Ltd (limited liability) or Inc. (incorporation) or plc (public limited liability company) in the end. The words street, road or avenue may be abbreviated: West St. (Str.), Highland Rd., Queen Av.¹

If the heading is typed or written by hand it may be arranged in steps or blocks. Block style is mostly in usage today, especially, in the USA.

In steps:

Smithonians, Ltd.
79 Lane Av.,
London, E49,
Great Britain

In block:

Messrs. Hawker Siddeley Inc.
Department of Information Technologies
University of Columbia
New York, NY²
USA

Notice: Punctuation

Now that you are familiar with the parts of the business letter, it is necessary to master the conventional styles of punctuating the parts.

Each line in address may be set off by a comma, although this is not always observed, especially in the USA. If the letter is sent to the USA, it is necessary to put a comma between the city and the state.

¹ The names of the streets or avenues may be typed Transliterally, i.e. Dimitrovskiy Prospect, Dimitrovskiy Avenue; Ul(itsa) Lenina or Lenin St.

² The US abbreviations – see p.121

CHECK YOURSELF

Ex. 1 Look at the letterheads, some of them are written incorrectly. Find and correct them.

Messrs. William and
Sons,
76 Lancaster House,
Manchester,
England

THE EASTERN SEABOARD
CORPORATION
10175, California
Email: eastsea@mail.com
Telephone: 227-0978
42 Los Angeles, Park Str.

New York, NY 13099
BEAUMONT
CONSULTANTS
USA
355 Fifth Av.

220 Lincoln Street, Chicago,
Illinois, 347IL,
Tel: 3388-0090,
Smith Inc.,
smiths@hotmail.com

Ex. 2 * Put the following names and addresses in order.

Example: *Search Studios Ltd./ Leeds/ LS5 9QW/ Mr L. Scott/ 139 Royal Av.*
Mr L. Scott
Search Studios Ltd.
139 Royal Av.
Leeds LS5 9QW

- 1 Warwick House Soundsonic Ltd./ London/ Warwick Street/ SE 23 1JK
- 2 Piazza Leonardo da Vinci 254/ The Chief Accountant/ I-09786/
D.Fregoni/ Fregoni S.p.A/ Milano
- 3 Bente Spedition GmbH/ Mr Heinz Bente/ D-6000 Frankfurt 1/ Feld-
bergstr. 30/ The Chairman
- 4 Sportique et cie./ 201 rue Sambin/ The Sales Manager/ T-23000 Dijon
- 5 Intercom/ E-41006 Sevilla/ 351 Avda. Luis de Morales/ The Accoun-
tant/ Mrs S. Moreno
- 6 Miss Maria Nikolaki/ 89100 Rhodes, Nikitara 514/ Greece
- 7 Excel Heights 402/ Edogawa-ku 176/ 7-5-3 Nakakasai/ Japan/ Tokyo/
Mrs Junko Shiratori
- 8 309 Leighton Road/ VHF Vehicles Ltd./ London NW5 2WR/ The
transport Director/ Kentish Town

2.2 DATELINE

THINK AND DISCUSS

- a) How many ways of writing the date in your country do you know in general?
- In letters?
 - In business letters?
- b) Is it the necessary part of a personal or business letter? Give your grounds.

DO YOU KNOW THAT ...

Careful attention should be given to the manner of writing the date at the heading and in the body of the letter. The date is placed under the heading of the sender's address, usually one or two spaces lower, either in step or block, with relation to the sender's address.

The date at the head of the letter is written in the following way: 17th March³, 2005; March 17th, 2005; or 17 March, 2005. In the USA the date is written so: March 17, 2005. This style of writing the date is gradually becoming adopted in Great Britain and other countries. Generally, the year should be preceded by a comma, although this is not always observed by the letter-writer. However complete dates are preferable in business letters.

Many letter-writers abbreviate the date in such a manner: 4/9/98. This way of writing the date should be excluded because it may lead to a confusion, especially in international correspondence. In Great Britain this date is the fourth of September nineteen ninety-eight.

In Great Britain

In the USA

4 (the day)/ 9 (the month)/ 98 (the year) 4 (the month)/ 9 (the day)/ 98 (the year)

CHECK YOURSELF

Ex. 3 Read the following dates:

- | | |
|-----------------------------------|------------------------------------|
| a) 12 th April, 1963 | e) December 5 th , 1990 |
| b) 3d February, 1969 | f) November 22, 2005 |
| c) 20 th January, 1977 | g) May 10, 2000 |
| d) 31 st March, 1982 | h) October 23, 2002 |

Ex. 4 * How would you write the following dates in British and American English?

07.08.05 (USA)	Oct. 17 th , 1999	3/12/00
12.4.1997	1 st March 2002	09-05-95

³ Month abbreviations – see p. 123

Ex. 5 Correct the following mistakes in the dates written in the headings if necessary:

- | | | |
|---------------------------------------|--------------------------------------|--------------------------------------|
| a) <i>2st April, 1963</i> | d) <i>18th Mar., 2001</i> | g) <i>31st June, 1986</i> |
| b) <i>24th, June, 1987</i> | e) <i>31rd May, 1998</i> | h) <i>August 12 1993</i> |
| c) <i>10nd August, 2004</i> | f) <i>23d of July, 1979</i> | i) <i>1997, 16 January</i> |

2.3. INSIDE ADDRESS

THINK AND DISCUSS

What will your address look like in writing tradition of your country? Write it down and show it to your colleagues.

DO YOU KNOW THAT ...

The inside address (recipient's address) includes the name, title and full address of the person or group of persons to whom the letter is directed. It's typed in the left-hand part of the letter, two spaces below the date. Line 1 – the name, line 2 – the street address, line 3 – the city and the state, line 4 – the country.

In the United States, a postal zone number called the ZIP code number is used and is considered a part of the address. The purpose of this number is to speed up the sorting of the mail. The first three numbers of the ZIP code indicate the area in which the address is located; the second two numbers indicate a subdivision of the area. The Zip code is three spaces to the right of the city and the state, on the same line. Whenever the ZIP code number is used, it is written like this:

*Mr. James B. Hines
455 Madison Avenue
New York, N.Y. 10223*

The initials of the first name are placed in front of the surname (e.g., Prof. M.B. Smith, Vic President). The titles, scientific degrees and professional occupations are placed after the surname or under it preceded by a comma, e.g., Mr. S.I. Jones, B.A.⁴

The inside address may be written in step or block style⁵. In American letters all lines start at the same margin. At any rate it should be remembered that if the sender's address is typed indented, the inside address should also be indented; if the sender's address is typed in block style, the inside address should be in the same style. The sender's address is often omitted.

Punctuation – see 2.1. Letterhead.

Also you may use the inside address if you want to forward the letter to the person whose address is unknown but you know that the person cooperates with the company whose address you know. In this case the abbreviation c/o (care of) is used⁶:

*Mr E. White
c/o Western Wheat Co. Plc,
65 Darwin road,
Liverpool 198
England*

⁴ Title abbreviations – see p. 124

⁵ See p. 6 (1.1. Heading)

⁶ To get more information see p. 7 (Supplements. Attention Line)

CHECK YOURSELF

Ex. 6. What essential information do you think is missing in the following inside addresses?

1) *Mrs. Robinson*
W & S. Avery ltd.
23 Conduit Street
Boston
USA

2) *Mr. Landel*
Top-Manager
2 London Road
Winchester
Wilshire

Ex. 7.* Put the lines in the following inside addresses in the right order.

a) *Great Britain*
H88 90U Bournemouth
Beach Av., 185
Messrs L. & W Thompsons

b) *USA*
CI 87654
Phoenix
West Av. 978
Consultant
Ms Eva Sanders

c) *USA*
FL 33875
Sarasota
Queen Str. 16
Gildish Printing
company
Mr. Evooger

Ex. 8. What are the mistakes in the following?

a) *Mr N. Hunter, esq.*
b) *Sir R. Edwards*

c) *Messrs T. Kids*
d) *Captn. Waterston*

Unit 3. OPENING SALUTATION AND LETTER BODY

3.1. OPENING SALUTATION

THINK AND DISCUSS

What is the traditional salutation in letters in your country? In business letters?

DO YOU KNOW THAT ...

The salutation is typed at the left margin, two line spaces below the inside address [10].

Punctuation: In Great Britain the opening salutation is followed by a comma (Dear Sir,), in the USA - by a colon (Dear Sir:) and sometimes by a colon and dash (Gentlemen: -). The salutation is never followed by an exclamation mark or by a dash only.

When writing to persons the following salutations are used:

Dear Sir, (,)

Dear Madam, (,) [formal salutation, used if the letter-writer is not sure whether the lady is married or unmarried]

Less formal salutations:

Dear Mr. Johannes, (,)

Dear Messrs. [for messieurs, the French equivalent of 'misters']

Dear Mrs. Johannes, (,) [to married woman, pl. *Mmes* for *mesdames*]

Dear Miss Johannes, (,) [to unmarried woman, pl. *Misses*]

Dear Ms Johannes, (,) [to married or unmarried woman, has no plural form]

Dear Dr. Fennel, (,)

Dear Prof. Fennel, (,)

Dear Colleague, (,)

My dear⁷ Mr Fennel, (,)

When writing to an organization or company the official salutations: Dear Sirs, Messrs (in addressing to a partnership), Dear Madam, Gentlemen (in the USA) are used.

CHECK YOURSELF

Ex. 1. Look at the English salutations and try to choose the right ones. Say what is wrong with the rest.

a) *Dear Madam Margaret*

b) *Dear Ms Cook*

c) *Gentlemen:*

d) *Dear Mr John*

e) *Dear Miss Brown*

f) *Dear James Stanord*

g) *My dear Mr Thompson*

h) *Dear Madam*

i) *Dear Mesdames*

j) *(Dear) Mr Sheffield*

⁷ *Dear* is not capitalized if preceded by the possessive pronoun *my*.

Ex. 2. What salutation will be appropriate if you are writing a letter to the following addressees?

- a) an American firm you don't know very well;
- b) Mr O. Landson, your old trade partner;
- c) the firm's CEO⁸ - a woman;
- d) IT Company – an American firm;
- e) the head of the Import Department of Manufacturers - the woman whose name is Jennifer Candy.

Ex. 3. Using the inside addresses given below in the boxes answer which letter is sent to:

- a) the company;
- b) the certain person in the company;
- c) unknown person who deals with the matter you are interested in;
- d) the person whose address is unknown but you know the address of company he cooperates with;
- e) unknown person of the certain post

International Import
Consultants
807, 14th Street
N.W. Washington D.C.
30001

Dr E.P. Yellow
c/o Expat Network Ltd
435 Curley Way
Corydon CRP 7d
United Kingdom

The Secretary
Bunn & Margo Int Group
Dept E8756 Ave Lloyd
George box 4
1177 Brussels
Belgium

Hunting Aviation Ltd
33 Swim Road
Longford Middx YB7
ORR
Attention of Mr Morris

Appointment Officer
Overseas Development Co
Abercrombie House Eaglesham
Road
Glasgow G98 9EA

⁸ CEO – Chief Executive Officer

3.2. LETTER BODY

THINK AND DISCUSS

- a) When you write a letter, for instance, to your friend or relative to another place, how does it look like? Is your letter usually long or short?
- b) How many paragraphs do you normally write? What do you usually like to begin with?
- c) Have you ever written business letters in Russian? In English? If you did how did it look like?

DO YOU KNOW THAT ...

The letter body is the text itself. Each paragraph should deal with one subject, brief, concise and accurate excluding all matters not relevant to the purpose of the letter, especially if it is a business letter. It is best to avoid too long paragraphs. The style of letter-writing requires certain accepted phrase patterns. The writer must be tactful, courteous, sincere, respectful, etc.

The first paragraph usually starts two lines below the salutation: it is either aligned with the salutation, in block-style, the paragraph, being flush with the left margin, without indentation, or it maybe in indented style, the first line of each paragraph indented, usually three to six spacing from the margin or immediately below the end of the salutation.

Block-style is generally used in the USA, indented style (five spaces from the left margin) in Europe and other countries although there is a growing tendency to use the block-style.

Short letters are usually double-spaced (two lines); longer letters – single-spaced (one line) with double spaces between the paragraphs. Many-paged letters should be numbered; the number is written on the bottom of the sheet in the middle.

The body of the letter usually consists of three parts:

- introductory paragraph
- one or more body paragraphs
- concluding paragraph⁹

CHECK YOURSELF

Ex. 4.* Read the following letters and divide each of them into three paragraphs: the opening, the main message and the closing. Divide the main body into paragraphs if necessary.

⁹ More details about the letter body structure and language – see p. 125 (Reference Section)

a) Dear Mr Hillton. I am writing to complain about the shipment of coats which I received yesterday, ten days late. The cardboard boxes in which the coats were packed were badly damaged. After a quick inspection, I estimate that most of the items are unsaleable and I am, therefore, returning the Whole consignment. I suggest you contact the forwarding company and ask them for full compensation. Fortunately, the sale was on a CIF basis. Please let me have a full replacement consignment as soon as possible. Yours sincerely, Tom Duke

b) Dear Sirs. Thank you for your letter concerning the delay in fulfilling your orders. Unfortunately we are so overloaded with orders from most of our regular customers that we are unable to keep pace with the demand, and there may be some delay in delivery of the goods. To encourage all customers we are prepared to offer a special trade discount of 4% on all orders over 600 US dollars net value received before the end of this month. Yours faithfully, Mrs Sammers

c) Dear Sirs. When our representative was in your country recently you were good enough to inspect the full range of our products. We thank you for the courtesy shown to Mr Volls. Mr Williams tells us that you were interested in our mechanical toys but felt that import duties on this class of goods would make them unable to compete with the home product. Wishing to help you reach a decision, we will be pleased to offer you a discount of 7,5 % on all articles in our catalogue, provided your order totals not less than 10,000 US dollars. We are sure you will see in this offer a real opportunity. Yours faithfully, Mr Squirrel

Ex. 5.* Use the information in each of the following paragraphs to write the body of a business letter. Try to make it as effective as possible. You may wish to change the order of the material.

A) You are answering a query from a potential charge account customer for a department store. The customer must complete the application form you are enclosing and return it to the New Customers' Accounts Division of the store Duncan & Smyth's. You include the following information in answer to specific questions from the customer: (a) the credit limit is \$ 400; (b) the customer must pay a minimum of one-fifth of the total balance per month; (c) there is an interest charge on the unpaid balance at a 11/2 percent periodic rate (the equivalent of an 18 percent annual percentage rate); (d) there is no interest charge on amounts paid within 23 days of the date of the bill; (e) there is a minimum interest charge of 50 cents on any unpaid balance. Thank the customer for the interest shown in the

store, and mention at least two reasons why a charge account would prove beneficial and / or desirable.

B) You are ordering three books from a publishing company: (a) *Essentials for Success in the Executive Suite* by Sonia J. Novotny, \$ 8.95; (b) *The Language of the Computer* by Wanda Pulaski and Christopher Sorkin, \$ 5.95; and (c) *Marketing in a Global Arena* by Patrick Dugan, \$ 10.95. Request that the books be shipped at 'book rate' (there is an additional charge of 25 cents per book for mailing at book rate). Indicate that you enclosing a check for the total amount due, and mention the amount of the total.

C) You are in charge of the program for a business symposium to be sponsored by the Association of Young Business Leaders. You are writing to a business executive, requesting that she or he appear as one of the guest speakers at the symposium, to be held at the Municipal Convention Center in your city (mention a specific city) on Thursday, May 19, 2000. You prefer scheduling this speaker for 3 p.m., but you offer alternate times of 11 a.m. and 3.30 p.m. you request that the speech deal with some aspect of inflation. The speech should last for approximately 30 minutes, to be followed by a 30-minute question-and-answer period. Your organization will pay all travel expenses and a honorarium of \$ 300. If desired, you will make arrangements for the executive to stay overnight in your city with all expenses to be paid by the association.

Ex. 6. Choose the most suitable pair of the salutation and complimentary close for each letter.

- a) We are looking forward to hearing from you soon.
- b) We acknowledge with thanks receipt of your letter of November 24.
- c) We are interested in the automobiles manufactured by your company and advertised in the latest issue of the Driver.
- d) We have taken steps to ensure that this will not occur again.
- e) Further to our telephone conversation yesterday, I am writing to confirm our order for 12 scanner machines Epson LX-100.
- f) I am writing to inform you about some alterations in the arrangements for your visit to our company. Thank you for your help.
- g) Could you please confirm if these arrangements are acceptable. I am looking forward to seeing you at the headquarters of G.R.F.
- h) Thank you for your help.

1	Dear Mrs Duke I am afraid I will not be able to meet you myself at the airport due to urgent talks with our suppliers. So I am sending my personal assistant, William Shell. He will meet you and take you to your hotel. Owing to the unforeseen meeting with the suppliers our meeting at the headquarters of G.R.F. is postponed for two hours. The rest of your itinerary remains without any changes. Yours sincerely, Dr. Brown.
2	Dear Sir, We regret very much that through a typing error the flight number was indicated in the confirmation of the reservation as AG-444 instead of AG 443. We thank you for pointing out this mistake to us. Yours faithfully, Mrs. Chandle
3	Dear Sir Please send us your latest catalogues and price lists for the latest models. We would be much obliged if we could have them by return. Yours faithfully, Mr Anderson
4	Dear Mr Chuck We agree to the prices and terms of payment stated in your price list. I would be grateful if you could deliver them within 30 days. Yours truly, Mr Noffilson

Ex. 7.* Put the phrases below in the correct order to form a letter requesting information.

Dear sir/ Madam,

...	Which was held last June,
...	and may be interested in retailing them through our outlets in Germany.
...	We saw a large selection of you products at the Frankfurt Fair,
...	Could you send us your latest catalogue and price-list,
...	We are particularly interested in your industrial ware,
...	quoting c.i.f. terms to Hamburg.
...	including overalls, boots, helmets, gloves, and fire-proof jackets.
...	We look forward to hearing from you soon.
...	We can assure you that if you prices and discounts are competitive,
...	Yours faithfully,
...	Chief Buyer
...	we will place regular large orders.
...	T. Hamacher

Unit 4. COMPLIMENTARY CLOSE AND SIGNATURE

THINK AND DISCUSS

- a) What do you traditionally write in the ending of the letter when you write a personal letter or email? A business letter?
- b) Is there any difference in language, style and layout?
- c) Is this part always necessary?
- d) Think of situations when it's strongly necessary and when it's not.

DO YOU KNOW THAT ...

It is customary to close an English letter with a closing salutation. The closing salutation is separated from the body of the letter by a double space aligned with a date or immediately at the centre of the page. It always begins with a capital letter and is punctuated with a comma. Most commonly-used closing salutations in business letters are: Yours truly or Truly yours¹⁰; Yours faithfully or Faithfully yours. These expressions are proper closing salutations for impersonal business correspondence and communication. They should be used for letters with salutations such as Gentlemen: or Dear madam:.

Yours sincerely indicates a spirit of friendliness and informality. It is customary for colleagues to write *Yours sincerely* rather than *Truly yours* or *Faithfully yours*. This semiformal closing is used for letters with salutations, for example, Dear Ms. Smith:, Dear Mr. Jones:.

Other closing salutations are: *Yours respectfully*, *Yours cordially*, *Best wishes*. *Yours respectfully* is used when the writer expresses his sincere respect for the reader, especially from subordinate to his superior. *Yours cordially* and *Best wishes* are often used, especially when sending congratulations, New Year wishes, holiday greetings, etc. to your friends.

CHECK YOURSELF

Ex. 1. Which of the following complimentary closes are formal, informal, personal?

- | | | |
|--------------------|---------------------|---------------------|
| a) Truly yours | e) Regards | i) Very truly yours |
| b) Kind regards | f) Yours faithfully | j) Yours |
| c) Love | g) Best wishes | k) Yours truly |
| d) Love and kisses | h) Yours sincerely | |

¹⁰ In American correspondence

Ex. 2. Write the salutation and complimentary closing for the following inside addresses:

1) **The Manageress
Restaurante Buena
Mar Bella
Mexico**

Dear _____ Yours _____

2) **Prof. John Harrison
Feets College
45 Hay Street
Glasgo EJ6 7LM
GB**

Dear _____ Yours _____

Ex. 3. Match the opening salutations with the complimentary closes:

Dear Sirs	Yours truly Yours sincerely Cordially Yours faithfully Yours very sincerely Yours very truly Best wishes
Dear Mr Black	
Dear Managing Director	
Dear Mrs Broynich	
Gentlemen	
Dear Sir	
Dear Michael	
Dear Madam	
Dear President	

DO YOU KNOW THAT

The signature is written by hand immediately below the subscription, formal and business letters require the full signature, the first line is the name of the organization (typed), the second line is the writer's name and the third line is the writer's title, scientific degree or position (typed).

Yours sincerely,
The Roosevelt Institute
(signature)
Director

When the letter is signed on behalf of another, especially an organization or institution, it should have the following signature:

Manskill Publishers
(p.p.¹¹ N.H. Doral)

¹¹ p.p. – Latin “pre pro” (on behalf of)

The letter is often signed without giving the name of the organization, as it is already mentioned in the heading:

Yours truly,

(signature)

Assistant Professor of Philosophy

The first name can be written in the full or the initial: *Peter N. Jackson, O. Ivanov, R. Kovalsky*. A woman's signature usually includes the first name: *Elena G. Dmitriyeva*. If the woman prefers signing without the first name she should write Mrs. Or Miss to avoid confusion:

Mrs. N. U. Bushkova, Miss A. MacGraham

CHECK YOURSELF

Ex. 4. End a letter to:

- a) Mr K. Lincoln, Managing Director;
- b) Mrs L. Hummer, Manageress;
- c) Mr A. Gorrem, Secretary;
- d) the Editor, Cambridge Morning Mail.

Ex. 5.* Write one or more of the following letters setting it (them) out in the correct form and providing the appropriate opening and closing paragraphs as well as signature:

- a) to a friend who is in the hospital, telling him the latest news;
- b) to your colleague at whose house you have spent an enjoyable weekend;
- c) to your colleague abroad who sent you the reprints of his paper (snapshots taken when you visited him (her)).

Ex. 6. Select complimentary closings suitable for letters that use the indicated salutations. Use the information given to prepare an appropriate complimentary closing and signature section. Include a handwritten signature.

- 1. (Salutation: Dear Ms. Davis:) From Wayne N. Dupree: Assistant Manager; Sales Division: Rainbow Decorative Ceramics, Inc.
- 2. (Salutation: Dear Dr. Isaacson:) From Mrs. Thelma T. Malone.
- 3. (Salutation: Dear Mr. Fernandez:) From Judith Lim; Editorial Associate.
- 4. (Salutation: Dear Miss Engelhart:) From Miss Emily Nugent; Research Associate; Transcontinental Data Systems.
- 5. (Salutation: Gentlemen:) From Nathan Markowitz; Manager; Northwestern District; Quality Custom Kitchens, Inc.

Ex. 7. Arrange the lines in these signature blocks in the right order.

A) K.I. Kenneth

K.I. Kenneth

B) Chief Buyer

D. Darrel

D. Darrel

C) Export Division

P.L. Kittens

P.L. Kittens

Area Sales Manager

D) Jim Y. Berkley

Dale Electric Ltd

Regional Sales Manager

J. Y. Berkley

Ex. 8. Use proper "pp" notations in the signature block in business letters you would write in the situations given below. Start with any complimentary close you like [2].

a) You are Miss Kora Tailor, the secretary of Mr Rick Parcel, Manager of TTG Industries. Your boss is away on a business trip. Since it is essential to send a letter as soon as possible, you will write it instead.

b) You are Mrs Jessica Brook, the PA¹² to Mr Timothy Brown, the managing Director of British Films Ltd. Mr Brown is away ill. Sign a letter on his behalf.

c) You are Ms Joanna Cassidy, the management trainee at Software Ltd. Mr David Sandler, the Marketing Manager, has dictated a letter to you but he is unable to sign it because of an urgent business appointment. Sign a letter for him.

¹² PA – Purchasing Agent

Unit 5. SUPPLEMENTS IN BUSINESS LETTERS
(Attention Line, Enclosure, Subject Heading and others).
ENVELOPE

5.1. Supplements in business letters

THINK AND DISCUSS

- a) A number of special notations may be included on commercial correspondence. Some of these are used rarely; other are used often. These notations may supply data that are mainly for the benefit of the writer or mainly for the information of the addressee.
- b) Is there similar information in Russian business correspondence?
- c) Which is important for the writer? for addressee?

DO YOU KNOW THAT ...

These special notations generally fall into several categories: attention line, subject line, reference initials, enclosure, carbon copy notations, mailing and classification notations, postscripts¹³.

The Attention line. A business letter is most often directed to a specific person, who is named in the inside address. When you use attention line, you are writing to the company as a whole, not to an individual, and the inside address does not include a person's name. In this case, you use an attention line to indicate that the correspondence should be delivered to a particular person or department. The attention line speeds up the handling of the letter within the company.

The attention line always follows the inside address and precedes the salutation. A blank line is used both above and below it to separate it from the other parts of the letter. There are several typing styles that may be used for the attention line. Check to see if your company has an established policy and use whichever style is preferred. The attention line may be typed flush with the left margin, indented five spaces, or (less often) centered on the page. It is written either in all capital letters or in upper- and lower-case letters and underlined. A colon or dash may follow the word attention or punctuation may be omitted entirely.

The following examples show some of the different approaches that may be used for the attention:

ATTENTION: MR. STANLEY McCOY

Attention – Mr. Stanley McCoy

Attention of the Sales Manager

ATTENTION SALES MANAGER

¹³ See more details on p. 127: reference initials, enclosure, carbon copy notations, mailing and classification notations, or postscripts (Reference Section)

The Subject line. In some commercial letters, it is desirable to indicate the subject of a letter to the recipient before the message of the letter starts. This is accomplished by using a subject line. When the message of a letter can be easily and quickly understood, there is no subject line for it.

CHECK YOURSELF

Ex. 1. Using the information given below, prepare suitable inside addresses and salutations for business letters. Include an attention line and/or a subject line where indicated.

1. Atlas Import and Export Co.
San Francisco, Calif. 94141
Julius E. Tabori, Asian Imports Manager
821 Waterfront Avenue

2. Louise H. Webster
Manager, Southern District
National Musical Instruments, Inc.
2281 Peachtree Street
Atlanta, GA 30312

3. Fargo, ND 58102
166 Broad St.
Ajax Industrial Concrete, Inc.
Subject line: Estimates for shopping center at Minot
Attention line: President of the company, Clyde Mitchell

4. Subject line: Import duties on shipment No. 82143
Mrs. Florence Novak
Farah Jewelers
Manager, Accounting Department Fort Lauderdale, Fla. 33304 740 Madison St.

5. Jose Delgado, M.D.
Albuquerque, New Mexico 87113
Medical Center of Albuquerque
Chief Medical Officer
Subject Line: Annual Report of Received Medicaid Benefits, 1976 530
Santa Fe Drive

Ex. 2. Read this letter and name its parts.

	1	Admintec Ltd
	2	New York NY
	3	Your Ref.
	4	Our Ref.: DA/st
	5	18 May 2006
6		Printing Bureau 96 Fifth Av. London E.C. 156 England
7		Attention: Mrs Eva Marshal
8		Dear Mrs Marshal
9		Re: Offer No 12223
10		Thank you for your letter of 12 January 2006. I are pleased to send you our brochure with details of our new models. I look forward to hearing from you soon.
11		Yours sincerely M. Asher Manager

Ex. 3. What Subject lines would you suggest for the following letters? [3]

1) Dear Sirs Re: _____ We are grateful to you for your Order No 32 for 10,000 boxes of electric bulbs. To our regret, we are unable to accept your order at the price requested. You will find on referring to our previous correspondence that we gave you our lowest price. We should be glad to fulfill your order if you will confirm the settlement with- in 30 days. Yours faithfully

2) Dear Mr Cart

Re: _____

With reference to Invoice No211026 of 3 July, we have to point out that you have made an error in your total. We calculate the correct figure at \$237,000, not \$247,000 as given by you.

Our cheque for the former amount is enclosed and we should be obliged if you would amend the invoice.

Yours sincerely

enc

3) Dear Mr Jefferson,

Re: _____

The amount of £531 relating to our Invoice Number 123 (a copy of which is enclosed) is now 30 days overdue. Would you please ensure payment within the next seven days.

Yours sincerely

4) Dear Sirs

Re: _____

Thank you for your enquiry of 12 December.

We are pleased to send you our samples as you requested. We can offer you this kind of label paper on our usual terms. We would appreciate your order and promise you prompt service at all times.

Yours faithfully

5) Dear Mr Goren,

Re: _____

We wish to inform you that Mr P.Hutchison will visit you on the morning of 13 May in your office.

The visit will allow us to discuss matters of mutual interest and explore the possibilities of developing our business relations.

We would appreciate a prompt confirmation of this appointment.

Yours sincerely

Ex. 4. Use proper enclosure notations according to the contents of the following letters.

<p>10 Greenfield Road Epsom EL3 2BK Surrey</p> <p>Mrs Garvild Personnel Officer and Robert Donaldson 12 Manton Terrace London W1</p> <p>15 February 2006</p> <p>Dear Mrs Garvild,</p> <p>I wish to apply for the position of bilingual secretary, which was advertised in today's "Guardian". I enclose my Curriculum Vitae. Please let me know if there is any further information you require. Yours sincerely, Michael Toms</p>	
<p>Mr D. Evans Chief Buyer Silver Office Suppliers Ltd 14 North Street London EC 1 78D United Kingdom</p> <p>17 January 2005</p> <p>Thank you for your letter of 13 January in which you asked for detailed information about the SCROLL 2000 Word Processor.</p> <p>Please find enclosed our current catalogue and price list, together with our booklet on the SCROLL 2000 Word Processor. We can assure you that this model is one of the best Word Processors on the market today, and would like to draw your attention to our five-year guarantee and our trade discount of 20% off net price.</p> <p>Yours sincerely</p> <p>Jane Pan</p> <p>Sales Manager</p>	

Ex. 5. Read the business letter given below and say who the copies of the letter are sent to.

Dear Sirs,

We thank you for your enquiry of 12 October, and appreciate your interest in our products.

Details of our export prices and terms of payment are enclosed, and we have arranged for a copy of our catalogue to be sent to you today.

Our representative for Europe. Mr J. Needham, will be in Paris this month, and we have asked him to make an appointment to visit you during this period. He will have with him a full range of samples of our hand-made lines, and is authorized to discuss the terms of an order with you or to negotiate a contract.

We think our articles will be just what you want for the fashionable trade, and look forward to the opportunity of doing business with you.

Yours faithfully,
S. Granwild
Export Sales Manager

enc

Ex. 6.* Using the information given below, prepare the signature block (include complimentary closing) and any special notations needed for each of the following business letters.

1. The letter is dictated and signed by Mrs. Nadine J. Hull and typed by you. There are three enclosures: the 1976 sales figures, the 1966 sales figures, and a Breakdown Division of 10-Year Sales Growth Pattern. A carbon copy of the letter must be sent to Mr. Calvin Flynn, and the letter is marked *Confidential*.
2. The letter is dictated and signed by you and typed by Priscilla S. Osborne. Carbon copies must be sent to Miss Ramona Diaz and Mr. Oscar Kaplan. Include a postscript to remind the addressee that you expect to see him at the annual sales conference on Monday, September 22.
3. The letter is written by you, signed by Carlos M. Melendez, and typed by Leon Dixon. There are two enclosures: a schedule of events and the biographies of the speakers.

5.2. Envelope

THINK AND DISCUSS

Nowadays when virtual correspondence becomes more and more popular the traditional mail is still important especially in business sphere.

What type of communication is more developed in your country: paper or electronic mail? In what ways do you usually design the envelope for your letters? Do you know which layouts of the envelope are more acceptable for business correspondence in Russia?

DO YOU KNOW THAT ...

Each business letter (if it's not an e-mail) is mailed in an envelope. **The address** on the envelope should be written in full in order to ensure correct delivery. The whole **address of the recipient** should begin from the middle of the envelope.

The address on the envelope is the same as **the inside address** of the letter enclosed in it. The envelope should also include the return address of the sender. When business stationery is used, the return address is printed on the envelope.

The layout of the envelope:

1. Letters **addressed to organizations** or firms: name of the organization, house number and name of the street, name of the city, name of the country;
2. Letters **addressed to official persons**: name of the person, title or position, name of the organization, house number and name of the street, name of the city, name of the country;

The sender's address is written in the upper or lower self-hand corner of the envelope.

In Great Britain each line is usually stepped and set off by commas. In the United States the lines are blocked and without commas. Examples of layout:

Sender's address	Stamp	Postal remarks	Stamp
Postal remarks		Recipient's address	
Recipient's address		Sender's address	

In Great Britain	In the USA
Dr. N.O. Suworov, Russian Academy of Sciences Gogol Street, 49, Moscow, Russia Prof. V. Harrison, 94 Baker Street, Nottingham, UK	California University Geological Observatory 15, Twelfth Av. San-Francisco California Russian Academy of Sciences, Gogol Street, 49, Moscow, Russia

Attention line may also be found on the envelope of the letter, two lines below the address: Attention Export Manager, Mr. Thompson or For the attention of the Export Manager. The attention line should be underlined.

If a letter is sent to a person whose house **address is unknown** or who is traveling in some other country, but who is connected with some organization, the address on the envelope should be typed **using “c/o”**¹⁴ in such a manner:

Dr. J. Hay c/o London University, London,	or	Dr. Jones Columbia University, New York, NY Great Britain USA c/o Mr. Heines
---	----	--

Postal remarks *Private, Personal, Confidential, Registered, (Via) Air Mail, Immediate, Express, Double-Registered, Printed Matter, Samples of Merchandise, Local, Insured Mail, With Compliments, With Parcel* are typed two or three spaces above the recipient’s address a little to the left.

CHECK YOURSELF

Ex. 7 Correct the following envelope layouts:

STAMP	The Secretary
AIR MAIL	Bunn Int’l Group
PERSONAL	Dept Y127 Lloyd Ave box 5
Attention of Mr. Dutch	1155 Brussels
USA	Belgium
Huston Hightech Inc.	
45, Grey Ave.	
Chicago, Illinois 65436	

¹⁴ care of

<p>To: Mrs. M. Brown, Managing Editor, 1881 Third Ave., New York, 24, N.Y. USA</p> <p>From: Novosibirsk 630074 Dzerzhinsky Prospect 5, apt. 98, S. K. Aleksandrov</p> <p>Stamp</p>
--

Ex. 8.* Type the following addresses in correct style on envelopes (You may use ordinary paper for it). Assume you are using envelope with printed addresses if only a name and title are given for the writer. Note that the information given is not necessarily in the right order or the correct form.

1. TO: Mrs. Bernice H. Castelli; Publicity Associate; Hamilton Books, Inc.; 580 Fifth St.; Nashville, Tenn. 37237

FROM: Pamela Thornhill; 1902 So. Elmhurst Avenue; Biloxi, Mississippi 39530

2. TO: Park-Wayne Laboratories; Dr. Oscar A. Grabowski; Director of Research; Manchester, NH 03103; 66 Montpelier Street

FROM: Dr. Patricia Gerard; Resident Surgeon

3. TO: Mr. Julio Nieves; San Juan, Puerto Rico 00923; Marketing Director; Medallion Paper Products; 700 Albacete Street

FROM: Maurice Spangler; Art Director

4. TO: MHFTape Cassettes, Inc.; Order Department; Los Angeles, CA90014; 5288 No. Wilshire Blvd. Direct this to the attention of Mr. Christopher Ramsey.

FROM: Yourself. Use your complete home address.

5. TO: Mrs. Rose C. Tsutsumi; Accounting Department; Wirtz Jewelers; Cheyenne, Wyoming 82001; 119 Mountain Avenue

FROM: Mr. Ernest W. Wohl; Garrett, Wyoming 82058; 72 Third Street. Send this letter registered mail.

6. TO: All Sports Store; Manager; Mr. Sean T. McMillan; Cedar Rapids, IA 52404; 852 West 22nd St.

FROM: Louis Orloff, Assistant Sales Manager.

REVIEW 1

A) Read the following statements and decide which are true (T) and which are false (F).

- 1 If a letter begins with a receiver's name, e.g. Dear Mr Toss, it will close with Yours faithfully. ____
- 2 The abbreviation CC stands for 'correct carbons'. ____
- 3 If you were writing a letter to Mr Peter Smith, you would end the letter with "Your sincerely". ____
- 4 In the USA it is correct to open a letter with the salutation Gentlemen. ____
- 5 The abbreviation enc or encl means there are enclosures with the letter. ____
- 6 If you were writing to a Knight whose name was Sir Roger Dumont, you would open the letter
Dear Sir Dumont. ____
- 7 In the UK the abbreviated date 2.7.98 on a letter means 7 February 1998. ____
- 8 The term PLC after a company's name, e.g. Hathaway PLC, stands for 'Public Limited Corporation'. ____
- 9 The abbreviation for the term 'limited liability' in the UK, is ltd. ____
- 10 If you didn't know whether a female correspondent was married or not, it would be correct to use the term Ms, e.g. Ms Tessa Groves, instead of Miss or Mrs. ____
- 11 The following is an example of a blocked style: ____
Rosa Ross
Oberlweinfeldweg 33
4350 Therwil
Switzerland
- 12 The above address is an example of 'open punctuation'. ____
- 13 The abbreviation in addressing a doctor, e.g. Doctor James Spock, would be Dr. Spock.
- 14 The abbreviation for 'incorporation' is Incorp. ____

B) Put the verbs in brackets into either the present simple, (e.g. he works), or the present continuous, (e.g. he is working).

- 1 ICI (be) a large multinational company that (export) to countries all over the world.
- 2 The Managing Director (have) a meeting at the moment, but I will ask him to call you back.
- 3 Although the economic climate (improve) slowly, a lot of smaller companies (find) trading conditions difficult at the moment.

- 4 Office workers in the UK normally (start) at 9 a.m. and (go) home at 5 p.m.
- 5 At the moment the Sales Director is on a two-week tour of Europe, where he (meet) suppliers and (do) some market research.
- 6 We now (need) to expand, so we (negotiate) the lease of larger offices outside London.
- 7 I (write) to you to enquire about the possibility of setting up an agency in Spain for your products.
- 8 I (try) to get in touch with Mr Peters, but I (not/ have) much luck. He still (have) the same phone number?

C) Put the following names and addresses in order.

Example: *Search Studios Ltd./ Leeds/ LS5 9QW/ Mr L. Scott/ 139 Royal Av.
Mr L. Scott
Search Studios Ltd.
139 Royal Av.
Leeds LS5 9QW*

- 1 Warwick House Soundsonic Ltd./ London/ Warwick Street/ SE 23 1JK
- 2 Piazza Leonardo da Vinci 254/ The Chief Accountant/ I-09786/ D.Fregoni/ Fregoni S.p.A/ Milano
- 3 Bente Spedition GmbH/ Mr Heinz Bente/ D-6000 Frankfurt 1/ Feldbergstr. 30/ The Chairman
- 4 Sportique et cie./ 201 rue Sambin/ The Sales Manager/ T-23000 Dijon
- 5 Intercom/ E-41006 Sevilla/ 351 Avda. Luis de Morales/ The Accountant/ Mrs S. Moreno
- 6 Miss Maria Nikolaki/ 89100 Rhodes, Nikitara 514/ Greece
- 7 Excel Heights 402/ Edogawa-ku 176/ 7-5-3 Nakakasai/ Japan/ Tokyo/ Mrs Junko Shiratori
- 8 309 Leighton Road/ VHF Vehicles Ltd./ London NW5 2WR/ The transport Director/ Kentish Town

D) Find the mistakes in arranging each part of the letter.

<p>ORIENTAL TRADING COMPANY LTD</p> <p>526 Hatton Avenue, Singapore, Tel. 3890961; Fax 3890962</p> <p>Mr Ronald Hock, Managing Director, The western Wheat Co. Plc, 64, Darwin Road, Liverpool, NW18, England</p> <p>2nd january, 2006</p> <p>Dear Sir</p> <p>We thank you for the hospitality provided to Mr. Cruss and myself during our visit to your company. We are satisfied with the results of the talks we had at the headquarters of Western Wheat Co. Plc. And hope our relations will continue to the mutual benefit of our companies.</p> <p>I hope I will have an opportunity to return your hospitality during your visit to Singapore.</p> <p>Cordially, General Manager J. Long</p>

E) Underline the correct form in each of the following sentences.

- 1 The conference is schedule to begin at (eight, 8) o'clock Thursday evening.
- 2 The farmer planted (nine, 9) acres of corn and (sixteen, 16) acres of wheat.
- 3 Our order, dated July (22, 22nd), 2004, was for (four, 4) desks, but you delivered only (two, 2).
- 4 He lives at 343 (15th, Fifteenth) Street, and she lives at 971 (1st, First) Av.
- 5 We received (thirty-seven, 37) applications when we advertised job openings for (three, 3) shipping clerks.

**F) Make the letters according to the information given in the table.
Write:**

- 1 the inside address;
 - 2 receiver:
- a) - person you know personally who works for an American company;
 - b) - British Public Company;
 - c) - Secretary of American Corporation;
 - d) - Official of the company;
 - e) - Company, but you want the letter to be given the certain person in the company;

f) - The person, whose address is unknown but you have the information he cooperates with the company the address you know.

Model:

*John Wood & Co
9 Holland Street
London W8 4LT
England*

5th May 2005

Dear Sirs

.....

*yours faithfully
(signature)*

DATE	FIRM	COUNTRY,CITY	STREET	HOUSE №
5/ 03	Blake & Co.	UK, London W1	High St.	40
29/ 02	Birch Plc.	Great Britain, London SW2Y	Jermyn Street	12
31/ 12	Hillman Saund- ers ltd.	GB, London SWE98 UI09	Soal Street	43
10/ 09	Milford Inc.	USA, New York NY 10001	34 th Street	516
21/ 11	Kitchens ltd.	Canada, Toronto M6B2K	Bloor Street	414 (B)
05/ 04	Farley Corp.	India, New Delphi 12002	Nehru Place	105/ 75

G) Lay out the following business letters:

1) October 24, 2000. FROM: Ernesto Garcia, Claims Department. (Assume that the letter is written on letterhead stationery for Transcontinental Insurance Company, 1939 Burnside Drive, Portland Oregon 98779.) TO: Walter Rosen, 235 Walnut Avenue, Olympia, Washington 98581. Dear Mr. Rosen: Your report concerning the recent accident to your car is being processed. You will receive a complete reply regarding the adjustment within two weeks' time. Very truly yours, (Ignore the secretarial notations for this letter.)

2) DECEMBER 5, 1979. FROM: Yourself. TO: Mrs. Harriet Towns, Customer Service Representative, The Hardy Company 151 East 22nd Street, Chicago, Illinois 70081. Dear Mrs. Towns: I appreciated receiving your explanation for the delay in shipping my order for a new Phantom Typewriter, Model No. 8787-C. However, you failed to indicate when I might expect to receive the typewriter. Since I initially placed this order more than six weeks ago, I would like more definite information. Would you check into this matter once again? Should I cancel the order with your

company and buy the typewriter elsewhere, or can I expect delivery in the near future? Sincerely yours.

H) Match these salutations with the right ending.

- | | |
|----------------------|--------------------------------------|
| a) Dear Mrs Miracle | 1 Best wishes
Gower |
| b) Dear Madam | 2 Yours faithfully,
Andrew Parker |
| c) Dear Marisa | |
| d) Dear Ms Morgan | |
| e) Dear Mr Mill | 3 Yours sincerely,
K. Windestone |
| f) Dear Mesdames | |
| g) Dear Sir or Madam | |
| h) Dear Sirs | 4 Yours truly,
L. Kenderson |
| i) Dear Miss Ventura | |
| j) Gentlemen | |

I) 1. Make the letters using the information given below paying attention to the layout. The parts are mixed.

2. Translate them into Russian [4]:

<p><i>Letter 1</i></p> <p>1. Enclosure</p> <p>2. Dear Sirs</p> <p>3. We are sending you our new catalogue. We hope it will be of interest to you.</p> <p>4. Standard Office Furniture, Ltd., Cantley Road, London SW4</p> <p>5. Yours faithfully, J. Collins</p> <p>6. 15th September 2000</p>	<p><i>Letter 2</i></p> <p>1. Dear Sirs,</p> <p>2. Yours faithfully, P.J.Morgan</p> <p>3. The British Engineering Co., 12 City New Road, London, EC 3</p> <p>4. April 10, 2000</p> <p>5. We have received your letter of the 21st March and sent it to our clients for their consideration. We will inform you of their decision in a few days.</p>	<p><i>Letter 3</i></p> <p>1. Enclosure.</p> <p>2. Dear Sirs,</p> <p>3. May 4, 2000</p> <p>4. In accordance with your request we have pleasure in sending you our publications <i>relating to</i> Model A. We <i>hope to</i> hear from you soon.</p> <p>5. Yours faithfully, B.Red</p>
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J) Now when you've known a number of significant details about writing business letters it's your chance to test your ability and answer the following questions:

- Why is layout so important?
- What are the main parts of any business letter?
- What is the order of the address?
- Why shouldn't the date be written in figures?
- What is the aim of writing a letter?

SECTION 2
TYPES OF THE BUSINESS LETTERS

Unit 6. REQUESTS AND ENQUIRIES

THINK AND DISCUSS

a) Read and study the letter below. Try to identify the type of the letter. Find words and parts of sentences which help you to do it.

<p>British Perfumery Inc. 25 Palms Str. Southampton 87 RT UK</p> <p>Dear Sirs,</p> <p>We have seen your advertisement in the Cosmopolitan, and would be grateful if you would kindly send us details of your perfumery.</p> <p>Please quote us for the supply of the items listed on the enclosed enquiry form, giving your prices c.i.f. Southampton. Will you please also indicate delivery time, your terms of payment, and details of discounts for regular purchases and large orders.</p> <p>Our annual requirements for perfumes are considerable, and we will be able to place substantial orders with you if your prices are competitive and your deliveries are prompt. We look forward to receiving your quotation.</p> <p>Yours faithfully, Mr. Grim</p>	<p>Cass Principal 53 Mexico 14, H.F. Mexico</p> <p>February 2, 2006</p>
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- b) Who wrote the letter? Why did he write the letter?
- c) What parts does it consist of? Did the sender include all the information the reader needs in order to grant the request?
- d) Is it clear what Mr. Grim wants? Is it clear why he wants it?
- e) Is the letter brief?
- f) Does the letter get the reader's attention at the beginning? How?
- g) Is the letter courteous?
- h) Is the letter a request for information or an enquiry for asking a quotation?
- i) Is the request¹⁵ for information one that the reader can reasonably be expected to grant¹⁶?
- j) Can you understand the difference between request and enquiry?

¹⁵ Request and Enquiry often have the same meaning. Enquiry may be spelt Inquiry

¹⁶ Grant – give what is asked

Here are some words to help you:

enquiry (= inquiry, request) for	запрос
quotation (quote v.)	предложение <i>цены</i> (назначать, предлагать)
delivery time	сроки поставки
terms of payment	условия платежа
prompt <i>adj.</i>	немедленный
competitive <i>adj.</i>	конкурентоспособный
discount <i>n</i>	скидка
requirements	потребности, требования
item <i>n.</i>	позиция, наименование товара
order <i>n</i>	заказ
purchase <i>n</i>	покупка, закупка
c.i.f. (cost, insurance, freight), Southampton	сиф (стоимость, страхование, фрахт), порт Саутхэмптон

k) Now give a definition for this type of business letter.

l) Give examples in which situations you may need to write an enquiry.

m) Translate the enquiry into Russian in an appropriate style.

DO YOU KNOW THAT ...

- Business workers must often write letters to request samples, prices, estimates, or other information as a routine part of their jobs. To ensure receiving the needed information as quickly as possible, they make certain that every request letter is reasonable, specific, brief and polite.

- A letter of enquiry is usually the first communication in procedure which ends in a contract for shipment. A contract for shipment is a business transaction in which the buyer agrees to buy and the seller agrees to sell at a definite price.

A request or enquiry usually consists of a request-phrase, reason for request and expression of gratitude. The request should always be courteously made.

A letter making a request or asking for information should:

1. Make the request clear in the first paragraph.
2. Give a clear reason for making the request.
3. Clearly identify¹⁷ the person making the request.
4. Make a request or ask for information that the reader can reasonably be expected to give.
5. Express appreciation for the granting of the request.¹⁸

¹⁷ Identify – to establish; to make sure. In this case to make clear who the person is who makes the request.

¹⁸ See more information about Request on p.130 (Reference Section: Granting and Refusing the Request).

CHECK YOURSELF

Ex. 1.* Use the letter above as a guide. Write a letter to Maximus Bank in Toronto, Canada, asking if they offer both checking and saving accounts. If they do, is a minimum opening deposit¹⁹ required? If a minimum deposit is required, what is it? What interest do they pay on savings accounts? You are making a study of making practices in ten selected countries. Use your own name and address in writing the letter. Study your letter. Answer the same questions about it that you answered about the letter above (p. 40). Have you developed your paragraphs correctly?

Ex. 2. Here are some sentences that can be used in the beginning and ending of the main body of request. Note whether each sentence refers to 1) the beginning or 2) the ending of letter. Translate them into Russian with the formal style.

1. Your name has been given us by the British Chamber of Commerce.
2. We are looking forward to hearing from you.
3. Since the season will soon be under way we must ask you to reply by the end of this month.
4. We saw your products demonstrated at the Oslo Fair earlier this year, and would like to know whether ...
5. We have seen your advertisement in this month's issue of the magazine states that you can offer a wide range of watches.
6. We would appreciate a prompt answer.
7. Messrs. Gordons and Tatcher of Kent, Ohio who we understand have been doing business with you for some years, inform us that you maybe able to supply us with ...
8. We hope to hear from you shortly.
9. As our own customers are processing us for a quotation, we hope you will be able to make us an offer within a fortnight from today's date.

Ex. 3. Match English and Russian equivalents of the word-combinations with "enquiry".

1.	<i>send an enquiry</i>	a	сделать запрос
2.	<i>study an enquiry</i>	b	пересмотреть запрос
3.	<i>consider an enquiry</i>	c	направить запросы в разные адреса
4.	<i>send out enquiries</i>	d	рассмотреть запрос
5.	<i>examine an enquiry</i>	e	изучить запрос
6.	<i>forward an enquiry</i>	f	изучить запрос
7.	<i>make an enquiry</i>	g	отправить запрос
8.	<i>reconsider an enquiry</i>	h	направить запрос

¹⁹ minimum opening deposit – the smallest amount that will be accepted to open an account with a bank.

Ex. 4. Complete the following lines according to the pattern:
In reply to your request ... - In reply to your request I am sending you the tables and diagrams.

- a) I feel sorry that I cannot comply with your request as...
- b) Since we have connections throughout the country ...
- c) I am very glad of the opportunity to give my attention to ...
- d) It was very kind of you to show me so much attention during ...
- e) Please inform us of your considerations concerning ...
- f) As far as your request is concerned I have the pleasure of ...
- g) As we are the leading dealers in this town ...

Ex. 5. A) Explain the following expressions. Use the dictionary if necessary.

steady demand	high quality	fancy goods	expensive models
count on a brisk turnover	prompt deliveries		current export price list

B) Fill in the gaps in the text below with the words from the box:

1. *There is here for watches you manufacture.*
2. *These are in demand during the tourist season, but for the rest of the year sales are moderate, and often rather low.*
3. *There is no market here for articles of this type in the higher price range, but less sell very well throughout the year.*
4. *You can if prices are competitive and deliveries are*
5. *We would be glad to receive specifications of your new items, together with your and detail of trade discounts.*

More expressions:

1. be interested in buying some goods 2. be in the market for some goods	Интересоваться закупкой какого-либо товара
1. require some goods urgently 2. be in urgent need of some goods	Испытывать потребность в срочном приобретении товара
be regular buyers	Быть постоянными покупателями
~ potential buyers	~ потенциальными покупателями
~ prospective buyers	~ перспективными покупателями
keen (competitive, realistic, reasonable) price for smth	Хорошая (конкурентоспособная, реальная, разумная) цена на ч.-л.

Ex. 6. Translate into English [6].

1. Укажите, пожалуйста, цены на условиях сиф Саутхэмптон на следующие товары в количествах, указываемых в нашем письме. 2. Направьте нам, пожалуйста, Ваши каталоги и прейскурант на автомобили. 3. Мы также бы хотели узнать условия платежа и скидки, которые вы предлагаете за регулярные закупки и большие заказы. 4. Можете ли вы гарантировать поставку в течение трех недель? 5. Мы надеемся получить 5% скидку или приемлемую цену на указанные позиции. 6. Если качество будет хорошим, а цена конкурентоспособной, мы считаем, что можем обещать Вам хорошие результаты. 7. Мы хотели бы узнать, не могли бы вы предоставить нам особую скидку. 8. Нам нужен товар самое позднее к 1 июля. 9. Просим дать вашу цену на условиях сиф Ливерпуль. 10. Так как мы связаны контрактом, мы хотели бы узнать, можете ли вы гарантировать отгрузку до 3 июля.

Ex. 7. Make up sentences using component parts of each column.

1. <i>We request</i>	<i>under consideration</i>	<i>to investigate the phenomenon</i>
2. <i>I should appreciate</i>	<i>with a request</i>	<i>about my article.</i>
3. <i>The proposal</i>	<i>your attention</i>	<i>our request.</i>
4. <i>Kindly take</i>	<i>your consideration</i>	<i>to the following matter.</i>
5. <i>I approach you</i>	<i>your request</i>	<i>will have our prompt attention.</i>
6. <i>With regard to</i>	<i>into consideration</i>	<i>I inform you of the following.</i>

Ex. 8. A) Read the opening phrases and sentences for replying to a request:

1. Replying to your request (*or* In reply to your request)...
2. I am very happy to comply with your request.
3. In accordance with your request...
4. As requested by you...
5. I should certainly find it a great pleasure to comply with your request.
6. In response to your request, I am happy (sorry) to inform you.
7. With regard to your request, I wish to inform you that...
8. I am very glad that you have approached me with your request.
9. I feel sorry that I cannot do anything for you as...
10. I should very much like to do my best for you, but, unfortunately, I cannot comply with your request due to...

B) Now translate the phrases and sentences above into Russian using the appropriate style.

Ex. 9. Translate into English using the information in Reference Section (p. 130 Granting and refusing):

1. Я весьма благодарен вам за то, что Вы удовлетворили мою просьбу. 2. Я бы очень хотел попросить вас проверить еще раз мои расчеты. 3. Я очень сожалею, что не в состоянии выполнить Вашу просьбу в настоящее время. 4. Рады сообщить вам, что по вашей просьбе мы включили ваш адрес в список для обмена литературой. 5. Прошу отнестись с должным вниманием к моей просьбе.

Ex. 10.* Write the enquiries using the outlines in Russian and expressions in English below.

1) Мы увидели ваш (товар, стенд, экспозицию, выставку) на (Торговой ярмарке, Выставке автомобилей, мебели, дизайна) и хотели бы, чтобы вы прислали нам (модели, образцы) товара.

С уважением, ...

product, stand-display, exhibition, patterns, samples, Tarde Fair, Motor Show ...

2) Уважаемые господа!

Мы будем вам очень признательны, если вы пришлете нам каталог ... (товар), чтобы дать нам возможность показать нашим заказчикам самые новейшие...

С уважением, ...

be obliged, enable, customers

3) (Личность и фирма) предоставила нам ваше имя, и мы будем очень признательны, если вы сообщите нам, пользуются ли они/он хорошей репутацией и следует ли ему/им предоставлять кредит на ... (сумму).

Можете быть уверены, что любая информация, которую вы нам предоставите, будет использована строго конфиденциально.

С уважением, ...

appreciate, advise, good repute, be treated in the strictest confidence

4) Уважаемые господа!

Во время пребывания в ... (город) 2 недели назад, я посетил ... (выставку), где мне очень понравился ... (товар), который демонстрировался на вашем стенде.

Я прилагаю список наименований, которые мне требуются, и был бы очень рад получить ваше предложение как можно скорее.

Я также хотел бы получить полную информацию, касающуюся экспортных цен, условий платежа, самого раннего срока поставки и скидки для постоянных покупателей.

Моя компания интересуется всеми типами ... (товар), и если у вас есть другие изделия, мы хотели бы получить дополнительную информацию о них.

С уважением, ...

be most impressed with, enclose, require, receive one's quotation, to receive details

5) Уважаемые господа!

Мы с удовольствием сообщаем вам, что намереваемся купить большое количество ... (товар) в течение ... (срок).

Просим вас представить предложения на обычные сорта товара и сообщить об имеющемся в наличии количестве товара и примерное время поставки.

С нетерпением ждем вашего быстрого ответа.

С уважением, ...

be pleased to advise, be in the market for, substantial quantities, submit offers

11.* Write an enquiry on your own using the vocabulary from the unit.

A) - Your letter is for Sales Manager of the company manufacturing watches;

- Refer to their ad in the magazine 'The best goods' and inform them you have known they launched a new collection of the watches into the market;

- Ask for the catalogue of the watch collection the price list'

- You want the reply as soon as possible.

B) Write a reply to a request letter, using the following information. You are assistant manager of the Order Department for Hundich Furniture Stores. You have received a letter requesting samples of the materials used for the upholstery of a line of wing chairs manufactured by the Kent Company has discontinued all three styles, and your firm cannot take orders for these chairs. However, you enclose brochures and fabric samples for the new styles of wing chairs recently introduced by Kent. Address the letter to:

Mr. Michael Ronill

Vice President

Modern Vacation Tours of America

448 Children Street

Richmond, Virginia 88762

Use uvb for your secretary's initials and today's date.

Unit 7. OFFERS AND QUOTATIONS

THINK AND DISCUSS

a) Read and study the letter below. Try to identify the type of the letter. Find words and parts of sentences which help you to do it.

<p>Domestic Equipment Exporters 67 Hence Avenue Washington DC WA U.S.A.</p>	<p>July 19, 2005</p>
<p>Kin Mohamed, Manager Modern Industrials, Ltd. 7 International St. Tehran, Iran</p>	
<p>Gentlemen: We thank you for your letter of 14 July, and are glad to inform you that all the items listed in your enquiry are in stock. If you wish to place a firm order, will you please arrange for settlement of the invoice by draft through your bank, and advise us at the same time. Here is the quotation: Eight vacuum-cleaners Fully automatic Stainless steel Capacity 2000 \$ 300.00 each CIF Khorramshahr We can guarantee delivery within 4 weeks of receiving your instructions. If you require the goods urgently, we will arrange for them to be sent by air, but this will, of course, entail higher freight charges. We will be glad to fill your order promptly after we receive your order. Please confirm receipt of²⁰ this quotation. We are looking forward to hearing from you, and assure that your orders will receive our immediate attention.</p>	
<p>Yours very truly, David Gallagher Near East Sales Manager</p>	

b) Who wrote the letter? Why did he write the letter?

²⁰ confirm receipt of – let us know that you received

- c) How much money in US dollars will Modern Industrials have to pay Domestic Equipment for the total shipment?
- d) Domestic Equipment will pay all costs as far as which port? Where is the port?
- e) What is Modern Industrials requested to do when they receive this letter of quotation?
- f) Is the letter brief? Is it complete? Is it courteous?
- g) Does the letter show that Domestic Equipment looks forward to doing business with Modern Industrials?

Here are some words to help you:

to list	перечислять
to be in stock	быть в наличии
place an order	разместить заказ
a firm order	твердый заказ
settle an invoice	оплатить счет
a draft	тратта
to entail	повлечь за собой
freight charges	транспортные расходы

- h) Now give a definition for this type of business letter. Comment on 'firm offer'.
- i) Give examples in which situations you may need to write quotation.
- j) Translate the offer into Russian in an appropriate style.

DO YOU KNOW THAT ...

A letter of quotation (offer/ proposal) contains a statement of the price at which certain goods are available. It is the seller's offer of a purchase contract. It contains a description of the goods being offered for sale. It indicates how much of the insurance and freight the seller will pay from original shipping point to port of entry. It states where the shipment is and from this point the buyer must make his own arrangements for transporting the goods to their final destination. It usually requests that receipt of the letter be acknowledged. It usually states when the goods can be shipped if an order is received by the seller.

A letter of quotation should:

1. Be so definite and complete that buyer will not misunderstand the offer.
2. Express pleasure in the possibility that the customer will order the goods.

CHECK YOURSELF

Ex. 1. Royal Typewriter Company has sent you this letter:

Your inquiry thirty Model MC Royal Typewriters received. Demand for the new Model MC 100 has been so great that the factory is having difficulty keeping up with orders. However, we want you to have the new Model MC 100. We will be able to make shipment of the typewriters when you wish them.

We are giving you our lowest quotation on the standard model.⁴ If you wish specifications on deluxe models, the price will, of course, be higher.

Here is our quotation:

30 MC 100 Royal Typewriters

11-inch carriage

elite type

FAS New Haven Railroad Hartford

\$180.00 each

We shall be happy and able to get the MC's on their way to you just as soon as we receive your order.

Very truly yours,

M. Norrkid

Answer these questions:

1. Has Royal Typewriter Company understood correctly how many typewriters are wanted?
2. Does Royal Typewriter Company give assurance that the typewriters will be shipped when needed?
3. Why has Royal Typewriter Company not asked for trade references?
4. Is the letter a letter of acknowledgment?
5. Is the letter a letter of quotation?
6. Does this letter serve both as a letter of acknowledgment and a letter of quotation?
7. What are MC's?
8. How much will Independent Trading Company have to pay for all 30 typewriters?
9. Will Independent Trading Company have to pay transportation charges from Hartford, Connecticut?

Ex. 2. Match English and Russian equivalents of the word-combinations with “offer”:

1.	<i>make an offer/ quotation for the goods</i>	<i>a</i>	<i>принять предложение</i>
2.	<i>make an offer without engagement/ obligation</i>	<i>b</i>	<i>представить/направить предложение на что-л.</i>
3.	<i>make a firm offer subject confirmation</i>	<i>c</i>	<i>отозвать предложение</i>
4.	<i>submit/ send/ forward an offer for smth.</i>	<i>d</i>	<i>сделать контрпредложение</i>
5.	<i>give serious consideration to an offer</i>	<i>e</i>	<i>отклонить предложение</i>
6.	<i>reconsider/ review an offer</i>	<i>f</i>	<i>пересмотреть предложение</i>
7.	<i>decline an offer</i>	<i>g</i>	<i>сделать предложение на товар</i>
8.	<i>withdraw an offer</i>	<i>h</i>	<i>сделать твердое предложение при условии подтверждения</i>
9.	<i>make a counter offer</i>	<i>i</i>	<i>сделать предложение без обязательств</i>
10.	<i>accept an offer</i>	<i>j</i>	<i>уделить максимум внимания предложению</i>

Ex. 3. Complete the following lines according to the pattern:

In reply to your enquiry we ... - In reply to your enquiry we are enclosing full particulars of our export models.

- a) We thank you for you enquiry about ...*
- b) Replying to your enquiry of 7th March we are pleased to inform you that ...*
- c) We have pleasure in confirming that we can...*
- d) We have pleasure in offering you the following goods ...*
- e) We are pleased in submitting the following quotation ...*
- f) We can offer you immediately ...*

Ex. 4. Match the following business expressions with their definitions:

1.	<i>Packing cost</i>	cost and freight: buyer must arrange for the insurance and pay for it
2.	<i>Freight charges</i>	modern method of shipping certain types of goods and it is especially useful for international trade. Goods is shipped in a metal box of fairly large size
3.	<i>Ocean freight or air freight charges</i>	cost of packing the goods for overseas shipment
4.	<i>Insurance cost</i>	free alongside a railroad car, truck, or ship. This quotation is followed by the name of a carrier and the name of a place of delivery.
5.	<i>Special pricing</i>	railway or trucking cost from the factory or warehouse ²¹ to the port of export
6.	<i>Container shipment</i>	the cost of marine insurance on the shipment
7.	<i>FOB Beechbank New York</i>	special price quoted because of the possibility of future orders in large quantities
8.	<i>FAS American Ranger Baltimore</i>	the cost of ocean transport or air transport of the goods
9.	<i>C&F</i>	free on board the ship Beechbank in New York harbor.

Ex. 5. Change these terms to abbreviations:

1. free on board the ship Del Rio at the port of Houston;
2. cost and freight;
3. free alongside the ship Del Mundo at the port of Mobile.

Ex. 6. Translate into Russian:

A) Our prices are quoted FOB Odessa. B) Our prices include packing and carriage. C) The price includes delivery to nearest railhead. D) We can offer a discount of 12% on list prices. E) We can quote you \$12 per meter. F) Raw material prices have risen. G) Prices have remained steady. H) We can offer you these goods on very favorable terms. I) Our terms are monthly settlements. J) Our terms and conditions of sale as printed on our invoices must be strictly observed. K) This is a special offer and is not subject to our usual discounts. L) Goods ordered from our old catalogue can be supplied only until stocks are exhausted. M) In view of the heavy demand for this line, we advise you to order at once. N) Owing to the increased demand for this type of car our stocks have run very low. O) The model you ask for is out of production, but we can supply the improved model instead. P) These goods are available immediately from stock. Q) If our proposal is acceptable to you please confirm by return. R) Will you kindly let us have an early decision.

²¹ warehouse – a building where goods are kept and stored.

Ex. 6. Rewrite the following sentences substituting for the italicized word or phrase the correct word or phrase from the column at the right:

1. Does the shipper pay for <i>cost, insurance, and freight</i> to Sydney?	warehouse
2. Does the manufacturer have the machines in the <i>building where goods are kept</i> ?	more economical
3. Is 'peso' the name of the <i>money</i> used in that country?	CIF
4. Please <i>let us know that you received</i> this letter.	currency
5. We know that large shipments are <i>more reasonable</i> in cost than many small ones.	confirm receipt of

Ex. 7. Translate into English:

a) Это предложение – твердое в течение трех дней. b) Предложение должно быть отозвано, если оно не будет принято в течение семи дней. c) Просим произвести платеж банковской траттой. d) Это специальное предложение, и оно не может быть повторено. e) Обратите внимание на то, что если товар не потребуется, он должен быть возвращен в течение пяти дней, его доставка при этом должна быть оплачена. f) Этот товар пользуется большим спросом. g) На этот товар у нас нет спроса. h) Мы можем предложить вам широкий ассортимент товара со склада. i) Направьте ваши инструкции по факсу или электронной почте. j) Если вы принимаете наше предложение, сообщите нам по телефону.

Ex. 8. Match the closing sentences of offer with the appropriate translations:

1.	We look forward to the pleasure of serving you.	Надеемся, что в прилагаемом каталоге вы найдете всю основную информацию о наших товарах.
2.	Our whole experience is at your service. We hope you will make use of it.	Мы будем рады оказать вам эти услуги.
3.	If you think our offer meets your requirements, please let us have your order at an early date, as supplies are limited.	Можете положиться на нас, мы уделим вашим желаниям (требованиям) максимум внимания, и незамедлительно.
4.	You may rely on us to give your requirements immediate attention.	Наши знания и опыт – к вашим услугам. Надеемся, что вы используете их.
5.	We should appreciate the opportunity of showing you how efficiently we can serve you.	Если высчитаете, что наше предложение удовлетворяет вашим требованиям, направьте ваш заказ как можно быстрее, так как количество товара в наличии ограничено.
6.	We hope the enclosed catalogue will give you all the essential facts about our lines.	Будем рады возможности продемонстрировать, насколько эффективны могут быть для вас наши услуги.

Ex. 9.* The following letter has been mixed up. Layout the offer correctly. Which part of the letter is missing?

Yours faithfully
 Jim Night
 Sales Manger
 All other terms are stated in the enclosed duplicate of the General Conditions which form an integral part of our sales contracts. This offer is subject to the goods being unsold upon receipt of your reply.
 Dear Sirs,
 We hope to hear from you shortly. Please, acknowledge receipt.
 London,
 30 April 2006
 As for pieces as well as terms you will find them stated herein.
 Discounts: if the quantity is over 30,000 m, the price is subject to 5 per cent discount.
 Quantity: up to 30,000 m of any fabric.
 Prices: as per Price-List No. 4 enclosed herewith.
 Quality: equal to sample, in full accordance with government safety standards.
 Terms of delivery: within 3 weeks of the acceptance.
 Terms of Payment: 5 per cent in advance; 55 per cent by a Letter of Credit; the balance of 40 per cent by drafts.
 We offer you printed cotton clothe equal to any sample you might select. Besides, should you so desire, you can buy different kinds of woolen textiles, produced at our factory in Manchester.
 We thank you for your enquiry dated 14 April for Textiles of our manufacture.

Here are some words to help you:

should you so desire	по вашему желанию
safety standards	стандарты безопасности
advance	аванс, предоплата
General Conditions	Общие условия
to form an integral part of	составлять неотъемлемую часть

Ex. 10. Translate the letter into English:

Уважаемые господа!

Рады предложить вам наши новые кожаные кейсы в соответствии с приложенной спецификацией.

Окончательная цена одного кейса составляет 400 долларов США на условиях фоб Глазго.

Стоимость поставки партии изделий (15 штук) с нашей фабрики на борт судна оценивается нами в 80 долларов США. Стоимость упаковки партии для морской перевозки составляет 50 долларов.

Платеж осуществляется траттами в течение 80 дней от даты коносамента. Двигатель будет отгружен в сентябре при условии, что вы разместите у нас заказ не позднее 15 августа.

Надеемся получить ваш ответ, содержащий заказ на кейсы, который будет нами тщательно исполнен.

С уважением,
Лора Бенсон

Ex. 11.* A) Independent Trading Company wants to order 30 Model 438G Mimeograph duplicating machines. Write the letter of inquiry, asking for a quotation from Machine Duplicator Sales, Inc., 55 Touchstone Avenue, Chicago, Illinois 67003. Ask for CIF to your closest port of entry.
B) Write the letter of quotation as a reply to the letter in A.

Ex. 12.* Inform your correspondent that you forwarded the samples of silks he asked in his enquiry of October 16 and your last catalogue. You ask about sale perspectives of your products in the new market. Offer 3 per cent discount if the order will be more than \$ 5,000. Remind the correspondent your offer is open for the acceptance till 20 June.

Unit 8. ORDERS, ACKNOWLEDGEMENTS AND CONTRACTS

THINK AND DISCUSS

- a) Read and study the letter below. Try to identify the type of the letter. Find words and parts of sentences which help you to do it.

<p>Benetton Ltd. 32 Gertsen Str. Moscow 636712 Russia</p>		<p>July 19, 2005</p>	
<p>Modern Collections Inc. 512 Park Ave. New York, N.Y. 10011 USA</p>			
<p>Dear Sirs:</p>			
<p>Please find enclosed our Order No GT 1253, for men's and boys' jumpers in assorted sizes, colors and designs.</p>			
<p>We have decided to accept 10% trade discount you offered and terms of payment viz. documents against payment, but would like these terms reviewed in the near future.</p>			
<p>Would you please send the shipping documents and your sight draft to Northminster Bank (City Branch), West Street, Birmingham?</p>			
<p>If you do not have some of the listed items, please do not send substitutes in their place.</p>			
<p>We would appreciate delivery within the next five weeks, and look forward to your acknowledgement.</p>			
		<p>Yours faithfully, Ivan Petrenko Purchasing Manager</p>	
		<p>No. GT 1253</p>	
<p>BENETTON LTD. (Head Office), 32 Gertsen Str., Moscow 636712. Telephone: 095-378-7867 benetton@hotmail.com</p>			
<p>Modern Collections Inc. 512 Park Ave. New York, N.Y. 10011 USA</p>			
<p>Authorized E. Kirsanova</p>			
Quantity	Item description	Cat. No.	Price CIF London
120	V Neck: 50 Red/ 70 Blue	R 322	\$ 7.90 each
200	Roll Neck: 100 White/ 100 Black	N 276	\$ 5.80
<p>Comments: 10 Trade Disc. Pymt.²² D/ P Del 5 weeks Date 15 August 2006</p>			

²² Pymt. = payment

- b) Who wrote the letter? What was the reason to write the letter?
- c) Did he include all the information the reader needs to fill the order? Is what Ivan Petrenko ordered clearly stated? How is the writer of the letter going to pay for the goods? Is it clear where the jumpers are to be sent?
- d) Is the letter complete? Is it brief? Is it courteous?

Here are some words to help you:

Viz.	а именно, то есть
Documents against payment	Документы против платежа
Shipping documents	Отгрузочные документы
A sight draft	Тратта с немедленной оплатой
A substitute	замена
To appreciate	оценить
acknowledgement	подтверждение
authorized	Уполномоченный (подписать заказ)
Item description	Описание (наименование) товара
v-neck	Джемпер с вырезом на шее в виде буквы «v».

- e) Now give a definition for this type of business letter.
- f) Give examples when companies place orders with their partners.
- g) What is the difference between offer and order?
- h) Translate the order into Russian in an appropriate style.

DO YOU KNOW THAT ...

Business people order merchandise, services, and supplies almost every business day.

When writing an **order letter**, you must include all the specifics necessary to complete the order to your satisfaction.

1. What exactly do you want? Indicate the sizes, colors, model numbers, catalogue numbers, or any other relevant information.
2. How many do you want? Ten? Ten dozen? Ten thousand?
3. When do you want your order shipped and by what method? Specify first class mail, messenger, truck, air freight, parcel post, or some other methods of delivery. Or, if you prefer, specify when you want to receive the merchandise and leave the method of shipping to the supplier.
4. Where is the merchandise to be shipped? Should it be shipped to you at the address on your letterhead? To a warehouse at a different address? To one of your company's branch offices? Tell the supplier; do not expect him or her to guess at this information.

5. Do you want the merchandise to be packaged in any special way? Perhaps part of the order should be sent to your office and the rest to a warehouse. If so, specify.

6. How do you intend to pay for the merchandise? Is the supplier to charge the cost to your company's account? (If so, include the account number) Are you enclosing a check?

Acknowledgement letter is the letter saying 'thank you'. Frequently, a direct 'thank you' is all that is required. Study this example:

Thank you for your June 11 order for office supplies. We will be delighted to ship your order for 3,000 imprinted No. 10 envelopes and four cases of ...

After you have expressed your appreciation, anticipate the reader's question: "When will the order be delivered?"

The other goals of an acknowledgement letter are to tell the buyer when the merchandise should be received, to resell the buyer on the product, and to resolve any problems regarding the order. The following example shows how to report on methods and dates of delivery:

We are pleased to tell you that your complete order will be shipped by truck from our warehouse on September 9.

The letters of order and acknowledgement are followed by **contract** between the two parties including all necessary clauses of the bargain.²³

CHECK YOURSELF

Ex. 1.* A) Using the letter above as a guide, write a letter to the Business Book Publishing Company. The address: Business Book Publishing Company, 45 Fifth Ave., London 1341, UK. Order the book *Accounting for the Beginner* by J. Nolte. Use your own name and address and today's date. The price of the book is \$5.50, including transportation costs. The book is listed in this year's fall catalogue. Indicate that you are enclosing an international money order in payment.

B) Again use the letter above as a guide. Write to Worldwide Publishing Company, 25 Beacon Street, Boston, Massachusetts 02900, USA. Order one copy of *The International Business Dictionary*. Price including transportation is \$ 7. Indicate that you are enclosing an international money order in payment.

When you have finished this letter, study it. Does it do all the things a letter ordering goods should do? If not, rewrite it correctly.

²³ See the example of contract in Reference Section, p. 131

Ex. 2. Match English and Russian equivalents of the word-combinations with “order”.

1.	<i>Negotiate an order</i>	a	<i>Помешать выполнению заказа</i>
2.	<i>Fulfill/execute/ carry out/ perform an order</i>	b	<i>Отозвать заказ</i>
3.	<i>In the course of fulfillment</i>	c	<i>В ходе выполнения заказа</i>
4.	<i>Prevent fulfillment of an order</i>	d	<i>Срок действия заказа</i>
5.	<i>Complete fulfillment of an order</i>	e	<i>Вести переговоры о заказе</i>
18.	<i>Withdraw an order</i>	f	<i>полное выполнение заказа</i>
7.	<i>Cancel an order in whole</i>	g	<i>Выполнять заказ</i>
8.	<i>Cancel an order in part</i>	h	<i>Заказ на товар</i>
9.	<i>Volume of an order</i>	i	<i>Аннулировать заказ полностью</i>
10.	<i>Validity of an order (to be valid)</i>	j	<i>Объем заказа</i>
11.	<i>An order form</i>	k	<i>Принять заказ</i>
12.	<i>An order for goods</i>	l	<i>Подтвердить принятие заказа</i>
13.	<i>Place an order with smb for smth</i>	m	<i>Частичное выполнение заказа</i>
14.	<i>Order from stock</i>	n	<i>Получить заказ от кого-либо</i>
15.	<i>Secure/ obtain an order from smb.</i>	o	<i>Заказать со склада</i>
16.	<i>Accept an order</i>	p	<i>Бланк заказа</i>
17.	<i>Confirm the acceptance of an order from smb</i>	q	<i>Размещать заказ у кого-л. на что-л.</i>

Ex. 3. This acknowledgement explains a problem and tries to persuade the buyer to change the order to a similar but different product. Read and study the letter, then answer the questions:

1. Does this letter acknowledge receipt of the order?
2. Does it provide a solution to a potential problem?
3. Does the letter help the buyer to make a decision? How?
4. Do you think it's an effective acknowledgement?

Thank you for your April 5 order for RealSound Automatic Turntables. We realize that you want this order delivered in time for you June Graduation Sale, and we will gladly arrange to have the turntables shipped to you by truck. Before we ship the order, however, we must inform you that RealSound Model 43R has recently been discontinued. In its place, RealSound now makes Model 45T, which is different from the prior model in only one particular: the base. The base of the older model has a vinyl veneer finish, while the base of the newer model is genuine mahogany. The new model wholesales for \$ 42, only \$2 more than the discontinued model. May we substitute five of the newer models for the five discontinued ones you ordered? Please let us know as soon as possible. For you convenience, simply write your instructions at the bottom of this letter and return it to us in the enclosed envelop.

Ex. 4.* Write an order letter, using the following information.

You are the manager of a retail sporting goods store: Jack's All Sports Store, 725 Wes Broad Street, Gadsden, Alabama 35901.

1. TO:

Ms. Loretta Jablonski, Manager
Order Department
Sports Outfitters, Inc.
2002 Bayou Avenue
Shreveport, Louisiana 71108

2. Merchandise to be ordered:

3 each	golf bags (brown leather, with strap; model no. 680EE) \$28.95 each
3 each	golf bags (brown leatherette, with strap; model no. H522) \$14.00 each
1 case	golf balls (24 boxes per case; catalog no. 26-993) \$20.60 per case

3. Delivery information: You must receive the merchandise by April 20 of the current year. It should be shipped by the best method. Ship to your letterhead address. Total the amounts involved and request that Ms. Jablonski charge the bill to your company's account, No. 042-8184-0026. The date of the letter is March 22 of the current year and your secretary's initials are *ren*.

Ex. 5. Match English and Russian equivalents of the word-combinations with "contract":

1.	<i>Fulfill obligations under a contract</i>	a	<i>Требования по контракту</i>
2.	<i>Draw up/make up a contract</i>	b	<i>Соблюдать условия контракта</i>
3.	<i>Make/ conclude/ sign a contract</i>	c	<i>Стороны, заключившие контракт</i>
4.	<i>Send a contract for signing</i>	d	<i>Несоблюдение условий контракта</i>
5.	<i>Contracting parties</i>	e	<i>Составить контракт</i>
6.	<i>Observe the terms of a contract</i>	f	<i>Пункты контракта</i>
7.	<i>Non-observance of the terms of a contract</i>	g	<i>Направить контракт на подпись</i>
8.	<i>Clauses/ provisions of a contract</i>	h	<i>Выполнить обязательства по контракту</i>
9.	<i>Contract obligations</i>	i	<i>Заключить контракт</i>
10.	<i>Contract requirements</i>	j	<i>Обязательства по контракту</i>

Ex. 6. Translate into English:

1. Мы сообщили вам, что непоставленный остаток товара уже отправляется, и контракт будет завершен к середине месяца. 2. К сожалению, у нас закончился материал, о котором вы просили. Поскольку вы запрашивали только этот материал, мы не предлагаем заменитель, но надеемся, что нам поставят новую партию в течение следующих двух месяцев. 3. Мы получили ваш заказ на двигатели сегодня, но сожалеем, что из-за забастовки на заводе мы не можем выполнить заказ. 4. Мы надеемся, что просроченная поставка одной части товара не прервет гармоничного сотрудничества, которое сложилось между нами.

Ex. 7. Fill in the blanks with the following words.

Obligations confirm instructions shipment cancel require executing

1. If you have any comments or ... any further information please do not hesitate to contact us.
2. We managed to fulfill all our contractual
3. We are very sorry indeed to have to advise you of a delay in ... Contract No 10.
4. We are pleased to ... that your order is completed and awaits dispatch from our works.
5. The goods are ready for dispatch. We would be glad to have your
6. We wish to explain why there was a delay in
7. If you wish to ... your order, you may, but I think you will find most manufacturers are faced with the same difficulties at present.

Ex. 8.* A) Read the following memorandum from a buying manager to a secretary.

To: Kate Keensilton	From: G. Willis	Date: 9 January 2006
Please place an order with D. Rollson of Satex for the items I've indicated on the catalogue attached. Remind him in the accompanying letter that the terms we agreed on were payment by banker's draft, and delivery within four weeks.		
Thank you		

B) Now look at the sales catalogue Mr Willis mentioned in his memo.

GOLDLINE Spring catalogue		
Item	Catalogue No	Price (\$ per item)
Shirts		
Plain white	G216	30 ----- 50
blue	G245	30 ----- 50
Striped grey	G177	35 ----- 40
green	G234	35 ----- 40

C) Now use the information from the memo and the catalogue to complete the order form:

GOLDLINE Via di Pietra Papa 00147 Roma					
ORDER FORM					
Date : 12 January 2006 Name for company: Sons and co. ltd. Order No : W614 Telephone: 0542 98789 Address for delivery: 17 Seventh Av., Birmingham, Great Britain Authorized: G. Willis					
Quantity	Item description	Cat. No	Price CIF	Total	
Amount due: Terms of payment: Requested delivery date:					

Ex. 9. Write a covering letter with this order from Kate Keensilton on behalf of D. Willis:

- Thank Goldline for their letter of 15 January, catalogue, and price-list.
- Tell them you have enclosed the above order, and that you expect delivery within six weeks. You will pay by banker's draft when you receive the shipping documents.
- Explain that if items are not available they should not send substitutes.
- Tell them that if there are any problems with delivery, they must let you know at once.
- Close by saying you look forward to receiving acknowledgement of your order.

Unit 9. CLAIMS AND ADJUSTMENTS

THINK AND DISCUSS

a) Read and study the following letters below. Try to identify the types of the letters. Find words and parts of sentences which help you to do it.

1) Dear Sirs, Order No VS 5124 We are writing to you with reference to the above order and our letter of July 10 th in which we asked you to expedite delivery of the 30 system units (Model 65) you were to have supplied on July 2 nd . We have been greatly inconvenienced by this delay because the lorries have been completed except for the system units that need to be fitted. Unless we receive the components within the next seven days the order will be cancelled and placed elsewhere. Yours faithfully, J. Collins	25 th July, 2006
2) Dear Sirs, Thank you for your letter of 25 July concerning your Order (VS 5124) which should have been supplied to you on July 2 nd . First let me apologize for the delay and for the problems you have experienced. But as you may have read in your newspapers we are faced with an industrial dispute which has involved both administrative staff and workers on the shop floor and as a consequence has held up production over the past few weeks. However, I can tell you that the dispute has been settled and we are back to normal production. Your order has been given priority, so we should be able to deliver the system units before the end of this week. May I point out, with respect, that your contract with us had a standard clause stating that delivery dates would be met unless unforeseen circumstances arose, and we think you will agree that a dispute is an exceptional circumstance. Once again let me say how much I regret the inconvenience this delay has caused and emphasize that it was due to factors beyond our control. Please let us know if you wish to complete your order or whether you would prefer to make other arrangements I look forward to hearing from you within the next day or so. Yours faithfully, M. Salinger Managing Director	27 July, 2006

- b) - Who wrote the first letter? Why does he write the letter?
- What parts does the first letter consist of?
 - Did the writer make clear the nature of the wrong delivery?
 - What does J. Collins request? (NOTE: In the case of a letter of complaint²⁴, such a request is known as asking for an adjustment)
 - Is the request a reasonable one? Is the letter courteous?
 - Does the first letter persuade the company on the idea that it should make the adjustment? Does the letter give the reader the information he needs to make the adjustment?
 - If you represented this company, would you make the adjustment?
- c) - When did J. Collins send his claim? On what date was the adjustment letter sent? Do you think it's a prompt answer?
- Is the customer likely to be pleased when the adjustment letter arrives very promptly?
 - When a customer receives an adjustment letter, what is he most interested in knowing?
- Does this letter satisfy this interest of the customer?
- Does this letter express regret for the error?
 - Does the letter make an effort to keep the customer as a well satisfied customer?

Here are some words to help you:

To make claim on smb.	Предъявлять претензию кому-л.
adjustment	Урегулирование, улаживание
complaint	Жалоба, претензия
Delay in delivery	Задержка поставки
To expedite delivery	Ускорить поставку
System unit	Системный блок
To apologize	Извиняться
To inconvenience	Причинять неудобства, беспокоить
Unforeseen circumstances	Непредвиденные обстоятельства
Industrial dispute	Забастовка
To settle a dispute	Урегулировать спор
To meet the delivery dates	Выполнять сроки поставки
Factors beyond smb's control	Неконтролируемые факторы

²⁴ Complaint (= claim) - a statement when something is wrong

Now give definitions for these types of business letter.

- Give examples in which situations you may need to write claim.
- Translate the claim and adjustment into Russian in an appropriate style.

DO YOU KNOW THAT ...

Business executives know that they must satisfy their customers to get repeated business and good word-of-mouth advertising. Most business firms are willing to take extra measures to keep their customers happy. Thus, when an error occurs, reputable businesses are eager to help correct the error.

To notify a company that it has made an error, customers write **claim letters**. The assumption underlying each claim letter is that a justifiable claim will be granted.

A letter making a complaint should:

1. Be reasonable in tone. In most cases it should not display anger.
2. Clearly say what is wrong.
3. Clearly say what the writer thinks is a reasonable adjustment.
4. Give the reader complete information, including the date and invoice number when the complaint involves an invoice.
5. Show that the writer believes that the adjustment will be made.
6. Express appreciation for service given him up to this time.

Letters written in answer to claims are called adjustment letters. When the company has made an error and willingly concedes the validity of the claim, the person who writes the adjustment letter has an easy task - to tell the claimant that the company will grant the claim. In addition, the adjustment letter should offer the customer an apology and try to restore the customer's faith in the company.

A letter making an adjustment should:

1. Answer the complaint promptly.
2. Make the adjustment in the first paragraph.
3. Make the adjustment graciously.
4. Express regret for the error, but should not overemphasize the error.
5. In some cases, as in this letter, tell the customer how to verify his complaint.
6. Try to re-sell the customer on the company and its products.

CHECK YOURSELF

Ex. 1.* Write the adjustment for the claim letter:

October 3, 19.

Dear Sirs,

We received a consignment of 6000 sweaters from you yesterday, our Order No 1695, which were ordered from your autumn Catalogue No GR 154. But on unpacking them we found that all the sweaters were made of synthetic fibres.

As most our customers live in the Northern regions it is doubtful that we will be able to find a market for these sweaters. We also have firm orders for thick woolen sweaters.

We would appreciate it if you would send us the required sweaters and take back the wrongly delivered goods.

Looking forward to your early reply.

We remain faithfully yours,
R Robinson

Ex. 2. Match the English and Russian equivalents of the word-combinations with “claim” and others connected with complaint.

1.	<i>Reasonable/ justified claim</i>	a	<i>Нарушение контракта</i>
2.	<i>To meet/ satisfy a claim</i>	b	<i>Уложиться в срок</i>
3.	<i>To Justify a claim</i>	c	<i>устаревший</i>
4.	<i>To decline a claim</i>	d	<i>Обосновать претензию</i>
5.	<i>To claim compensation</i>	e	<i>Быть неудовлетворенным чем-л.</i>
18.	<i>Infringement of a contract</i>	f	<i>неуплата</i>
7.	<i>Substandard</i>	g	<i>откладывать</i>
8.	<i>Short-delivery</i>	h	<i>Удовлетворять претензию</i>
9.	<i>Misdirection</i>	i	<i>Урегулировать проблему</i>
10.	<i>Default of payment</i>	j	<i>Дополнительная плата</i>
11.	<i>To meet the deadline</i>	k	<i>нехватка</i>
12.	<i>To postpone</i>	l	<i>Обоснованная претензия</i>
13.	<i>Shortage</i>	m	<i>недоброкачественный</i>
14.	<i>Extra charge</i>	n	<i>Требовать компенсацию</i>
15.	<i>Out of date</i>	o	<i>Неполная поставка</i>
16.	<i>To be dissatisfied with something</i>	p	<i>Отклонить претензию</i>
17.	<i>To solve/ settle a problem</i>	q	<i>Отправка по неправильному адресу</i>

Ex. 3.* Write the claim for the adjustment letter:

20th August, 2006
Dear Sirs,
Thank you for informing us about the damage to our consignment (Inv. No 2985).
From our previous transactions you will realize that this sort of problem is quite unusual, nevertheless we are sorry about the inconvenience it has caused you.
Please would you return the whole consignment to us, postage and packing forward, and we will ask the shipping company to come and inspect the damage so that they can arrange compensation.
If you want us to send you another shipment as per your Order No. 14478, please let us know. We have the garments in stock and it would be no trouble to send them within the next fortnight.
Yours faithfully, K. Mopps

Ex. 4. Compare the two lists of expressions commonly used in complaints. Match the informal phrases on the left with their formal equivalents on the right [7].

1	it's not our fault	A	we are sending the consignment to you carriage forward
2	you should make it right	B	we are not responsible for the error
3	we want our money back	C	we would like to complain about....
4	you have to pay when the goods are returned to you	D	we will have to take legal action
5	we will sue you	E	you seem to have made an error
6	you made a mistake	F	the products are not satisfactory
7	we won't buy anything from you again	G	we will not re-order
8	the goods are rubbish	H	you have not followed our instructions
9	we're complaining about	I	please correct the error
10	why don't you pay attention?	J	we would like a refund

Ex. 5. Read the letter and fill in the gaps with the words from the box:

refund inspecting damaged unpacked torn arrived
shipment complain

Dear Mr Boshy,

I am writing to 1... about a 2... of steel garden furniture we received yesterday against our

Invoice no. T4567/2.

The crates were 3 ...on the outside, and looked as if they had been roughly handled. When we 4... them, we found that some of the chair legs were bent and rusty, and the fabric on the seating was 5... .

Two further crates from the consignment have not 6... yet, so we have not had the opportunity of 7... them. I have informed the shipping company that we cannot accept this consignment from you, and they have contacted your insurers.

As we will be unable to retail this consignment in our stores, we are returning the shipment to you carriage forward, and we will expect a full 8

Ex. 6 Translate into Russian:

1. We were very sorry to receive your complaint. 2. Although the quality of the material is not up to standard we are prepared to retain the goods if you will reduce the price, say, by 20%. 3. We would like to apologize for the inconvenience caused. 4. We are extremely sorry about this delay which you will realize was due to circumstances beyond our control. 5. This matter is still outstanding and we hope to resolve all the problems shortly. 6. Unfortunately we cannot consider your reports of damage acceptable as they do not give specific details to enable us to consider if there are in fact any faults with our packing procedure. 7. The company finds that it has no option but totally reject any claim that the cargo was damaged because of packing.

Ex. 7. Match the words with the appropriate definitions in the right column:

1. insurance policy	send goods somewhere for a particular purpose
2. dispatch	is a written agreement between an insurance company and a person who wants insurance which states the rules of the agreement
3. shipment	harm or spoil something
4. complain	say that something is wrong or not satisfactory
5. damage	a person working for the company who sends, accepts and examines shipments
6. forwarding agent	a large amount of goods sent together to a place or the act of sending them

Ex. 8. Translate into English:

1. Если вы не примите наше предложение, претензия будет передана в арбитраж. 2. Мы вынуждены просить Вас организовать отправку замены недостающих чашек немедленно. 3. Мы настаиваем, что проблемы, с которыми мы столкнулись, вызваны Вашей небрежностью, а не нашей. 4. Есть один вопрос, который мы бы хотели поднять, - это пункт о штрафных санкциях за задержку поставки. 5. Из-за плохой укладки 10% картонных коробок были повреждены и находятся в плохом состоянии. 6. Как вам, вероятно, известно, мы испытываем значительное неудобство ввиду того, что нашим клиентам поставляется не тот материал. 7. Эта ошибка случается в третий раз, и мы очень недовольны качеством обслуживания, которое вы предлагаете. 8. Ошибка должна быть исправлена как можно скорее. 9. Наши специалисты определили, что в партии не хватает пяти коробок. 10. Мы сожалеем, но, если мы не получим от вас известий обратной почтой, нам придется аннулировать заказ.

Ex. 9. * Write a reply from Mr. Jefferson to Mr. Boshy:

- Thank him for his letter, and apologize for the damage.
- Explain that the goods were not old stock, but the damage appears to have happened while the goods were being transported. Assure him that you will deal with the transport company.
- Say that you will accept the goods carriage forward, and that you will send the refund by banker's draft as soon as you receive them.

Close the letter in an appropriate style.

Ex. 10. *A) You have ordered the new collection of summer clothes for women. However the goods hasn't been delivered. Write the claim to the Sales Manager. Try to find out the reasons of delivery delay.

B) Write the adjustment letter from Mr Toda, the Sales Manager of the Instituto di Medicina, Siena, to Mr Higgins, politely explaining that the orders were sent to your factory address, not your administrative address, and explain what that means in terms of delay. However, sympathize with Mr Higgins and suggest a solution to the problem.

Unit 10. AGENCIES AND AGENT AGREEMENTS

THINK AND DISCUSS

a) Read and study the two letters below.
Try to identify the types of the letters.
Find words and parts of sentences which
help you to do it.

<p>1)</p> <p>Dear Sirs,</p> <p>Mr. Smith, of the Canadian Trade Mission in Moscow, informed us that you may be interested in acting as our agent in your country.</p> <p>As you will see from the catalogue enclosed, we are manufacturers of high quality glassware and produce a wide Selection of products.</p> <p>We already export to Europe and the Far East and would like to expand into the Canadian market where we know is an increasing demand for our products.</p> <p>We offer you a sole agency to cover the whole area of Canada in selling our products, and as an incentive we are offering a 10% commission on net list prices, plus advertising support. There would be an additional 2 1/2% del credere commission if the agent is willing to guarantee his customer's accounts.</p> <p>This is a unique opportunity for someone to start in an expanding market. Therefore, if you believe you can handle a sole agency covering the whole of Canada, and feel you can develop this market, please write to us as soon as possible.</p> <p>Yours faithfully, G. Gordon</p>	<p>4 May 2006</p>
<p>2)</p> <p>Mr. Gordon,</p> <p>Thank you for your letter of 4 May in which you offered us a sole agency for your products in Canada.</p> <p>First, we would like to inform you that we can handle an agency of the type you described, and that we agree that the demand for Russian goods here is increasing. However, there are some points we would like answered before we make a decision.</p> <p><u>Payment of accounts.</u> Would customers pay you direct in Russia, or will they pay us, and we in turn would settle with you deducting our commission? How would payment be arranged? Bill of exchange, letter of credit, or bank draft?</p> <p><u>Delivery.</u> Would you send the goods on consignment or will you supply from stock? If you supply the customers direct, how long will it take an order to be made up and shipped once it has been received?</p>	<p>17 May 2006</p>

Advertising. You mentioned that you would be willing to help with advertising. We would like more details about the type of assistance you would give us.

Disputes. If a disagreement arises over the terms of the contract, which law would be referred to in arbitration?

Length of contract. Finally, how long would the initial contract run? We think a year would allow us to see how your products sell in this market.

If you can send us this information, and possibly enclose a draft contract, we would give you our answer within the next few weeks.

Yours truly,
D. Brown

b) - Who wrote the first letter? Why did he write the letter?

- What parts does it consist of? Did the sender include all the information the reader needs in order to grant the request? What information can be needed?

- Is it clear what Mr. Rock wants? Is it clear why he wants it?

- Does the letter get the reader's attention at the beginning? How?

- Is the letter courteous?

- Can you call the first letter request?

c) - What is Mr Lucky's reaction (the second letter)?

- Is his reply positive or not?

- What are the main questions he is interested in?

- Does he cover all the points he could ask?

Here are some words to help you:

act as an agent	Выступать в качестве агента
glassware	Стеклянная посуда
a wide selection of products	Широкий ассортимент изделий
expand into the market	Внедриться на рынок
sole agency	Единственное представительство
incentive	Стимул
advertising support	Рекламное обеспечение
del credere	Делькредере (поручительство агента за выполнение покупателем финансовых обязательств)
handle a sole agency	Взять на себя монопольное представительство
develop a market	Освоить рынок
disagreement	Разногласие
refer to a law	Ссылаться на закон
draft contract	Проект контракта

- d) Now give a definition for these types of business letter.
- e) Give examples in which situations companies appoint agents.
- f) Translate the agency agreement into Russian in an appropriate style.

DO YOU KNOW THAT ...

A number of companies deal with substantial volumes of sale and purchase. Sometimes the subsidiaries can be organized in the foreign countries. In this case companies may be provided with the services of foreign factoring companies, brokers and other agents. The company examines the experience, established contacts, financial stability and other characteristics of the potential agent. It's much more important if the company appoints a foreign agent when the activity is out of local control.

Official appointment should be made in written form including the detailed information about the terms of agency agreement.

The search of such an agent can be realized in different ways:

- Export Service;
- British Trade Representative in a foreign country;
- Trade Chamber;
- Banks;
- Advertisement in specialized journals of a foreign country.

CHECK YOURSELF

Ex. 1. Read the letter from a company asking to act as a buying agency. Choose the correct words from the list below. Translate the letter in an appropriate style.

manufacturers brochure offer commission rates freight factory del credere recommendation principals terms documentation
--

The Satel Agency

Brauneggerstr. 618
F-3300 Munster

The Buying Manager
Portuguese Industrial Importers
Rua dos Santos, 209
1200 Lisboa Portugal

19 June 2006

Dear Mrs Neves,

We are writing to you on the (1) ... of the Portuguese Chamber of Commerce who informed us that you were looking for a buying agent for precision tools in this country.

We have been in this trade for over twenty years and have close contacts with the major (2) ... both here and overseas.

If we may, we would like to give you a brief outline of the (3) ... we work on. Generally, we place orders for our (4) ... with our suppliers, and our customers settle direct with the manufacturer. In addition we arrange all costs, insurance and (5) ... facilities for the client handling consignments from the (6) ... to the port/airport of the importer's country.

As we have dealt with these agencies for a number of years, we can offer you their most competitive (7) ... for shipment. In addition we would take care of all (8) ... , including customs formalities.

As a rule we operate on a 4.5 per cent (9)... on c.i.f. values, but if credit is involved, we could offer (10) ... services for an additional 2.5 per cent commission, pending the usual inquiries.

If you are interested in this (11)... we can assure you of first class, efficient service. Meanwhile, do not hesitate to contact us for any more information. Please find enclosed our (12) ... giving you full details of our company.

We look forward to hearing from you in due course.

Yours sincerely,
M. Satel
Managing Director

Enc.

Ex. 2. Match the English and Russian equivalents:

1.	<i>Remuneration</i>	a	<i>Проводить рекламную кампанию</i>
2.	<i>Dispose of something</i>	b	<i>Поддерживать кого-л.</i>
3.	<i>Intermediary</i>	c	<i>Распорядиться чем-либо, продать</i>
4.	<i>Broker</i>	d	<i>Возобновить соглашение</i>
5.	<i>On a consignment basis</i>	e	<i>Служить чьим-л. интересам</i>
18.	<i>Serve smb's interests</i>	f	<i>посредник</i>
7.	<i>Establish an agency</i>	g	<i>Переводить деньги</i>
8.	<i>Appoint an agent</i>	h	<i>вознаграждение</i>
9.	<i>Run a publicity campaign</i>	i	<i>Ежемесячный перевод</i>
10.	<i>Face the competition of big firms</i>	j	<i>Организовать посредническую фирму</i>
11.	<i>Back up smb.</i>	k	<i>Выдерживать конкуренцию крупных фирм</i>
12.	<i>Remit/ transfer money</i>	l	<i>Назначать агента</i>
13.	<i>Monthly remittance</i>	m	<i>Маклер, посредник, агент</i>
14.	<i>Charge smth to smb's account</i>	n	<i>Годовой товарооборот</i>
15.	<i>Renew an agreement</i>	o	<i>На условиях консигнации</i>
16.	<i>Terminate an agreement</i>	p	<i>Прекращать действие соглашения</i>
17.	<i>Annual turnover</i>	q	<i>Относить что-л. на чей-л. счет</i>

Ex. 3. A) Translate the following sentences from English into your language in an appropriate style; B) Define each sentence: in what part of the letter can it be used – in the beginning? the main body? the closing?

1. We would like to introduce ourselves as a big company specializing in distributing sportswear. 2. The name of our company is, no doubt, known to you already on account of our considerable connections in the business world. 3. We are writing to inform you what we wish to obtain your authority for selling your cotton in Great Britain. 4. If you are interested in establishing an agency, please contact us at early convenience. 5. You are doubtless aware of the growing competition in the market from Indian and Chinese products all of which are of quite good quality and considerably cheaper than yours. 6. Our sales to Greece and the Near East have increased so much in the last six month that we feel we should appoint an agent in this area. 7. You wouldn't be required to hold large stocks of our products but representative selection of samples. 8. You would like to appoint a sole agent in Scotland to act on our behalf selling our products. 9. The initial contact will be for one year, subject to renewal by mutual agreement.

Ex. 4.* Read the letter from Japan Importers Ltd and make a reply to it.

Japan Importers Ltd.
Osaka Way
Tokyo
Japan

Dear Sirs

You were recommended to us by The Japanese Trade Commission in Prague which informed us that you might be interested in acting as our agent in your country.

As you can see from the catalogue enclosed we are manufacturers of high quality glassware and pottery.

We already export to the whole of Europe, North America and the Middle East and wish to expand into the Far East where there is a growing demand for our products.

So we would like to entrust you with the sale of our goods and appoint you our sole agent for Japan. We offer a 9 per cent commission on net list prices, plus advertising support. There would be an additional 2 per cent commission if you accept the del credere. We believe you could expect an annual turnover of more than 500,000 dollars.

If this type of agency interests you, please write to us immediately.

Yours faithfully,
H. Chapel

Ex. 5. Translate into English:

1. Ввиду неуклонного роста спроса на наши товары мы решили назначить агента, чтобы он занимался нашим экспортом в вашу страну. 2. Мы пытаемся найти солидную фирму, которая будет представлять нас при продаже наших изделий. 3. Вам будут высланы брошюры для раздачи их вашим покупателям с целью рекламы. 4. Что касается рекламы, то мы считаем, что газеты и журналы являются лучшими средствами рекламы. 5. Все споры будут разрешаться на основе японского права, так как наши соответствующие правовые системы отличаются друг от друга. 6. Мы – крупная компания, специализирующаяся на продаже всех видов текстильного оборудования. 7. Мы пишем, чтобы сообщить, что мы хотим получить ваше разрешение на продажу вашего хлопка в Великобритании. 8. Мы считаем, что общее снижение цен будет необходимо, если вы хотите остаться конкурентоспособными. 9. Мы вынуждены сообщить вам, что ваши цены экономически неприемлемы для английского рынка. 10. Мы благодарим вас за то, что дали нам возможность взять на себя создание вашего представительства.

Ex. 6.* The following letter was accidentally torn up. Look through all the pieces and then re-arrange them in the correct order.

We can allow a 20 per cent trade discount off our net list prices but prefer our agents to buy our products for their own account.
Dear Sirs	We generally do not deal on consignment basis ...
Moto ltd. 15 Nelson Av. Kent USA	They usually prefer this method as it proves more profitable for them and allows them greater freedom in determining prices.
... would like to appoint an agent in Great Britain to act on our behalf selling our products throughout the country.	Yours faithfully, H. Hammer Marketing Department
Our company offers a full after-sales service which is essential in establishing the reputation of our brands, and another 5 per cent quantity discount for sales above 100, 000 dollars.
If your offer is of interest to you, please write to us immediately ...	We are a large manufacturing company in motorcycles production in the USA and ...
...so that we could draw up a draft agency agreement	... and your customers needn't worry about spare parts or maintenance.

Ex. 7. Fill in the blanks with one of the following words. Mind your grammar.

<p>1. There are some points we would like to be ... before taking a decision.</p> <p>2. We have show-rooms where your products can be shown</p> <p>3. We generally do not deal on ... but prefer our agents to buy our products on their own account.</p> <p>4. If our offer is of interest to you, please write to us immediately so that we could ... a draft agency agreement.</p> <p>5. You know our products well enough, besides your company is long</p> <p>6. We would like ... you with the sale of our goods and appoint you our sole agent for Central Europe.</p> <p>7. For ... you may apply to the Japanese Trade Commission in London.</p> <p>8. If you agree to act on our behalf and sell our equipment... the sales of your machines in this country, we will be happy to entrust you with sole agency.</p> <p>9. Should you so desire we would be prepared to accept ... for which we charge a commission of 3 per cent.</p> <p>10. They usually prefer this method as it proves more profitable for them and allows them greater freedom in ... prices.</p> <p>11. We suppose you could expect an annual ... of more than 500 000 dollars.</p> <p>12. We should be obliged if you would send us a ... agency agreement.</p> <p>13. The Company would like to know how the payment will be ... by a Letter of Credit or by Bill of Exchange?</p> <p>14. We will supply you from stock so you will not have to hold large</p> <p>15. If you answer ..., we would like you to handle sole agency for us.</p>	<p>to advantage; turnover; references; in the affirmative manner; consignment basis; draft; to entrust; to draw up; to clarify; to accomplish; established; stocks; del credere; equal in value to; to determine</p>
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Ex. 8. Translate the letter into English

Уважаемые господа!

Фирма "Хардвар Трейдинг Кампани" предложила нам свои услуги в качестве наших монопольных агентов на территории Великобритании и сообщила нам, что Вы можете предоставить нам подробные сведения о состоянии их дел (affairs).

Мы были бы признательны, если бы Вы сообщили нам о финансовом положении этой фирмы, ее репутации и обороте (volume of business). Мы хотели бы также знать, ведет ли фирма свои дела удовлетворительным образом. Все сведения, которые Вы могли бы нам выслать, будут рассматриваться (to treat) нами как строго конфиденциальные. Благодарим Вас за понимание.

С нетерпением ждем Вашего ответа,
Начальник отдела расчетов

T. Barris

Ex. 9. Write a reply to Mr Satel from Christina Neves. In your letter include the following information:

- Thank Mr Satel for his letter;
- Say that you are interested in his proposals because there is an increasing demand for precision tools in Portugal; suggest that you could accept either 3 per cent commission on c.i.f. values, or the 2.5 per cent del credere commission;
- You would like to know if they can act as clearing and forwarding agents, offering a door-to-door facility;
- Check that they will send references from other companies they act for;
- Suggest that, if this is possible, one of the directors could meet them to discuss a contract;
- Close the letter as appropriate.

Ex. 10. Make up letters according to the situations:

A) You are a computer manufacturer and would like to develop the market in Central Europe. For this you are going to appoint an agent. You want to offer the following terms to the agent: validity of agreement is 1 year; commission – 10% of all the invoices for the goods sold by the agent.

B) You've got the letter from the company which offers you to become an agent and sell software in Russia. You are satisfied with the terms but would like to find out some other information: 1) How will the advertising campaign expenses be cleared? 2) How will you solve conflicts with the company if any problems take place during the agency agreement?

REVIEW 2

A) Identify the types of the following letters. Find words and parts of sentences which help you to do it.

Dear Sirs
Our orders Nos 6531, 6687, 6866 and 6892

As we have repeatedly pointed out to you, prompt delivery on your part is essential if we are to maintain satisfactory stock levels and carry out our production schedules.

Each of the four orders listed above has arrived later than the date stipulated, and order No 6892 was delayed almost a month, with the result that we have had to reduce production by some 5 per cent.

We are unable to allow this situation to continue, and are sorry to have to tell you that unless you can guarantee to deliver supplies by the dates specified in future orders, we will be forced to look for another supplier. We hope to hear from you very soon.

Yours faithfully,

Dear Sirs,

We have received your claim of 3 November 2005, regarding the quality of the items we shipped to you. However, after a thorough examination we have come to the conclusion that the merchandise is identical to the sample we had sent you when you placed the order.

Would you please check your shipment once more.

Yours faithfully,

Dear Mr Hoffman,

Thank you for your letter and invitation of 13 January inviting Mr Boldt to your annual dinner.

He will be pleased to attend and speak about the effects that parity of currencies will have on the costs of raw materials for our industry. He expects the talk to last about half an hour.

I will send you a transcript next week, and Mr Boldt would welcome any comments or suggestions you care to make.

He looks forward to seeing you on February 15 at the function.

Yours sincerely,

Barbara Schroeder (Mrs)

p.p. Gunther Boldt Chairman

B) Add introductory phrases according to the pattern:

...I am sending you the journal. - At the request of Dr. Novikov I am sending you the journal.

1. ...I have arranged for you a meeting with Dr. Samsonov. 2. ...we have not received the legends to the drawings yet. 3. ...to my request. 4. ...you to be an honorary member of our editorial board. 5. ...to this important matter. 6. ...I wish to inform you that the reprint was sent to Mr. Camping. 7. ...during my scientific tour in your country. 8. ...about delivering a speech at the ceremonial opening of a new Monument to Academician Ivan Pavlov.

C) Build up sentences by arranging the words in their proper order.

1. Matter, will, most, attention, appreciable, your, be, this, to. Consideration, your, to, perhaps, would, to, proposal, this, able, you, be, give. 3. Should, comply, find, a, great, to, pleasure, with, your, request, I, it, certainly. 4. Accordance, request, in, sent, you, latest, have, I, with, the, edition, your.

D) Write out all the points of information from the following letter. Answer the letter on those points. Make use of the expressions of this section.

June 11, 191

Dear Prof. Jennings,

I wish to express my sincere gratitude to you for extending to me an invitation to spend a few weeks in your laboratory towards the end of 19... I accept your invitation with great pleasure. I believe I'll be able to visit your laboratory towards the end of this year starting December 1st. If that date suits you, please send an official letter to our institute.

In response to your request I have sent to the Journal "Surface Chemistry" a paper entitled "...".

Since we are interested in the problem of polymer fuels, we would appreciate it if you could supply us with information in the area.

I am happy to inform you that preparation is under way in Russia for the organization of an International Symposium: on... to be held in Kiev, October 20-26, 2006. If you find it possible to take part in the work of the Symposium, please inform us the title of your paper.

By the way, Dr. Novinsky is visiting Oxford in July. He asks whether you can arrange for him a series of lectures at your laboratory. Please give your best attention to his request.

Give my best regards to Ann and the kids.. I'll be very happy to see you.

Yours sincerely,

Christoph Wolter

E) Give the definitions for the following expressions:

1. discount	
2. purchase	
3. advance	
4. shipment	
5. quotation	
6. substitute	
7. delivery time	
8. order	
9. authorized	
10. adjustment	
11. Unforeseen circumstances	
12. Monthly remittance	

F) You are dealing with International Business Book Company of Zurich, Switzerland. Assume that Mr. Harry Dot, 35 Lindenstrasse, Frankfurt, Germany, whose request for information you granted in Lesson 8, sent you an order for twenty (20) copies each of *Business Communication* by Thomas A. Green and *Report Writing* by Graham and Thompson.

He enclosed payment to cover the cost of the books and the cost of the shipping. You filled his order the day it was received.

Mr. Dot writes to you today. He tells you that there were twenty copies of *Business Communication* but only eighteen copies of *Report Writing* in the package he received.

He asks you to send the two missing copies. Your adjustment policy permits you to send these missing books immediately without investigation. You are interested in keeping Mr. Dot as a customer. Write the adjustment letter.

Study your letter. Does it do all the things an adjustment letter should do?

G) Identify the types of the business letters. Make replies for them.

1) Dear Sir,

I am replying to your advertisement in the trade magazine Homecare in which you said you were looking for a buying agent in the U.K. to represent your group of stores in West Africa.

My company already acts for several firms in Europe and America and we specialize in buying domestic appliances and other household goods for these markets. We have contacts with all leading brand manufacturers so we are able to obtain specially reduced export prices for their products and we can offer excellent terms for freight and insurance.

Our usual commission is 5 per cent on c.i.f. invoiced values, and we make purchases in our principals' names, sending them accounts for settlement.

We will keep you well informed of new products that come on to the market, sending you any information or literature that we think will be helpful.
I have enclosed our usual draft contract for you to consider, and if you are interested, I would be pleased to hear from you.

Yours faithfully,
Frederic Haines

2) Dear Sir/Madam,

On 12 August I ordered 12 copies of Background Music by H Lowery under my order number FT567.

On opening the parcel received this morning I found that it contained 12 copies of History of Music by the same author. I regret that I cannot keep these books as I have an adequate stock already. I am therefore returning the books by parcel post for immediate replacement, as I have several customers waiting for them.

I trust you will credit my account with the invoiced value of the returned copies, including reimbursement for the postage cost of £ 7.90.

Yours faithfully,
C. Black

3) Dear Mr. Causio,

Thank you for being so prompt in sending the documents for our last Order, No. 14463. We have accepted the sight draft, and the bank should be sending you an advice shortly.

We have been dealing with you on a cash against documents basis for over a year and would like to change to payment by 40-day bill of exchange, documents against acceptance.

When we first contacted you last February you told us that you would be prepared to reconsider terms of payment once we had established a trading association. We think that sufficient time has elapsed for us to be allowed the terms we have asked for. If you need references, we will be glad to supply them.

As we will be sending another order within the month, could you please confirm that you agree to these new terms of payment?

Yours sincerely,
Victor Bishop

H) Now when you've known a number of significant details about writing business letters it's your chance to test your ability and answer the following questions:

- f) What is the difference between speaking and writing?
- g) Do you agree that bad writing can be cured? Give your grounds.
- h) What problems do people face when they are writing letters?
- i) What style in writing do you prefer?
- j) Is it really necessary to be informal in letter writing? to be formal?

SECTION 3 MISCELLANEOUS LETTERS

Unit 11. ADVERTISING LETTERS

THINK AND DISCUSS

- a) Read and study the letter below. Try to identify the type of the letter. Find words and parts of sentences which help you to do it.

Dear Sir,
Our new Spring collection of suitings contains designs which, I am sure, will be of great interest to you personally.
Interest, however, is not merely confined to the more formal suitings, for we also have an exceptionally pleasant selection of week-end and country worsteds in our Daks suiting range. I believe the patterns enclosed will appeal to you, one is a novel design for town wear, and the other two indicate the trend for muted shades for country wear.
I do hope you will be able to call and let us show these fine new materials. As you know, we are open until 7 p.m. on Thursdays.
Should you require any further information on current styles or cloth, please do not hesitate to telephone me at Grosvenor 7688.

Yours sincerely,
I. Hopkins

- b) Who wrote the letter? Why did he write the letter?
c) What parts does it consist of?
d) Is it clear what Mr. Hopkins offers?
e) Does the letter get the reader's attention at the beginning? How?
f) Is the letter courteous? Is the letter brief? Is it insistent?
g) Does it arouse the interest of the reader in the product and his desire to purchase it?

Here are some words to help you:

suiting	Материал для костюмов
to be confined to smth.	Быть ограниченным чем-л.
to have an exceptionally pleasant selection of ...	Иметь исключительно хороший выбор
suiting range	Ассортимент тканей
novel design	Новый дизайн
trend	Тенденция
current styles	Современные стили

- k) Now give a definition for this type of business letter.
- l) Translate the letter into Russian in an appropriate style.

DO YOU KNOW THAT ...

Advertising letters are often called Sales Letters and sometimes Informing Letters. These letters have as their purpose the selling of a product or a service.

What are the things a sales letter must do to be a successful sales letter?

1. It must get attention in the first paragraph – otherwise the reader will not finish reading the letter.
2. It must arouse the interest of the reader in the product or service and arouse his desire to purchase it.
3. It must convince the reader that he should purchase the product or service.
4. It must make it possible for the reader that to act promptly and easily.

CHECK YOURSELF

Ex. 1*. . Write a sales letter, using the following information. You are the Director of Marketing for your company, which is introducing a new dish-washing detergent to customers in the southwestern part of the United States. (The product has already been introduced successfully on the West Coast, and the company now intends to sell the detergent nationwide.)

Company: General Products
of America, Inc. 800 Archway
Boulevard St. Louis, Missouri
63101

New Product: Crystal Soap Flakes, for dishes.

Selling Points:

1. Soap flakes, instead of the usual liquid. (Your company considers the flakes to have a more concentrated cleansing power than the soap liquids now in use.)
2. Special container that allows the user to regulate exactly the amount of detergent needed.
3. Creates long-lasting suds that are gentle to hands.
4. Marvelous lemon/lime scent.
5. Can be found in all major supermarkets and grocery stores.

Bonus Feature: You are enclosing a special trial packet of the detergent for the recipient. Use today's date and assume you are using letterhead stationery. Your secretary's initials are *dfg*. You may use more selling points than those listed above, if you desire. (The recipient will act immediately by buying Crystal Soap Flaked at the nearest store)

Ex. 2.* Sales letters are usually written by specialists in writing this kind of letter. International Business Book House, however, has asked you to write a sales letter that can be sent to the schools that are customers of the Company telling them about a new book you have for sale.

Here is the information about the book that you will need in writing the letter:

Title of book: *American Business English in Action*

Author: *James L. Blackstone, professor of Business Communications, American University, Tehran, Iran. Expert in teaching American business English to persons whose native language is not English.*

What the book covers: *The writing of all types of business letters and reports; practice in the use of new business vocabulary; practice in English sentence structure; grammar and punctuation; up-to-date information.*

Format of the book: *Paperbound, size 6 1/4 inches by 9 1/4 inches, light and easy to carry. Easy to use. Will hold together with hard usage. Excellent illustrations.*

Price: \$ 3.50.

Ex. 3. Match English and Russian equivalents:

1.	<i>extensive range</i>	a	высококачественное обслуживание
2.	<i>intriguing novelties</i>	b	выгодные цены
3.	<i>advantageous prices</i>	c	последняя и точная информация
4.	<i>give prompt service</i>	d	быстро обслуживать
5.	<i>highest quality service</i>	e	широкий выбор
6.	<i>current and accurate information</i>	f	карточка для ответа
7.	<i>a reply card</i>	g	интригующие новинки

Ex. 4. Fill in the gaps in the advertising letter with the expressions from the box:

available ages safe weight lifting firm up reply card body-building results
--

<p style="text-align: center;">ALL-PRO SPORTING SUPPLIES Box 8118 Phoenix, Arizona 85029</p> <p style="text-align: right;">7 July 2006</p> <p>Dear Sir/ Madam,</p> <p>What do Miss Universe and Mr. America have in common? They both lift weights to keep in shape-with very different results of course. And many women across the country are discovering-just like Miss Universe-that 1 ... is an effective and fun way to a better-looking body and better health in the bargain.</p>
--

All-Pro has put together a special package to help women get started. We will send you a pair of three-pound dumbbells and a fully illustrated body-building regime. In just 45 minutes a day, three days a week, these easy-to-follow exercises will 2 ... every muscle of your body from your deltoids to your calves.

Despite the myths that have grown up around 3 ... , lifting weights will not make a woman look like a man. Does Farrah Fawcett look like Burt Reynolds? And weight lifting is completely safe. According to Dr. Leonard Paddington of the Phoenix Sports Medicine Institute, "Weight lifting, which strengthens the cardiovascular system, is safe for people of all 4 If you start a weight-lifting program now, you will be able to continue to whatever age you want."

Weight lifting shows 5 ... faster than any other form of exercise. Get started now and you'll be all set for your bathing suit and the beach this summer.

Our Women'n'Weights package, with the two dumbbells and complete exercise regime, at the low price of \$21.95, is 6 ... only through the mail. You can't buy it in any store. And for a limited time only, we will send you, along with your purchase, an exercise mat FREE. This 100% cotton, quilted mat is machine washable, a \$6.96 value.

To order your Women'n'Weights package, and your free exercise mat, SEND NO MONEY NOW. Just fill in the enclosed postage-paid 7 ... , and your better body will be on its way to you.

Yours truly,
R. King
Sales Manager

Ex. 5. Translate into Russian:

1. Our fashion stores have a thousand and one things to delight you. 2. Our range of merchandise covers every need from good inexpensive to more highly priced. 3. Your telephone call will have immediate attention for booking and information. 4. Consider some of the advantages of the goods. 5. This machine is neat and compact. Handling is extremely simple. 5. A full range of these suits at this very advantageous price awaits your choice at our stores. 6. We take this opportunity of giving our regular customers the first change to secure a pair of such shoes, for we don't think they will be there long. 7. The reputation of our products has been spread by all who know them. Our catalogue is enclosed; the choice is yours. 8. It is our sincere desire to give you the personal attention and satisfaction.

Ex. 6.* The following letter parts are mixed. Look through all the pieces and then re-arrange them in the correct order.

<p style="text-align: center;">JOBO'S Winston Salem, NC 11133</p> <p style="text-align: right;">December 14, 2006</p> <p>Dear Customer:</p> <p>The sale is for one day only, January 31. But the doors will open at 9 A.M., so you can shop early for the best selection. And, of course, your Justin's and VISA cards are always welcome.</p> <p>To celebrate the occasion, we are having a Grand Opening Sale, and every Jobo store will be in on it.</p> <p>Now that the scaffolds are down and the hammering has stopped, you are probably aware that Jobo's has opened a new store in the Bethabara Shopping Center. We are extremely proud of this gleaming new addition to the Jobo's family.</p> <p>EVERYTHING in ALL our stores will be marked down 10-30%. Designer jeans that were \$25-\$40 are now \$20-\$36. An assortment of 100% silk blouses, originally \$60-\$95, are on sale \$40-\$65. The savings are incredible.</p> <p>Sincerely yours, Nina Belgie Sales Manager</p>

Ex. 7. Translate into English:

1. Задумывались ли вы о преимуществах, которые могут дать наши услуги для вашего бизнеса? 2. В прилагаемом буклете даны все тарифы по определенным специальным товарам. 3. Этот специалист, несомненно, даст вам полную информацию о наших услугах. 4. Эта выставка является прекрасной возможностью для ваших фирм-изготовителей показать свою продукцию нашей стране и ее соседям. 5. Уже полтора века наша продукция считается самой лучшей. 6. Эта компания, основанная в 1885г., хорошо известна как изготовитель первоклассного оптического оборудования и приборов. 7. Конкуренция не сказалась ни на качестве, ни на притягательности нашего товара. 8. Просим посмотреть прилагаемый прейскурант и сообщить нам с помощью приложенного бланка, что вас интересует. 9. Мы можем предложить вам специальную цену (скидку), если вы разместите заказ до 10 мая. 10. Если у вас будет какая-либо проблема по поводу наших услуг или нашего товара, сообщите нам.

Ex. 9.* A) Mr. Lewis, to whom the sales letter in this lesson was addressed, called for an appointment with the representative of the Wilson Air-Conditioning Company, Mr. Lawrence T. Moore, an air-conditioning specialist. Mr. Moore studied Mr. Lewis's needs for air-conditioning and sent him a plan giving him the probable costs for the installation. Two weeks have gone by and Mr. Lewis has not been heard from. The Wilson Air-Conditioning Company wants to sell this installation to Mr. Lewis. Mr. Henry L. James, the sales manager, asks you to write Mr. Lewis a letter to sell him the idea that he should install Wilson Air-Conditioning in his home. In writing your letter to Mr. Lewis, remember to do the following things:

1. Thank Mr. Lewis for letting Mr. Moore call. Give him the date when the call was made.
2. Remind him of the plan Mr. Moore sent him. You are enclosing a copy, in case his copy is not immediately available.
3. Remind him that you have not heard from him.
4. Call his attention to the advantages of air-conditioning.
5. Give him this additional information:
 - a. Wilson Air-Conditioning not only provides an even supply of cool air, but it also reduces the humidity in the air, thus making living in your house more comfortable.
 - b. The house that is air-conditioned by Wilson is free from dust and insects.
 - c. The cost of Wilson Air-Conditioning is low. You have in addition a one-year guarantee.
 - d. Wilson Air-Conditioning units are so well made that there are almost no repair costs.
6. Suggest that he now signed the copy of the contract that is enclosed. Wilson will make the installation within a week.

B) After you have written your letter, answer these questions about it:

1. Does your opening sentence get the reader's attention?
2. Does your opening sentence lead naturally into the next part of your letter?
3. Do you increase the reader's desire for Wilson Air-Conditioning by giving some new advantages in addition to the ones given in the first letter?
4. Does your letter sound as if you had the reader's interest in mind?
5. Does your letter sell Wilson Air-Conditioning, not air-conditioning in general?
6. Does your letter try to convince Mr. Lewis that the price of Wilson Air Conditioning is right? How?
7. How many enclosures are there?

**UNIT 12. SOCIAL BUSINESS LETTERS
(INVITATIONS, CONGRATULATIONS,
GRATITUDES AND OTHERS)**

THINK AND DISCUSS

a) Read and study the letters below. Try to identify the types of the letter. Find words and parts of sentences which help you to do it.

1) Dear Mr. Touchstone,

On behalf of the Cooperville Bank, I offer you our sincere congratulations on your recent promotion to national sales manager. I know that you have worked hard for Newton Corporation and therefore I am delighted that you have been promoted to this new and challenging position. Your company is very fortunate to have benefited from your expertise as well as loyalty during the past nine years.

Cordially,
Anne Page
Anne Page

2) Dear Jim,

Barbara and I were very sorry to hear that you were injured in a car accident and we want to let you know how concerned we are. We will come to see you at the hospital as soon as you are able to receive visitors. We are hoping that you will make a speedy recovery and will soon be out of the hospital. So hurry and get well!!

Warmest regards,
Daniel Sims
Daniel Sims

NEWBRIDGE ASSOCIATES
346 Fitzharding Square
Manchester, VT 23867

3) I will/ will not* be able to attend the New England Tourism and Travel Corporation Roadshow at the Arlton Hotel in Chicago

Wednesday, October 2, at 6:00

NAME: *Andrew Lloyd*

COMPANY: *Lloyd & Lloyd, Ltd.*

* Please delete as appropriate

R.S.V.P.

Franca Lester

Tel. (783) 567-3245

4) Dear Mr. Andrews:

Mr. and Mrs. Charles Drake thank the Management Team of the Winchester Corporation for the invitation to attend the dinner dance honoring William R. Chesterfield on May 22, which they will be happy to attend. Yours sincerely,
Charles Cooper

5) Mr. Clarence Logan has been on our sales staff for the past eight years and has compiled an excellent sales record. He is a friendly person by nature and has won the friendship as well as the business patronage of his customers. We have convincing evidence of that from the letters we have received in response to the announcement that he is leaving our company on his own volition since he feels that he has advanced as far as possible under our current employment plan. For that reason, he has decided to look for a position in a larger organization.

We are sorry to see Mr. Clarence Logan go, because he has shown himself to be capable, resourceful, well-disciplined, intelligent, and pleasant. Therefore, we recommend him with enthusiasm since he should be a valuable asset to any company.

Joseph Yearn

Director of Human Resources

- b) Who wrote the letters? Why did they write the letters?
- c) What parts does each consist of?
- d) Does each letter address to one person or a whole organization?
- e) Are the letters courteous? brief?
- f) How often do business people write letters of congratulations, sympathy, condolence, invitation, gratitude and some other social letters?
- g) What are the major characteristics of social letters?
- h) What style is mainly used in such letters?
- i) What information does an invitation contain?
- j) What main points are to be covered by a letter of reference? Have you ever made up letters of reference? Has somebody written a letter of reference for you?

Here are some words to help you:

On behalf of	От имени...
Promotion	Повышение, продвижение
To benefit	Извлекать пользу
loyalty	Верность, выслуга лет
expertise	Опыт, профессиональные навыки

concerned	Обеспокоенный
Attend smth	Посещать (мероприятие)
R.S.V.P.	ответьте, пожалуйста French - Repondez s'il vous plait
Dinner party	банкет
Smth honoring smb	Что-л. в честь кого-л.
Be on the staff	Быть в штате
Record	Характеристика, биография
Patronage	Покровительство, поддержка
On one own's volition	По собственному желанию
Resourceful	Изобретательный, имеющий множество идей
asset	Ценное качество

k) Now give a definition for these types of business letters.

l) Give examples in which situations you may need to write a social letter.

m) Translate the letters into Russian in an appropriate style.

DO YOU KNOW THAT ...

Social letters are an integral part of business correspondence. There are lots of miscellaneous letters in business sphere such as invitation for a special occasion, accepting an invitation, sympathy, reference, congratulations, gratitude, letters concerning appointments and others. Let's consider some of them.

Gratitude, thanks or appreciation should always be expressed to the person or establishment that was (is or will be) so kind as to render help, service or a favor to the person asking for it. Gratitude, thanks or appreciation are also acknowledged in making an inquiry or request or upon receipt of information, printed matter, material, etc. as well as for a person's consideration or attention to the writer's matter or business.

Official invitation is usually written in the following manner: The (name of institution or person) requests the pleasure of (name of person) at (occasion) to be held at (address), at (time) on (day, date). R.S.V.P.

Usual form in **accepting official invitation**:

(Name of person) thank(s) the name (name if organization or person) for its (their) kind invitation to (occasion) to be held at (address), at (time) on (day, date) which he has much pleasure in accepting (to accept).

Congratulations (congratulatory letters) are written to organizations or private persons in connection with success, celebrations, anniversaries, significant occasions, etc.

Reference letters are written if you need to make a characteristics for the person you know well; usually it's the person who worked or dealt with the organization you work for.

CHECK YOURSELF

Ex. 1. In what kinds of business letter can each of the following sentences be used? Comment on them.

1) I regret that I am not able to accept your kind invitation for the buffet reception on February 14. My business schedule calls for me to be in Europe during the entire month of February. 2) The Management Team of the New York Corporation in honor of William R. Chesterfield requests the pleasure of the company of Mr. and Mrs. Charles Baker at a dinner dance on October 20 at 7.30pm. RSVP. 3) I can recommend Ms. Joanne Rainman, without any hesitation, for the position of assistant director of human resources in your organization. She is intelligent, accurate, personable, and discrete. 4) Mr. Evans left our organization of his own free will because he believed that freelance work would offer greater opportunities. 5) My congratulations to you and your sales force for having surpassed last year's sales level. 6) Thank you very much for your hospitality during our visit to Houston. We hope to be able to return your hospitality next year. 7) Colin Electronics invites you to the Electronics Trade Exhibition to view its full range of new CD boom boxes...

Ex. 2. Match the English and Russian equivalents:

1. We have the honour to invite you ..	a. Большое спасибо за Ваше приглашение ...
2. Allow us to invite you ...	b. К сожалению, мы не сможем принять Ваше приглашение ...
3. It would give us great pleasure if you could visit ...	c. Приглашаем Вас ...
4. We would like to invite you to ...	d. Имеем честь пригласить Вас ...
5. Many thanks for your invitation .	e) Разрешите пригласить Вас ...
6. We would be grateful (to you) if you could visit ...	f) К сожалению, мы не сможем принять ...
7. We thank you for your invitation ...	g) Мы были бы признательны (Вам), если бы Вы смогли посетить ...
8. We are pleased to accept your invitation ...	h) Нам было бы очень приятно, если бы Вы смогли посетить ...
9. We regret we cannot accept ...	l) Мы очень признательны за Ваше любезное приглашение ...
10. We are very grateful for your kind invitation ...	j) Благодарим за Ваше приглашение ...
11. Unfortunately we are unable to accept your invitation ...	k) Нам приятно принять ваше приглашение

Ex. 3. Make the sentences from invitation letters and replies to them. Mind your grammar. Translate them into Russian.

1. ... I/ happy to accept/ invitation/ I/ look forward/ to participate/ the exhibition
2. .../ response/ your invitation/ conference/ I/ submit/ you/ materials/ your consideration and comment/ your earliest response/ be appreciated
3. ... / very much regret/ I /cannot accept/ the invitation/ attend the talks/ next month / since/ it/ come/ the middle of the academic semester/ and/ I/ have lectures/ to present.
4. ... / I/ regret/ I cannot accept / your kind invitation/ hope/ I / be able/ visit you some time/ the future
5. ... / thank you/ very much/ the programme/ seminar/ regret/ personal circumstances /prevent me/ attend the seminar
6. ... / many thanks/ invitation/ my wife and I/ be delighted/ join/ you/ dinner party

Ex. 4. Translate the sentences from different letters into English [5]:

- 1) Нам очень приятно получить ваше письмо от 22 апреля, в котором вы просите нас направить вам наши последние каталоги и новый прейскурант.
- 2) Мы признательны Вам за приглашение принять участие в семинарах, которые проводит ваша кафедра. Сотрудники нашего университета заинтересованы в посещении подобных семинаров. Мы были бы признательны вам, если бы вы смогли выслать нам программу семинара, который состоится весной следующего года.
- 3) Я очень благодарен вам за ваш положительный ответ на наше приглашение принять участие в открытии нового филиала нашей компании.
- 4) Очень жаль, что не могу присутствовать в церемонии открытия конкурса из-за ранее назначенной встречи с моим деловым партнером.
- 5) Я хочу искренне поблагодарить вас за вашу помощь в организации моего визита в вашу страну.
- 6) С удовольствием встречусь с вами на вечере по случаю ежегодного сбора выпускников университета.
- 7) Я бы хотел сердечно поблагодарить вас за гостеприимство, оказанное мне во время моего пребывания в Лондоне. Ваше внимание сделало мое пребывание в Великобритании не только полезным, но и приятным.
- 8) Приглашаем вас принять участие в ежегодном собрании акционеров компании. Повестка дня прилагается.
- 9) Приношу свои глубокие соболезнования.
- 10) Сердечно поздравляю с недавним повышением по службе.

Ex. 5. Replace the Russian expressions in the brackets with English equivalents.

1. I offer my (самые сердечные поздравления) on your successful graduation from the university.

2. Accept my best (пожелания дальнейших успехов) in your creative work.
3. With (поздравления) for the New Year from your most sincere friends and colleagues.
4. My best congratulations (по случаю) your winning the International Fellowship for your research work in chemistry.
5. I (сердечно поздравляю) you on 25th anniversary of your brilliant career.
6. Allow me to congratulate you (в связи с) setting up your own business and wish you success.
7. May we congratulate you on your (продвижением по службе) and send your our best wishes and (теплый привет).
8. I want (послать Вам мои искренние пожелания) for the Happy and Prosperous New Year!
9. We were very pleased to learn (о Вашем назначении) to the post of President of the firm.

Ex. 6.* Read the following invitation from the German Chamber of Commerce and choose the best words from the options in brackets, and then reply to it.

Dear Mr Bold,
 We (*wish, want, would like*) to invite you to our annual dinner on 15 February and (*wonder, ask demanded*) if you would consider being one of our guest (*announcers, speakers, talkers*).
 The theme we are promoting this year is the Single European Currency, and we would (*admire, like, appreciate*) a contribution from your field of manufacturing how this would (*afflict, affect, alter*) you and your colleagues' enterprises. Please (*let, leave, make*) us know as soon as possible if you are able to (*arrive, attend, assist*).
 (*Inside, Enclosed, Within*) you will find a formal invitation (*to, of, for*) yourself and a guest.
 Yours sincerely,
 Mark Pitch
 Chairman

Ex. 7. Change the following sentences into a more acceptable form for business letters.

- 1 I can't come to the reception because I'll be on holiday next week.
I regret that_____
- 2 It's such a shame that your brother is dead. I'm really sorry.
I was_____
- 3 So you've been elected Chairman of the company! Well done!
I would like_____

4 Mr Norman wants to drop in and see you next week about a contract, OK?

Mr Norman would _____

5 I can't see you next Friday for our appointment after all.

I am sorry to tell _____

6 Can you come to our Sales Conference on 18 March?

We would like _____

7 Thanks for helping me when I was in Hamburg last week.

I would _____

Ex. 8.* Adriano Blake, Sales Director of Data Unlimited PLC, is organizing a sales conference for forty sales representatives to attend a two-day presentation by two advertisers who are promoting a new line of products.

As Mr Blake, write a letter to the Conference Centre based on the following information:

- Your address: Data Unlimited PLC, Data House, Chertsey Road, Twickenham, Middlesex TW1 1EP.
- Conference Centre: The Royal Hotel, Owls Road, Boscombe BH5 1AD.
- The hotel was recommended by associates and you want a conference room for forty reps for a two-day presentation.
- Dates of conference: 8 and 9 December 2006. You will need conference room and facilities from 09.00 to 18.00 on both days.
- Requirements: full seating, presentation platform, dais, public address system, screen for slides, full video equipment and facilities for recording. You will supply your own display materials.
- Refreshments: coffee/biscuits at 11.00, four-course meal in restaurant with table wine, tea/snacks at 16.00.

Finish by asking for confirmation that the centre will be available.

Ex. 9. Complete the lines according to the pattern:

I would appreciate it very much... – I would appreciate it very much if you would ring me up on Monday, June 10th at 2 c'clock.

1. I shall be very grateful if... 2. I shall be much obliged if... 3. Thank you so much for... 4. We shall appreciate it very much if... 5. Will you be so kind as to... 6. We shall be most happy to... 7. I have much pleasure in... 8. Through the courtesy of...

Ex. 10. Complete the following sentences by joining up the two parts with the correct preposition. The first one has been done as an example.

1. I'd be grateful if you could send them a reply ...	FOR	relocating an office is that overheads can be reduced.
2. The main advantage ...	TO	the closure of the factory.
3. Everyone in the bank received an invitation ...	OF	Your phone call this morning...
4. I am writing to you with reference ...	TO	silicon chips
5. The insurance company paid for the damage ...	TO	the office Christmas party.
6. He was criticized by the manager ...	OF	the stock in the fire.
7. The union leaders wanted to hear about the reasons ...	FOR	child care facilities in the company.
8. The price of computers has gone up recently because of a shortage ...	ON	the work you have completed.
9. I am enclosing a cheque ...	FOR	the invitation they sent.
10. The Personnel Manager submitted the report ...	TO	his unhelpful attitude towards the customers.

Ex. 11* Write the letters for the following situations:

- You have received the invitation from the organization committee to participate in the conference, but you cannot accept it. Thank the organization committee for the invitation. Explain why you cannot accept it. Inform them in your letter about forwarding your report which they are to include in the conference materials.
- Your partner from Michigan, USA, has invited you to visit his company for negotiations and has asked you to inform him about the date, time and flight number you come. Write the invitation from your American partner and reply to it.
- Congratulate your colleagues on the national holiday in your country.
- Congratulate your overseas colleagues on the launch of their new line of the goods into Russian market.
- Thank your colleagues from another city for their hospitality when you visited them. Say a few words about your impressions of their welcome.

Unit 13. INTEROFFICE MEMORANDUMS

THINK AND DISCUSS

a) Read and study the letter below. Try to identify the type of the letter. Find words and parts of sentences which help you to do it.

MEMORANDUM
From: OM To: MD Date: 1 April 2000 Ref.: copy machine
<p>The copy machine in HR Dept has broken down again. This is the third time this month. Please could you arrange for the maintenance staff to look at it. Thank you.</p>

- b) Why does the letter not contain addresses?
How is it different from the letters which you send to other organizations?
- c) Who wrote the letter? Why did he write the letter?
- d) What parts does it consist of? Why is it short?
- e) Is the letter courteous?

Here are some words to help you:

Memorandum (memo)	Записка «для памяти, чтобы не забыть», служебная записка
Copy machine	Копировальный аппарат
maintenance staff	обслуживающий персонал

- k) Now give a definition for this type of business letter.
- l) Give examples in which situations you may need to write an enquiry.
- m) Translate the letter into Russian in an appropriate style.

DO YOU KNOW THAT ...

The interoffice memorandum is a form used to communicate within a business organization. They are used for many of the same purposes for which business letters are used: to request information; to send information ; send documents, contracts, or other materials; and to report on various business transactions. In most large companies, memos may be written more often than letters.

The rules for writing good business letters also apply to memorandums, with one exception. Memos are usually more direct and more concise than letters. They get to the point quickly and do not waste time. Informal or semiformal style is more often used in memos.

The interoffice memorandum may be a full-sized sheet or a half sheet. Notice the style of the heading of the memo:

To: MD²⁵

From: OM²⁶

Date: 1 April 2006

Ref. (Subject): copy machine

In this style of interoffice memo, the guide words TO, FROM, SUBJECT, and DATE, are printed on the form. When printed forms are not available, typist prepare memorandums on blank sheets. In this case the word MEMORANDUM (or MEMO) is typed in the centre of the page at the top. Then the words TO, FROM, SUBJECT, and DATE are added, either in one column or two.

The body of the Memo is singled-spaced. No salutation or complimentary closing is used. The block style is used more often, as in business letters.

Most writers don't use a full typed signature. The typist usually types the writer's initials only, leaving one space between the body of the memo and initials, and his or her own initials at the left margin, with one space separating.

The writer normally doesn't sign the memorandum with his or her full name. The writer instead initials the memo.

CHECK YOURSELF

Ex. 1 Write the memorandum for your secretary according to the following letter from Keith Green:

Dear Helen Smart,

Our Managing Director Mr Burns will be arriving in Moscow next week to negotiate the contract we are planning to sign with your firm. Then he will go on to Turkey. We will be grateful to you if you will book a seat for him on a flight leaving Moscow on the 18th of September, for Ankara. We thank you in advance for your kind attention to this matter.

Yours sincerely

Keith Green, Personal Assistant

²⁵ MD – Managing Director

²⁶ OM – Office Manager

Ex. 2.* The following memo has been mixed up. Layout the memo correctly. Which part of the letter is missing?

<p>TO: Ms. Rachel Graf FROM: John J. Rebel</p> <p>You may file with the Employee Benefits Department before registration. We recommend this procedure, so that you will know whether you are eligible for the tuition refund before you take the course.</p> <p>BROOKE & NAGORNY, INC. INTEROFFICE MEMORANDUM</p> <p>SUBJECT: Tuition Refund</p> <p>Here is the information you requested on the company policy concerning tuition refunds. You have these options for filing your tuition application form:</p> <p>DATE August 15, 1981</p> <p>JJR/hev</p> <p>You may file within 60 days after completion of the course by sending our department (a) a document that shows you have completed the course satisfactorily and (b) a copy of your receipts for the registration and tuition fees. If you are eligible according to the guidelines shown in the employees' handbook, you will receive a refund check for these fees within two weeks after we receive the required documentation.</p> <p>Please let me know if you need any further information</p>
--

Ex. 3. Fill in the gaps with the words from the box:

JUH ftp distribution subject memo from date To
--

<p>...: See Distribution ...: Lydia N. Benitez ^"f"</p> <p>...: February Meeting, ...: January 18, 1981</p> <p>New Products Review</p> <p>The monthly meeting of the New Products Review Committee is scheduled for Wednesday, February 3. We will meet in the conference room on the eighth floor at 9:30 a.m.</p> <p>If you cannot attend this meeting for any reason, please let me know no later than January 28.</p> <p style="text-align: right;">JUH</p> <p>.../ ...</p> <p>...:</p> <p>Mr. Francis Bongiorno</p> <p>Mr. Leroy F. Jordan</p> <p>Ms. Denise A. Litowitz</p> <p>Mr. Orlando Navarro</p> <p>Ms. Millicent Peavy</p>

Ex. 4.* Assume the interoffice memorandum below is addressed to you. Upon rechecking the March 1 inventory, you found that two boxes of typewriter ribbons containing 12 ribbons each, and 500 file folders had not been counted. These items were in a carton that had recently arrived and had not yet been unpacked.

Write a memorandum to the Accounting Department to answer the memorandum you received (the memo below). Use the interoffice memorandum form of communication. Submit, also, a new and correct Office Supplies Inventory and indicate in the memorandum that you are attaching a corrected inventory listing.

To: Office Manager
From: Accounting Department
Subject: Office Supplies Inventory
Date: March 5, 2006

Please re-count the number of typewriter ribbons and file folders on hand. The March 1 inventory should show that we have on hand at least two dozen typewriter ribbons and about 300 filing folders.

May we have your report by the end of the week?

Ex. 5.* A) The Accountant in the same department store wants to write a memo to staff about procedures for payments by cheque, and wants to remind them what steps they should take to prevent fraud. Read the following list of comments, and decide which points should be mentioned in the memo.

a Staff should carefully match signatures on cheque cards with signatures on cheques.

b The value of bad cheques presented over the past year amounts to £30,000.

c Salespeople should not make all the customers feel like criminals,

d A number of customers pay for goods in cash,

e Cheque cards have expiry dates and limits written on them which need to be examined carefully.

f Supervisors should be contacted if salespeople are unsure about a payment.

g Customers' reactions should be noted for nervousness.

h Cheques should be examined to see that they have been completed properly.

i The banks also lose a great deal of money through cheque fraud.

j The problem of bad cheques cannot be eliminated, but it can be reduced.

B) Write the memo and cover the following points:

- Say what the problem is.
- Explain what procedures staff should follow.
- Explain what additional precautions can be taken.
- Say what staff should do if they are still in doubt about a cheque.

Ex. 6. * Write memorandums, using the following information. Use plain paper and type the guide words needed for the memos.

1. The recipient is Ms. Constance Vorspan of the Advertising Department, telephone extension 7114. The writer is your boss, Francisca L. Alvarado, of the Sales Department, telephone extension 2606. Both are in the Midwest Region office of Pelzer Porcelains, Inc. (Use *Pelzer Midwest* as the company name for both individuals on the memo.) Both are located in the Lincoln, Nebraska offices. Use today's date and write your own subject line. Write the memo as if it were written by Ms. Alvarado. Ask to be added to the internal company distribution list for the Quarterly Projected Magazine Advertising for Pelzer's products. This list is a compilation of all the magazine ads that will be placed by the advertising department during the next three months, showing the name of the magazine, the size of the ad to be run, and the date of the issue in which it will appear. Ms. Alvarado wishes to distribute copies of the list to each of the sales representatives in her region to aid in their planning for each quarter. Ask if it is necessary to receive special permission for such a distribution.

2. Use only the *To*, *From*, *Subject*, and *Date* guide words for this memorandum. You are in charge of preparing and overseeing the production of the annual report for Lipari and Jaeger International, Inc. (LJI). You are writing the memo to go with a preliminary draft of the report, which you are enclosing. The draft is being submitted to various division heads for their approval before the final version is typed. Request that each recipient return the draft with any suggested changes no later than three weeks from the current date. (Use a specific date in the memorandum.) Send the memo to Ms. Christina Adler, Corporate Headquarters; Mr. Joshua E. Gaines, Production; Mr. Samuel Ihara, Corporate International; Ms. Genevieve P. Eisen, Corporate National; Mr. Lars Yodin, Advertising; Mrs. Elsa T. Zaidan, Merchandising; Mr. Roberto C. Batista, Manufacturing; and Ms. Sybil D. Wesson, Financial. Remember to put the names on the distribution list in alphabetical order. Use today's date and *rgo* as your secretary's initials.

Unit 14. APPLICATION LETTERS AND RÉSUMÉ

14.1. APPLICATION LETTERS

THINK AND DISCUSS

- a) Study the letter below. Try to identify the type of the letter. Find words and parts of sentences which help you to do it.

Rua Libero Badero 11
Sao Paulo, Brasil
December 17, 2006

International Business Book Company
Brazilian Branch
Rua Mexico 45
Rio de Janeiro, Brasil

Gentlemen:

I have been told by Mr. John L. Peterson, Credit Manager, The Business Book Publishing Company, New York, with whom I believe you are acquainted, that you are expecting to make some additions to your accounting staff in February. I should like to be considered an applicant for one of these positions.

You can see from the data sheet that is enclosed with this letter that I have had five years of varied experience in the book business both in the United States and in Brazil. The companies for which I have worked have given me permission to refer you to them for information about the quality of the work I did while in their employ.

My work was in the credit department and in the accounting department in both companies, with some experience also in inventory control. In both positions, I have written business letters in English. The courses taken at Central Commercial and the Bronx Community College specifically prepare me for doing the accounting required in your Department.

Since I shall be in Rio de Janeiro during the week of May 22, I hope that you will give me an interview at some time convenient to you during that week. If there is further information that you wish in the meantime, please let me know. I can always be reached at the address given at the beginning of this letter.

Very truly yours,
John Linder
John Linder

Enclosure

- b) Is the letter written on letterhead paper?
- c) Does the writer give his address?
- d) What is the purpose of the first paragraph?
- e) Why is Mr. John Peterson mentioned in the first sentence?
- f) Why does the writer mention his previous experience?
- g) Why does he say that his previous employers are willing to serve as references?
- h) What is the action the writer wants the reader to perform?

Here are some words to help you:

application	заявление, сопроводительное письмо к резюме
Be acquainted with	быть знакомым с кем-л.
Accounting staff	сотрудники [персонал] бухгалтерии
applicant	кандидат на должность, соискатель
position	должность
experience	опыт

- i) Now give a definition for this type of business letter.
- j) Give examples in which situations you may need to write an application letter.
- k) Translate the letter into Russian in an appropriate style.

DO YOU KNOW THAT ...

The application letter is the first contact with a prospective employer, who uses the letter to decide whether the job seeker does – or does not – deserve an interview. Because the application letter can change the course of a career, it is one of the most important letters that many people ever write.

An application letter is used to answer a classified ad, to apply for a specific position that has been recommended by a friend or acquaintance, or to apply for a job at a company where the applicant would prefer working. The purpose of the letter is always the same: to convince the recipient to grant a job interview.

To get an interview, you must stimulate the employer's interest in you, show confidence in your ability to do the job, mention briefly your qualifications for the position, and request that the recipient set up an interview with you.

A letter applying for a position should:

1. Be brief – not more than one page.
2. Include the writer's address.
3. Apply for the position in the first paragraph.
4. Arouse the reader's interest by telling how the applicant learned about the position.
5. Convince the reader of the applicant's qualifications by:
 - a. showing the reader the specific things the applicant can do that make him especially well fitted for the position.
 - b. explaining the educational preparation the applicant has had that qualifies him for the position.
6. Include a data sheet that gives specific information about the applicant difficult to include in the letter itself.
7. Ask for an interview.
8. Offer to give additional information if the reader desires it.
9. Have a handwritten signature (if it's not an electronic message).

The letter of application is a sales letter. It should sell the applicant for the position, showing how well fitted he is to fill it. The letter should present those specific qualifications that the applicant has that no one else has.

14.2. RÉSUMÉ

THINK AND DISCUSS

a) Study the paper below. Try to identify the type of it. Find words and parts of sentences which help you to do it.

RÉSUMÉ

Personal details: JOHN LINDER

Rua Libero Badero 11
Sao Paulo, Brazil
Birth date: June 7, 1978
Marital status: Single

Position sought: Bookkeeper

Experience: June, 2003 Clerk, Credit Department,
to present Standard Paperback Business Books
Sao Paulo, Brazil

July, 2000 Assistant Bookkeeper
to The Business Book Publishing Company
May, 2003 8 Park Avenue South
New York, N.Y. 10001 U.S.A.

Education: Graduated June 2000
Central Commercial High School
18 West 15 Street
New York, N.Y. 10005 U.S.A.
Major Subjects: Accounting, Business Management

Special skills: Certificate of IBM PC User
Fluent English, Spanish, Portuguese
Driver's License (C-degree)

References: James L. White, Credit Manager
Standard Paperback Business Books, Inc.
Caixa Postal 7240
Sao Paulo, Brazil

Dr. William H. Patton, Chairman
Accounting Department
Bronx Community College
Grand Concourse at 184 Street
New York, N.Y. 10158 U.S.A.

Interests: Member of AISEC
Sports: swimming, tennis
Arts: modern and classical music

- b) What is the purpose of paper?
- c) Why does the writer mention his previous experience?
- d) Does the writer give all the necessary information the reader needs?
- e) Now give a definition for this type of business paper.
- f) Translate the letter into Russian in an appropriate style.

DO YOU KNOW THAT ...

To prepare an effective résumé (other variants: data sheet, Curriculum Vitae or CV), an applicant must understand what it is, how an employer will use it, and why it is important. First of all, a résumé is a summary of experience and other qualifications submitted with a job application.

An employer can waste days, or even weeks, interviewing people who are either unqualified or poorly qualified for a specific position. Not everyone who applies for a job has the necessary qualifications. The résumé saves the employer time for it allows a screening of the applicants. Résumé highlights some very important information. Since the information is in writing, it can be referred to as often as necessary. Without a résumé for reference, an interviewer may neglect some important details of an applicant's background or experience during the interview. Also, more than one person is often involved in the hiring process. The interviewer may need to make copies of the résumé and send them to others in the company.

There are additional reasons for writing a résumé. The very process of preparing one often helps an applicant to focus more clearly on his or her strengths and weaknesses, as well as on his or her employment potential.

Many applicants deal with employment agencies. The placement specialists at such agencies also find résumés helpful. They are quite useful when the specialist must select the most suitable job openings for a particular applicant from the positions available.

A data sheet should:

1. Be so arranged that the information is easy to read and understand.
2. Give personal information about the applicant, such as age, marital status, health.
3. Give precise information about the applicant's experience, being careful to account for all the years of employment and giving the latest employment first.
4. List the schools attended or courses taken that especially fit the applicant for the position.
5. List names, titles, and addresses of persons who are in a position to make statements about the applicant's qualifications for the job, such as former employers or teachers.

CHECK YOURSELF

Ex. 1. Fill in the blanks in the ads with the appropriate words below:

attractive, ability, successful candidate, clear, contact, experience, suit, team, willing, busy office, customers, hard work, initiative, outgoing, preference, required, skills, kitchen staff, pension scheme, thorough training

A) Our new 200-seat restaurant is opening in May and we are looking for waiters, waitresses and (1) If you are a friendly and (2) ... person who is not afraid of (3) ... we have the job and hours to (4) ... you. For more information (5) ... Margaret on 443621.
B) Typist/ Receptionist (6) ... for a (7) ... Typing and shorthand between 80 and 120 w.p.m. ²⁷ . We will give (8) ... the applicants who have experience of using word processors and computers. Telephone Sales Executive
C) We want a positive person who is (9) ... to work hard and can use their own (10) You must be lively and have a good sense of humor and a (11) ... speaking voice. You will receive (12) ... to enable you to inform (13) ... of the benefits of advertising with us. Send c.v. to:
D) Account Clerk The (14) ... will have had (15) ... of bookkeeping and banking procedures. The position calls for VDU and secretarial (16) ... plus the (17) ... to work as part of a (18) An (19) ... salary is offered as well as a company (20)

Ex. 2. Match the English extracts from the letters with the appropriate Russian equivalents:

1. I should like to apply for the position of Sales Manager	Я был бы Вам благодарен, если бы Вы назначили мне личную встречу в любое удобное для Вас время.
2. The management of our company will be pleased to supply you with references and any further information you may require	Я бы хотел пройти испытательный срок, в течение которого, я надеюсь, смогу доказать, что моя квалификация соответствует Вашим требованиям
3. I enclose a summary of my educational qualifications and copies of letters of reference	Я хотел бы подать заявление на занятие должности менеджера продаж
4. I should be willing to undergo a	Я мог бы предоставить Вам любую

²⁷ w.p.m. - words per minute

trial period of employment in which I feel I shall be able to prove my capacity to your satisfaction	дополнительную информацию, которая могла бы Вам потребоваться
5. I should be grateful if you would give me an appointment for a personal interview on any day or time convenient for you	Я направляю официальное заявление на занятие должности бухгалтера и прилагаю рекомендательное письмо фирмы, в которой я в настоящее время работаю в должности
6. I could supply you with any further information you might require	Прилагаю перечень документов об образовании копии рекомендательных писем
7. I make my formal application for the position of bookkeeper and enclose a letter of recommendation from the firm where I am at present employed	Руководство нашей фирмы будет радо предоставить Вам рекомендации, а также любую дополнительную информацию, которая Вам может потребоваться

Ex. 3. Fill in the gaps in the application letters with the appropriate words below:

as, enclose, form, audio, enquiries, further, available, favorably, in, consider, for, opportunity, position, take, to, with

<p>A) Dear Sir,</p> <p>With reference 1_____ your advertisement in today's Morning News, I am interested 2_____ applying for the 3_____ of manager with your company. Could you please send me 4_____ and an application 5_____.</p> <p>Yours faithfully, D. Addams</p>
<p>B) Dear Sir,</p> <p>I would like to apply 6_____ the position of personal assistant to chief accountant with your company.</p> <p>I 7_____ my application form. I am at present working 8_____ a secretary in the accounts office at TC Industries. My duties include 9_____ and copy typing and dealing 10_____ correspondence and telephone 11_____ twice a week. I have been going to evening classes in bookkeeping and I intend to 12_____ an examination in three months.</p> <p>I am applying for the position because I would like an 13_____ to make more use of my training. I would be 14 _____ for interview at any time.</p> <p>I hope that you will 15 _____ my application 16 _____.</p> <p>Yours faithfully, Cathy Purple</p>

Ex. 4.* A) Read and study the following ads. What kind of information do they give?

<p style="text-align: center;">Ad 1 International Media</p> <p>is looking for a professional and dynamic SALES SECRETARY If your qualifications include:</p> <ul style="list-style-type: none"> ■ Complete fluency in English ■ University degree ■ Excellent computer skills (Word, Excel), professional typing skills ■ Some working experience in sales or marketing ■ Outgoing personality and capability for teamwork in a constantly changing and challenging environment <p>Please fax résumé to 323-1928, attn. Caroline Soft</p>	<p style="text-align: center;">Ad 2 Leading international firm of business advisors is inviting a highly—motivated and experienced individual to join our Moscow office as the: <u>PERSONAL ASSISTANT</u> <u>to our Managing Director</u></p> <p>The successful candidate should be a native Russian speaker and will have excellent oral English communication skills; proven computer literacy and organizational skills; relevant experience as a PA to a General Director / Manager in a large multinational company with operations in Russia; ability to work under pressure and superb interpersonal / communication skills. We offer a dynamic work environment, a competitive salary and a comprehensive benefits package. For immediate consideration, please submit your CV and cover letter to the HR Department, 10/22 Sosnovy Proezd, Moscow, Russia; Fax: (095) 117-1812 or 138-1618 or e-mail: Pete_Cordwell@jobs.cis.com.</p>
<p style="text-align: center;">Ad 3 A well-known European firm is currently looking for a qualified person as a Personal assistant</p> <p>Requirements:</p> <ul style="list-style-type: none"> - a university degree - fluent English, knowledge of German is a plus - PC literate (Word, Excel) - previous experience in a similar position preferably in a western firm - highly-motivated self-starter <p>Send your CV to: fax 303-41-14 or e-mail business@rusnet.ru</p>	<p style="text-align: center;">Ad 4 Business Press is looking for a <i>PERSONAL ASSISTANT</i> <i>to the Commercial Director</i></p> <p>Requirements:</p> <ul style="list-style-type: none"> • Higher Education <ul style="list-style-type: none"> • Fluent written and spoken English • Computer literate <ul style="list-style-type: none"> • Excellent communication and organizational skills • Able to work under pressure <p>Please send your résumé by fax to (095) 252-7732</p>

B) Write your ad using the information from the above ads;

C) Create an application letter and CV. Write as many details in the CV as possible to send your CV to one of these organizations.

Ex. 5.* A) Write an application letter for yourself in response to one of the following classified ads. Choose the ad that describes a job for which you have experience, education, or developed skills. Do not be influenced by geographical considerations in making your selection.

B) Write a résumé for yourself to accompany the letter.

1. Bilingual Secretaries

We have three openings for bilingual individuals to work for bank vice presidents. One opening each for Spanish/English, Japanese/English, and German/English. Must have good writing and speaking skills in both languages, good typing skills, some stenography, pleasant telephone manner, and ability in dealing with general public. Salary negotiable. Good fringe benefits. Apply to Joan W. Lorenz, Director of Personnel, Pioneer National Bank, 4708 Constitution Avenue, Washington, DC 20022. (You may substitute different language skills, such as French/English or Chinese/English, if you prefer.)

2. Sales Career

Starting salary negotiable. Training program in all aspects of insurance. All fringe benefits. Easy advancement for dedicated, hardworking self-starter. References required. Write to Albert T. Chan, Sales Manager, Heritage Insurance Company, 810 West Pike Avenue, Pueblo, Colorado 81004.

3. Office Manager

Marketing department of major corporation seeks office manager to handle diverse responsibilities. Must be mature, outgoing self-starter, able to keep cool while handling several people and projects at one time. Some typing necessary. Previous business experience preferred. Armand Balbier, Personnel Director, Worldwide Industries, Inc., 432 North 22 Street, Gary, Indiana 46410.

4. Program Co-ordinator

For cultural, social, recreational programs for clients (the elderly, college students, the physically handicapped, etc.) of non-profit community service organization. Administrative and planning duties. Apply to Mrs. Mercedes E. Herrera, Director of Special Services, The United Lexington Project, 1152 Bluegrass Avenue, Lexington, Kentucky 40504.

5. Management Trainee

Intelligent, hardworking, and serious about future. Must be willing to start at bottom and learn all phases of rapidly expanding business. No experience necessary. References required. Some college training preferred, but not required. Write: Gwendolyn O'Keefe, Personnel Department, United Travel Agencies, Inc., 935 Sixth Avenue, Providence, Rhode Island 02914.

Ex. 6.* Write a letter applying for a position with a business organization in your community where you would like to work. Assume that you have heard of the vacancy from someone known both to you and to the company to which you are applying. Be sure to include all the things essential to a good letter of application. Include data sheet of yours.

Unit 15. EMAILS

THINK AND DISCUSS

- a) Read the message below and try to identify the type of the letter. Find words which help you to do it.

To: acro_bat@hotmail.com
Subject: Scanners

Dear Mr. Jefferson,

Further to the talks held with your representatives at St. Petersburg exhibition we would like to inform you of the following.

We are planning to buy 30 scanners as per specification attached and would ask you to send us your offer quoting your lowest prices, best terms of payment and shortest time of delivery acceptable, we are ready to place a trial order with “Acrobat”.

Your prompt reply by return mail will be appreciated. ☺

Yours sincerely,
F. Kudryavtsev
President, “Kantselyar”

- b) Why does the letter not contain traditional addresses? How is it different from traditional letters?
- c) Is the way of email delivery different from traditional letter delivery?
- d) Who wrote the letter? Why did he write the letter?
- e) What parts does it consist of?
- f) Is the letter courteous? Is the letter brief?
- g) Now give a definition for this type of letter.
- h) Think of the types of business letters which can be used in emails.
- i) Translate the letter into Russian in an appropriate style.

DO YOU KNOW THAT ...

Electronic business correspondence is business letters typed and sent via the Internet. There are differences in style from paper to email. Business emails are a little less formal than paper letters or even an attached Word document sent via email, fewer font changes and that sort of thing. Most of the differences are practical. All the essential elements of email are: To, From, Subject, cc, Attachment. Business email carries its own date, so putting in a date is not as necessary unless the email has an attachment, the attachment should have all the same info as a paper letter because they can be printed separately. Emails also say who they are from, so you might not need to 'sign' the email [12].

Here's some info from "*Business Writing: what works, what won't*" by Wilma Davidson, a business woman:

DO	DON'T
<ul style="list-style-type: none"> - write an informative subject line; - put the key point of your message up front; - be brief; - make it easy for the reader to reply yes or no or give a short answer (instead of "let me know what you think" write "Is Monday or Wednesday at 2PM best for you?"); - make it easy to read, combine Upper & lowercase, use white space and legible font - personalize by using conversational tone (contractions, pronouns); - use symbols occasionally to emphasize (like 'that *is* a good idea')((I'm not fond of this one)); - end well with an appropriate next step; - proofread; - wait a moment before pressing 'send'; - make yourself look good online because your email can be forwarded to anyone or everyone else in the company or anywhere; - restrict the message to one topic whenever possible. 	<ul style="list-style-type: none"> -don't use email if the message needs to be private or secure ((maybe the company has a policy on this)) -don't send an email you wouldn't want anyone else to read, it's too easy to forward -don't leave subject line blank -don't use all capital letters -don't forward a message without a brief comment why you're forwarding it -don't overrun emails with smiley faces or other emoticons. -don't let emotions or offensive language detract from your message -don't send without checking for mistakes - don't email back the entire message you're responding to, rather you should abbreviate a reference point.

One of bright differences of emails (business emails, too) is the usage of emoticons (smileys) made with punctuation marks [9]:

Happy ☺ Sad ☹ Really happy :-D Wink ;) Crying :'(Surprised :-o Grim ☹

CHECK YOURSELF

Ex. 1. Complete the message. Put the phrases in order.

This is to let you know that unfortunately ...

- a) I'll see you at the hotel at 2 pm.
- b) If I don't hear from you, I'll take it that this is OK.
- c) What about meeting the week after next instead?
- d) I won't be able to meet you in Amsterdam next week as planned.
- e) Look forward to seeing then.
- f) I can make the Wednesday afternoon if that suits you

Ex. 2.* Below are four messages that you need to send, and, in the boxes, some extra information that may possibly affect them. First, decide whether to send each message by email, or ordinary letter. Then write them out. You may make up addresses and email addresses if you need them.

Message 1

Harvey Watson, the manager of the Lansdown Hotel group, spent the weekend at the house of Mr Jeremy Jones, the Director of the Allied International Bank. He wants to thank Mrs Margaret Jones for her hospitality.

Message 2

The Managing Director of AA Insurance wants to inform his staff of an important change in the company. They have a new chairwoman, Mrs Susanne Durand, as from today. He feels sure that everyone will give her their full support and wants to wish her the best of luck. There haven't been any other changes in the company's personnel.

Message 3

Sally Field, of International Fashions, London, has been informed by Mr Bernard Cassard, the Manager of the Hotel Aragon in Paris, that the rooms she has booked are available and that the hotel requires a deposit of 3,500 francs for the rooms and car hire. She wants to inform him that she is sending a bank draft today for 3,500 francs as a deposit and she would like confirmation in a letter with a receipt.

Message 4

Mr Brian Newbury, of Newbury Tours, is organizing a sales conference in a week's time. He would like Paperman Promotions to supply 500 blue pens with the words "Newbury Tours" printed on the side, as well as the company logo. This consists of an image of a flag with a crown. The logo is blue on a white background. Mr Newbury would like to know if the company can supply these, what the delivery date would be, and how much they will cost.

Information boxes

Read the following pieces of information. Remember that some of the information is important and some may not be.

Mr Cassard does not have a fax machine in his office.	The Lansdown Hotel group recently arranged a loan of £1.3 million from the Allied International Bank.
Mr Jones and Mr Watson were best friends at university.	There are more than 600 staff at AA Insurance, 200 are in London and the others are in the Cheltenham office.
All the staff at AA Insurance have access to computer terminals linked to a central computer.	
Mr Newbury works in a well-equipped office with access to fax machines, computer terminals, and telexes.	Miss Field heard from Mr Cassard by telex.

Ex. 3. Read the extract from the dialogue and guess what people are talking about:

- ... it's tk at mes dot co dot uk. I don't think I have got yours.
- Well, it's becky underscore, forest, all lower case, at englishhomework, all one word, dot com. I'll be away next week but my mail will be forwarded...

Ex. 4. Fill in the gaps in the text with the words from the box:

receivers requires mailbox messages subscribers

Electronic mail 1 ... a computer and a modem which can convert typed 2 ... and send them over the phone line. 3 ... can have a 4 ..., which can receive and pass on messages from all over the world. Apart from being fast, reliable and accessible, one 5 ... sender can reach hundreds of at one time, on a VDU (visual display unit), with the screen showing the message.

Ex. 5. What are the differences between the two letters:

Tasty Products Limited MILBORNE Dorset FT7 5J 23 March 2006 CONFIDENTIAL	To: Charen_Andrew@lycos.com From: Bob Corbel <bobc@mail.com> 27 April, 2006, 15:16:54 Subject: Reference
---	---

<p>The Personnel Manager High Oak Timber Company MARKYATE Dorset RT6 90K Dear Sir,</p> <p>In reply to your request for information about James Long, who has applied for the position of Works Manager with your company, I can confirm he has been an employee at this company for 8 years.</p> <p>He served a two-year apprenticeship with us, and a year later was promoted to Line Foreman. He has always shown himself to be a hard worker and is a popular and helpful member of our workforce. Last year we put his managerial skills to the test with promotion to Assistant Works Manager, and we found our decision to be fully justified.</p> <p>Mr Long is an honest and reliable person and has, I believe, the initiative, experience and capabilities to handle the job for which he has applied.</p> <p>If you require any further information, please do not hesitate to get in touch with me.</p> <p>Yours faithfully, Royal Oak Timber Company Michael Deacon Managing Director</p>	<p>Dear Mr Charen,</p> <p>I am applying for the post of Salesman with Kingley Marketing of Milton, and I wondered whether you would be willing for me to give your name as a referee.</p> <p>I have been very happy in my present post, as I was during my four years with M & B, but I have decided to apply for the post with Kingley Marketing as it seems to offer greater responsibility and a chance to use my own initiative more frequently.</p> <p>Please pass on my regards to any of my colleagues still course, to Mrs Charen ☺. I enclose the pattern of reference required if you need.</p> <p>Yours sincerely, Bob Corbel</p> <p>Attachment</p>
--	--

Ex. 6.* A) The parts of the email have been mixed up. Re-arrange the paragraphs and phrases to form the letter.

12:37:14
 I am very concerned about the safety of my staff and therefore I would appreciate your immediate attention in these matters.
 Yours sincerely, From: S. Reider reiders@mail.fr
 Further pieces of plaster have fallen off and the whole ceiling is covered in a fine network of cracks.
 Stella Reider To: claud@hotmail.com
 Subject: Outstanding urgent repairs 11 May 2006
 I am afraid that I must write to you again regarding the state of the ceiling in our main office.

B) Who writes the email? What's the purpose? Do you think it includes all the necessary information?

C) Reply to this email. Mail from claud@hotmail.com

Ex. 7.* Send a business email message to your teacher in an appropriate style and an email "to your friend" in informal style. Be creative.

REVIEW 3

A) Complete the phrases.

menu wrong corner format attachment date scan

- 1 The information on the company website is out of
- 2 I'm sorry - I forgot to include the
- 3 Could you send the file in a different ... ?
- 4 I need to update my virus- ... software.
- 5 You need to look in the 'Properties'
- 6 There's something ... with my PC. It keeps crashing.
- 7 Look in the bottom right-hand ... of the screen.

B) Match the words with the appropriate definitions:

data	one who applies, as for a job or for credit
applicant	a meeting to talk over something special
interview	subjects or courses to which a student gives most of his time and attention
convenient	a person or persons, in some cases an organization, used as a reference, who can give information about the character or ability of another person
marital status	facts; information pertaining to a person or subject
major subjects	whether single, married, widowed, or divorced
reference	causing no trouble or difficulty
qualifications	an opening for a job which is not yet filled
vacancy	necessary, vital
essential	those qualities that make a person suitable for a job

C) Now when you know all basic information on business correspondence, you can practise writing letters in a "real" situation and get help and ideas from the memos given below.

1) You are Lilia Chelton, Sales Department, Sun Toys **Ltd**, Back Road, Newtown, NE 10. You have just received this memo from your Sales Manager.

MEMORANDUM

Date: 17 April
From: Manager
To: Management Trainee

Please write to Miss Linda France, the Toy Hamper, to introduce and tell her about TIMOTHY TEDDY BEAR, our brand-new product we are going to launch. Describe it in all details: 50 cm high, made of beige plush fur, operates via 4 AA size rechargeable batteries. Emphasize the fact that this exciting toy can talk, crawl and even cling to people. This new product is sure to revolutionize the teddy bear world.

We are going to sell TIMOTHY TEDDY BEAR at a price of £9.29 each but for a limited period we can offer them a special discount price of £7.50. We can supply some 20-30 at this price.

One of our representatives will call on them within the next few days to show them TIMOTHY TEDDY BEAR in person. (Their address is 25 Park Street, Newtown, NE4 9LP.)

2) You're Cedric Perroin, PA to Yann Numa, Sales Manager at New Yachts, 8 bvd Salvador, F 13006 Paris. You are back from lunch and on your desk you see a memo from your chief, who has left for Chicago.

MEMO

To: Cedric Perroin
From: Yann Numa
2006

Date: 30 August

Please write a covering letter to accompany Order R497. Despatch details as follows:

Name of supplier: Mr K. Hayes (Sales Director)

Address: Bennies Industries, Kongens Nytorv 1, DK-1050 Kobenhavn K.

Consignment: navigational instruments

Please remind Bennies to pack the goods individually in 8 crates, numbered, with our logo. Tell them to send the instruments air freight, c.i.f. Marseille, to reach us no later than 18 May.

Their invoice should show all individual costs and the 12% trade and 3% quantity discounts we agreed on. Remind them to send this with the insurance certificate, and Air Waybill to the Bank of Marseille, 153-6 Port d'Orlean, Paris, U-12878, where we will hand over our sight draft.

Thank you

3) You are Ben Salmon, the Sales manager at Acme Manufacturing Co, 16 Hyde Park, London L4 1 TR, Great Britain. This memo has just come from your Senior Sales Manager.

Memorandum	
To: Sales Manager	From: SSM
Date: 15 October 2006	Subject: Sturm and Drang
<p>Please write a reply to the letter of enquiry from Sturm and Drang about the types and sizes of our bathroom showers. We received it on 1 October.</p> <p>Enclose a detailed quotation for bathroom showers and send them our latest illustrated catalogue, they might be interested in our other bathroom fittings.</p> <p>Draw their attention to the fact that British and French building contractors appreciate the superior quality of our designs and find our equipment easy to install. Their address: 15 Leon Str., Karachi, Pakistan.</p>	

D) Complete the sentences with the words at the right:

<ol style="list-style-type: none"> 1. I am enclosing all the ... we have on this subject. 2. The applicant must be careful to make clear his specific ... for the position for which he is applying. 3. I shall be glad to come to your office at any time ... to you. 4. The applicant should include information about the ... he has taken in school that prepare him for the position for which he is applying. 5. The applicant should list in his application the ... positions he has held. 6. It is ... that all information about former positions the applicant has held be included in the letter of application. 7. Mr. Jones is an ... of mine who can give you some information about me. 8. Personal ... are often asked for in a company's Application for Employment form. 9. I have heard that you have a new ... in your Accounting Department. 10. I have been told by my former student, Mr. J. C Brown, that he is an ... for a position in your Department. 	<p>applicant acquaintance convenient data essential major subjects previous qualifications references vacancy</p>
--	---

E) * Write the letters for the following situations:

- a) You are the member of the organization committee. And you are going to arrange the International Book Fair which is to be held 25 December 2006. Make the invitations for the participants.
- b) Congratulate your colleague on his new appointment.
- c) Referring the letter from your partner thank him for the invitation to participate in the international conference "Cultural Contacts".

d) Write the official announcement. The Merchants Insurance Company of Kent is holding its annual executive banquet on 15 October, 2006, at 7 pm. It will be held in the Silver Room of the Larry Country Club, 500 Country Club Road, Kent, Ohio 87656. Design a formal invitation which the company can send to all its executives. Include a request for response by 30 September.

F) Read and identify the types of the letters below. Find words and parts of sentences which help you to do it.

1) Dear Charles,

I have just learned that you have been appointed Regional Manager for the Middle East. Looking back on your activities so far, I know that your enthusiasm and experience are the very qualities that are needed for this position. I wish you every success in managing the affairs of the branch.

My colleagues join me in sending you our warmest congratulations.

With kindest regards

Rachel Stone

Dear Prof. Ivanov,

It was a great pleasure to receive your letter of 15th March and your book which arrived by the same mail. I want to express my deep gratitude to you for sending me the book and for the kind congratulations. Please give my best regards to your wife and son. Hoping to see you at the Congress in London. I remain

Yours sincerely,

Bill Smith

Dear Prof. Gordon,

I very much regret that I am unable to accept your kind invitation to a Reception to be held in Hotel Plaza at seven o'clock on Friday, the tenth of March, nineteen ninety... as I have already accepted a previous invitation for that date and time.

Dear Prof. Higgins:

I was very happy to read in the newspaper that you had received the Walter Prize for your outstanding work and I hurry to congratulate you at once. I wish you further success in your activities.

Sincerely yours,

George McCoy

Dear Mr Danniels,

James Scott

Thank you for your letter of 11 September requesting a reference on James Scott.

Mr Scott was employed here as a sales representative, between June 2000 and August 2005. During his time with us he proved himself to be a reliable, conscientious and hard working man. He got on well with both his working colleagues and our customers. In fact, many customers expressed their regret when they heard that he was leaving.

I have no hesitation whatsoever in recommending Mr Scott for a position with your Company. I am sure he will prove to be a loyal and valued member of your team.

Yours sincerely,
Maren Mayer

Dear Mr Brown,

Senior Assistant to Personnel Manager

I should like to apply for the above position advertised in the Daily Echo today.

A copy of my Curriculum Vitae is enclosed. From this you will see that I am at present working as a junior assistant in the personnel department at Charles Evans Associates. Although I enjoy my work I feel I would now like to take on a position with more responsibility, and in a larger organization.

I can be available for an interview at any time and I look forward to hearing from you.

Yours sincerely,
Julia Moon (Miss)
Enc.

Dear Mr Sayks,

Do you suffer with poor television reception, like others in your area? Are you limited to only one ITV channel and cannot get Channel 5 at all? Is your BBC2 picture often fuzzy, depending on the weather conditions?

If so, then you will definitely be interested in our new product, the Universal Indoor Aerial. It is guaranteed to give you crystal clear reception on any channel and can also provide reception of at least two ITV channels, depending on your location.

Outdoor aerials are often affected by weather conditions or can be knocked off position by birds or strong winds and it is impractical for most householders to go out onto their roofs to reposition their aerial. The attractive slimline Universal Indoor Aerial sits discreetly on top of your television or in any convenient position in your living room and will improve your television reception enormously.

The Universal Indoor Aerial costs £115.00. Buy two and the price goes down to £97.00 each; or for three or more, we can allow a further discount to £88.00 each! All come with a full lifetime guarantee, and the option to return for a full refund if you are not entirely satisfied.

To order, simply complete the enclosed form and send with your remittance in the enclosed prepaid envelope. We will despatch your aerials by overnight courier, so there will be no need to wait for better reception!

Happy viewing,

A. Modis

Modis Universal Aerials Ltd

G) * The parts of data sheet have been mixed up. Arrange them properly.

Darren Y. Oldrich	
References	Assistant Product Manager
Education	Dr. Annette Rampling Chief of Staff Milwaukee General Hospital 101 Adams Avenue Milwaukee, Wisconsin 53202 Henry R. Petri, Esq. Glass, Home & Walther Pembroke Building Milwaukee, Wisconsin 53208 Mr. J. R. Anders Principal St. John's High School Milwaukee, Wisconsin 53211
Experience	School of Business, Marquette University.. September 1976 to June 1980 Bachelor of Arts Degree. Major: Marketing. Minor: Chemistry. Member of Dean's List. Was graduated in top 10 percent of class. Courses included Marketing Research, Consumer Behavior, Marketing Management, Advertising Media and Research, Advertising Theory and Practice, Advertising Campaigns, and Noncommercial Advertising. Milwaukee High School, Milwaukee, Wisconsin. September 1972 to June 1976. Academic Diploma. Member of Honor Society, Debating Club, Future Business Leaders of America. Also member of basketball and track teams.
28 West 42 nd Street Milwaukee, Wisconsin 51425	Wisconsin Metals Company, Milwaukee, Wisconsin. September 1976 to present. Marketing Research Assistant (part time after school; full time during summers). Compiled and summarized data gathered from consumer research studies. Prepared reports on mining and metallurgy industry trends under Research Director's guidance. Assisted in preparing surveys for nationwide price-attitude study. Assembled sales information for potential new product development. Proofread statistical reports and questionnaires.
Position sought	

H) Now when you've known all most significant details about writing business letters it's your chance to test your ability and answer the following questions:

- k) How can people express their personality in letters?
- l) Should we write like we talk? Why?
- m) What are the main means of communication at present?
- n) In what ways can phones be misused?
- o) Can you make the classification of business letters?

REFERENCE SECTION

APPENDIX 1

STATE ABBREVIATIONS

Alabama (AL)	Montana (MT)
Alaska (AK)	Nebraska (NE)
Arizona (AZ)	Nevada (NV)
Arkansas (AR)	New Hampshire (NH)
California (CA)	New Jersey (NJ)
Colorado (CO)	New Mexico (NM)
Connecticut (CT)	New York (NY)
Delaware (DE)	North Carolina (NC)
District of Columbia (DC)	North Dakota (ND)
Florida (FL)	Ohio (OH)
Georgia (GA)	Oklahoma (OK)
Hawaii (HI)	Oregon (OR)
Idaho (ID)	Pennsylvania (PA)
Illinois (IL)	Rhode Island (RI)
Indiana (IN)	South Carolina (SC)
Iowa (IA)	South Dakota (SD)
Kansas (KS)	Tennessee (TN)
Kentucky (KY)	Texas (TX)
Louisiana (LA)	Utah (UT)
Maine (ME)	Vermont (VT)
Maryland (MD)	Virginia (VA)
Massachusetts (MA)	Washington (WA)
Michigan (MI)	West Virginia (WV)
Minnesota (MN)	Wisconsin (WI)
Mississippi (MS)	Wyoming (WY)
Missouri (MO)	

ENGLISH COUNTIES

Bedfordshire (Beds.)	Lincolnshire (Lines.)
Berkshire (Berks.)	Norfolk (Norf.)
Buckinghamshire (Bucks.)	Northamptonshire (Nor-
Cambridgeshire (Cambs.)	thants.)
Cheshire (Ches.)	Northumberland (Northd.)
Cornwall (Corn.)	Nottinghamshire (Notts.)
Dorsetshire (Dors.)	Oxfordshire (Oxon.)
Durham (Dur.)	Shropshire (Salop.)
Essex (Ess.)	Somersetshire (Som.)
Gloucestershire (Glos.)	Staffordshire (Staffs.)

Hampshire (Hants.)
Hertfordshire (Herts.)
Isle of Wight (I of W)
Lancashire (Lanes.)
Leicestershire (Leics.)

Suffolk (Suff.)
Surrey (Sy.)
Sussex (Sx.)
Warwickshire (Warks.)
Wiltshire (Wilts.)
Yorkshire (Yorks.)

COMMON ABBREVIATIONS

(The following abbreviations are often used on business papers, especially invoices, in tables and tabulations, for statistical summaries)

@	at	e.g.	for example
acct.	account	enc. or encl.	enclosure(s)
agt.	agent	e.o.m.	end of month
amt.	amount	ETA	estimated time
apt.	apartment	ff.	and the following
ASAP	as soon as possible	f.o.b	free on board
assn.	association	FYI	for your information
asst.	assistant	i.e.	that is
Attn.	Attention	Inc.	Incorporated
ave.	avenue	ins.	insurance
avg.	average	int.	interest
bal.	balance	inv.	invoice
B/L	bill of lading	L/C .	letter of credit
blvd.	boulevard	LCL	lot
B.P.	bills payable	lge.	large
B.R.	bills receivable	L.P.	list price
B/S	bill of sale	Ltd.	Limited
cc	carbon copy	max.	maximum
C/D	certificate of	mdse.	merchandise
chg.	charge	med.	medium
c.i.f. <i>or</i>	cost, insurance,	mfd.	manufactured
CIF	and freight	mfg.	manufacturing
CO.	company	mfr.	manufacturer
c/o	care of	mgr.	manager

c.o.d. <i>or</i>	collect (<i>or</i> cash)	min.	minimum
COD	on delivery	misc.	miscellaneous
cont.	continued	t.o. or MO	money order
corp.	corporation	mtg.	mortgage
cr.	credit <i>or</i> creditor	n/30	net in 30 days
c.w.o.	cash with order	NA	not applicable
dept.	department	No.	number
dir.	director	nt. wt.	net weight
div.	division	OP	out of print
dstn.	destination	opt.	optional
dtd.	dated	org.	organization
ea.	each	OS	out of stock
p., pp.	page, pages	rd.	road
P/A	power of attorney	ref.	reference
pd.	paid	reg.	registered
pdf.	preferred	rte.	route
Pkg.	package(s)	shpt.	shipment
PL or P&L	profit and loss	SO	shipping order
PO	purchase order	sq.	square
P.O:	post office	St.	street
p.o.e.	port of entry	std.	standard
p.p. or PP	parcel post	stge.	storage
ppd.	postpaid	vol.	volume
pr.	pair	whsle.	wholesale
qty.	quantity	wt.	weight

MONTH ABBREVIATIONS

1. January – Jan.	7. July -- July
2. February – Feb.	8. August – Aug.
3. March – March	9. September – Sept.
4. April – Apr.	10. October – Oct.
5. May – May	11. November – Nov.
6. June – June	12. December – Dec.

COURTESY TITLES

The titles, scientific degrees and professional occupations are placed after the surname or under it, preceded by a comma: *Mr. S.R. Jones, B.A.*

B A. – Bachelor of Arts

Ph.D. – Doctor of Humanities (Philosophy doctor)

Lit.D. – Doctor of Literature

M.D. – Doctor of Medicine

M.Pd. – Master of Pedagogy

B.C. – Bachelor of Chemistry

M.C. – Master of Chemistry

D.C. – Doctor of Chemistry

APPENDIX 2

LETTER BODY: USEFUL LANGUAGE

The body of the letter usually consists of three parts:

- introductory paragraph
- one or more body paragraphs
- concluding paragraph

Introductory paragraph traditionally contains one or two sentences where the writer indicates the purpose of writing or refers to the previous correspondence on the subject of the letter. According to the matter of the letter the following expressions may be used **IN THE INTRODUCTORY PART:**

a) Indicating the purpose of the letter:

We are writing in connection with ...
We are interested in ... and we would like to know ...
We write to inform you that...
We send for your consideration ...
We are writing to complaint about ...

b) Informing about good news:

We are glad to inform you ...
We are happy to tell you ...
We are pleased to inform ...

c) Thanking

We thank you for your letter dated 5th March and write to tell you (wish to inform you ...)
Many thanks for your letter of 23d of July this year ...

d) Apologizing and regretting:

We regret to inform you ...
We are sorry to have to remind you ...
To your regret we will have to ...
Unfortunately we cannot ...
Please accept our apologies for ...
We offer our apology for ...

e) Referring to the previous correspondence or negotiations:

In reply to your letter of 2nd May this year we would like to inform you ...
Referring to your letter ..
At your request we send you ...
Further to our telephone conversation of 5 August ...
With reference to the enquiry of 7th March ...
Referring to our talks of October 8, 2004 ...
We refer to your Order No. 345 and are glad to inform you that ...

f) Confirming the previous negotiations or correspondence:

We confirm our consent to the alterations ...

Please acknowledge receipt of our letter ...

We have received your letter dated 17 October ...

g) Requesting:

Please could you ...

Please let us know ...

We would be grateful if you could ...

Please inform us ...

We would appreciate if you could ...

We would ask (request) you to ...

We would be glad to have your latest catalogue ...

Kindly inform us of the position of the order ...

LINKING WORDS IN THE MAIN BODY OF THE LETTER:

Again, also, although, as a result, besides, but, consequently, however, in addition, in this way, in short, likewise, moreover, nevertheless, now, on the contrary, on the other hand, otherwise, so, still, therefore, thus, unless, yet.

IN THE ENDING:

We look forward to trading with you to the mutual benefit of our companies ...

We hope to establish fruitful business relations with your company ...

We hope that you will act as requested ...

We look forward to hearing from you soon ...

Your prompt (early) reply would be appreciated ...

We would be grateful to you ...

We will appreciate it if you could ...

SUPPLEMENTS IN BUSINESS LETTERS

Reference initials are included on almost all business letters, although they are not required. These initials identify the writer of the letter and the person who typed it. When the writer and the typist are the same person, the initials are usually omitted.

A variety of typing styles is acceptable for the reference initials. The most commonly used style looks like this: MAS/ kld or MAS: kld; TN/ ugt or TN: ugt (when the middle initial is omitted). The initials of the signer come first, in all capital letter letters, followed by the initials of the typist, in lowercase letters. The two sets of initials are separated by either a slash (/) or a colon (:). The reference initials are typed flush with the left margin and follow the writer's identification section of the letter.

*Very truly yours,
Mary A. Smith
Sales Manager*

MAS/ kld

In rare cases the person who composes or writes the letter is not the person who signs it. For example, an assistant may compose a sales letter that is to be sent to hundreds of potential customers, but the letter goes out over the signature of the sales manager. In such cases the reference initials may identify all three people – the signer, the writer, and the typist.

*Cordially yours,
Christine Yang
District Manager*

CY/ inj/ twe

These initials indicate that the letter was signed by CY, was written by inj, and was typed by twe. It is permissible with such letters to omit the second set of initials and indicate only the signer and the typist of the letter: CY/ twe.

Any of the following is an acceptable style to follow for the reference initials in a business letter:

*NBM: opf NBM/ opf opf NBMiller: opf NBM: opf: chr
NBM: OPF NBM/ OPF NBMiller/ opf NBM/ opf/ chr*

Enclosure notation is self-descriptive. It simply indicates that material other than the letter itself is enclosed. Such additional material might be advertising brochures, a photostated copy of a contract, photographs, a sale estimate, etc. – any number of different types of articles.

The enclosure notation is helpful to both the writer and the recipient of the letter. The writer is reminded to check that the necessary enclosures are mailed with the letter; the recipient is alerted to refer to this material.

The enclosure notation is always placed immediately below the reference initials. Generally, no blank line separates them.

Some companies prefer merely to refer to the fact that enclosures are included. Others want to indicate the number of enclosures. Still others prefer a precise listing of the enclosures. The following examples illustrate acceptable methods for indicating enclosures:

Enclosure Enclosures (4)

Enc. Or Encl. En. (4) Or Encl. (4)

Enclosures: New products list

Enclosures:

1. New products list

2. Marketing Survey

Carbon Copy Notations. From time to time it is desirable to send a copy of a business letter to people other than the addressee. When this is done and the writer wants the recipient to be aware of who is receiving a copy of the letter, a carbon copy notation should be used. This notation indicates the name of each person to whom a copy is being sent.

A carbon copy notation is shown by using the initials cc, either in capital letters or in lowercase. No periods are used, but a colon may follow the letters, if desired.

Only the names of the people who are to receive duplicates are listed: their addresses and job are not included.

When an enclosure notation has been used, the carbon copy notation is typed immediately beneath it. If there is no enclosure notation, the carbon copy notation follows the reference initials. No blank lines are used to separate the different types of notations.

The following example shows how to include the reference initials, an enclosure notation, and a carbon copy notation in the same letter.

Yours sincerely,
Sarah Elvkild
Chief Producer

SE/ jai

Enclosures:

Artist's layout for magazine ad

Photo for the ad

cc: Mrs. Joanna Chase

Postscripts. The writer of a business letter may use a postscript to emphasize a special point that the writer wishes to bring to the attention of the reader. When a postscript is used it is preceded by the letters P.S. Both letters are capitalized, a period follows each letter, and no space is used between the letters. The postscript is actually a part of the body of the letter. It is always the concluding section of a letter when it is used. It follows any notations, for example, such as reference initials. A blank line always precedes the P.S. The postscript is treated in the same way as the other paragraphs of the letter.

The postscript may be either handwritten or typed. Remember, however, that it should appear on each carbon copy of the letter – even if the postscript is handwritten.

Truly yours,
Ivon R. McGregor
Top Manager
IRM

Enclosure

P.S. Our new vacuum-cleaners are perfect, and you may wish to investigate them. Please turn to page 34 of the enclosed catalog for images and descriptions of these innovative designs.

APPENDIX 3

REQUESTS (unit 6, section 2)

<p>Granting request It is simple; it is seldom more difficult than saying, “Yes, here it is!” But the smart writer knows that the reply offers an opportunity to build goodwill, perhaps even to make a sale. Thus the experienced business writer will make an extra effort to ensure that replies to requests are as effective as they can be.</p> <p>When granting a request, tell the reader the good news quickly, clearly and politely. And even though you are giving, not receiving, you should still say ‘thank you’.</p> <p>Compare the following examples. Both say YES, but only one takes advantage of the opportunity to build goodwill.</p> <p>Poor: <i>We are sending you the reprints that you asked for in your recent letter. You should receive them within a wee, since we sent them the first class. There will be no charge for the reprints. We hope that you and your students enjoy them.</i></p> <p>Better: <i>We will be delighted to send you – at no charge – the reprints of “How to Read a Profit and Loss Statement” by Max Wanderer. You should have them within a week. Since the January 23 issue of Business World has been on the newsstands, we have received hundreds of requests for this article. Consequently, we decided that, as a special service to our readers, we would provide free reprints as long as the supply lasts. Thank you for writing to us.</i></p> <p>Why is the second better? The letter shows why Business World is giving out free reprints; the publication is providing a special service for its readers. Note, too, that the language is clear and polite: the writer says ‘thank you’.</p>	<p>Refusing request When you must refuse someone’s request, you must be especially tactful in your letter. Do not say NO in the first sentence. Rather, in the beginning of the letter, explain <i>why</i> you must refuse the request. Lead up to the refusal logically, so that your reader will understand your decision.</p> <p>In the example below, the writer simply says NO, with the strong possibility that the recipient will become angry or offended: <i>We are all booked for the week of May 15, so we have no rooms available. We will have no free rooms until the week of May 25.</i></p> <p>Now let’s see the letter how much better this refusal can be worded. In the example below, the writer delays saying NO. Moreover, the writer looks for an alternative that will both satisfy the reader and build goodwill for the hotel.</p> <p><i>Thank you for sending us your reservation request. We appreciate your thinking of the Carlson Hotel whenever you plan to come to Caracas. Early reservations for two large convention groups have left us with no free rooms for the week of May 15. however, we will be happy to arrange an accommodation for you at the North Hotel, a fine hotel, which is directly across the street from us. May we reserve a single room for you at the North Hotel for a week of May 15? Please let us know.</i></p>
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CONTRACT

Moscow

Contract No 61/3
25 December, 2006

Messrs Brown and Co., London, England hereinafter referred to as «Sellers» on the one part, and Russian Italian Joint Venture Loco, hereinafter referred to as «Buyers» on the other part, have concluded the Present Contract whereby it is agreed as follows:

1. Subject of the Contract

According to the present Contract the Sellers have sold and the Buyers have bought the goods which description, quantity and prices are indicated.

The Specification is considered an integral part of the Contract.

2. Prices and Total Value of the Contract

Prices for the goods to be delivered under the present Contract are understood franco- warehouse, Moscow, in US Dollars, including packing, marking, freight and insurance.

The total value of the Contract is USD 141,000.00 (one hundred and forty one thousand American Dollars).

3. Time of Delivery

Time of Delivery of the goods is determined and indicated in Specification No 1 of the present Contract. The date of the Air waybill issued in the name of the Buyers is considered to be the date of delivery. The goods shall be shipped by lots indicated in Specification No 1. Partial shipments are not allowed.

4. Quality of the goods

The quality of the goods delivered under the present Contract shall conform to the quality of the samples selected by the Buyers for the purchase.

5. Packing and Marking

Packing and marking of the goods to be delivered under the present Contract are made in accordance with the Rules for Air Transportation. Packing shall provide the full safety of the goods during transportation as well as their storage.

6. Notification of Shipment

The Sellers are obliged to notify the Buyers of the shipment by telex or by fax not later than 2 hours after shipment indicating the following:

number of the Contract

description of goods

date and time of shipment

number of the Air waybill

quantity of goods

weight in Kgs

total value of goods

The address of the Buyers is indicated in Specification No 1.

7. Terms of Payment

The Buyers shall transfer 50 per cent of the total value of the Contract, i.e. USD 70,500.00 (seventy thousand five hundred American Dollars), within 5 banking days of the date of the present Contract, to the Sellers' account.

Mesrs. Brown and Co. No. 0092 - 3... Barclays Bank, Branch... London, England.

The balance of 50 percent shall be transferred by the Buyers within 5 days upon receipt of the following shipping documents;

1. Commercial invoice
2. Air waybill
3. Insurance policy
4. Packing list
5. Acceptance Report signed by the Sellers
6. Acceptance Report signed by the Sellers and Buyers.

8. Arbitration

Any dispute which may arise out of, or in Connection with, the present Contract shall be settled by the Sellers and Buyers amicably, without recourse to any Court of Law.

In case the parties cannot settle the dispute in an amicable way the matter is referred to the Arbitration Commission in... The Arbitration Award shall be final and binding upon both parties.

9. Legal Addresses of the Parties

The Sellers: Messrs. Brown and Co.
London England

The Buyers: The Buyers: Russian — Italian
Joint Venture Loco
Moscow Russia

Signatures: ...

Email made easy [11]

	Formal/Neutral	Informal
Name	Dear Mr/Mrs/Ms Smith Dear Mary	Hi/hello Mary Mary,... (<i>or no name at all</i>)
Previous contact	Thank you for your email of ... Further to your last email, ... I apologize for not getting in contact with you before now.	Thanks for your email. Re your email, ... Sorry I haven't written for ages, but I've been really busy.
Reason for writing	I am writing in connection with ... In reply to your email, here are ... Your name was given to me by ... We would like to point out that ...	Just a short note about ... Here's the ... you wanted. I got your name from ... Please note that ...
Informing	I'm writing to let you know that ... We are able to confirm that ... I am delighted to tell you that ... We regret to inform you that ...	Just a note to say ... We can confirm that ... Good news! Unfortunately, ...
Attachments	Please find attached my report. I'm sending you ... as a pdf file.	I've attached ... Here is the ... you wanted.
Ask for information	Could you give me some information about ... I would like to know ... I'm interested in receiving/finding out ...	Can you tell me a little more about ... I'd like to know ... Please send me ...
Request	I'd be grateful if you could ... I wonder if you could ... Thank you in advance for your help in this matter.	Please ... Could you ... ? I'd appreciate your help on this.

	Formal/Neutral	Informal
Promise action	I'll investigate the matter. I will contact you again shortly.	I'll look into it. I'll get back to you soon.
Offer help	Would you like me to ...? Let me know whether you would like me to ...	Do you want me to ...? Let me know if you'd like me to ...
Final comments	Thank you for your help. Do not hesitate to contact us again if you require any further information. Please feel free to contact me if you have any questions. My direct line is ...	Thanks again for ... Let me know if you need anything else. Just give me a call if you have any questions. My number is ...
Close	I am looking forward to ... (+ <i>-ing</i>) Best wishes Regards	Looking forward to ... (+ <i>-ing</i>) Speak to/See you soon. Bye (for now)/All the best

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**ENGLISH BUSINESS
CORRESPONDENCE GUIDE**

Методическое пособие

В авторской редакции

Компьютерная верстка *И.П. Брованова*

Подписано в печать 03.07.2006. Формат 70 × 108 1/16. Бумага офсетная.

Тираж 100 экз. Уч.-изд. л. 11,9. Печ. л. 8,5. Изд. № 100.

Заказ №

Цена договорная

Отпечатано в типографии

Новосибирского государственного технического университета
630092, г. Новосибирск, пр. К. Маркса, 20

№ 3166

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