

МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ
РОССИЙСКОЙ ФЕДЕРАЦИИ

ФЕДЕРАЛЬНОЕ ГОСУДАРСТВЕННОЕ БЮДЖЕТНОЕ ОБРАЗОВАТЕЛЬНОЕ
УЧРЕЖДЕНИЕ ВЫСШЕГО ОБРАЗОВАНИЯ
«ЕЛЕЦКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ ИМ. И.А. БУНИНА»

Л.Н. Щербатых

ДЕЛОВОЙ ИНОСТРАННЫЙ ЯЗЫК

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Цель пособия – развитие иноязычной коммуникативной компетенции в письменном деловом общении.

Пособие состоит из двух разделов: лекционные и практические занятия по теме «Business Letters», которые знакомят студентов с основными правилами написания делового письма, его жанрами и формами.

Учебное пособие «Деловой иностранный язык» предназначено для использования на занятиях по дисциплине «Деловой иностранный язык» в институте филологии. Оно содержит иноязычный материал по деловому общению, комплекс тестов и заданий, а также упражнения для самостоятельного выполнения студентами.

УДК 811.11(075)

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ПРЕДИСЛОВИЕ

Цель настоящего издания – развитие иноязычной коммуникативной компетенции в письменном деловом общении, что включает формирование следующих умений и навыков:

- лексических, грамматических, орфографических в сфере письменного делового общения (лингвистическая компетенция);
- реализовывать коммуникативные намерения с учетом социальных факторов в обеих культурах (социолингвистическая компетенция);
- продуцировать целостные тексты, адресно и логично излагая мысли с учетом целей и намерений коммуникантов (дискурсивная компетенция);
- соблюдать социокультурные правила делового этикета (социокультурная компетенция);
- варьировать речевое поведение в соответствии с конкретной ситуацией общения (стратегическая компетенция).

В основу пособия положена концептуальная идея о совмещении элементов двух существующих сегодня в методике подходов к обучению написанию письменного произведения – подход, ориентированный на продукт, и процессуальный подход. Мы полагаем, что именно сочетание этих двух подходов позволит сформировать иноязычную коммуникативную компетенцию студентов в письменном деловом общении.

Исходя из целей обучения в соответствии с системой уровней владения языком Совета Европы, представленных в документе «Общеввропейские компетенции владения иностранным языком: Изучение, преподавание, оценка» (Common European Framework of Reference: Learning, Teaching, Assessment), данное пособие ориентировано на уровни B1 (пороговый уровень) – C1 (уровень профессионального владения).

Пособие состоит из двух разделов: раздел «Business Letters» знакомит слушателей с основными правилами написания делового письма, его

жанрами и формами; формирует навыки написания писем следующих типов: письма запроса информации, письма, предоставляющего информацию, письма-жалобы, письма ответа на жалобу, резюме, сопроводительного письма, письма напоминания об оплате, служебной записки, личного делового письма.

В пособии представлено большое количество образцов деловых писем и отчетов, которые послужат для студентов иллюстрацией основных принципов современной грамотной деловой письменной коммуникации.

Одной из особенностей пособия является знакомство с основными схемами логико-композиционного построения текстов писем и отчетов.

Результат обучения связан с последовательным выполнением предложенного комплекса упражнений, являющихся средством формирования иноязычной коммуникативной компетенции в письменном деловом общении: подготовительные, условно-коммуникативные и коммуникативные.

Данное учебное пособие предназначено для использования на занятиях по курсам «Деловой иностранный язык» (аспект «Деловая переписка»), «Межкультурная коммуникация в сфере деловых отношений» отделения иностранных языков, а также в рамках общеуниверситетского спецкурса «Деловая электронная переписка на английском языке».

PART 1. ЛЕКЦИОННЫЕ ЗАНЯТИЯ

MODULE 1. BUSINESS LETTERS

Unit 1. STRUCTURE OF A BUSINESS LETTER

The peculiarities of business writing.

Writing for a business audience is usually quite different than writing in the humanities, social sciences, or other academic disciplines. Business writing strives to be **crisp** and **succinct** rather than evocative or creative; it stresses specificity and accuracy. This distinction does not make business writing superior or inferior to other styles. Rather, it reflects the unique purpose and considerations involved when writing in a business context.

When you write a business document, you must assume that your audience has **limited time** in which to read it and is likely to skim. Your readers have an interest in what you say insofar as it affects their working world. They want to know the “bottom line”: the point you are making about a situation or problem and how they should respond.

Business writing varies from the conversational style often found in email messages to the more formal, legalistic style found in contracts. A style between these two extremes is appropriate for the majority of memos, emails, and letters. Writing that is too formal can alienate readers, and an attempt to be overly casual may come across as insincere or unprofessional. In business writing, as in all writing, you must know your audience.

In most cases, the business letter will be the first impression that you make on someone. Though business writing has become less formal over time, you should still take great care that your letter’s content is clear and that you have proofread it carefully.

Use of pronouns, active and passive voice

Personal pronouns (like *I*, *we*, and *you*) are important in letters and memos. In such documents, it is perfectly appropriate to refer to yourself as *I* and to the reader as *you*. However, one should be careful when one uses the pronoun *we* in a business letter that is written on company stationery, since it commits the company to what one has written. When stating an opinion, it is preferred to use *I*; when presenting company policy, to use *we*.

The best writers strive to achieve a style that is so clear that their messages cannot be misunderstood. One way to achieve a clear style is **to minimize the use of the passive voice**. Although the passive voice is sometimes necessary, often it not only makes the writing dull but also can be ambiguous or overly impersonal. Here's an example of the same point stated in passive voice and in the active voice:

PASSIVE: *The net benefits of subsidiary divestiture were grossly overestimated.*

[Who did the overestimating?]

ACTIVE: *The Global Finance Team grossly overestimated the net benefits of subsidiary divestiture.*

The second version is clearer and thus preferable.

Focus and specificity

Business writing should be clear and concise. However, the document should not be an endless series of short, choppy sentences. "Concise" does not have to mean "blunt"—it is still necessary to think about the tone and the audience for whom the letter is written. We can consider the following examples:

After carefully reviewing this proposal, we have decided to prioritize other projects this quarter. Nobody liked your project idea, so we are not going to give you any funding.

The first version is a weaker statement, emphasizing facts not directly relevant to its point. The second version provides the information in a simple and

direct manner. But the first phrasing is diplomatic and respectful (even though it's less concise) as compared with the second version, which is unnecessarily harsh and likely to provoke a negative reaction.

Procedure of writing business letters

Reread the description of your task (for example, the advertisement of a job opening, instructions for a proposal submission, or assignment prompt for a course). Think about your purpose and what requirements are mentioned or implied in the description of the task. List these requirements. This list can serve as an outline to govern your writing and help you stay focused, so try to make it through. Next, identify qualifications, attributes, objectives, or answers that match the requirements you have just listed. Strive to be exact and specific, avoiding vagueness, ambiguity, and platitudes. If there are industry- or field-specific concepts or terminology that are relevant to the task at hand, use them in a manner that will convey your competence and experience. Avoid any language that your audience may not understand. Your finished piece of writing should indicate how you meet the requirements you've listed and answer any questions raised in the description or prompt.

Application letters and Cover letters

Many people believe that application letters and cover letters are essentially the same. For purposes of this handout, though, these kinds of letters are different. The letter of application is a sales letter in which you market your skills, abilities, and knowledge. A cover letter, on the other hand, is primarily a document of transmittal. It identifies an item being sent, the person to whom it is being sent, and the reason for its being sent, and provides a permanent record of the transmittal for both the writer and the reader.

Application letters

When writing an application letter, remember that you probably have competition. Your audience is a professional who screens and hires job applicants-someone who may look through dozens or even hundreds of other applica-

tions on the day she receives yours. The immediate objective of your application letter and accompanying resume is to attract this person's attention. Your ultimate goal is to obtain an interview.

As you write your application letter, be sure you complete three tasks: catch the reader's attention favorably, convince the reader that you are a qualified candidate for the job, and request an interview.

Application letter checklist:

- Identify the job by title and let the recipient know how you heard about it.
- Summarize your qualifications for the job, specifically your work experience, activities that show your leadership skills, and your educational background.
- Refer the reader to your enclosed resume.
- Ask for an interview, stating where you can be reached and when you will be available. If your prospective employer is located in another city and you plan to visit the area, mention the dates for your trip.
- If you are applying for a specific job, include any information pertinent to the position that is not included in your resume.

To save your reader time and to call attention to your strengths as a candidate, state your objective directly at the beginning of the letter.

Example: *I am seeking a position as a manager in your Data Center. In such a management position, I can use my master's degree in information systems and my experience as a programmer/analyst to address business challenges in data processing.*

If you have been referred to a company by one of its employees, a career counselor, a professor, or someone else, mention that before stating your job objective.

Example: *During the recent ARRGH convention in Washington, D.C., one of your sales representatives, Dusty Brown, informed me of a possible opening*

for a manager in your Data Center. My extensive background in programming and my master's degree in information systems make me highly qualified for the position.

In subsequent paragraphs, expand on the qualifications you mentioned in your opening. Add any appropriate details, highlighting experience listed on your resume that is especially pertinent to the job you are seeking. Close with a request for an interview. Proofread your letter carefully.

There are two sample letters given below. The first letter is by a recent college graduate responding to a local newspaper article about the company's plan to build a new computer center. The writer is not applying for a specific job opening but describes the position he seeks. The second letter is from a college senior who does not specify where she learned of the opening because she is uncertain whether a position is available.

Sample №1

6123 Farrington Road
Apt. B11
Chapel Hill, NC 27514
January 11, 2005

Taylor, Inc.
694 Rockstar Lane
Durham, NC 27708

Dear Human Resources Director:

I just read an article in the *News and Observer* about Taylor's new computer center just north of Durham. I would like to apply for a position as an entry-level programmer at the center.

I understand that Taylor produces both in-house and customer documentation. My technical writing skills, as described in the enclosed resume, are well suited to your company. I am a recent graduate of DeVry Institute of Technolo-

gy in Atlanta with an Associate's Degree in Computer Science. In addition to having taken a broad range of courses, I served as a computer consultant at the college's computer center where I helped train users to work with new systems.

I will be happy to meet with you at your convenience and discuss how my education and experience match your needs. You can reach me at my home address, at (919) 233-1552, or at krock@devry.alumni.edu.

Sample №2

6123 Farrington Road
Apt. G11
Chapel Hill, NC 27514
January 11, 2005

Taylor, Inc.
694 Rockstar Lane
Durham, NC 27708

Dear Ms. Jones:

I am seeking a position in your engineering department where I may use my training in computer sciences to solve Taylor's engineering problems. I would like to be a part of the department that developed the Internet Selection System but am unsure whether you have a current opening.

I expect to receive a Bachelor of Science degree in Engineering from North Carolina State University in June and by that time will have completed the Computer Systems Engineering Program. Since September 2000, I have been participating, through the University, in the Professional Training Program at Computer Systems International in Raleigh. In the program I was assigned to several staff sections as an apprentice. Most recently, I have been a programmer trainee in the Engineering Department and have gained a great deal of experience in computer applications. Details of the academic courses I have taken are included in the enclosed resume.

If there is a position open at Taylor Inc., please let me know whom I should contact for further information. I look forward to hearing from you soon. I may be reached at my office (919-866-4000 ext. 232) or via email (Brock@aol.com).

Sincerely,
Rebecca Brock

Cover letters

As mentioned previously, application letters and cover letters are not the same. A cover letter identifies an item being sent, the person to whom it is being sent, and the reason for its being sent. A cover letter provides a permanent record of the transmittal for both the writer and the reader.

In a cover letter, keep your remarks brief. Your opening should explain what you are sending and why. In an optional second paragraph, you might include a summary of the information you are sending. A letter accompanying a proposal, for example, might point out sections in the proposal that might be of particular interest to the reader. The letter could then go on to present a key point or two explaining why the writer's firm is the best one for the job. The closing paragraph should contain acknowledgements, offer additional assistance, or express the hope that the material will fulfill its purpose.

The following are examples of cover letters. The first letter is brief and to the point. The second letter is slightly more detailed because it touches on the manner in which the information was gathered.

Sample №1

Your Company Logo and Contact Information

January 11, 2005

Brian Eno, Chief Engineer

Carolina Chemical Products

3434 Pond View Lane

Durham, NC 27708

Dear Mr. Eno:

Enclosed is the final report on our installment of pollution control equipment at Eastern Chemical Company, which we send with Eastern's Permission. Please call me collect (ext. 1206) or email me at the address below if I can answer any questions.

Sincerely,

Nora Cassidy

Technical Services Manager

ncassidy@company.com

Enclosure: Report

Sample №2

Your Company Logo and Contact Information

January 11, 2005

Brian Eno, Chief Engineer

Ecology Systems, Inc.

8458 Obstructed View Lane

Durham, NC 27708

Dear Mr. Eno:

Enclosed is the report estimating our power consumption for the year as requested by John Brenan, Vice President, on September 4.

The report is the result of several meetings with Jamie Anson, Manager of Plant Operations, and her staff and an extensive survey of all our employees. The survey was delayed by the transfer of key staff in Building A. We believe, however, that the report will provide the information you need to furnish us with a cost estimate for the installation of your Mark II Energy Saving System.

We would like to thank Billy Budd of ESI for his assistance in preparing the survey. If you need more information, please let me know.

Sincerely,
Nora Cassidy
New Projects Office
ncassidy@company.com
Enclosure: Report

Structure of a business letter

A neatly arranged letter will certainly make a better impression on the reader. The layout of business and private letters are more or less common in all countries.

There are **eight parts** in a business letter: the letterhead, the return address, the date, the inside address (i.e. the recipient's name and address), the opening salutation, the body of the letter, the closing salutation, the signature.

Letterhead

Letterhead refers both to the high-grade paper used for business letters and to the company insignia, trade name or product name printed at the top of each sheet. The printed information also includes the company name, address and the telephone number.

The Return (Sender's) Address

The sender's address is usually included in the letterhead. If you are not using the letterhead, include the sender's address at the top of the letter one line above the date. Do not write the sender's name or title, as it is included in the letter's closing. Include only the street address, city, and zip code.

Date

The date line is used to indicate the date the letter was written. It is placed under the heading of the sender's address, usually one or two spaces.

In Great Britain and in many countries the date may be written in the following way: *12th July, 2016* or *July 12th, 2016* or *12 July, 2016*.

When writing to companies within the United States, use the American date format. (The United States-based convention for formatting a date places the month before the day. For example: *June 11, 2001.*)

Inside Address

The inside address is the recipient's address. It is always best to write to a specific individual at the firm to which you are writing. Include a personal title such as *Ms., Mrs., Mr., or Dr.* Follow a woman's preference in being addressed as *Miss, Mrs., or Ms.* If you are unsure of a woman's preference in being addressed, use *Ms.* If there is a possibility that the person to whom you are writing is a *Dr.* or has some other title, use that title. For international addresses, type the name of the country in all-capital letters on the last line. The inside address begins one line below the sender's address.

Opening Salutation

The salutation, or greeting, is typed at the left margin a double space below the inside address or attention line. Usually a colon follows the salutation (if written in the USA).

Gentlemen

To a company or group of people

Dear Madam / Dear Sir

To an individual: impersonal business

form

Dear Miss / Dear Mr. / dear Mrs. *To an individual: preferred business*

form

Dear Messrs. ...

To two or more people.

Body

When writing a business letter, be careful to remember that conciseness is very important. In the first paragraph, consider a friendly opening and then a statement of the main point. The next paragraph should begin justifying the importance of the main point. In the next few paragraphs, continue justification with background information and supporting details. The closing paragraph

should restate the purpose of the letter and, in some cases, request some type of action.

Closing Salutation

The closing begins at the same vertical point as your date and one line after the last body paragraph. Capitalize the first word only (for example: Thank you) and leave four lines between the closing and the sender's name for a signature. If a colon follows the salutation, a comma should follow the closing; otherwise, there is no punctuation after the closing.

<i>Cordially</i>	<i>Yours sincerely</i>
<i>Cordially yours</i>	<i>Faithfully</i>
<i>Respectfully</i>	<i>Faithfully yours</i>
<i>Sincerely</i>	<i>Truly yours</i>

Enclosures

If you have enclosed any documents along with the letter, such as a resume, you indicate this simply by typing Enclosures one line below the closing. As an option, you may list the name of each document you are including in the envelope.

Typist initials

Typist initials are used to indicate the person who typed the letter. If you typed the letter yourself, omit the typist initials.

Sample Business Letter



Sender's address

Dr. Michael Smith

123 ABC St.

New York City, NY 99999

Date

April 17, 2016

Inside address

Dr. Patricia Brown
University of California, Los Angeles Medical Center
777 Medical Dr.
Los Angeles, CA 11111

Opening salutation

Dear Dr. Brown,

Body of the letter

I am the chairman of the 2016 Metropolitan Medical Conference that is being held this year in Miami, Florida on July 5, 2016. I write to invite you to present your groundbreaking research on beta blockers with our conference participants and invited guests. A 30-minute discussion of your work along with a 20-minute question and answer session would add so much to the intellectual landscape of our annual medical conference.

The Metropolitan Medical Association would be pleased to cover your travel and lodging expenses while you visit the conference, in addition to providing a per diem budget during your stay.

Please reply with your answer as soon as you are able so that we may begin making arrangements. I encourage you to contact me with any questions or concerns.

Closing salutation

Kind regards,

Signature

Dr. Michael Smith

SET WORK

№ 1 Answer the following questions:

- 1) What are the main peculiarities of business letters?
- 2) What is more appropriate: the use of active or passive voice while writing a business letter?
- 3) What is the purpose of writing an application letter?
- 4) What is a cover letter? Which information should it contain?
- 5) Name the main parts which form business letters?

№ 2 Give the Russian equivalents for:

- 1) Letterhead - _____
- 2) Salutation - _____
- 3) Enclosure - _____
- 4) I sincerely appreciate your kindness - _____
- 5) Please inform us about - _____
- 6) We look forward to hearing your further proposals soon - _____
- 7) We are glad to say that we can reserve for you - _____

№3 Connect the following salutations with the appropriate descriptions given in the right column:

1) Gentlemen	a. to someone who has a title
2) Dear Mr. Smith	b. to a company or group of people
3) Dear Mr. and Mrs. Smith	c. to an individual: impersonal business form
4) Dear Mr. White and Mr. Smith	d. to an individual: preferred business form
5) Dear Dr. Smith	e. to two persons with different names
6) Dear Judge Smith	
7) Dear Ms. Jones	
8) Dear Jane Doe	

9) Dear Madam	f. to a husband and wife g. to someone who has a doctorate or medical degree h. if a person's gender is unclear
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№ 4 There are two sentences taken from business letters. Which of them is more suitable? Explain your answer, think about the main principles of business writing, the tone and the audience to whom the letter is written.

- 1) After carefully reviewing this proposal, we have decided to prioritize other projects of this quarter.
- 2) Nobody liked your project idea, so we are not going to give you any funding.

№ 5 Insert the missing prepositions where necessary and translate the sentences:

- 1) We are sending you some samples ... the goods you are interested in.
- 2) Please let us know . . . what price you can sell . . . us 500 calculators Model FG25.
- 3) We shall keep . . . you informed as to our decision concerning the terms your offer.
- 4) We wish to draw up your attention . . . the fact.
- 5) Please let . . . us know if you can supply . . . us. . .three machines.
- 6) . . . reference . . . your letter . . . the 22th October we are sending you, . . . separate cover, the shipping documents.
- 7) We shall be glad to know . . . what terms we could buy . . .you the following goods required . . . us.
- 8) We regret to state that our clients are not satisfied . . . the quality . . . the samples sent . . you.

№ 6 What should you include in your application letter? Arrange these parts in the right order.

- A. Signature.
- B. Closing.
- C. Contact information.
- D. A final paragraph offering to provide more information and reiterating your interest in the job and the company.
- E. Introductory paragraph stating your interest in the job, and including the job title of the position you're applying for.
- F. Two or three paragraphs highlighting your qualifications for the position.
- G. Greeting.

№ 7 Translate this application letter into Russian:

6123 Farrington Road
Apt. B11
Chapel Hill, NC 27514
January 11, 2005

Taylor, Inc.
694 Rockstar Lane
Durham, NC 27708

Dear Human Resources Director:

I have just read an article in the *News and Observer* about Taylor's new computer center just north of Durham. I would like to apply for a position as an entry-level programmer at the center.

I understand that Taylor produces both in-house and customer documentation. My technical writing skills, as described in the enclosed resume, are well suited to your company. I am a recent graduate of DeVry Institute of Technology in Atlanta with an Associate's Degree in Computer Science. In addition to

having taken a broad range of courses, I served as a computer consultant at the college's computer center where I helped train users to work with new systems.

I will be happy to meet with you at your convenience and discuss how my education and experience match your needs. You can reach me at my home address, at (919) 233-1552, or at krock@devry.alumni.edu.

№8 Your firm is a manufacturing company and is in urgent need of certain machines which cannot be obtained quickly enough from the normal suppliers. Write an enquiry to a British maker of these machines.

Unit 2. LETTERS OF INQUIRY, OFFER AND ORDER

Translate the following phrases into Russian.

Regarding your order in... LETTERS OF INQUIRY, OFFER AND ORDER

1. A letter of inquiry

An inquiry letter is what we send to a person or a company when we need more information about a product or service offered by that person or company. These letters are often written in response to an advertisement.

A well-written letter of inquiry can be crucial to securing funding for your project. Many foundations now prefer that funding requests be submitted first in letter format instead of a full proposal. Others are using preliminary letters of inquiry to determine if they have an interest in a project before accepting a full proposal.

An effective letter of inquiry is often more difficult to write than a full proposal. The letter of inquiry should be brief-no more than three pages-and must be a succinct but thorough presentation of the need or problem you have identified, the proposed solution, and your organization's qualifications for implementing that solution. The letter of inquiry should be addressed to the appropriate contact person at a foundation or to its CEO and should be sent by regular mail.

Like a grant proposal, the letter of inquiry should include the following sections:

The introduction serves as the executive summary for the letter of inquiry and includes the name of your organization, the amount needed or requested, and a description of the project. The qualifications of project staff, a brief description of evaluative methodology, and a timetable are also included here.

The organization description should be concise and focus on the ability of your organization to meet the stated need. Provide a very brief history and description of your current programs while demonstrating a direct connection between what is currently being done and what you wish to accomplish with the requested funding. You will flesh this section out in greater detail if you are invited to submit a full proposal.

The statement of need must convince the reader that there is an important need that can be met by your project. The statement of need includes: a description of the target population and geographical area, appropriate statistical data in abbreviated form, and several concrete examples.

The methodology should be appropriate to your statement of need and present a clear, logical, and achievable solution to the stated need. Describe the project briefly, including major activities, names and titles of key project staff, and your desired objectives. As with the organization description, this will be presented in far greater detail in a full proposal.

Other funding sources being approached for support of this project should be listed in a brief sentence or paragraph.

The final summary restates the intent of the project, affirms your readiness to answer further questions, and thanks the potential funder for its consideration. Note: Attachments should be included only at the direction of the potential funder and should be specific to its application guidelines.

General format of an inquiry letter

Put your own address at the top on the right. Addresses usually start with the smallest item: house number, then street, then town. Post code and telephone number should come last. Don't put your own name with the address. Put the date directly under the address.

Important phrases to remember

The inquiry letter should start with *Dear Sir or Madam*. In a very formal style, you may put the expression *To Whom It May Concern* directly under *Dear Sir or Madam*.

If you are writing in response to a newspaper advertisement or a television commercial, give a reference to it. You may write one of the following expressions:

With reference to your advertisement in the Daily Mirror of January 13th...

Regarding your advertisement in the Wall Street Journal...

We have heard of your products from...

Regarding your order in...

We noticed an advertisement describing...

You were recommended to us by...

Requesting information, brochure, catalogue, etc.

Standard expressions are:

Could you send me information...

Would you please send me the catalogue...

I would like to know...

We would like you to advise us of discounts and delivery time...

Could you give us some information (details) about...

Please, send us samples of...

We are particularly interested in...

Signature

Letters which begin Dear Sir or Dear Madam finish *Yours faithfully*. Put your handwritten signature under *Yours faithfully*. Sign with your first name (informal) or full name (formal). Put your name under your signature.

Examples of inquiry letters are given below.

1.

Tablers Plc.

8 Standford Rd.

London

3W59MP

Tel: 020 842 57 293

Fax: 020 842 58 294

17 April 2008

Russian Fabrics ltd.

126 Leninsky Av.

Moscow 117247

Russia

Dear Sir or Madam,

We have learnt from the Russian Trade Delegation in London that you produce for export cotton and other natural fabrics. There is a steady demand here for good and medium quality goods of this type especially in pale colours.

Will you please send us your catalogues and full details of your export prices and terms of the payment together with any samples you let us have.

We look forward to hearing from you soon.

Yours faithfully,

William McDonald

Purchase Department manager

2.

Mr Jim Frank 4567
Golden Street
Fresno, California

Rent A Car
9034 Orland park Street
Chicago, Illinois
USA, 90345
June 12, 2009

Dear Sirs,

I am planning a trip to Chicago for a week and I need to rent a car. Could you please tell me the price for renting a budget car including insurance? Do you have an office in Chicago airport? Thank you for your reply.

Kind regards,

Jim Frank

1. A letter of offer

Many clients require a written proposal before they'll consider your business. Writing this document requires a tricky balance of hype and professionalism. You need to promote your business, yet keep the details honest and straightforward. Mastering the art of business proposal writing builds trust with your clients, while also expanding your business and driving more sales. A business proposal is a written document that offers a particular product or service to a potential buyer or client. There are generally two kinds of business proposals: solicited business proposals (which are submitted in response to an advertise-

ment published by the buyer or client) and unsolicited proposals (submitted or given out to potential buyers or clients even though they are not). The secret behind writing a winning business proposal and one that will just be set aside is the presence of the 3 Ps: problem statement, proposed solution, and pricing information.

Problem Statement

A successful business proposal must be one that is able to describe to the client what their needs are in a plain and simple manner. This is extremely vital because how can you expect the client to believe that you can help them solve their problems if you don't even know are these problems?

Here's an example of a well-written problem statement of a business proposal: *With the presence of social media in today's advancing world, Puffin Media Inc. hesitated to make the leap from traditional marketing to social media marketing.*

Their marketing tactics seem to be losing effectiveness and the company feels as if they are missing out on a large segment of their market. In addition, their competition has began acquiring the majority of the business in the market and have brought Puffin Media's growing revenues to a halt.

Proposed Solution

The main objective of submitting a business proposal is to offer a solution to a problem faced by a prospective client. This part should be as detailed as possible, and able to address each and every need you have discovered.

Here's an example: *The solution that is recommended for Puffin Media Inc. is to deploy their company on all of the major social media channels; however, there is a major difference in creating social media platforms versus creating a brand you can promote on those platforms.*

A marketing campaign must be created utilizing these media channels and creating immediate engagement with your audience. In order for this to be successful, you know how to make sales. Initially, acquire some fans, followers,

subscribers, and connections and invite them to join you in particular discussion or attend a specific event.

The purpose of this is not only to promote Puffin Media Inc, but also to solicit feedback from the target audience.

Pricing Information

For many clients, the pricing information is what will make them decide whether they would offer you the contract or not. How to write this part greatly depends on the solution or solutions you included in the previous segment. requesting for one).

The phrases that can be used in the body of an offer letter:
We shall do our best to...

You may be assured that I will make...

Please rest assured that I will do my best to bring this matter to a satisfactory conclusion.

Please do not hesitate to get in touch with me if you would like to receive...

If you need something else, please let me know.

I trust you will not hesitate to contact us...

Please do not hesitate to let us know if you require any other information.

Please let me know if you require any further information or assistance.

Should any questions arise during <...> please do not hesitate to contact us.

Should you have any problems regarding this work, please do not hesitate to contact me.

Should you require further details, we would of course be happy to supply this upon request.

We would of course be happy to lend you a...

We will be glad to answer any technical questions on the...

Examples of offer letters are given below.

1.

Dear Sirs,

We are obliged to the British Embassy in Washington for giving you our name and address. As requested we are forwarding to you today our illustrated catalogue of Electric Clocks.

All clocks can be used with A/C and D/C; table clocks can be supplied with or without an alarm. Our instruments are the product of the finest materials and the highest craftsmanship and are second to none in design and reliability.

Won't you give us a trial order and convince yourself that our claims are based on facts?

Yours faithfully,

.....

2.

Dear Sirs,

Mr. James who recently visited St. Petersburg has given us your address. We would appreciate any information on your activities.

Our firm is a joint-stock company. Leading industrial enterprises are among its founders. We are strongly interested in buying consumer goods including foodstuffs on a barter basis.

Your cooperation will be very much appreciated.

Very truly yours,

.....

3.

October 12, 20xx

Hunter James
CEO
RoseRock Health Club
924 S. 45th East Avenue
Tulsa, OK 74015

Dear Mr. James,

RoseRock Health Club is one of the premier fitness facilities in Tulsa. I should know; I am one of your most enthusiastic members.

I am also an entrepreneur, like you. I own the Elaganz Salon and Spa five miles away from the health club, where we have a thriving clientele of men and women who come to us for hair styling, manicures and pedicures, massages, and facials. We have outgrown our current location and I have recently been shopping for new opportunities.

I created this proposal to describe a business proposition that is to our mutual benefit. I am aware that the RoseRock Health Club has unused space on the second floor. I believe that space is the perfect size for a new Elaganz Salon and Spa. We share the same customer base, and adding a spa to your facility would increase business for both of us.

I created this proposal to describe a business proposition that is to our mutual benefit. I am aware that the RoseRock Health Club has unused space on the second floor. I believe that space is the perfect size for a new Elaganz Salon and Spa. We share the same customer base, and adding a spa to your facility would increase business for both of us.

Please review the enclosed materials, and then let's schedule a meeting to discuss this wonderful opportunity.

I will speak to you soon.

Sincerely,

Charleese Elaganz
Owner
Elaganz Salon and Spa
555-555-5555
Char@ElaganzSalon.com
www.ElaganzSalon.com

2. A letter of order

An order letter is the one that is written by a company or the person concerned who are supposed to place the request of purchase from another company. The letter is written after doing careful research about the desired product or service.

The term "Order" means an expense for the person placing the order and an income for the one getting it. But this is not everything the company needs to know, in fact there are lot of commitments that has to be ensured to satisfy the customer who can be an individual or another company. The order letter comprises of the order, the quality of the delivery and after sale service.

Order letter should come into action only when a detailed study has been made of the desired product which has been done in the market and based on this promised service, price and quality, the decision is made for the purchase.

Before you draft the letter, you have to make sure that it pens down all the terms and conditions of the purchase for the benefit of both the involved parties. This should have details about the product specification, the quantities and the price agreed on. In addition to this it should also have the delivery date, late delivery clauses. The letter should be addressed to the person responsible who will carry out the execution of the order with the copy of the head of the department.

DOS AND DON'T'S OF ORDER LETTER

- An Order Letter should be addressed to the person responsible for executing the order
- It should include all the terms and conditions agreed upon by both involved parties
- Since it is purely an official letter it should be typed out
- There is no need to use too many adjectives in the letter since it is purely for an order being placed
- The letter should have all relevant details related to the order, for example, quantity, price and other terms and conditions

The phrases that can be used in the body of an order letter:

Would (will) you kindly/please...

We should be obliged if you could (would)...

We should be glad if you would...

We trust you will...

In view of the urgency we ask you to...

Please let me know...

We kindly ask you to send us...

Please send us...

Please take notice that...

Please inform us about...

We request to pay...

We ask you to wire us...

We would like you to send us...

Please take all necessary measures for...

Please do your best to bring this matter to a fast positive end.

Please send is urgently <...> in accordance with our contract.

I wonder if you would do me a favour...

It will be appreciated if you will please...

I wonder if you could help me to...

We will appreciate your informing us of your decision concerning...

We ask you for some additional information...

Could you please send me...

We would very much appreciate hearing from you so that we may...

I would appreciate very much if you send me, according to clause 6 of the agreement...

We would kindly request to provide us with...

In accordance with law I request...

I (we) would (should) be most (extremely) grateful if you could...

Examples of order letters are given below.

1.

154 Green Avenue

New York, USA

January 5, 2010

Ms. K. Hutchinson

Beller Company, Inc.

424 Park Avenue

New York, New York 10021

Dear Ms. Hutchinson,

Thank you for sending your catalog so promptly. It arrived within a few days of my request. Please send me the following items by parcel post:

*1 copy Emmet and Mullen,
High School Algebra @ \$7.50 \$ 7.50
25 copies Pinehurst,
Plane Geometry @ \$8.75 \$ 218.75
Total \$ 226.25*

*I am enclosing a money order for 226.25. If there are additional charges,
please let me know. Please mail the books to the address given above.*

*Very truly yours,
Brandon Michael*

2.

Dear Sirs,

*Confirming our telephone conversation of 2nd February, this year, we ask
you to accept our order for publication of our clients' advertisements in the ca-
talogue of the coming Zagreb fair.*

Kindly arrange for BW advertisements.

*Please advise us when the advertisements are ready and forward samples
of the advertisements in due course.*

We thank you in advance for your kind attention to this matter.

Yours faithfully,

Encl.: photos – 5

texts – 5

stamps – 5

SET WORK

1. Match the following English words with their Russian equivalents.

- | | |
|------------------------------|--------------------------------|
| 1. a letter of inquiry | a) письмо – предложение |
| 2. a letter of offer | b) заявление о запросе |
| 3. a letter of order | c) письменное предложение |
| 4. a statement of need | d) письмо – запрос |
| 5. a written proposal | e) письмо – заказ |
| 6. a delivery date | f) условия |
| 7. after sale service | g) дата доставки |
| 8. the execution of an order | h) подтвердить |
| 9. terms | i) образцы |
| 10. to affirm | j) цены на вывозимый товар |
| 11. medium quality goods | k) исполнение заказа |
| 12. samples | l) послепродажное обслуживание |
| 13. export prices | m) товары среднего качества |

2. Read the statements and choose which kind of letters they belong to.

1. The letter is written after doing careful research about the desired product or service.

2. These letters are often written in response to an advertisement.

3. Many clients require a written proposal before they'll consider your business. Writing this document requires a tricky balance of hype and professionalism. You need to promote your business, yet keep the details honest and straightforward.

4. The main objective of submitting a business proposal is to offer a solution to a problem faced by a prospective client.

5. In addition to this it (a letter) should also have the delivery date, late delivery clauses.

6. It should include all the terms and conditions agreed upon by both involved parties

3. Answer the questions.

- 1) What purposes do letters of inquiry/offer/order have?
- 2) What information should a letter of inquiry/offer/order include?
- 3) What is the difference between letters of inquiry and order ?
- 4) Is an offer of a job a letter of inquiry?
- 5) What kind of letters comprises of the order, the quality of the delivery and after sale service?

With reference to your advertisement in the Daily Mirror of January 13th...

We would like you to advise us of discounts and delivery time...

I trust you will not hesitate to contact us...

Should you require further details, we would of course be happy to supply this upon request.

In view of the urgency we ask you to...

It will be appreciated if you please...

We noticed an advertisement describing...

We would of course be happy to lend you a...

5. Say in what cases we use a letter of inquiry/offer/order.

To get information about the terms of product delivery;

To ask to send a certain material for making tents;

To give the information about your business;

To ask to send a price-list;

To persuade to make an order in your organization;

To ask to send product samples;

To ask to deliver a 20 tons of timber.

6. Fill in the gaps with the words: payment, catalogues, quality, forward demand.

Dear Sir or Madam,

We have learnt from the Russian Trade Delegation in London that you produce for export cotton and other natural fabrics. There is a steady _____ here for good and medium _____ goods of this type especially in pale colours.

Will you please send us your and full details of your export prices and terms of _____ together with any samples you let us have.

We look forward to hearing from you soon.

Yours faithfully,

William McDonald

Purchase Department manager

7. Read the letters and say what types of letters they belong to.

1. Dear Sirs

I am planning a trip to Chicago for a week and I need to rent a car. Could you please tell me the price for renting a budget car including insurance? Do you have an office in Chicago airport? Thank you for your reply.

Kind regards,

Jim Frank

2. Dear Ms. Hutchinson,

Thank you for sending your catalogue so promptly. It arrived within a few days of my request. Please send me the following items by parcel post :

1 copy Emmet and Mullen,

High School Algebra @ \$7.50 \$ 7.50

25 copies Pinehurst,

Plane Geometry @ \$8.75 \$ 218.75

Total \$ 226.25

I am enclosing a money order for 226.25. If there are additional charges, please let me know.

Please, mail the books to the address given above.

Very truly yours, Brandon Michael

8. Translate into English the following phrases.

- 1) Мы увидели рекламу (объявление), где говорится...
- 2) Относительно вашей рекламы в...
- 3) Мы будем рады ответить на любые технические вопросы относительно...
- 4) Сообщите, пожалуйста, если Вам потребуется дальнейшая информация или помощь.
- 5) Можете быть уверены, что я предприму...
- 6) Наш заказ - во вложении.
- 7) Мы хотели бы разместить следующий заказ:
- 8) Мы были бы очень признательны, если бы вы выполнили доставку как можно скорее.

9. Translate into English a letter of inquiry.

Господа!

Мы будем благодарны, если сразу же по получении данного запроса вы пришлете ваш каталог и прайс-лист по вашим новым автомобилям.

Просим указать ваши минимальные цены для СИФ Москва за единицу товара.

С уважением,

Дерек Смит

Unit 3. LETTERS OF COMPLAINTS AND CLAIMS AND RESPONSES TO THEM

Having a problem with a product or service can be frustrating. When you're trying to resolve a problem with a company, the first step should be to discuss your concerns with a representative of the business. If a phone call or email doesn't resolve the problem, consider writing a complaint letter.

A letter is important. It puts your complaint on record with the company, helps preserve any legal rights you may have in the situation, and lets the company know you're serious about pursuing the complaint.

When writing a complaint letter you should:

- describe your problem and the outcome you want
- include key dates, such as when you purchased the goods or services and when the problem occurred
- identify what action you've already taken to fix the problem and what you will do if you and the seller cannot resolve the problem
- ask for a response within a reasonable time
- attach a copy of any supporting relevant documentation such as a receipt

Other tips of writing a complaint letter are:

1. **Be brief.** Keep your letter to one page, and write short paragraphs, rather than long ones.
2. **Be honest and straightforward,** and include sufficient detail to back up your claim and to show that you have thoroughly researched the subject. However, omit irrelevant details. Keep your letter concise and professional.
3. **Maintain a firm but respectful tone, and avoid aggressive, accusing language.**
4. **Send only photocopies of receipts and other documents, and retain all originals.** Keep a copy of the letter for your records.

5. In many cases, you can **increase the effectiveness of your letter by getting several others to sign it with you.** This is particularly the case when trying to influence or change legislation, denouncing material from the media, and so forth.

6. If a company has repeatedly given you bad service and refuses to correct the situation and you feel that your only recourse is to pursue legal action, **voice your feelings in a tactful but firm way. However, don't threaten legal action unless you are willing to follow through with it.**

7. If your letter focuses on a single individual, **avoid making generalizations** about the company or organization.

8. If you need to make a complaint to or about people that you will still have contact with on a regular basis, your letter needs to accomplish its purpose **without destroying the relationship. Use tact, and be direct, but respectful.**

9. **Include your contact information (name, address, phone number, and e-mail address),** if desired, so that the person(s) can reach you to discuss any questions or concerns.

10. If a first letter does not bring action, assume a stronger but still respectful tone in the next one. If two or three letters do not resolve the problem, send one to the president or CEO (Chief Executive Officer) of the company or entity. In each case, be firm but polite.

The plan of a letter with corresponding lexis is given below.

Greeting recepant	Dear Sir/Madam Dear Mr Dear Ms
Explainig reason	I am writing in order to complain about, I am writing to complain about

Introducing the complaint:	<p>Firstly, In the first place</p> <p>First of all</p> <p>My first complaint is</p> <p>The first problem is</p> <p>The first thing I would like to draw your attention to is</p> <p>My first concern is</p>
Introducing further complaints:	<p>Secondly, In the second place</p> <p>Not onlybut also</p> <p>Moreover</p> <p>In addition to this</p> <p>Supplementary to this</p> <p>.....was also unacceptable</p>
Demanding action:	<p>I propose that you replace the item, I therefore suggest that I be given a full refund</p> <p>I would be grateful if my money was refunded</p> <p>I would be appreciative if you could give me a full money back</p> <p>I would be thankful if you could give me a full refund</p>
Endings	<p>I look forward to hearing from you, I look forward to receiving a full refund</p> <p>I look forward to receiving a replacement</p> <p>I look forward to receiving your explanation</p>

The example of a complaint letter is given below.

*Jane Brown
123 Street
jane@brown.com.ru*

1 January 2013

Dear Manager

*RE: COMPLAINT ABOUT FAULTY TELEVISION CABINET
PURCHASED AT CABINET WORLD ON 15 DECEMBER 2012*

I am unhappy with the quality of a television cabinet I bought at 5 Street on 15 December and I am writing to seek a replacement.

The cabinet doors do not open and shut properly and the stain on the cabinet is uneven, with one half darker than the other. The cabinet was delivered on 30 December and I noticed this problem as soon as I unpacked it from the box.

The cabinet is not of acceptable quality and does not match the sample cabinet I was shown in store. I would like you to replace it with one of the same quality and finish as the sample and arrange for return of the faulty cabinet at no cost.

I have attached a photocopy of my receipt as proof of purchase.

I would like to have this problem fixed quickly please. If I do not hear from you within 10 days, I will lodge a formal complaint with Consumer Affairs in my state.

You can contact me on 123555728 during working hours to discuss this matter further.

Yours sincerely,

Jane Brown

Enclosed: Copy of the receipt for television cabinet

To reply a complaint letter it is possible to use different expressions that are appropriate for different cases.

Acknowledging receipt of a complaint letter

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

- I refer to your letter of ... about / relating to ...

Apology for the error or fault

- We must apologise for ...
- We sincerely apologise for ...
- Please accept our apologies for ...
- I would like to apologise for the error made by our company in (verb+ing)

Accepting the Complaint

- We agree that the usual high standards of our products / services were not met in this instance.

A short explanation of the fault

- Introductory phrase

As a result of our investigation, we found that... (Not: After our investigation...)

- Causes

The error was caused by ... / was due to ...

Apparently, the problem was the result of ... / resulted from ...

The cause of / reason for the mistake was ...

- Effects

As a result ...

This led to ...

Consequently ...

- Solutions

We have modified / changed our ...

We have implemented a system to...

To prevent re-occurrences we have set up a verification procedure.

- Assurances

We assure you that this will not happen again.

Investigation to be made

- We are currently investigating the cause of ...
- We will investigate the cause of...

Proposal to settle the difficulty

- As a gesture of our regret, we are prepared to .../ we are willing to .../

we would like to ...

- To show goodwill, we will ...

An offer to take goods back, make a replacement, give a discount etc.

• We have dispatched the new items by express courier. They should arrive by Monday, 5 December 2016.

• To show our goodwill, we would like to offer you a 5% discount on your next order with us.

Regret at dissatisfaction

- While we can understand your frustration, ...
- We understand how disappointing it can be when your expectations are not met.

Rejecting responsibility for the problem leading to the complaint

- I regret to inform you that ...
- I am afraid that ...
- Unfortunately, I must point out that ...

Reasons for the rejection

- This is because the guarantee period has expired.
- This is due to the fact that the guarantee period has expired.

A concluding paragraph aiming at retaining the goodwill of the customer

- We look forward to receiving your further orders, and assure you that they will be filled correctly / promptly.

The example of the response to a complaint letter.

Everlong Batteries

171 Choi Hung Road

Hung Hon, Hong Kong

Tel/Fax 2235 2449

30 Nov 2016

Mr J Wong

Purchasing Officer

Fortune Goods

317 Orchard Road

Singapore

Dear Mr Wong

Order No. 2639/L

Please accept our apologies for the error made by our company in filling your order no. 2639/L dated Friday, 25 November 2016.

You ordered 12,000 size Ultra super-long-life premium batteries, but our dispatch office sent 1,200. This was due to a typing error.

The balance of 10,800 batteries was dispatched by express courier to your store this morning and will arrive by Thursday, 8 December 2016.

Since we value your business, we would like to offer you a 10% discount off your next order with us.

We look forward to receiving your further orders and assure you that they will be filled correctly.

Yours sincerely

David Choi

Distributions Manager

A letter of claim (sometimes known as a letter before action) is a letter asserting wrongdoing of some kind by the recipient. It is most commonly used as the first step in the legal process of a personal injury claim. For example if you slipped on an unmarked wet floor in a restaurant, you or your lawyer may write a letter briefly outlining the facts as you see them, noting that you will be officially perusing a claim against them.

Letters of claim are also often used to notify someone of incomplete or unsatisfactory work on a specific project, or more formally a breach of contract. For example, if you hired someone to decorate your office, but they never finished the job or did not complete it to your specifications, you would write them a letter of claim stating your grievances and possible reparations.

How to write a letter of claim:

- 1) At the beginning of your letter, indicate that you are making a claim and specify the type of claim you are making (e.g., an insurance claim).
- 2) Describe the specific circumstances or details of the claim (for example, that a product is defective or the details of an accident). Give all relevant facts concerning the claim.
- 3) Indicate an amount of money you are claiming or what action you would like the reader to take and the date by which you expect the action to be taken.
- 4) Refer to any documents you are including with your letter, including claim forms, repair estimates, warranty, or records or receipts.
- 5) If you *are* using some of the enclosed documents as evidence to substantiate your claim, specifically mention the content of the documents and illustrate how they support your claim.

6) Indicate by when you would like to receive a reply to your letter and include contact information that will allow the person to easily reach you.

7) You may want to thank the reader for his/her (anticipated) help before ending your letter.

In the first paragraph you state the problem you have faced that came from some wrongdoings from the side of the recipient. The second part states your demands including performing of services, financial compensation, other actions you want or terms you offer.

Here is an example of a claim letter.

*John T. Tirado
1439 Agriculture Lane
Homestead, FL 33030*

Dear John,

It has come to our attention that you have not completed the interior design job that you were hired for on November 4th, 2009 to the agreed upon specifications. You failed to install the shelving system correctly, and you didn't even start installing the carpet.

We are deeply disappointed that you could not hold up your end of the contract we signed.

We hope that you can either a) return and finish the job to the specifications laid out in our contract or b) pay out the damages for non completion included in section 7. b) of the contract we signed.

Please respond as soon as possible with the action you are going to take to remedy this situation.

Sincerely,

David Gretta

To prepare a response, respondents need to analyze the claim and accompanying documents and state in writing:

- which matters in the claim are accepted or agreed
- which matters are disputed, with reasons why
- the matters for which responsibility/liability is accepted
- the matters for which responsibility/liability is denied.

When denying a claim be sure to:

- Open by stating a regret that the claim must be denied.
- Give the reasons why the claim was denied or rejected. Include any documents that provide evidence to support this action.
- Include information about what the claimant must do or change to have the claim approved, if desired.
- Include any important dates, such as the date by which an appeal or re-submission must be made, if applicable.
- Include the contact information for the person to whom an appeal would be made, if appropriate.
- Reiterate your regret that the claim must be denied and express your willingness to discuss the matter further or work to resolve the problem, if necessary.
- Close by stating that you value the reader's business or that you appreciate him/her as a customer.

You can also make a counterclaim.

In respond to claim letters phrases of the same nature as in the responses to complaints can be used, and more specific ones:

We're sorry you are unhappy with ...,

I have personally looked into the situation...,

While we are unable to provide...,

We agree that...,

While we can understand your frustration, ...,

We value your business...,

You are correct that....

The example of this type of letter is the following.

[Senders Name]

[Address line]

[State, ZIP Code]

[Letter Date]

[Recipients Name]

[Address line]

[State, ZIP Code]

[Subject: Normally bold, summarizes the intention of the letter] -

Optional-

Dear [Recipients Name],

I have received and read the letter which you have sent me regarding the claim that you are making regarding the events of December 2, 2008.

I am happy to inform you that your claim has been examined and verified, and we wish to settle your claim according to the amount that you have stipulated.

We will be sending you the details of the meeting we will be having soon about the settling of the claim.

I wish you a good day.

Sincerely,

[Senders Name]

[Senders Title] -Optional-

[Enclosures: number] -Optional-

cc: [Name of copy recipient] -Optional-

SET WORK

1. Write the English equivalents to the words:

Письмо – жалоба, соответствующая документация, уважительный, требовать действий, замена, возврат денег, уладить трудности, сожаление о недовольстве клиента, претензионное письмо, указывать (означать), обосновать требование, отклонить требование (претензию).

2. Write the Russian equivalents to the words:

Outcome, straightforward, receipt, to dispatch, wrongdoing, financial compensation, assurances, frustration, enclosed documents, specifications.

3. List the sections of a complaint letter in a right order.

- 1) Explainig reason
- 2) Introducing further complaints
- 3) Explainig reason
- 4) Greeting receipant
- 5) Endings
- 6) Demanding action

4. Match the phrases with the corresponding section of responses to complaint letters.

- 1) Acknowledging receipt
 - 2) Apology for the error or fault
 - 3) A short explanation of the fault
 - 4) Proposal to settle the difficulty
 - 5) Regret at dissatisfaction
 - 6) Reasons for the rejection
- a. This is because...
 - b. Thank you for your letter...
 - c. As a gesture of our regret, we are prepared to...
 - d. The error was caused by
 - e. We must apologise for ...

f. While we can understand your frustration, ...

5. *Answer the questions.*

1. What are the aims of complaint and claim letters?

2. What tone do you need to stick to writing these types of letters?

3. What are the common features of responses to complaint and claim letters?

4. What should be done before answering complaint and claim letters?

5. What documents can be enclosed in letters of complaints/claims and responses to them?

6. *Define the type of each letter sample.*

1. Dear Sirs,

Our order No. 1522

Re the above order this has just been delivered and we are sorry to say that the quality of the DIV items (Nos. 2041/3/4/5) is not up to your usual standard. We are sure you will understand our disappointment.

It will be possible to retail the handyman's goods eventually but only at a lower price. We must therefore ask you to allow us a supplementary discount of 10% on items 2041/3/4/5 or take them back.

2. I certainly understand your frustration at being sent the wrong order last week and realize that you need some of your order immediately to satisfy demand. I hope the merchandise we rushed to you on Monday arrived in time to get you past the crisis.

Please accept my sincere apologies. We will make every effort to see that this never happens again. We appreciate your business and will do everything we can to serve your needs.

3. Dear John, It has come to our attention that you have not completed the interior design job that you were hired for on November 4th, 2009 to the agreed upon specifications. You failed to install the shelving system correctly, and you didn't even start installing the carpet.

We are deeply disappointed that you could not hold up your end of the contract we signed.

We hope that you can either a) return and finish the job to the specifications laid out in our contract or b) pay out the damages for non completion included in section 7. b) of the contract we signed.

Please respond as soon as possible with the action you are going to take to remedy this situation.

4. Translate the letter and say what type it belongs to.

Dear Sir/Madam,

I am the copyright owner of the musical track “Summer’s Breeze Tonight”, which I believe you are using illegally.

As the creator and owner of this track I have several rights under the law, including the exclusive right to reproduce the work and publish it online, meaning I am the only one allowed to share it on the internet.

I believe that you are infringing on my rights by including this track in full, as the background music to a video on the following webpage:
www.myawesomevideos.com/summerrap.htm

I so not recall having any correspondence with you about licensing this track for your creative works.

To rectify this problem I suggest you either a) Remove the webpage noted above, or b) Edit the video to include a different track.

Failure to do so within a reasonable timeframe will leave me with no other choice but to proceed with legal action.

Sincerely,

Adrianna Young

5. Fill in the gaps with the words: refund, publicity, disappointed, written, photos, company, send.

Drivers Co.

3489 Greene Ave.

Olympia, WA 98502

August 17, 2001

Richard Brown, President

Document Makers

Salem, MA 34588

Dear Mr. Brown:

As someone who has worked with your _____ for over 3 years, we were very _____ to see the documents you produced for our latest Drivers Co. _____ campaign.

As our _____ agreement stipulated, we expected full color leaflets with fancy explanatory texts, but instead, we found that black and white _____ had been included in the prepared leaflets. I think you will agree that a communication problem exists.

We would like you to _____ out a photographer to provide us with the promised color coverage, or provide us with a _____.

Yours truly,

(signature here)

Thomas R. Smith,

Director

6. *Translate into English.*

Уважаемые господа!

Кас.: нашего заказа № 1522.

Вышеупомянутый заказ только что был нам доставлен и, к сожалению, мы должны сказать, что качество товаров DIV (позиции № 2041/3/4/5) ниже Вашего обычного стандарта. Мы уверены, что Вы поймете наше разочарование.

Эти подделки можно будет реализовать в розницу, но только по более низким ценам. Поэтому мы должны просить Вас о предоставлении нам дополнительной 10% скидки на позиции 2041/3/4/5 или заберите их обратно.

MODULE 2: ORAL BUSINESS COMMUNICATION

Unit 4. NEGOTIATIONS: NEGOTIATING ORDERS, OFFERS AND TERMS OF PAYMENT

Verbal communication can be defined as communicating your thoughts through words. Such thoughts may be ideas, opinions, directions, dissatisfaction, objections, etc.

The word verbal means ‘connected with words and use of words.’ Any communication using words is verbal communication. Words are the most precise and powerful sets of symbols. Words denote as well as connote meanings. That is why all serious or formal communication is usually in words. Words, as we are all aware, can be written or spoken.

Business professionals demonstrating effective verbal communication skills use spoken words to convey a message clearly and concisely. Communication through the spoken words is called «**oral communication**». To get a message across, the sender needs to ensure the receiver correctly interprets the words. If not, confusion and conflict typically results. By successfully delivering a message, business professionals describe ideas and thoughts that allow colleagues to work better together. Effective verbal communication begins by acknowledging what the audience needs. A business professional ensures successful communication by planning what he wants to say and how he wants to say it.

There are some examples of **oral communication in the workplace**.

Oral communication occurs in **meetings** when participants share their ideas. Effective meeting organizers clearly define their objective; they try to make clear whether the intent of the meeting is to make a decision, brainstorm ideas, approve a plan, communicate a change or get a status report. At the beginning of the meeting, an organizer uses oral communication to state the priorities of the meeting, the desired outcomes and the amount of time allowed for each topic. By asking for additional input from participants, the organizer en-

sures the meeting remains relevant for everyone. He also ensures that every participant gets a chance to speak without monopolizing the agenda.

Business professionals use oral communication to give **presentations and lectures** and to convey their expertise on a particular topic. Whether a business professional provides instruction, describes a product to make a sale or communicates a vision or strategy, he needs to keep the message clear by preparing adequately. By using vivid language, descriptive examples and supplementary visuals, he ensures a successful presentation. Short words and sentences help to avoid confusion. Effective presenters give the audience some time for asking questions and providing comments.

Workshop organizers use verbal communication to direct the activities of participants. By providing clear instructions for group, the facilitator ensures a positive development experience. For example, a leader describes the rules for participating in role-playing exercises, talks about the scenario and determines how long the activity should take place. Using effective verbal communication, leaders guide participants in researching issues, solving problems, negotiating solutions and making decisions.

Conversations typically involve two people discussing a topic. Effective verbal communication occurs during conversations when the speaker acknowledges the sensitivity of the subject, time constraints and types of questions the receiver might ask. If the conversation occurs face to face, successful communicators use active listening skills such as *repeating back what the other person has said*. They also resist the temptation to interrupt and allow another person to speak up as well to convey their thoughts. If the conversation occurs by telephone, the participants need to pay even more attention.

Oral communication is very important in business. You may deal with quite different people who have different culture, age and experience throughout the day. If you are speaking with a friend or a family member, you interact with them with a lot of confidence; oral communication is expressed with much ease.

But if you are speaking with a customer who has a different culture, who is much older than you and has many years of experience in the field, it is likely that your thoughts will be difficult to express. Thus it is necessary to develop some oral communication skills in order to deal with different people effectively.

In oral communication, **words should be chosen very carefully** so that what they connote has the precise shade of meaning. The sender of the message or his representative is usually the speaker, while the receiver or his representative, the listener. **Listening** is also an important aspect of oral communication.

Factors in oral communication:

- 1) The speaker
- 2) How he speaks
- 3) What he speaks
- 4) To whom he speaks
- 5) Whether he receives a feedback

Pre-requisites of oral communication:

- 1) Clear and proper pronunciation of words
- 2) Clarity and exactitude
- 3) Conciseness
- 4) Right tone
- 5) Right style and vocabulary

Merits of oral communication:

1. Saving of time and money:

Oral communication saves money as well as time. No money needs to be spent for producing oral communication since it involves only the spoken word. Oral communication is, therefore, economical.

Secondly, there is hardly any delay from the time when the sender sends the message and the receiver receives it. The words are received and understood as soon as they are spoken. Oral communication, therefore, saves time, too.

2. Immediate feedback:

The feedback in most oral communication is immediate. The words are received as soon as they are spoken, and the receiver can also give his reaction immediately. The speaker can gauge the mood and the response of the listener. The immediate feedback is an advantage for the speaker.

3. Saves paperwork:

Paperwork is minimal since communication is in the form of spoken words.

4. An effective tool for exhortation:

When the communication is oral, you can try to persuade the listener. Doubts can be cleared immediately.

5. Builds a healthy climate:

A friendly atmosphere is created when you communicate orally since there is less formality. You can also make modifications in the communication immediately on the basis of the feedback and response from the listener.

6. Best tool during emergency:

Oral communication is the quickest tool during an emergency. It is the best method of communication when an immediate and fast response is critical.

Demerits of oral communication (limitations):

1. Greater chances of misunderstanding:

Unless it is recorded, you cannot refer to an oral message again. There are, therefore, greater chances of a message being misunderstood or misinterpreted. In fact, there is also a chance that the message may not be understood at all.

2. Bad speaker:

Only an individual who can satisfy all the requisites of effective oral communication can produce good results. More often than not, a bad speaker may send the wrong message. When speaking, one communicates through the articulation, voice modulation and body language, too.

A message may be misunderstood if there is a disharmony among these components. Also, as mentioned earlier, what the words connote and what they denote should be in harmony, else the message may lead to a conflict in understanding.

3. Ineffective for lengthy communication:

Oral communication is not useful for lengthy communication. Because of human limitations, there is a great probability that something important will be missed out.

4. Lower retention rate:

Oral communication suffers from the drawback of a low retention rate. A listener may absorb only some part of an oral message since the attention span differs from person to person. People also tend to forget an oral message quickly.

5. No legal validity:

Oral communication lacks proof of record. There is no permanent record or proof of what has been said. An individual who has given a message may deny it later; similarly, an individual who has been given an oral message or instruction may say he never received it. Hence, oral communication has very little value from the legal point of view.

6. Difficult to fix responsibility:

Since a message is transmitted orally, it is difficult to fix responsibility. This may also lead to carelessness in the implementation of a message.



Tips for Organizing Oral Business Communication in the Right Way

Verbal communication can bring great rewards when carried out successfully, but it can also be hazardous when approached the wrong way. The words are important, but equally important is the way in which they are expressed.

You are more likely to achieve positive outcomes when you use positive, rather than negative, language. **Positive language** is helpful and encouraging; it

suggests alternatives and offers solutions to problems. It is language that stresses positive actions and consequences. For example, if you are negotiating with a supplier who is not willing to budge on price, your language should convey the desire for a 'win-win' scenario (i.e. a situation that both parties can be happy with). This is likely to make your supplier more willing to negotiate (perhaps on issues other than price, such as delivery costs or payment terms), than if you also refuse to budge and accuse them of being inflexible.

“I” statements, rather than “you” statements, often yield better results in verbal exchanges. For example, “I need more information to make a decision” sounds much better than, “You need to give me more information before I can make a decision”. The reason the “I” statement sounds better is that you are saying what you need rather telling someone what they should do.

Assertiveness (often through the use of 'I' statements) is stating what you plan to do. Instead of coming across as hostile, you are making a statement about something you feel or perceive. **Aggression** is completely different and is usually perceived as hostile or unfriendly behavior. It often uses the word 'you'. People can become unhappy when you tell them what to do. Even when talking to employees it is wise to soften language when asking them to perform tasks, as they are likely to respond better to requests than orders.

Consistent assertiveness shows others that you're confident and open to suggestion, but won't be taken advantage of, leading to a mutually acceptable outcome.

Speaking style means the tone, pitch, accent, volume and pace of your voice.

The same sentence can be conveyed, and understood, in entirely different ways based on the way in which it is said. People you speak to can be motivated by a positive speaking style, just as they can be put off by a negative style. You should always try to speak with a positive voice - avoid monotone responses, or talking too quickly or slowly. Be as clear as possible, and try to engage the lis-

tener, as this is far more likely to promote the response you are after than if they leave the conversation deflated.

Eight Practical Ways to Improve Oral Communication

The following nine tips are a starting point to help you think about how you can improve your verbal communications skills, whether in planned or unplanned situations:

1. Read more – Simply increasing what you read (business texts, novels, newspapers etc) can improve your vocabulary, help you express ideas clearly and eliminate weaknesses in your language skills.

2. Think about the words – Too many words will bore your listener, take up too much time and result in you losing credibility. Remember not to use words that people don't understand (they may not even tell you that they don't understand what you are saying), as you may appear intimidating and make them feel inferior.

3. Prepare (if you can) – You would spend time planning what you would say if you were writing. You would also think about how to make it accessible to as many readers as possible. If you know of an approaching situation, take time out to think about the questions you may be asked and what answers you may need to give. If you are delivering a presentation, you should be prepared for awkward questions and situations where you may need to explain something in a different way.

4. Listen and be interested – Listening more and talking less means you will understand and bring your listener into the conversation. This helps them to trust you and make them feel that you really understand their needs. When they talk, be interested and show your interest. This will improve the rapport you are trying to build. Using note-taking skills like Mind Mapping can help you to take more effective and memorable notes.

5. Be aware of non-verbal communication traps – The impact of the words you say is only a small element of the communication you are giving. You should make sure that your words, their tone, the gestures you make, facial expressions and body language you use, are all relevant to your conversation.

6. Honesty is the best policy – Promising something that is not possible will break down any trust that you have developed. Telling someone that you “don’t know – but can find out” is more positive than just trying to give an answer you hope is effective.

7. Show and seek some understanding – Look for understanding from your audience. It’s easier to back track at certain points in your conversation than revisit the whole conversation again – or you risk getting the wrong results because your audience did not understand! You can use this when delivering or receiving a message. Occasional summaries and confirmation questions can be extremely useful.

8. Think about perspectives – Think about what you are saying from the other person’s perspective. Just because you understand what you mean, it doesn’t mean that they will.

Negotiations

Negotiation is a process where two or more parties with different needs and goals discuss an issue to find a mutually acceptable solution. In business, negotiation skills are important in both informal day-to-day interactions and formal transactions such as negotiating conditions of sale, lease, service delivery, and other legal contracts.

Good negotiations contribute significantly to business success, as they:

- help to build better relationships
- deliver lasting, quality solutions - rather than poor short-term solutions that do not satisfy the needs of either party
- help to avoid future problems and conflicts.

Negotiating requires give and take. You should aim to create a courteous and constructive interaction that is a win-win for both parties. Ideally a successful negotiation is where you can make concessions that mean little to you, while giving something to the other party that means a lot to them. Your approach should foster goodwill, regardless of the differences in party interests. A good negotiation leaves each party satisfied and ready to do business with each other again.

Strong negotiators master written, verbal and non-verbal communication. They adopt a conscious, assertive approach to their communication. Good negotiators are:

- *flexible*
- *creative*
- *aware of themselves and others*
- *good planners*
- *honest*
- *win-win oriented*
- *good communicators.*

During a negotiation, you may choose to use a passive, aggressive or **assertive communication style**. Using an assertive style will help increase your chances of negotiating successful outcomes for your business.

Passive communicators are inclined to use ambiguous language, adopt under-confident body language, and give in to demands too easily. Aggressive communicators take a confrontational approach that tends to alienate other parties and destroy negotiations. Assertive communicators, however, are both confident and considerate. These communicators are more likely to keep discussion going and facilitate mutually beneficial outcomes. They adopt a strong, steady tone of voice. They are factual, rather than emotional or critical. They describe their views, starting sentences with 'I', rather than direct criticisms starting with 'you'.

Tips for effective negotiation

Don't:

- confuse negotiation with confrontation - you should remain calm, professional and patient
- become emotional - remember to stick to the issue, don't make it personal, and avoid becoming angry, hostile or frustrated
- blame the other party if you can't achieve your desired outcome.

Do:

- be clear about what you are offering and what you need from the other party
- be prepared - think about what the other party needs from the deal, and take a comprehensive view of the situation
- be consistent with how you present your goals, expectations and objectives
- set guidelines for the discussion and ensure that you and the other party stick to them throughout the entire process
- use effective communication skills including positive body language
- prepare for compromise
- strive for mutually beneficial solutions
- consider whether you should seek legal advice
- ask plenty of questions
- pay attention to detail
- put things in writing.

Strategies for negotiating

Understanding the other party's interests and tactics is integral to good negotiating. Choosing a strategy that best responds to their interests and tactics will help you achieve the best outcome.

Some of the different strategies for negotiation include:

- **problem solving** - both parties committing to examining and discussing issues closely when entering into long-term agreements that warrant careful scrutiny

- **contending** - persuading your negotiating party to concede to your outcome if you're bargaining in one-off negotiations or over major 'wins'

- **yielding** - conceding a point that is not vital to you but is important to the other party; valuable in ongoing negotiations

- **compromising** - both parties forgoing their ideal outcomes, settling for an outcome that is moderately satisfactory to each participant

- **inaction** - buying time to think about the proposal, gather more information or decide your next tactics.

The choice of the strategy will depend on who you are negotiating with and the type of relationship you have with them. The level of cooperation and common interest and behavior of each party during the negotiation will also depend on what you are negotiating, the time frame and setting you are negotiating in.

As well as choosing a strategy, you may wish to consider your approach to the issue being negotiated. There are **3 key approaches to negotiations**: hard, soft and principled negotiation. Many experts consider that the third option - principled negotiation – is the best practice:

- The hard approach involves contending by using extremely competitive bargaining.

- The soft approach involves yielding, where one party tries hard to meet the interests of the other party and foregoes their own interests.

- Principled negotiation focuses on achieving a lasting, win-win outcome by:

- separating the people from the problem
- focusing on interests not positions
- generating a variety of options before settling on an agreement
- basing the agreement on objective criteria.

Negotiating the Offer

An offer is more than just the amount of money. It must encompass all of the elements of the bargain and will normally comprise the basis for a contract that formalizes the agreement. If you make an offer without nailing down all of the specifics, you may find out later that there was no meeting of the minds with the other party. The basis of the bargain should include: offer price (in proper denomination), statement of work (scope), identification and quantities of goods or services, delivery schedule, performance incentives (if any), express warranties (if any), terms and conditions, and any documents incorporated by reference.

Trading one element for another – such as a lower price for a more relaxed schedule – is a common tactic. These bargaining chips should be kept in your hip pocket until you need them to close the deal and get the price you want. While your primary focus is normally on price, you should always keep all the other components of the deal in the forefront of your mind. Don't be pressured into accepting boilerplate contracts represented as the "standard of the industry" or something that "we always use." Everything, including the fine print, is open to change. If the other party refuses to alter onerous terms, consider taking your business elsewhere.

To avoid misunderstandings, offers should be presented **in writing** and include all elements of the bargain. It's a good idea to keep notes containing the rationale for each offer. While these notes won't be disclosed to the other party, they will prove to be invaluable should things go awry and you need to restart negotiations. Part of the process is benefiting from lessons learned and refining your approach and technique. If you work for a company or the government, those notes are usually required to document the negotiated outcome and complete the contract file.

SET WORK

№ 1 Answer the following questions:

- 1) What is verbal communication? What is oral communication?
- 2) Give the examples of using oral communication in the workplace.
- 3) Which merits of oral communication do you know?
- 4) Which demerits of oral communication do you know?
- 5) Why do good negotiations contribute significantly to business success?
- 6) Which qualities do good negotiators possess?
- 7) Is it appropriate to negotiate the offer or it is better to accept it at once?

№2 Give the Russian equivalents for:

1. Oral communication - _____
2. Verbal communication - _____
3. Merits / demerits of oral communication - _____
4. Immediate feedback - _____
5. Lower retention rate - _____
6. Assertiveness - _____
7. Win-win oriented - _____
8. Inaction - _____
9. Focusing on interests not positions - _____
10. Generating a variety of options before settling on an agreement - _____
11. Basing the agreement on objective criteria - _____

№3 Connect the following strategies for negotiation with their definitions.

A. contending	• both parties committing to examining and discussing issues closely when entering into long-term agreements that warrant careful scrutiny
B. inaction	
C. yielding	

D. compromising	<ul style="list-style-type: none"> • persuading your negotiating party to concede to your outcome if you're bargaining in one-off negotiations or over major 'wins' • conceding a point that is not vital to you but is important to the other party; valuable in ongoing negotiations • both parties forgoing their ideal outcomes, settling for an outcome that is moderately satisfactory to each participant • buying time to think about the proposal, gather more information or decide your next tactics.
E. problem solving	

№4 There are some tips for effective negotiations. Arrange them in the right columns.

Do:	Don't:
<ul style="list-style-type: none"> • confuse negotiation with confrontation - you should remain calm, professional and patient • be consistent with how you present your goals, expectations and objectives • become emotional - remember to stick to the issue, don't make it personal, and avoid becoming angry, hostile or frustrated • set guidelines for the discussion and ensure that you and the other party stick to them throughout the entire process • blame the other party if you can't achieve your desired outcome. • be clear about what you are offering and what you need from the other party 	

- be prepared - think about what the other party needs from the deal, and take a comprehensive view of the situation

- use effective communication skills including positive body language
- prepare for compromise
- strive for mutually beneficial solutions
- consider whether you should seek legal advice
- ask plenty of questions
- pay attention to detail
- put things in writing.

№ 5 Insert the missing words into the text:

_____ can bring great _____ when carried out successfully, but it can also be hazardous when approached the wrong way. The words are important, but equally important is the way in which they are expressed.

You are more likely to achieve positive _____ when you use positive, rather than negative, language. _____ is helpful and encouraging; it suggests alternatives and offers solutions to problems. It is language that stresses positive actions and consequences. For example, if you are negotiating with a supplier who is not willing to budge on price, your language should convey the desire for a _____ scenario (i.e. a situation that both parties can be happy with). This is likely to make your supplier more willing to negotiate, than if you also refuse to budge and accuse them of being inflexible.

_____ is stating what you plan to do. Instead of coming across as hostile, you are making a statement about something you feel or perceive.

_____ is completely different and is usually perceived as hostile or unfriendly behaviour. It often uses the word 'you'. People can become unhappy when you tell them what to do. Even when talking to _____ it is wise to soften language when asking them to perform tasks, as they are likely to respond better to requests than orders.

Words: Assertiveness, employees, budge, outcomes, aggression, verbal communication, rewards, positive language, win-win.

№ 6 Insert the missing prepositions where necessary and translate them into Russian.

1) We cannot dispute this issue because according ... the contract, payment is to be made ... cash ... 30 days ... the dispatch... all the shipping documents.

2) The price ... which the equipment was ordered ... was fixed and not subject... any alterations.

3) As the goods are bought ... f.o.b. terms, you as suppliers have to pay the port and dock dues ... the cargo.

4) As you had not delivered the goods ... the 1st June, you are to pay us agreed and liquidated damages ... delay ... delivery.

5) The Buyers informed the Sellers that they would reject... the goods if the delay ... delivery should last... twelve weeks.

6) We shall be obliged if you will inform us ... the readiness ... the equipment... inspection ... least ten days ... advance.

7) The Buyers informed the Suppliers that the damage ... the goods was due ... inadequate packing.

8) The damages were calculated ... the rate ... 0.8 per cent ... week ... the value ... the equipment.

Unit 5. CLAIMS AND INSURANCE NEGOTIATIONS

Many lawsuits never proceed to the courtroom. They are settled prior to court through negotiation at Mediation or Arbitration meetings with certain involved parties. Negotiation of claims with insurance companies requires even more special knowledge and skillful communication. If you have been injured in an accident and are seeking fair compensation for your claims, this process is an excellent opportunity to save time and money. The use of negotiation is used in

many cases where insurance companies are part of the overall issue. The insurance company representatives are interested in making the lowest settlement offer possible, but they also want to avoid going further into courtroom litigation. The main reason for this is that they are most interested in saving money and time. In most situations, a settlement prior to court will result in a lower payment for the defendant, so they are interesting in trying this method to resolve disputes.

Getting fair compensation for your losses and injuries begins immediately in most cases. One step to get things going is to send a demand letter to the appropriate defendant, either the person who caused the problem and/or their insurance company. When you are trying to work with insurance companies, they will respond to your demands, and then you either accept their offer or continue the negotiation process. They will offer you a low amount; you can continue trying to get a higher offer, or move to the next step, having your attorney moderate a formal negotiation meeting or conduct mediation. As you work with the insurance adjuster, all topics will be discussed and argued. Again, having an attorney represent your best interests will help you at every step of this process. They have the experience and special knowledge needed to help convince the insurance company to make a reasonable offer to settle the case. For successful negotiations, there are several things to remember as you are in these meetings:

- Have all documentation organized and ready to show as needed.
- Be polite and courteous – being aggressive or obnoxious will not be helpful.
- Don't jump at the first offer; the adjuster may be trying to use your impatience and frustration against your best interests.
- Stay calm and be persistent – do not give up or in easily. You can always take time to discuss offers with your attorney and family to decide whether or not to agree to the adjuster's counter offer.

- Don't let them put you off indefinitely. Get an agreement in writing for a firm offer date. Let them know that if they miss this date, you will then proceed with litigation.

What you put into your settlement request should include all current and expected future expenses related to your accident injuries and damage claims. Items to discuss include insurance coverage, liability issues, your injury specifics and expectations of need for future care, refund, and related work issues such as income loss, disability needs, rehabilitation and retraining, lost future income, material and moral damage. Take notes and get documentation for all agreements.

If you have presented an insurance company with an organized demand letter and the proper supporting documents, your claim negotiation process will probably consist of nothing more than a few phone calls with an insurance claims adjuster. Following is a brief explanation of how negotiations usually work and some suggestions to help you succeed during the various stages of the process. During the first call with the insurance adjuster, you and the adjuster will each make your points about the strengths and weaknesses of your claim. Then the adjuster will make an offer to settle your claim for an amount lower than what you requested in your demand letter. You will counter with a figure higher than the adjuster's offer but lower than your original figure. Typically, after two or three phone calls you will agree on a settlement figure somewhere in between.

The phrases for negotiations on claims and insurance.

Opening phrases
I've come to ... to discuss the point of ...
What can I do for you?
What shall we start with (today)?

I think we can (shall) start with ...
The point (The matter / The fact) is that ...
Let's get down to business. Let's get on to the point of ...
Let's speak to the point.
I'd like to clear up the point of ...
We are having trouble (difficulty) with ... and we'd like ...
First comes ...
Let's resume the discussion(s).
Intermediate phrases
I'd (We'd) like to clear up one more point.
Now comes the next (third) point.
What about ...? How about ...?
Let's get on (pass on) to ...
By the way we'd like to see (look at) ...
Is there anything else you'd like to take up?
In the first place ..., in the second place First ..., then ...
On the one hand ..., on the other hand ...
Expressions of agreement, certainty, approval
Of course.
Certainly.
Yes, certainly.

It is true.
Quite right / Exactly so / Quite so.
It is really so.
You are quite right.
It is a fact.
There is no doubt about it.
I am sure of it.
It is very probable.
I agree with you.
I (We) quite agree with you.
I fully agree with your point of view.
I don't mind.
I don't object.
I have no objection.
I have nothing against it.
That's all right / All right / Good.
Very good!
Excellent!
Fine!
That's a fine idea.
That's fair enough.
I'm glad of that.

I'm glad to hear it.
I agree.
I agree to it.
Agreed / Done / Settled.
We agree to your terms.
It suits us (quite) all right.
You may be sure.
You can rely upon what I tell you.
You may rely upon me.
I'll surely do all I can.
I'll do my best / I'll do my utmost.
By all means.
With pleasure.
With great pleasure.
You are welcome!
I'm at your disposal.
I'm at your service.
Expressions of disagreement, disapproval, refusal
I don't think so.
I'm afraid not.
No, not quite.
It isn't (quite) so.

I'm afraid you are wrong.
I'm afraid (I think) you are a bit wrong here.
No, not usually.
I don't see any advantages.
It's very kind of you but ...
I'm afraid we can't meet your request.
I'm sorry to say no.
I can't agree with you.
I can't agree with that.
I object to that.
I don't agree.
I disagree with you. I don't agree with you.
Certainly not.
It goes against our practice. It isn't in our practice.
It's not fair.
That does not depend on me.
It can't be done.
It's out of the question.
It's quite impossible.

Laying of liability

You cannot escape liability.
You will be held (liable) for the detention.

We are, therefore, holding you responsible for ...
We hold you responsible for the ...
To bear responsibility.
To limit responsibility.
To relieve of liability (liability ceases)/ To discharge from liability.
The responsibility for the collision must be charged on the ...
The responsibility rests with the shippers.
To assume liability (risk).
To hold (consider) someone responsible.
Shipowner is not responsible for the quality.
I have to hold your firm responsible for the ...
I shall bear no responsibility for the quality ...
I give you notice holding you solely responsible for ...
This inevitably involves responsibility.
Closing phrases
I believe we can consider the matter closed.
All right, I'll get in touch with my friends (colleagues, people) and consult them.
All right, I'll be expecting to hear from you (your reply, your next visit).
I'll phone you (ring you up, call you up) today (tomorrow, in the afternoon).
Does it suit you? (Is it all right with you?) Yes, quite.

My (Our) decision is final.
We'll think your proposal over.
We'll think it over.
We'll be expecting your telegram (confirmation).
In conclusion I'd like to say ...
Let's sum up the discussion.
Let's recapitulate what we said.

SET WORK

I. Give the English equivalents to the following words: прежде, до; посреднические или третейские встречи; страховая компания; разбирательство в зале суда; урегулирование; обвиняемый; поверенный; оценщик размера страхового убытка; страховое обеспечение; встречное предложение; материальный и моральный ущерб.

II. Translate the phrases.

1. Let's get down to business.
2. Let's resume the discussion(s).
3. Now comes the next (third) point.
4. Is there anything else you'd like to take up?
5. We agree to your terms.
6. I'll do my utmost.
7. By all means.
8. You cannot escape liability.
9. The responsibility rests with the shippers.
10. All right, I'll be expecting to hear from you (your reply, your next visit).
11. You will be (liable) for the detention.

III. Match the phrases with their functions.

What shall we start with (today)?; I'd like to clear up the point of ...; I'd (We'd) like to clear up one more point.; I have no objection.; It suits us (quite) all right.; I can't agree with you.; It's not fair.; It's quite impossible.; My (Our) decision is final.; In conclusion I'd like to say

Opening phrases:

Intermediate phrases:

Expressions of agreement, certainty, approval:

Expressions of disagreement, disapproval, refusal:

Closing phrases:

IV. Answer the questions.

1. What way can claims be settled?
2. Why are the insurance company representatives interested in a peaceful settlement of a deal?
3. What is done before negotiations?
4. Who can help you to participate in negotiations?
5. What important tips do you need to remember when you are in the meeting?
6. Is it possible to negotiate via telephone calls?
7. What information should a settlement request include?

V. Complete the dialogue. You are having negotiations with your supplier, you are discussing your claims in connection with the failed delivery period.

Supplier: Well, let's get started. You know, with this delivery problem, I'm sure there's room for negotiation.

You: (1: the invitation to the negotiations hall)

Supplier Right, well this is how we see it. We can deliver the first machine in ten weeks, and install it four weeks after that.

You: (3: Long delivery period is unacceptable.)

Supplier: Well, these are in fact the usual periods. It's pretty normal in this kind of operation. Did you expect we could deliver any quicker?

You: (2: 6 weeks maximum delivery; 4 weeks installation, otherwise you cancel the order)

Supplier: I see what you mean but that would be very difficult. You see we have a lot of orders to handle at present, and moving just one of these machines is a major operation. Look, if I can promise you delivery in eight weeks, does that help?

You: (4: too late, you need order payment amount back)

Supplier: Well, look... You want the machine in six weeks. Now that is really a very short deadline in this business. You said that you couldn't take it any later, but couldn't your engineers find a way to re-schedule just a little, say another week.

You: (5: Refuse)

Supplier: Well, you really are asking us for something that is very difficult. I've offered you seven weeks. I'll have to consult with my colleagues and come back to you, but I can't see what we can do.

You: (6: if deliver in 6 weeks perhaps talk about further order)

Supplier: Well, on that basis I suppose we might be able to look at some kind of arrangement. In fact, if you can promise another order I think we could accept your terms.

You: (7: 6 weeks delivery; 4 weeks installation; decision on next order by 26th of this month)

Supplier: Exactly.

VI. Make up a dialogue on the situation: during the flight your luggage has been lost, you need to get an insurance, but the administration of the airline refuses to pay the insurance, as yet, in less than one week from that date the luggage has been lost.

PART 2. ПРАКТИЧЕСКИЕ ЗАНЯТИЯ

Unit 1. BUSINESS LETTER STRUCTURE: ABBREVIATIONS IN THE LETTERS, TYPES OF SALUTATIONS

When you're writing a business letter or sending an email message it's important to include an appropriate salutation at the beginning of the letter. Using an appropriate greeting sets the tone for your letter. A determination of what is appropriate depends on how well you know the recipient, the reason for your letter, and whether you are writing a posted letter or an email. Often, salutations in emails will be less formal than in printed letters.

The following is a list of letter salutation examples that are appropriate for business and employment related correspondence.

- *Dear Mr. Smith*
- *Dear Mr. and Mrs. Smith*
- *Dear Mr. White and Ms. Smith*
- *Dear Dr. Smith*
- *Dear Judge Smith*
- *Dear Ms. Jones*
- *Dear Jane Doe*
- *Dear First Name (if you know the person well)*
- *Dear Dr. and Mrs. Haven*

Follow the salutation with a colon or comma, a space, and then start the first paragraph of your letter. In British English it is typical to use a comma, in American English – a colon. For example:

Dear Mr. Smith:

First paragraph of letter.

Guidelines for Names and Titles

The salutation should typically use the person's last name, along with a "Mr." or "Ms." In general, avoid using "Mrs." or "Miss" unless you are certain

of how the woman wants to be addressed. When in doubt, default to using "Ms."

If you are writing to someone who has a doctorate or medical degree, use the abbreviated form: "*Dr.*" However, for other titles, such as professor, judge, etc., write out the full title and capitalize it. For example, your salutation in a letter to a judge would be, "*Dear Judge Barnard.*"

When your letter is to more than one person, write out all of their names separately. For example, "*Dear Mr. Hobbes, Ms. Luxe, and Mr. Hopman.*" For married couples, if one person in the couple has changed his or her name, you only need to use the last name once. For instance, "*Dear Mr. and Mrs. Smith.*"

Sometimes a person's gender is unclear from a name. If that's the case, you can see if you can determine gender from searching on a company website. But if it remains ambiguous, simply write out the person's full name, dropping the title. For example, "Dear Taylor Meyer."

If you don't have a contact person at the organization, you could either leave off the salutation and start with the first paragraph of your letter or use a **general salutation**.

General Salutations for Business Letters

- *Dear Hiring Manager*
- *To Whom It May Concern*
- *Dear Human Resources Manager*
- *Dear Sir or Madam*

ABBREVIATIONS IN BUSINESS LETTERS

In business correspondence a number of abbreviations are used, some of which are only suitable for informal communication, some even for electronic communication only (e.g. emoticons). In formal business letters, a clear, formal writing style should be used, however, there exist some instances in which the use of abbreviations is appropriate to save both space and time.

Formal widely used abbreviations:

- ASAP – as soon as possible
- attn – attention: to show that a letter is for the attention of a particular person
- cc – used on a business letter or e-mail to indicate that a copy of a given letter is being sent to the person mentioned
- c/o or c/- - care of: used in the address on a letter or parcel that you are sending to someone at another person's house
- encl. – enclosed or enclosure: used at the top or bottom of a letter to show that an attachment has been included in the letter
- FAO – for the attention of: written in front of someone's name on a document, letter, or envelope to show that it is intended for them
- FYI – for your information: written on a business letter or e-mail to show that it is being sent to someone for their information only; they are not expected to reply or take any action
- pp – on behalf of - written in front of someone's name when you are signing a letter for them
- PPS – written before a note at the end of a letter, after the PS note
- PS – postscript: used for introducing some additional information at the end of a letter after you have signed your name
- PTO – please turn over: used at the bottom of a page to indicate that there is a second page (*informal*)
- RE – used in business letters to introduce their subject matter
- ref. – reference: used in a business letter when you are giving the numbers and letters that show exactly which document or piece of information you are writing about
- RSVP – used on written invitations to ask the invited person to confirm their attendance.

Abbreviations in titles:

- Mr. - Mister - used when addressing men
- Messrs. - used when addressing two or more men, as in Messrs. Smith and Wesson
- Mrs. - Misses - used for women if you are sure that they are married and for those who do not prefer another title
- Ms. - used for women, regardless of their marital status. Usually the safest bet
- Dr. - Used with addressees who you know have earned a doctorate, not only in medicine

Abbreviations in time and date:

- a.m. (am) - ante meridiem = before midday - used with a 12-hour clock
- p.m. (pm) - post meridiem = after midday - used with a 12-hour clock
- BC - Before Christ - used to denote years prior to the birth of Jesus of Nazareth
- AD - Anno Domini - used to denote years after the birth of Jesus of Nazareth

Other often used abbreviations in business letters:

- a/c - account
- appar. - Apparently
- bus. - business
- cf. - compare (Latin: confer)
- comm. - commerce
- Corp. - Corporation
- dt - date
- e.g. - for example (Latin exempli gratia)
- et al. - and other people (Latin et alii)
- etc. - and so forth (Latin et cetera)

- i.e. - in other words (Latin id est)
- ibid. - in the same book, chapter, page, etc. (Latin ibidem)
- Ltd. Limited
- nb. - nota bene
- NOO - not on original
- P&P - postage and packing
- pdd - probable date of delivery
- PIN - postal index number or Personal Identification Number
- SAE - stamped (self-) addressed envelope
- yr - year
- ZIP (code) - Zone Improvement Plan (used in US addresses after the state designation to assure delivery)

SET WORK

№1 Give the Russian equivalents for:

- 8) Salutation - _____
- 9) To capitalize (a title) - _____
- 10) To whom it may concern - _____
- 11) attn - attention - _____
- 12) Messrs. - _____
- 13) ZIP (code) - _____
- 14) PIN - Personal Identification Number - _____
- 15) Cover letter - _____
- 16) Resignation letter - _____
- 17) Reference letter - _____
- 18) Thank you letter - _____

№ 2 Insert the missing words into the text:

Writing a Business Letter

Reread the description of your task (for example, the advertisement of a job opening, instructions for a proposal submission, or assignment prompt for a course). Think about your _____ and what _____ are mentioned or implied in the description of the task. List these requirements. This list can serve as an outline to govern your writing and help you stay focused, so try to make it through. Next, identify _____, attributes, objectives, or answers that match the requirements you have just listed. Strive to be exact and _____, avoiding vagueness, ambiguity, and platitudes. If there are industry- or field-specific concepts or _____ that are relevant to the task at hand, use them in a manner that will convey your competence and experience. Avoid any language that your audience may not understand. Your finished piece of _____ should indicate how you meet the requirements you've listed and answer any _____ raised in the description or prompt.

Words: questions, writing, terminology, specific, qualifications, requirements, purpose.

№ 3 Translate the letter into English:

Уважаемые господа!

Мы подтверждаем получение вашего письма от 20 ноября 2016 года и благодарим вас за ваш заказ на 5 компьютеров. Доставка будет осуществлена согласно условиям СИФ.

Партия товара уже была упакована и отправлена по указанному вами адресу. Мы высылаем вам руководство по эксплуатации и гарантийный талон отдельным письмом.

С сожалением сообщаем вам, что мы не можем предоставить вам скидку в 20 %, поскольку в этом случае наши издержки превысят предполагаемую прибыль. Однако мы можем предоставить вам скидку в 10 % на этот и последующий заказы.

С уважением, Мария Петрова.

Unit 2. THE PECULIARITIES OF WRITING DIFFERENT TYPES OF BUSINESS LETTERS

A business letter is a fairly formal document that has specific rules around its layout and language. Printed business letters are still used for many important, serious types of correspondence, such as reference letters, employment verification, job offers, and much more.

When you are writing business correspondence it is important to write all your letters professionally, and to be sure there are no typos or grammatical errors.

Each section of your letter should match the appropriate format for a business letter, including contact information for yourself and the person you are writing to, salutation, body of the letter, closing, and your signature.

WHAT TO INCLUDE IN YOUR COVER LETTER

A cover letter should complement, not duplicate, your resume. Its purpose is to interpret the data-oriented, factual resume and add a personal touch.

A cover letter is often your earliest written contact with a potential employer, creating a critical first impression. Find out more of the differences between a resume and a cover letter.

Effective cover letters explain the reasons for your interest in the specific organization and identify your most relevant skills or experiences. Determine relevance by carefully reading the job description, evaluating the skills required, and matching them to your own skills. Think of instances where you applied those skills, and how you would be effective in the position available.

Cover Letter Writing Guidelines

Header

A cover letter should begin with both you and the employer's contact information (name, address, phone number, email) followed by the date. If this is an email rather than an actual letter, include your contact information at the end of the letter, after your signature.

Salutation

Begin your cover letter salutation with "Dr./Mr./Ms. Last Name." If you are unsure if your contact is male or female, you can write out their full name. If you do not know the employer's last name, simply write, "Dear Hiring Manager."

Introduction

Begin your introduction by stating what job you are applying for.

Explain where you heard about the job, particularly if you heard about it from a contact associated with the company. Briefly mention how your skills and experience match the company and/or position; this will give the employer a preview of the rest of your letter. Your goal in the introduction is to get the reader's attention. See examples of engaging opening sentences for cover letters.

Body

In a paragraph or two, explain why you are interested in the job and why you make an excellent candidate for the position. Mention specific qualifications listed in the job posting, and explain how you meet those qualifications. Do not simply restate your resume, but provide specific examples that demonstrate your abilities.

Closing

In the closing section of your cover letter, restate how your skills make you a strong fit for the company and/or position. State that you would like the opportunity to interview or discuss employment opportunities. Explain what you will do to follow up, and when you will do it. Thank the employer for his/her consideration.

Signature

Use a complimentary close, and then end your cover letter with your signature, handwritten, followed by your typed name.

If this is an email, simply include your typed name, followed by your contact information, after the complimentary close.

(For Cover letter sample, see Appendix 1)

WHAT TO INCLUDE INTO A REFERENCE LETTER

A reference letter should provide information on who you are, your connection with the person you are recommending, why they are qualified, and the specific skills they have.

A reference letter should be formatted as follows:

Contact Information and Greeting

If you are writing the letter to an individual or hiring committee, include that information at the top of the letter and in your greeting. If you are writing a general letter, you could write to "Whom it May Concern" or simply start your letter with the first paragraph.

First Paragraph

The first paragraph of the reference letter explains your connection to the person you are recommending, including how you know them, and why you are qualified to write a reference letter to recommend employment or graduate school.

Mention the relationship (personal or professional) you have with the person you are recommending.

Second Paragraph

The second paragraph of the reference letter contains information on the person you are writing about, including why they are qualified, what they can contribute, and why you are providing a reference letter.

If necessary, use more than one paragraph to provide details. Be specific and share examples of why you are endorsing the person.

Third Paragraph

When writing a letter referring a candidate for a particular job opening, the reference letter should include information on how the person's skills match the position they are applying for. If you can, relate specific instances where you observed the person successfully using skills required for the position.

Letter Closing

In the closing paragraph, offer to provide more information and include your contact information (phone and email) so you are available to provide a verbal recommendation, and clarification if necessary.

Signature

Close your letter with a formal closing and your signature. Here's how to end a letter with examples of business closings.

(For Reference letter sample, see Appendix 2)

HOW TO WRITE A RESIGNATION LETTER

When writing a resignation letter, it's important to keep it as simple, brief, and focused as possible. The letter should also be positive. If you have made the decision to move on, there's no point in criticizing your employer or your job.

Your letter of resignation should include information on when you are leaving. You can also let the employer know you appreciate your time with the company. If you're not sure what to write, review resignation letter samples to get ideas for how to structure and word your letter.

What to Include in Your Resignation Letter

- The fact that you are leaving and date when your resignation is effective.
- A thank you to your employer for the opportunities you have had during your employment.

Regardless of why you are resigning or how you feel about it, if you mention the reason you are leaving, make sure that you do not include anything negative or disparaging about the company, your supervisor, your co-workers, or your subordinates. This letter will be included in your employment file and could be shared with potential future employers; therefore, it should be professional and polite.

Resignation Letter Writing Tips

Although under some circumstances, such as a cross-country move or a decision to focus on parenting, it may make sense to disclose the reason for your resignation, in many cases sharing the details about why you are resigning is not necessary.

In general, keeping your resignation letter brief and to the point is advantageous. While it's not required, offering to help during the transitional period and weeks following is generally appreciated.

To make sure your resignation letter contains all the right details, and none of the wrong information, review these resignation letter writing tips before you submit your resignation.

Guidelines for Writing and Formatting Your Letter

Resignation Letter Length: Keep your letter of resignation concise; you do not want to write pages and pages about your new job or why you dislike your current one. Most resignation letters are no more than one typed page.

Font and Size: Use a traditional font such as Times New Roman, Arial, or Calibri. Your font size should be between 10 and 12 points.

Format: A resignation letter should be single-spaced with a space between each paragraph. Use about 1" margins and align your text to the left (the alignment for most business documents).

Accuracy: Be sure to edit your resignation letter before mailing it.

Show your resignation letter to a career counselor or ask a friend to review it if you want someone else to check it over for you.

Email or Mail?: It is always best to resign in person, and then follow up by sending a letter of resignation. However, if circumstances do not allow you to speak to your manager in person and you need to let them know right away, you can send a resignation email. This email should follow the same guidelines as a formal resignation letter.

How to Organize a Resignation Letter

Header: A resignation letter should begin with both you and the employer's contact information (name, title, company name, address, phone number, email) followed by the date. If this is an email rather than an actual letter, include your contact information at the end of the letter, after your signature.

Salutation: Address the resignation letter to your manager. Use his or her formal title ("Dear Mr./Mrs./Dr. XYZ")

Paragraph 1: State that you are resigning and include the date on which your resignation will be effective. Check your contract to see how much notice you are required to give your manager.

Paragraph 2: (*Optional*) If you want, you can say why you are leaving (i.e. you are beginning another job, you are going back to school, you are taking time off), but this is not necessary. If you do choose to say why you are leaving, be positive - focus on where you are going next, not on what you disliked about your current job.

Paragraph 3: (*Optional*) Unless you know you will be completely unavailable, say that you are willing to help with the transition that your leaving will cause.

Paragraph 5: (*Optional*) If you would like a letter of reference from your manager, you can ask for it here.

Paragraph 4: (*Optional*) Thank your manager for the opportunity to work for the company. If you had a particularly good experience, you can go into a bit more detail about what you appreciate about the job (the people you worked with, the projects you worked on, etc).

Close: Use a kind but formal signoff, such as "Sincerely" or "Yours Sincerely."

Signature: End with your signature, handwritten, followed by your typed name. If this is an email, simply include your typed name, followed by your contact information.

If you disliked the job, there is no need to say so in your letter. You do not want to make any enemies - after all, you may need to ask your manager for a recommendation.

(For Resignation letter sample, see Appendix 3)

WRITING A THANK YOU LETTER OR THANK YOU E-MAIL

Writing a thank you letter, or thank you email, after an employment interview is a must. An interview thank you letter is sent to the people who interview you for a job. Your thank you letter (or thank you email message) lets the employer know that you appreciate being considered for the job.

It also reiterates your interest in the position and can be used to provide additional information on your qualifications.

Why Send an Interview Thank You Note

In part, sending a thank you note is simply a traditional post-interview courtesy. But more importantly, a thank you note is your opportunity to reiterate why you're suitable for the position. Think of this as one of your final pitches for why you should be hired. In your note, emphasize your relevant skills and experience, based on the conversation you had during the interview.

A thank you note is also an opportunity to clear up any moments in the interview that didn't go perfectly. You can clarify an answer to a question that you feel you botched in person, or you can add more details about relevant experience or abilities that weren't mentioned during the conversation.

When to Write and Send Your Thank You Note

Immediately after the interview, jot down some notes and impressions. Think about the questions that were asked, and which skills and responsibilities seemed most important to the interviewer. These impressions are easily forgotten, so get them down on paper quickly.

Use these details to help personalize your thank you note. Send your note soon after the interview; ideally, you will email a thank you note the same day

as the interview, or on the following day. You can also send a hand-written or typed thank you note via snail mail.

Like any piece of writing, it is best to keep your audience in mind. Address their issues and concerns. In general, typed (paper or email) thank you letters are recommended.

However, some surveys suggest that hiring managers like handwritten thank notes, too. So, consider the "personality" of the organization and the rapport you felt during your interviews. If your interview was a fairly informal process and/or you achieved an immediate rapport with your interviewer, a handwritten note is fine.

If you're not sure what to write in your note, check out these examples of thank you notes for inspiration. Here are ten things – such as grammatical errors or apologies and excuses – that you should *not* include in your thank you note, and here are more tips for writing a thank you note.

Note: Even if you do not want the job, write a thank you letter respectfully withdrawing your application, because you never know what the future holds so why burn your bridges?

You may also view your thank you letters as follow-up "sales" letters. In other words, you can restate why you want the job, what your qualifications are, how you might make significant contributions, and so on. This thank you letter is also the perfect opportunity to discuss anything of importance that your interviewer neglected to ask or that you neglected to answer as thoroughly, or as well, as you would have liked.

When to Send an Influence Letter Instead

In certain circumstances, you may want to send a more detailed influence letter which includes additional information on your skills and qualifications for the job. Here's when to write an influence letter, plus what to include and samples.

Lunch or Dinner Interview Thank Yours

When dining and interviewing be sure to thank everyone you spend time with, both for the meal and for taking the time to discuss the position and the company with you.

Don't Wait to Send Your Note or Email

Time takes precedence - get a simple, appreciative thank you note in the mail or send a thank you by email without delay; save your creative efforts for another time.

Remember to Proofread

Check spelling, grammar, typos, etc. If in doubt about the correct names, spellings or titles of your interviewers, call the office to double-check.

(For thank you letter sample, see Appendix 4)

APPENDIX 1

Cover Letter Sample

Your Name

Your Address

Your City, State, Zip Code

Your Phone Number

Your Email

Date

Name, Title

Organization

Address

City, State, Zip Code

Dear Mr./Ms.

Last Name:

I am interested in the assistant position advertised in XXX. I am currently employed as Legislative Director for Assemblywoman XXXX, Chairperson of the NYS Assembly XXX. I accepted this position because of the emphasis on the writing and research skills which are applicable to your requirements for an author's assistant.

My experience in the NYS Assembly has afforded me the opportunity to become familiar with the consolidated and unconsolidated laws of the State of New York. I also have extensive experience in legal and policy research.

In my position as Legislative Director for Ms. XXX, I prepare her personal legislation which deals with issues relative to her position as Senior Member of the NYS Assembly Standing Committee on XXXX.

In as much as she is Chairperson of the XXX Committee I am, of course, heavily involved in the current welfare and Medicaid reform movement.

In response to your search for an assistant, I believe my experience in the Legislature and my research and writing skills qualify me for consideration. If you would like, I can provide you with current samples of my work.

To further acquaint you with the specifics of my background I am enclosing my resume.

I hope you will consider me for this position. I look forward to meeting with you and discussing my qualifications in more detail.

Sincerely,

Signature (*hard copy letter*)

FirstName LastName



APPENDIX 2

Reference Letter for Employment Example

To Whom It May Concern:

I would like to recommend Sharon Doe as a candidate for a position with your organization. In her position as Staff Assistant, Sharon was employed in our office from 20XX-20XX. Sharon did an excellent job in this position and was an asset to our organization during her tenure with the office. She has excellent written and verbal communication skills, is extremely organized, can work independently and is able to follow through to ensure that the job gets done.

During her tenure with our company, Sharon was responsible for supervising the department office assistants. These assistants, under Sharon's management, were responsible for many of the office's basic administrative and clerical functions. Sharon effectively scheduled and managed several assistants to maintain efficient office operations.

Sharon was always willing to offer her assistance and had an excellent rapport with the many constituents served by our office including clients, employers, and other professional organizations. Her ability to effectively communicate with all these people via email, on the phone, and in person made her such an asset to our office.

She would add value to any company and I recommend her for any endeavor she chooses to pursue.

Yours truly,

Jane Smith

APPENDIX 3

Resignation Letter Sample

Your Name

Your Address

Your City, State, Zip Code

Your Phone Number

Your Email

Date

Name

Title

Organization

Address

City, State, Zip Code

Dear Mr./Ms. Last Name:

I am writing to formally notify you of my resignation from my position at PQS. I was recently offered a new opportunity with a company headquartered very close to my home, and have decided to take their offer.

Currently, I spend several hours a day commuting and this new opportunity would allow me more time with my family outside of work. My last day of employment with PQS will be May 31st.

My time at PQS has been some of the best years of my life.

I will miss my job and the incredible people I have had the pleasure of working with throughout the years. I cannot thank you enough for all of the opportunities and experiences you have provided me during my time with the company.

I appreciate your support and understanding, and I wish you all the very best.

Please let me know if I can be of any assistance during the last few weeks of my time here.

Sincerely,

Your Signature (*hard copy letter*)

Your Typed Name

APPENDIX 4

Informational Interview Thank You Letter Example

Your Name

Your Address

Your City, State, Zip Code

Your Phone Number

Your Email

Date

Name

Title

Organization

Address

City, State, Zip Code

Dear Mr./Ms. Last Name:

Thank you for speaking with me today. Your insights were truly helpful and have confirmed my decision to gain additional work experience in the field before applying to graduate school.

I will regularly check the websites you suggested for job leads, and have already contacted the ABC professional association regarding membership.

I will follow up in the near future to let you know about my progress. Thank you again for your assistance.

Sincerely,

Signature (*hard copy letter*)

Your Name

SET WORK

№1 *Answer the following questions:*

- 1) Which punctuation marks can be used after greetings in business letters in British English (in American English)?
- 2) Which typical salutation should we use in a business letter?
- 3) How should we address a person if he/she has a doctorate or medical degree (if he/she has another title)?
- 4) How should you address a person if you cannot determine his/her gender?
- 5) When are general salutations used in business letters? Which general salutations do you know?
- 6) Is it suitable to use abbreviations in business letters? Which aims does the author of a business letter pursue when he uses abbreviations?
- 7) What is a cover letter? What should you include in it?
- 8) What do you know about writing a reference letter?
- 9) What is a resignation letter?
- 10) What should you include in a resignation letter?
- 11) Is it appropriate to mention that you disliked the job in your resignation letter?
- 12) How to write a thank you letter?

№ 2 *Give the Russian equivalents for:*

1. Salutation - _____
2. To capitalize (a title) - _____
3. To whom it may concern - _____
4. attn - attention - _____
5. Messrs. - _____

6. ZIP (code) - _____
7. PIN - Personal Identification Number - _____
8. Cover letter - _____
9. Resignation letter - _____
10. Reference letter - _____
11. Thank you letter - _____

№3 Match the following abbreviations with their full forms. Translate them into Russian.

A. et al.	1) and other people (Latin et alii)
B. appar.	2) business
C. bus.	3) corporation
D. cf.	4) ante meridiem = before midday
E. comm.	5) on behalf of
F. Corp.	6) written before a note at the end of a letter, after the PS note
G. a.m. (am)	7) apparently
H. pp	8) enclosed or enclosure: used at the top or bottom of a letter to show that an attachment has been included in the
I. PPS	9) letter
J. encl.	10) reference
K. ref.	11) compare (Latin: confer)
	12) commerce

№ 4 Match the following letter types with their descriptions.

1) Cover letter	A. This letter provides information on who you are, your connection with the person you are recommending, why they are qualified, and the specific skills they have.
2) Reference letter	B. A formal letter in which you state that you are leaving your job permanently.
3) Resignation letter	C. This letter is sent to the person who interviews you for a job. It also reiterates your interest in the position and can be used to provide additional information on your qualifications.
4) Thank you letter	D. Often this letter is your earliest written contact with a potential employer. It should explain the reasons for your interest in the specific organization and identify your most relevant skills or experiences

№ 5 Insert the missing words into the text:

When writing a _____, it's important to keep it as simple, brief, and focused as possible. The letter should also be _____. If you have made the decision to move on, there's no point in _____ your employer or your job.

Your letter of resignation should include information on when you are leaving. You can also let the _____ know you appreciate your time with the company. If you're not sure what to write, review resignation letter samples to get ideas for how to structure and word your letter.

Regardless of why you are resigning or how you feel about it, if you mention the _____ you are leaving, make sure that you do not include anything negative or _____ about the company, your supervisor, your co-workers, or your subordinates. This letter will be included in your employment _____ and

could be shared with potential future employers; therefore, it should be professional and polite.

Words: reason, disparaging, criticizing, positive, resignation letter, employer, file.

No 6 Translate this reference letter into Russian:

To Whom It May Concern:

I would like to recommend Sharon Doe as a candidate for a position with your organization. In her position as Staff Assistant, Sharon was employed in our office from 2013-2016. Sharon did an excellent job in this position and was an asset to our organization during her tenure with the office. She has excellent written and verbal communication skills, is extremely organized, can work independently and is able to follow through to ensure that the job gets done.

During her tenure with our company, Sharon was responsible for supervising the department office assistants. These assistants, under Sharon's management, were responsible for many of the office's basic administrative and clerical functions. Sharon effectively scheduled and managed several assistants to maintain efficient office operations.

Sharon was always willing to offer her assistance and had an excellent rapport with the many constituents served by our office including clients, employers, and other professional organizations. Her ability to effectively communicate with all these people via email, on the phone, and in person made her such an asset to our office.

She would add value to any company and I recommend her for any endeavor she chooses to pursue.

Yours truly,

Signature

Catherine Smith

Unit 3. GENERAL INFORMATION INCLUDED IN LETTERS

A neatly arranged letter will certainly make a better impression on the reader. The layout of business and private letters are more or less common in all countries.

There are **eight parts** in a business letter: the letterhead, the return address, the date, the inside address (i.e. the recipient's name and address), the opening salutation, the body of the letter, the closing salutation, the signature.

Letterhead

Letterhead refers both to the high-grade paper used for business letters and to the company insignia, trade name or product name printed at the top of each sheet. The printed information also includes the company name, address and the telephone number.

The Return (Sender's) Address

The sender's address is usually included in the letterhead. If you are not using the letterhead, include the sender's address at the top of the letter one line above the date. Do not write the sender's name or title, as it is included in the letter's closing. Include only the street address, city, and zip code.

Date

The date line is used to indicate the date the letter was written. It is placed under the heading of the sender's address, usually one or two spaces.

In Great Britain and in many countries the date may be written in the following way: *12th July, 2016* or *July 12th, 2016* or *12 July, 2016*.

When writing to companies within the United States, use the American date format. (The United States-based convention for formatting a date places the month before the day. For example: *June 11, 2001*.)

Inside Address

The inside address is the recipient's address. It is always best to write to a specific individual at the firm to which you are writing. Include a personal title such as *Ms.*, *Mrs.*, *Mr.*, or *Dr.* Follow a woman's preference in being addressed

as *Miss, Mrs., or Ms.* If you are unsure of a woman's preference in being addressed, use *Ms.* If there is a possibility that the person to whom you are writing is a *Dr.* or has some other title, use that title. For international addresses, type the name of the country in all-capital letters on the last line. The inside address begins one line below the sender's address.

Opening Salutation

The salutation, or greeting, is typed at the left margin a double space below the inside address or attention line. Usually a colon follows the salutation (if written in the USA).

Gentlemen

To a company or group of people

Dear Madam / Dear Sir

To an individual: impersonal business

form

Dear Miss / Dear Mr. / dear Mrs. *To an individual: preferred business*

form

Dear Messrs. ...

To two or more people.

Body

When writing a business letter, be careful to remember that conciseness is very important. In the first paragraph, consider a friendly opening and then a statement of the main point. The next paragraph should begin justifying the importance of the main point. In the next few paragraphs, continue justification with background information and supporting details. The closing paragraph should restate the purpose of the letter and, in some cases, request some type of action.

Closing Salutation

The closing begins at the same vertical point as your date and one line after the last body paragraph. Capitalize the first word only (for example: Thank you) and leave four lines between the closing and the sender's name for a signature. If a colon follows the salutation, a comma should follow the closing; otherwise, there is no punctuation after the closing.

<i>Cordially</i>	<i>Yours sincerely</i>
<i>Cordially yours</i>	<i>Faithfully</i>
<i>Respectfully</i>	<i>Faithfully yours</i>
<i>Sincerely</i>	<i>Truly yours</i>

Enclosures

If you have enclosed any documents along with the letter, such as a resume, you indicate this simply by typing Enclosures one line below the closing. As an option, you may list the name of each document you are including in the envelope.

Typist initials

Typist initials are used to indicate the person who typed the letter. If you typed the letter yourself, omit the typist initials.

Sample Business Letter

Sender's address

Dr. Michael Smith

123 ABC St.

New York City, NY 99999

Date

April 17, 2016

Inside address

Dr. Patricia Brown

University of California, Los Angeles Medical Center

777 Medical Dr.

Los Angeles, CA 11111

Opening salutation

Dear Dr. Brown,

Body of the letter

I am the chairman of the 2016 Metropolitan Medical Conference that is being held this year in Miami, Florida on July 5, 2016. I write to invite you to

present your groundbreaking research on beta blockers with our conference participants and invited guests. A 30-minute discussion of your work along with a 20-minute question and answer session would add so much to the intellectual landscape of our annual medical conference.

The Metropolitan Medical Association would be pleased to cover your travel and lodging expenses while you visit the conference, in addition to providing a per diem budget during your stay.

Please reply with your answer as soon as you are able so that we may begin making arrangements. I encourage you to contact me with any questions or concerns.

Closing salutation

Kind regards,

Signature

Dr. Michael Smith

SET WORK

№ 1 Answer the following questions:

- 1) What are the main peculiarities of business letters?
- 2) What is more appropriate: the use of active or passive voice while writing a business letter?
- 3) What is the purpose of writing an application letter?
- 4) What is a cover letter? Which information should it contain?
- 5) Name the main parts which form business letters?

№ 2 Give the Russian equivalents for:

- 1) Letterhead - _____
- 2) Salutation - _____
- 3) Enclosure - _____
- 4) I sincerely appreciate your kindness - _____
- 5) Please inform us about - _____

- 6) We look forward to hearing your further proposals soon - _____
- 7) We are glad to say that we can reserve for you - _____

№ 3 Connect the following salutations with the appropriate descriptions given in the right column:

1) Gentlemen	a. To someone who has a title
2) Dear Mr. Smith	b. To a company or a group of people
3) Dear Mr. and Mrs. Smith	c. To an individual: impersonal business form
4) Dear Mr. White and Mr. Smith	d. To an individual: preferred business form
5) Dear Dr. Smith	e. To two persons with different names
6) Dear Judge Smith	f. To a husband and wife
7) Dear Ms. Jones	g. To someone who has a doctorate or medical degree
8) Dear Jane Doe	h. If a person's gender is unclear
9) Dear Madam	

№ 4 There are two sentences taken from business letters. Which of them is more suitable? Explain your answer, think about the main principles of business writing, the tone and the audience for whom the letter is written.

1) After carefully reviewing this proposal, we have decided to prioritize other projects this quarter.

2) Nobody liked your project idea, so we are not going to give you any funding.

№ 5 Insert the missing prepositions where necessary and translate the sentences:

1) We are sending you some samples ... the goods you are interested in.

2) Please let us know . . . what price you can sell . . . us 500 calculators Model FG25.

3) We shall keep . . . you informed as to our decision concerning the terms . . . your offer.

4) We wish to draw up your attention . . . the fact.

5) Please let . . . us know if you can supply . . . us. . .three machines.

6) . . . reference . . . your letter . . . the 22th October we are sending you, . . . separate cover, the shipping documents.

7) We shall be glad to know . . . what terms we could buy . . .you the following goods required . . . us.

8) We regret to state that our clients are not satisfied . . . the quality . . . the samples sent . . you.

№ 6 Translate this application letter into Russian:


6123 Farrington Road

Apt. B11

Chapel Hill, NC 27514

January 11, 2005

Taylor, Inc.

 694 Rockstar Lane
Durham, NC 27708

Dear Human Resources Director:

I just read an article in the *News and Observer* about Taylor's new computer center just north of Durham. I would like to apply for a position as an entry-level programmer at the center.

I understand that Taylor produces both in-house and customer documentation. My technical writing skills, as described in the enclosed resume, are well

suited to your company. I am a recent graduate of DeVry Institute of Technology in Atlanta with an Associate's Degree in Computer Science. In addition to having taken a broad range of courses, I served as a computer consultant at the college's computer center where I helped train users to work with new systems.

I will be happy to meet with you at your convenience and discuss how my education and experience match your needs. You can reach me at my home address, at (919) 233-1552, or at krock@devry.alumni.edu.

Unit 4. ADVERTISING TECHNIQUES IN BUSINESS

Importance of Advertising in Business

Businesses use advertising to accomplish varied goals, and companies place those ads in diverse media. Besides advertising products in traditional venues such as newspapers and general interest magazines, businesses advertise in media that reach specific markets. For example, a portable communications device is advertised on a social media site that reaches younger customers.

When a business introduces a new product, advertising provides a means to make a large market aware of the product. Ads often focus on the product's solution to a common problem, such as a new cell phone's ability to solve the dropped call problem. In a very visual example, ads for an anti-frizz hair treatment can show "before and after" photographs to illustrate the product's effectiveness.

Advertising provides an effective way to inform the market about limited-time product sale events. Sale-based ads can be generated by local retail outlets, or can originate from the national manufacturer. In many cases, the national manufacturer shares the cost of the ad with the local retailer. This type of advertising is called **co-op advertising**, and commonly uses manufacturer-supplied graphics and ad templates. The local retailer's name appears as the local product outlet.

Businesses frequently use advertising to show how their product has more benefits, or is more effective, than similar competitors' products. In some cases, the retailer feels it's necessary to advertise because the competition is blanketing newspaper pages or television airwaves with its own ads. Unless other market retailers that aggressively highlight their own products, they are likely to be overlooked in the minds of consumers.

When a business communicates information about its operations, or illustrates why its product is the best choice for consumers, the company uses **institutional advertising**. This type of advertising isn't really designed to increase sales, but is structured to promote a good image of the company or product. This perception will hopefully translate into future sales. Even if the consumer doesn't buy the product right now, the company will have kept its name in front of its consumer market.

The Different Types of Advertising

Advertising can communicate the benefits of a product, generate leads for sales follow-up, build the reputation of a company or compare a company's products and brands against its competitors. It also forms part of an integrated marketing program when used in conjunction with direct sales, public relations campaigns, social media or online marketing tools.

Product Advertising

Product advertising communicates the features and benefits of a product to customers and prospects. Companies use product advertising when they want to launch new products, announce changes to existing products or increase sales of those products. Product advertisements must reflect the interests of the target audience. An advertiser developing a campaign for a food product, for example, would create messages and select media that appeal to a wide consumer audience. A campaign for a business product, such as a machine tool, would use

media that appeal to different groups influencing the decision to buy, including plant managers, production engineers and finance directors.

Corporate Advertising

Corporate advertising campaigns play an important part in business-to-business marketing, particularly for companies trying to win a major sale or contract. Prospects evaluate the company as well as the product when they are choosing a supplier. They look for suppliers that have the capability to deliver quality products on time. Corporate advertising helps to build confidence among customers and prospects by communicating messages about your company's capability and resources, your market position and financial stability.

Direct Response Advertising

Direct response advertising encourages prospects to register their details, typically in return for an incentive offer, such as a free gift, special discount or a copy of a business report for business prospects. The advertisement includes a response mechanism, such as a reply coupon, telephone number, email address or website address. The information that you capture from responses provides leads that your sales force or telemarketing team can follow up to create new sales opportunities. You can also use direct response advertising to sell products directly to customers. Include information on the product, together with a price and contact details for ordering the product.

Financial Advertising

Financial advertising can help your company attract funds if you are planning to grow your business or make a major investment. Advertising in the financial or business sections of newspapers and magazines can raise awareness of your company among analysts, shareholders, potential investors and advisers. Publishing financial results, together with important developments, such as major contracts or new product launches, keeps your audience up to date with the company's performance.

There are a few **basic advertising strategies** which can be applied to any market and are commonly used in multiple fields.

Effective Headlines

Your headline is your initial contact with consumer audiences. It is crucial that you capture attention with an intriguing title. In fact, your headline is about 70 percent liable for the effectiveness of your advertisement, according to the Professional Advertising website. The headline must create an emotional response that encourages potential customers to continue to the ad content. For example, if you're selling wrinkle cream, "Get Rid of Wrinkles" is a good headline with a call to action and an ultimate benefit. However, "Get Rid of Wrinkles without Botox" is better because it eliminates a general concern. Effective headlines can be applied to most forms of advertising including TV, radio and print.

Cross Promotions

Teaming up with other companies is an ideal way to expand your audience. Find businesses promoting products or services that complement your company's offerings and initiate cross-promotion deals. A well-planned cross-promotion campaign saves both parties considerable advertising money. When two or more parties come together to sponsor a campaign promoting a group of related products, funds are pooled and expenses are shared. For instance, imagine you're selling baby furniture and marketing a new line of cribs. An ideal way to reach a larger audience and save on advertising expenses is to team up with a baby supplies company to cross promote. Instead of promoting just the crib, advertise a package that includes baby bottles, bathtub, pacifiers, mobiles, monitors and toys and share the expense with the supplier.

Humor

Humor and outrageous content are fantastic ways to gain a consumer audience and brand your name, even to those who aren't particularly shopping for your product. Hilarious TV and radio commercials capture public interest and leave a sometimes permanent impression of a corporate brand in the minds of

consumers. For example, even decades after its 1984 debut, millions of people still associate Wendy's hamburgers with the "Where's the beef?" advertising campaign. Humorous or unusual imagery is also an effective way to gain consumer attention. Nestle's once painted public benches to resemble half-unwrapped Kit-Kat bars. Aquafresh ran a campaign for a toothbrush so flexible that the imagery portrayed a man with toothbrush passing through his mouth and out of his ear.

Internet Marketing

With the evolution of modern technology, Internet marketing is an absolute must for companies who need a cost-effective way to reach broader advertising markets. The Best Business Practices website reports that at least 70 percent of consumers research products and services online before shopping. A well-constructed website rich with relevant content puts business before a significantly larger consumer audience. Incorporating **SEO (search engine optimization) techniques** into your site design further broadens your reach. Internet advertising strategies, such as social networking, email and article marketing, substantially improve branding and online presence.

Premiums

In advertising, the term "premiums" describes everyday household items displaying company names, logos and information that are given away for free. A small investment in company T-shirts, hats, pens, coffee mugs, mouse pads, cigarette lighters or matchbooks are an effective way to get your name "out there." Such items achieve longevity in the hands of consumers and leave an almost subconscious impression. If you drink from a coffee mug daily that displays "Bob's Plumbing," chances are that when you need a plumber you'll call "Bob."

SET WORK

№1 There are different types of advertisements. Connect the words with suitable definitions.

1) Ad	A. an <u>advertisement</u> on <u>television</u> or <u>radio</u> , on the Internet, in a <u>newspaper</u> or <u>magazine</u> , etc.
2) Billboard	B. an <u>announcement</u> or <u>advertisement</u> that is <u>printed</u> on a <u>sheet</u> of <u>paper</u> and <u>given</u> to <u>people</u> .
3) Flyer	C. advertising and other information sent to you by post, email, or fax, although you did not ask for it and do not want it.
4) Junk mail	D. a <u>short phrase</u> that is <u>easy</u> to <u>remember</u> and is <u>used</u> to <u>advertise</u> something or to <u>express</u> the <u>beliefs</u> of a <u>political party</u> or another <u>group</u> .
5) Slogan	E. a <u>large board</u> for <u>advertisements</u> in an <u>outside public place</u> .
6) Circular	F. a <u>document</u> , <u>especially</u> a <u>letter</u> or <u>advertisement</u> , that is <u>sent</u> to a <u>lot</u> of <u>people</u> at the same time.

№2 Match the types of advertising with their definitions.

1) Product advertising	A. This type of advertising is intended to attract funds if a businessman is planning to grow his business. It also can raise awareness of the company among analysts, shareholders, potential investors and advisers.
2) Corporate advertising	B. The advertisement includes a response mechanism, such as a reply coupon, telephone number, email address or website address. You can also use this type of advertising to sell products directly to customers.
3) Direct response advertising	
4) Financial advertising	

	<p>C. This type helps to build confidence among customers and prospects by communicating messages about your company's capability and resources, your market position and financial stability.</p> <p>D. This advertising communicates the features and benefits of a product to customers and prospects.</p>
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№ 3 Give the Russian equivalents for:

- 1) to accomplish varied goals - _____
- 2) to introduce a new product - _____
- 3) market retailers – _____
- 4) to increase sales – _____
- 5) to develop a campaign for (something) - _____
- 6) supplier - _____
- 7) shareholder - _____
- 8) premiums - _____
- 9) an integrated marketing program - _____
- 10) to appeal to a wide consumer audience - _____

№ 4 Insert the missing words into the text:

Businesses use advertising to accomplish varied _____(1), and companies place those ads in diverse media. Besides advertising _____(2) in traditional venues such as newspapers and general interest magazines, businesses advertise in media that reach specific _____ (3). For example, a portable communications device is advertised on a social media site that reaches younger customers.

When a business introduces a new product, _____ (4) provides a means to make a large market aware of the product. Ads often focus on the product's solution to a common problem, such as a new cell phone's ability to solve the dropped call problem. In a very visual example, ads for an anti-frizz

hair treatment can show “before and after” photographs to illustrate the product’s _____(5).

Advertising provides an effective way to inform the market about _____(6) product sale events. Sale-based ads can be generated by local retail outlets, or can originate from the national manufacturer. In many cases, the national _____(7) shares the cost of the ad with the local retailer. This type of advertising is called co-op advertising, and commonly uses manufacturer-supplied graphics and ad templates. The local retailer’s name appears as the local product outlet.

Words: limited-time, markets, advertising, effectiveness, manufacturer, goals, products.

№5 How would you advertise the following products? Which of the products characteristics should be underlined? How can you formulate your advertisement in order to attract consumer’s attention? Think of the following advertising strategies: effective headlines, cross promotions, humor, premiums.

- 1) wrinkle cream;
- 2) a new extremely flexible toothbrush;
- 3) powdered baby milk;
- 4) dark chocolate without sugar.

APPENDIX 1. Letter Writing Scheme

СТРУКТУРА ПИСЬМА

Letterhead (name and address of a sender)	Шапка с адресом отправителя
Date	Дата
Inside address	Адрес получателя (имя получателя, название компании, строение, улица, город, страна, индекс)
Salutation (Dear Sirs / Sir / Madam / Mr Smith / Mrs Smith / Miss Smith / Ms Smith)	Приветствие
Subject	Тема / предмет письма
Introduction/Opening	Цель письма
Main body	Суть письма
Conclusion	Окончание (запрос действия, вывод, выражение надежды на ответ, сотрудничество, встречу и т. д.)
Complimentary close (Yours faithfully, Yours sincerely)	С уважением
Signature	Роспись
Typed name	Расшифровка росписи
title	должность
Цель письма	
We are writing in connection with ... We are glad to inform you... We are sorry to inform you that... We are writing to ask if you...	Пишем Вам в связи с ... Мы рады сообщить Вам ... К сожалению, мы должны сообщить, что Мы обращаемся к Вам с предло-

We are writing to enquire about... We would like to...	<p>жением...</p> <p>Мы хотели бы узнать о... Мы бы хотели...</p>
--	--

Ссылки на предыдущие письма, контакты

With reference to your letter of ... In reply / response to your letter of... we are pleased to inform you that... Thank you for your letter of ... We have received your letter of... Further to our telephone conversation/meeting ...	<p>Со ссылкой на Ваше письмо от... В ответ на Ваше письмо от... мы рады сообщить Вам, что... Благодарим за письмо от ... Мы получили Ваше письмо от... В дополнение к нашему телефонному разговору / встрече ...</p>
<p>I look forward to hearing from you. Please, inform us in the shortest possible time</p> <p>I hope you will find this information helpful.</p> <p>Please feel free to contact me if you need any further information.</p> <p>Please do not hesitate to contact me if you need any further information.</p>	<p>Надеемся на скорый ответ</p> <p>Просим сообщить нам, как можно скорее.</p> <p>Надеемся, что наша информация окажется Вам полезной</p> <p>Если возникнут вопросы, пожалуйста, обращайтесь.</p> <p>Если возникнут вопросы, пожалуйста, обращайтесь.</p>

Объяснение причины

This is due to ... This is because of ...	Это связано с тем, что ...
---	----------------------------

Письмо запрос информации

<p>We are writing to enquire about.../in connection with ... Please could you (also) ...</p> <p>We would be grateful if you could</p> <p>We would appreciate it if you could</p>	<p>Мы хотели бы узнать о... / Пишем Вам в связи с ... Пожалуйста, не могли бы Вы (также) ...</p> <p>Мы были бы признательны, если бы Вы ...</p> <p>Мы были бы признательны, если бы</p>
--	---

<p>I would also like some information on ...</p> <p>I would appreciate it if you could inform me as soon as possible.</p> <p>I look forward to receiving ...</p>	<p>Вы</p> <p>Я бы также хотел получить информацию о...</p> <p>Был бы Вам признателен, если бы Вы смогли предоставить информацию как можно скорее. С нетерпением буду ждать получения ...</p>
<p>Письмо, предоставляющее информацию</p>	
<p>I am writing in reply to your letter asking for information about ... I am writing to inform you that ... I am writing in reply to your query ...</p> <p>I hope you will find this information helpful.</p> <p>Please feel free to contact me if you need any further information. Please do not hesitate to contact me if you need any further information.</p>	<p>Пишу Вам в ответ на Ваш запрос относительно ...</p> <p>Пишу Вам с целью сообщить, что Пишу Вам в ответ на Ваш запрос...</p> <p>Надеемся, что наша информация окажется Вам полезной Если возникнут вопросы, пожалуйста, обращайтесь. Если возникнут вопросы, пожалуйста, обращайтесь.</p>
<p>Письмо-жалоба (мягкое)</p>	
<p>I am writing to complain about ..</p> <p>I am writing to draw your attention to .</p> <p>I hope you will replace the faulty goods as soon as possible. I hope the situation will improve.</p> <p>I hope that you will deal with this matter promptly as it is causing me considerable inconvenience.</p>	<p>Пишу вам, чтобы выразить свое неудовольствие по поводу ... Пишу вам, чтобы обратить ваше внимание на .</p> <p>Надеюсь, вы замените испорченный товар как можно скорее. Надеюсь, ситуация изменится к лучшему.</p> <p>Надеюсь, вы разберетесь с этой проблемой как можно скорее, т.к. она доставляет мне значительные неудобства.</p>

Письмо-жалоба (сильное)	
<p>I want to express my strong dissatisfaction with .</p> <p>I feel I must protest about. Unfortunately, ...</p> <p>I hope it is not necessary to remind you that .</p> <p>I hope I will not be forced to take legal (further) actions.</p> <p>I demand a full refund. I insist on compensation.</p>	<p>Хочу выразить свое крайнее не-удовольствие по поводу .</p> <p>Считаю своим долгом выразить протест относительно. К сожалению, ... Надеюсь, нет необходимости напоминать Вам, что ... Надеюсь, мне не придется обращаться в суд (предпринимать дальнейших действий). Я требую полного возмещения. Я настаиваю на компенсации</p>
Письмо ответ на жалобу	
<p>I am writing to apologize for .</p> <p>We are writing in connection with your recent complaint. Please accept my sincerest apologies.</p> <p>To compensate for the inconvenience, we would like to offer you .</p> <p>Once again, my sincerest apologies for the inconvenience caused. I hope you will continue to use our services in future.</p>	<p>Пишу Вам, чтобы принести свои извинения за .</p> <p>• Пишу Вам в связи с Вашей недавней жалобой . Пожалуйста, примите наши самые искренние извинения. Чтобы компенсировать за доставленные неудобства, позвольте Вам предложить . Еще раз, мои самые искренние извинения.</p> <p>Надеюсь, Вы продолжите пользоваться нашими услугами.</p>
Letters giving information	
<p>Dear ... (Sirs / Sir / Madam / Mr Smith / Mrs Smith / Miss Smith / Ms Smith)</p> <p>Subject: ...</p> <p>Thank you for your letter of ... (23 November), concerning In reply to your letter we are pleased to inform you that ... We are sorry to tell you that because ...</p>	

I hope you will find this information helpful. Please do not hesitate to contact me if you need any further information. Looking forward to your . reply / order / products.

Yours faithfully, (Yours sincerely)

Signature

Peter Ivanov

Manager / Personnel Officer / ...

Letters of request

Dear ... (Sirs / Sir / Madam / Mr Smith / Mrs Smith / Miss Smith / Ms Smith)

Subject: .

We are writing in connection with . . We are interested in . and we would like to know . .

We would be grateful if you could give us some information about .

We would (also) appreciate it if you could tell us ...

We would appreciate it if you could inform us as soon as possible. We look forward to hearing from you.

Yours faithfully. (Yours sincerely)

Signature

Peter Ivanov

Manager / Personnel Officer / ...

APPENDIX 2. Useful language: Letter writing

BUSINESS LETTERS. TYPICAL PHRASES

КОММЕРЧЕСКИЕ ПИСЬМА. ТИПОВЫЕ ФРАЗЫ.

Подтверждение получения письма

Мы получили Ваше письмо от...	We have received your letter of...
Благодарим Вас за Ваше письмо от...	We thank you for your letter of...

Ссылки на предыдущие письма

Со ссылкой на Ваше письмо от...	With reference to your letter of...
В ответ на Ваше письмо от... мы рады сообщить Вам, что...	In reply to your letter of... we are pleased to inform you that...
Ссылаясь на наш телефонный разговор относительно...	We refer to our telephone con- versation regarding...
В соответствии с Вашим запро- сом от...	In accordance with your request of...
Мы подтверждаем наш телекс от... , в котором говорится о...	We confirm our telex of... which reads...
В дополнение к нашему письму от... мы...	Further to our letter of... we...

Вопросы, осведомления

Я был бы рад узнать...	I would be glad to know ...
Будьте добры, сообщите, по- жалуйста...	Could you please tell me...
Пожалуйста, сообщите, если...	Please let me know if...
Не будете ли Вы так любезны сообщить мне...	Would you be kind enough to let me know...

Не сочтете ли возможным сообщить мне...	Would it be possible for you to tell me...
Мы будем очень рады, если Вы сможете известить нас	We would be very much obliged if you could inform us...
Я был бы весьма благодарен Вам, если бы вы сообщили, что... и когда...	I would be grateful if you could let me know what... and inform me when...
Мы были крайне благодарны Вам, если бы вы кратко пояснили нам...	We would be very much obliged if you could give us a short explanation...
Будьте добры, сообщите как можно скорее, желаете ли Вы...	Would you please let me know as soon as possible whether you would be willing to...
Если у Вас есть какие-либо объяснения, касающиеся <...>, мы с удовольствием выслушаем их	Should you have any comments regarding <...> we would very much appreciate hearing from you.
Не будете ли Вы столь любезны объяснить нам, как обстоят дела с...	Would you please be kind enough to let us know how things stand with...
Хотелось бы знать, не сможете ли Вы мне дать информацию...	I wonder if you could give me some information...
Я был бы очень Вам признателен, если бы вы могли дать мне следующую информацию.	I should be very much obliged if you could let me have the following information.
Возможно Вы будете настолько добры и вышлете мне все подробности относительно...	Perhaps you would be good enough to send me full details of...
Мы надеемся, что Вы напишете	We hope that you will write to us

нам относительно ваших интересов в...	concerning your interest in...
Будем рады, если Вы напишете нам о том, что касается...	We would be pleased to hear from you concerning...
Хотелось бы знать, есть ли у Вас хоть какая-нибудь возможность снабдить нас...	I wonder if there is any chance that you could supply us with...
Пишу для того, чтобы спросить, может ли Вас заинтересовать покупка...	I am writing to ask whether you might be interested in buying...
Будем признательны, если Вы сообщите нам, заинтересованы ли Вы по-прежнему в...	I should be grateful if you would let me know whether or not you are still interested in..
Я был бы благодарен, если бы Вы сообщили мне как можно скорее даты...	I would be grateful if you could tell me as soon as possible the dates of...
Можно ли что-нибудь предпринять по этому поводу?	Is there anything that can be done about this?
Мы весьма заинтересованы узнать Ваши комментарии по поводу этого проекта, и намерены ли вы начать его осуществление	We would be interested to hear your further comments on this project and whether you intend to go ahead with it.
Для нас важно получить информацию о том, как наша продукция встречена рынком.	It is important to us to receive information on how our production is received in the market.
Привлекает ли вас эта идея?	Does the idea appeal to you?
После моего разговора с Вашим представителем...	Following my conversation with your representative...

Был бы рад, если бы Вы прислали мне Ваш новый каталог...	I should be glad if you would send me your new catalogue of...
Был бы признателен, если бы Вы прислали мне с обратной почтой Ваш каталог и прейскурант...	I should be grateful if you would send me by return your catalogue and price-list of...
Если Вы можете гарантировать немедленную доставку и назначить действительно конкурентоспособные цены, мы бы могли поместить заказ у Вашей фирмы.	If you can guarantee prompt delivery and can quote really competitive prices we may be able to place an order with you.
Просим Вас приложить к Вашему ответу листовки с описанием и указать, какую скидку Вы предоставляете в зависимости от заказанного количества.	Please enclose descriptive leaflets with your reply, and state what discount you allow for quantities.
Просим выслать нам предложение, назначив наиболее выгодные условия и скидку за платеж наличными.	Please send us an offer quoting your best terms and discount for cash payment.
Будем признательны за скорейший ответ.	We should be grateful for an early reply.
Будем признательны за любую помощь, которую Вы можете оказать нам в этом деле.	We shall be very grateful for any assistance you can give us in this matter.
Ссылаясь на Ваше объявление в я был бы рад получить...	With reference to your advertisement in ... I should be pleased to receive...
Просим сообщить нам, сможете ли Вы поставить...	Please let us know whether you can supply...

Сообщения, извещения

Мы сообщаем Вам, что (о)...	We are informing you that (of, about)...
Возможно мне следует отметить, что...	Perhaps I should mention that...
Пишу, чтобы подтвердить, что...	I am writing to confirm that...
Ставлю Вас в известность, что...	Please take due note that...
Обратите, пожалуйста, внимание, что...	Please take note of the...
Для нас важно, чтобы...	It is important to us that...
Настоящим удостоверяется, что...	This is to certify that...
Настоящим сообщаю, что...	This is to inform you that...
Я имею удовольствие сообщить Вам, что...	I have the pleasure to inform (in informing) you that...
Позвольте сообщить, что...	Let me inform you that...
Тем временем (между тем)...	In the meantime...
Примите, пожалуйста, к сведению, что...	Be advised please that...
Мы хотим сообщить	We would advise...
We have to inform you...	Вынуждены сообщить Вам...
Мы намереваемся...	We intend to...
May we remind you that...	Разрешите напомнить Вам...
We are pleased to inform you...	Рады сообщить Вам...
Согласно моим записям...	According to my notes...
Как Вам известно...	As you know...
Как Вы увидите из...	As you will see from...
Как Вы знаете из предыдущей переписки...	As you know from previous correspondence...

Как г-н <...> возможно уже ска- зал Вам,...	As Mr <...> may have told you...
Мы согласны на ваше пред- ложение.	We agree to your proposal.
Я бы хотел сообщить Вам, что наша фирма намеревается...	I would like to inform you that our firm is intending to...
Обращаем Ваше внимание на то, что...	We wish to draw up your attention to the fact that...
В ответ на Ваш телефонный за- прос сообщаю, что...	In reply to your telephone enquiry I wish to advise you that...
Со времени моего последнего письма дела несколько про- двинулись с...	Since I last wrote you there has been some progress with the...
Я надеюсь вы поймете, что мои действия будут на благо обеих на- ших фирм.	I am sure you will understand that my actions will be in the best interests of both our firms.
Нет проблем в отношении...	There are no problems with regard to ...
Мы тщательно рассмотрели Ваше предложение.	We have carefully considered your proposal.
Мы придерживаемся другого мнения.	We are of a different opinion.
Я, разумеется, дам вам знать, если ситуация изменится.	I shall of course let you know should the situation change.
Приложено к письму...	Enclosed please find...

Уверения, предложения помощи, услуг

Можете быть уверены, что я предприму...	You may be assured that I will make...
--	---

Мы сделаем все возможное, что бы...	We shall do our best to...
Будьте уверены, что я сделаю все, чтобы довести это дело до успешного завершения.	Please rest assured that I will do my best to bring this matter to a satisfactory conclusion.
Если Вам нужно что-нибудь еще, пожалуйста, сообщите.	If you need something else, please let me know.
Я полагаю, вы не станете стесняться обратиться к нам...	I trust you will not hesitate to contact us...
Не стесняйтесь, пожалуйста, сказать, если мы можем быть полезны Вам чем-нибудь.	Please do not hesitate to let us know if you require any other information.
Пожалуйста, не стесняйтесь обратиться ко мне, если захотите получить...	Please do not hesitate to get in touch with me if you would like to receive...
Сообщите, пожалуйста, если Вам потребуется дальнейшая информация или помощь.	Please let me know if you require any further information or assistance.
Если возникнут какие-либо вопросы во время <...>, пожалуйста, не стесняйтесь обратиться.	Should any questions arise during <...> please do not hesitate to contact us.
Если Вам необходимы дальнейшие подробности, я, разумеется, буду счастлив снабдить Вас ими.	Should you require further details, we would of course be happy to supply this upon request.
Если у Вас возникли какие-либо проблемы в отношении этой работы, не стесняйтесь, пожалуйста обратиться ко мне.	Should you have any problems regarding this work, please do not hesitate to contact me.

Мы, конечно, будем счастливы одолжить Вам...	We would of course be happy to lend you a...
Мы будем рады ответить на любые технические вопросы относительно...	We will be glad to answer any technical questions on the...

Выражения надежды

Я надеюсь, все идет хорошо с...	I hope that all is going well with...
Я надеюсь, у Вас все хорошо...	I hope that you are keeping well ...
Я надеюсь, Вы не будете возражать...	I hope you will not mind...
Мы очень надеемся, что Вы придете к положительному решению относительно...	We very much hope that you will come to a positive decision on...
Мы полагаем, что вы приложите все усилия для...	We expect you to use every effort to...
Мы рассчитываем на ваше внимание к вопросу.	We trust your kind attention on the matter.
Я надеюсь, что буду иметь новости для Вас довольно скоро.	I hope to have further news for you before too long.
Я надеюсь, что не доставлю Вам много хлопот, если...	I do hope I am not putting you to too much trouble if...
Я искренне надеюсь, что Вы сможете помочь мне в этом деле.	I sincerely hope you will be able to help me in this matter.
Я рассчитываю получить Ваши предложения по...	I am looking forward to receiving your proposal for...
Мы рассчитываем услышать вскоре Ваши дальнейшие предложения.	We look forward to hearing your further proposals soon.

Я рассчитываю на сотрудничество с Вами в этом новом предприятии	I look forward to cooperating with you on this new venture.
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Просьбы

Would (will) you kindly/please...	Будьте добры...
We shall (should) be pleased...	Мы будем рады...
We should be obliged if you could (would)...	Мы были бы Вам обязаны, если Вы...
We should be glad if you would...	Мы были бы рады, если Вы...
In view of the urgency we ask you to...	В связи со срочностью мы просим Вас...
We trust you will...	Мы надеемся, что Вы...
Пожалуйста, сообщите...	Please let me know...
Просим выслать нам...	Please send us...
Просим не отказать в любезности выслать нам...	We kindly ask you to send us...
Просим Вас сообщить нам о...	Please inform us about...
Просим заметить, что...	Please take notice that...
Просим телеграфировать нам...	We ask you to wire us...
Просим оплатить...	We request to pay...
Мы хотим, чтобы вы выслали нам...	We would like you to send us...
В дополнение к моей телеграмме я прошу сообщить нам...	In addition to my cable I would ask you to inform us...
Пожалуйста, укажите Ваш почтовый индекс, номера телефона и телекса.	Please indicate your post-code, telephone and telex number.

Прошу принять все необходимые меры для...	Please take all necessary measures for...
Сделайте, пожалуйста, все возможное, чтобы привести это дело к скорому положительному финалу.	Please do your best to bring this matter to a fast positive end.
Вышлите нам, пожалуйста, срочно <...> в соответствии с нашим контрактом.	Please send is urgently <...> in accordance with our contract.
Хотелось бы знать, не можете ли Вы оказать мне любезность...	I wonder if you would do me a favour...
Хотелось бы знать, не можете ли Вы мне помочь...	I wonder if you could help me to...
Мы будем благодарны, если Вы...	It will be appreciated if you will please...
Мы будем благодарны Вам за сообщение Вашего решения относительно...	We will appreciate your informing us of your decision concerning...
Просим у Вас некоторую дополнительную информацию о...	We ask you for some additional information...
Мы очень рассчитываем на Ваш ответ, чтобы иметь возможность...	We would very much appreciate hearing from you so that we may...
Будьте добры прислать мне...	Could you please send me...
Мы бы попросили обеспечить нас...	We would kindly request to provide us with...
Я был бы очень благодарен, если бы Вы выслали мне согласно пункту 6 договора...	I would appreciate very much if you send me, according to clause 6 of the agreement...

В соответствии с законом я прошу (требую)...	In accordance with law I request...
Я был бы весьма благодарен, если бы Вы могли... ...прислать мне... ...подтвердить, что... ...известить <фирма>, что... ...добавить некоторые данные о... ...связаться со мной по поводу продажи <...> и покупки <...>	I (we) would (should) be most (extremely) grateful if you could... ...send me... ...confirm that... ...notify <firm> that... ...add some data about... ...correspond with me regarding the sale of <...> and purchase of <...>

Благодарности

Очень любезно с Вашей стороны...	It is very kind of you to...
Пишу, чтобы поблагодарить Вас за...	I am writing to thank you very much indeed for...
Позвольте воспользоваться случаем, чтобы поблагодарить Вас за...	May I take this opportunity of thanking you for...
Благодарим за столь большой вклад в...	Thank you for contributing so much to...
Я высоко ценю Вашу доброту...	I sincerely appreciate your kindness...
Примите, пожалуйста, мою искреннюю (глубокую) благодарность за Вашу помощь.	Please accept my sincere (deep) appreciation for your help.
Хочу выразить мою благодарность за все Ваши усилия...	I wish to express my appreciation for all your efforts...
Я очень благодарен Вам за помощь.	I am most grateful to you for helping me

Я искренне благодарен за Ваш совет.	I am truly grateful for your advice.
Благодарю за сообщение, что...	Thank you for letting me know that...
Я благодарен Вам за представление этой чрезвычайно важной информации по...	I am grateful to you for sending us this extremely useful and well-documented information on...
Благодарю за приглашение посетить контору Вашей фирмы и за возможность познакомиться с ее персоналом.	Thank you for inviting me to your firm office and introducing me to its staff.
Пишу, чтобы поблагодарить еще раз за Ваше гостеприимство и выразить, как я был рад увидеть Вас.	This is to thank you again for your wonderful hospitality and to tell you how much I enjoyed seeing you.

Выражения сожаления

К сожалению,...	Unfortunately,...
К сожалению, меня не было — я был в деловой поездке в...	Unfortunately, I have been out on business in...
Я очень сожалею, что причинил Вам столько беспокойства.	I am very sorry to have caused you so much trouble.
Я с сожалением узнал из Вашего письма, что...	I was sorry to learn from your letter that...
Сожалею, что на сегодня у меня нет для Вас лучших новостей.	I am sorry that I have no better news for you today.
С сожалением узнал, что...	I am sorry to hear (to learn) that...
Боюсь, что...	I am afraid that...
С сожалением сообщаю, что...	I am sorry (I regret) to say (to inform you, to tell you) that...

К сожалению, вынужден сообщить Вам, что...	I regret to inform you that...
К моему великому сожалению, я должен известить Вас, что...	To my great regret I must inform you that...
...я не в состоянии...	...I am not able to...
произошло некоторое недоразумение в отношении...	there has been some misunderstanding over the...

Извинения

К большому сожалению, сообщаем, что...	We very much regret to say, that...
Мы извиняемся за ...	We apologize for...
Пожалуйста, примите наши извинения за...	Please accept our apologies for...
Приношу свои (наши) извинения за...	My (our) apologies for...
Приносим извинения за...	We offer an apology for...
Хочу принести свои самые искренние извинения за...	I wish to offer my sincere apologies for...
...то, что долго не отвечал на Ваше письмо.	...taking so long to answer your letter.
...задержку в <...>, которая произошла не по нашей вине.	...the delay in <...> which was entirely outside our control.
... то беспокойство (неудобство), которое это возможно причинило Вам.	...the trouble (inconvenience) it may have caused you.
Извините, но я не могу помочь Вам в этом деле.	I am sorry, but I cannot be of assistance to you in this matter.

Выражения удовлетворения

С удовольствием...	I take pleasure of...
Мы очень рады, что...	We are delighted that...
Буду счастлив обсудить с Вами...	I shall be happy to discuss with you...
Рад выслать Вам экземпляр...	I am pleased to send you a copy of..
Нам было очень приятно узнать, что Вы решили предпринять...	We were very pleased to hear that you have decided to undertake...
Нам было приятно узнать из Вашего письма, что Вы решили...	We are pleased to learn from your letter that you have decided to...
Было бы действительно замечательно...	It would be truly wonderful to...
Мы рады сообщить, что можем оставить за Вами...	We are glad to say that we can reserve for you...
Мы ценим вашу позицию.	We appreciate your attitude.

Выражения неудовлетворения

Я очень обеспокоен тем, что Вы не сможете...	I am most disturbed that you will not be able to...
Мы не удовлетворены предложенными Вами условиями.	We are not happy about the terms you suggested.
Я просто не могу понять, почему Вы не предупредили нас...	I simply cannot understand why you did not tell us...
Я очень огорчен данным обстоятельством и надеюсь, что Вы объясните мне эту весьма странную ситуацию.	I am very disappointed about this fact, and hope that you can help me to clear out this very strange situation.
Настоящим письмом я заявляю категорический протест против...	By this letter I emphatically protest against..

Я боюсь, мы должны расторгнуть договор, поскольку...	I am afraid that we must cancel the agreement as...
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Ответы на вопросы и предложения

В ответ на Вашу просьбу при- слать Вам наш каталог N... прила- гаем при сем экземпляр каталога и надеемся, что он окажется полез- ным для Вас.	In reply to your request for our Cata- logue No. ... we enclose a copy here- with, and we hope you may find it use- ful.
Мы были очень рады получить от Вас письмо в ответ на наше объявление в...	We were very pleased to receive your letter in reply to our advertisement in...
Мы уверены, что пробный заказ полностью удовлетворит Вашим требованиям, и будем рады полу- чить от Вас известие.	We are certain that a trial order will give you full satisfaction and we shall be very glad to hear from you.
Благодарим Вас за Ваш запрос, в ответ на который высылаем Вам в отдельном конверте наш иллю- стрированный каталог...	We thank you for your inquiry, in re- ply to which we are sending you under separate cover our illustrated catalogue of...
Мы высоко ценим Ваше пред- ложение...	We much appreciate your offer...
Мы будем очень рады поставить Вам...	We shall be only too pleased to supply you with...
Позвольте нам воспользоваться данной возможностью, чтобы при- влечь Ваше внимание к...	May we use this opportunity to draw your attention to...
Мы были бы очень признатель- ны, если бы Вы прислали нам...	We should appreciate it very much if you could send us...

Надеемся, что наше предложение заинтересует Вас.	We hope that our offer will interest you.
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Упоминание о приложении

Мы прилагаем...	We enclose/are enclosing...
Мы прилагаем к этому письму...	We are attaching to this letter...

Выражение надежды на скорый ответ

Мы очень рассчитываем на Ваш ответ.	We would greatly appreciate your answer.
Жду скорого ответа	I am looking forward to hearing from you soon
Я буду надеяться, что Вы ответите при первой же возможности.	We will look forward to hearing from you (we should appreciate receiving your reply) at your earliest convenience,
Я буду (будем) очень благодарен за скорый (срочный) ответ.	I would (we should) greatly appreciate an early (prompt) reply.
Мы рассчитываем на срочный ответ.	A prompt reply (attention) will be appreciated.
Надеюсь на скорый ответ	I hope that I may hear (hoping to hear) from you soon

Связующие элементы письма

Мы совершенно уверены, что... Одновременно хотели бы напомнить Вам, что...	We are sure (confident) that... At the same time we would like to remind you that...
Помимо вышеуказанного...	Apart from the above...
Ввиду вышеизложенного...	In view of the above...
В противном случае мы будем вынуждены...	Otherwise we shall have...

Мы (не) испытываем трудности в...	We have (no) difficulty in...
Необходимо признать, что...	We have to admit that...
Мы не согласны с Вашей точкой зрения по следующим причинам...	We cannot accept your point of view for the following reasons...
В случае Вашего отказа...	In case of your refusal...
В случае неуплаты...	In case of your failure to make payment...
В соответствии с прилагаемым...	Under the... enclosed...
Считаем необходимым (важным, целесообразным) отметить...	We find (consider) it necessary (important, reasonable) to note ...
В дополнение к вышеуказанному...	Further to the above In addition to the above ...
Мы были бы рады иметь возможность...	We would welcome the opportunity...
Пользуясь возможностью напомнить, что ...	We are taking the opportunity to remind you that ...
Само собой разумеется, что ...	It goes without saying ...
Обращаем ваше внимание на тот факт, что ...	We wish to draw your attention to the fact that ... We would like to note that ... We wish to bring to you notice that...
В связи с этим ...	In this connection ...
В связи с вашей просьбой ...	In connection with your request
В противном случае мы будем	Otherwise we shall have ...

вынуждены ...	
Дело в том, что ...	The matter is ... The point is ...
В соответствии с Вашей просьбой...	As requested by you ...
В случае задержки в поставках (в уплате)	In case of delay in delivery (in payment) ...
Мы не испытываем никаких трудностей с ...	We have (are having) no difficulty in ...
Мы испытываем затруднения с ...	We have (are having) difficulty in ...
В соответствии с прилагаемым контрактом ...	In accordance with the contract enclosed ...
Во избежание задержки в ...	To avoid delay in ...
В Вашем письме Вы заявляете, что ...	You state (write, are writing) in your letter that ...
Более того ...	Moreover...
Тем не менее ...	Nevertheless ...
Фактически ...	In fact ...
В первую очередь ...	First of all (In the first place ...)

Упоминание о дальнейших контактах

If you have any questions or comments on the above mentioned do not hesitate to contact us.	Если у Вас имеются вопросы или замечания по вышесказанному, пожалуйста, не замедлите связаться с нами
If you require any further information we shall be happy to let you have this, on request.	Если Вам потребуется какая-нибудь дополнительная информация, мы будем рады предоставить Вам ее по Вашей просьбе.
If we can be of further assistance to you, do not hesitate to write us.	Если мы сможем в дальнейшем быть Вам полезны, не замедлите написать нам.

Добрые пожелания

Наилучшие пожелания,	Best wishes,
С наилучшими пожеланиями,	With best wishes,
С дружеским приветом,	With kind regards,
С наилучшими пожеланиями и дружеским приветом,	With best wishes and kind regards,
Наши наилучшие пожелания г-ну <имя>,	Our best wishes to Mr <name>,
Мой сердечный привет г-же <...>,	My kindest regards to Mrs <...>,
Желаю Вам всяческих успехов, остаюсь,	Wishing you the best of success, I remain,
Примите мои наилучшие пожелания, ...	Please accept my best wishes, ...

Фразы в конце письма

Пользуемся возможностью поблагодарить Вас за Вашу помощь.	We take this opportunity of thanking you for your assistance.
С благодарностью за Ваш интерес к этому делу, остаюсь,	With many thanks for your interest in this matter, I remain,
С сердечным приветом и благодарностью за Ваше терпение в этом деле,	With kind regards and thanks for your patience in this matter,
Большое спасибо за ваше доброе содействие	With many thanks for your good cooperation
Рассчитываю на продолжение сотрудничества, остаюсь,	Looking forward to continued cooperation, I remain

Ваше содействие в этом деле будет по достоинству оценено.	Your cooperation in this matter will be most appreciated,
Заранее благодарю за содействие, остаюсь	Thanking you beforehand for your cooperation, I remain

Вежливое окончание письма

Your early reply will be appreciated.	Мы будем признательны за быстрый ответ.
We assure you that we shall get in touch with organizations concerned without delay.	Заверяем Вас, что мы незамедлительно свяжемся с соответствующими организациями.
We are looking forward to your consent (approval, confirmation).	Ожидаем Вашего согласия (одобрения, подтверждения).
Yours faithfully/truly/sincerely	С уважением

APPENDIX 3. Report Writing Scheme

To: ...

From: ...

Date: ...

Subject: ...

INTRODUCTION

As requested, this is a report concerning ... (the poor level of staff motivation).

The report is based on ... (the statistical information / the information presented in the graphs).

The report is divided into three sections: ... (introduction / background, findings, recommendations / conclusion).

FINDINGS

At present / First ...

In addition / Second ...

Moreover / Third ...

For example ...

In other words ...

In fact / As a matter of fact ...

As a result ...

The findings / figures / graph / table / pie-chart show/s that ...

It appears that ...

This has led to the situation ...

CONCLUSION

On the basis of the points mentioned above, we conclude that ... In order to ... (decrease the transportation costs) we should ... (improve our marketing).

APPENDIX 4. Useful language: Report writing

To begin reports:

- The purpose/aim/intention of this report is to ...
- As requested, this is a report concerning/regarding ...
- This report, etc contains/outlines/examines/assesses ...

To end reports:

- To conclude/To sum up/In conclusion/On the whole,...
- On the basis of the points mentioned above, it would seem that...
- It is (therefore) felt/believed/apparent/obvious (that) ...
- I/We conclude/recommend/would suggest (that) ...
- My/Our recommendation is that... should be ...

Informative Report

To begin an informative report:

- The purpose/aim/intention of this report is to outline/present/discuss the meeting held on .../the progress of .../the decision of the committee ...
- As requested, this is a report concerning/regarding the matter/subject of...

- This report contains the (relevant) information/details of/concerning ... which you requested/asked for...

- This report outlines recent investments in .../changes made to club rules and procedures/the company's achievements in ... /concerning ...

- The information below summarises the events which took place ...

To end an informative report:

- To conclude/To sum up/In conclusion, the current state of affairs is that...

- On the whole, it would be fair to conclude that...

- I am pleased, etc to announce/inform members (that) arrangements are progressing smoothly/according to schedule/faster than anticipated... /ahead of schedule ...

- Unfortunately, progress has not been as fast as expected/a number of difficulties have been encountered/the issue has not been resolved ...

Proposal Report

To begin a proposal report:

- The purpose/aim/intention of this report is to outline/present/discuss the future plans/the intended course of action...

- This report is submitted in support of our request for approval of.../ for permission to .../for a loan to allow us to ...

- This report contains the (relevant) information/details of/concerning ... which you requested/asked for

- This report contains details of/outlines our plans/intentions concerning ...

To end a proposal report:

- To conclude/To sum up/In conclusion, our intention is to ... The advantage(s) of the approach proposed would be that... I feel certain/believe that the

course of action proposed above will achieve .../meet with success/answer the needs of the company.

I hope/trust that the plan/scheme outlined/presented in this report meets with your approval/will receive your serious consideration.

Assessment Report

To begin an assessment report:

- The purpose/aim/intention of this report is to exam-ine/assess/ evaluate the suitability of... for .../the advisability of (+ ing)/the performance of... ,
- As requested, this is a report concerning/regarding the matter/subject of... ,
- This report contains the assessment of... which you requested/asked for,
- This report outlines the advantages and disadvantages of...

To end an assessment report:

Summarising:

- To conclude/To sum up/In conclusion...,
- On the basis of the points mentioned above/On the whole, it would seem that... ,
- The only/obvious conclusion to be drawn from these facts is that...

Recommending:

- It is (therefore) felt/believed/apparent/obvious (that) ... would be ideal for... ,
- It would (not) be advisable/advantageous/practical/wise to
- I (strongly) recommend/would suggest (that) ... ,
- My/Our recommendation is that... should be ... ,
- I recommend that the best course of action would be ...

To begin survey reports:

- The purpose/aim/intention of this report is to examine/assess/evaluate the results of a survey in which ... people/residents/viewers were asked about/whether/what...

- This report outlines the results of a survey conducted/carried out to determine/ discover the reaction/popularity/attitudes/opinion of...

- As requested, this survey report contains information compiled from ...

- The data included in this report was gathered/obtained by means of a questionnaire/a telephone survey/door-to-door interviews ...

- The information below summarises statistics compiled by ...

To end survey reports:

- To conclude/To sum up/In conclusion, the survey clearly shows ... ,

- On the basis of these findings, it would seem that... ,

- The results of this survey suggest/indicate/ demonstrate/reveal that... ,

etc.

To express generalisations:

On the whole/Mainly/In general terms/Generally speaking,...

Most consumers pre-fer... , It is generally felt that
which is shown/illustrated as proved/demonstrated
by the fact that...

Few people approve of..., as confirmed / emphasised

This fact suggests/implies/indicates that the average person chooses ...

APPENDIX 5. General Impression Mark Scheme

Summary of General Impression Mark Scheme		
Band 5	<p>Full realization of the task set.</p> <ul style="list-style-type: none"> • All content points included. • Controlled, natural use of language; minimal errors. • Wide range of structure and vocabulary. • Effectively organized, with appropriate use of cohesive devices. • Register and format consistently appropriate. <p>Very positive effect on the reader.</p>	9 or 10
Band 4	<p>Good realization of the task set.</p> <ul style="list-style-type: none"> • All major content points included; possibly minor omissions. • Natural use of language; errors only when complex language is attempted. • Good range of structure and vocabulary. • Generally well-organised, with attention paid to cohesion. • Register and format on the whole appropriate. <p>Positive effect on the reader.</p>	7 or 8
Band 3	<p>Reasonable achievement of the task set.</p> <ul style="list-style-type: none"> • All major content points included; some minor omissions. • Reasonable control, although a more ambitious attempt at the task may lead to a number of non-impeding errors. • Adequate range of structure and vocabulary. 	5 or 6

	<ul style="list-style-type: none"> • Organisation and cohesion is satisfactory. • Register and format reasonable, although not entirely successful. <p>Satisfactory effect on the reader.</p>	
Band 2	<p>Inadequate attempt at the task set.</p> <ul style="list-style-type: none"> • Some major content points omitted or inadequately dealt with; possibly some irrelevance. • Errors sometimes obscure communication and are likely to be numerous. • Limited range of structure and vocabulary; language is too elementary for this level. • Content is not clearly organized. • Unsuccessful attempt at appropriate register and format. <p>Negative effect on the reader.</p>	3 or 4
Band 1	<p>Poor attempt at the task set.</p> <ul style="list-style-type: none"> • Notable content omissions and/or considerable irrelevance. • Serious lack of control; frequent basic errors. • Narrow range of structure and vocabulary. • Lack of organization. • Little attempt at appropriate register and format. <p>Very negative effect on the reader.</p>	1 or 2
Band 0	<p>Achieves nothing. Either fewer than 25 % of the required number of words or totally illegible or totally irrelevant.</p>	0

APPENDIX 6. Linking words and phrases

Personal opinion:	<i>In my opinion/view, To my mind, To my way of thinking, I am convinced that, It strikes me that, It is my firm belief that, I am inclined to believe that, It seems to me that, As far as I am concerned, I think that the economic recession of the previous decade was foreseeable.</i>
To list advantages and disadvantages:	<i>One advantage of, Another advantage of, One other advantage of, A further advantage of, The main advantage of, The greatest advantage of, The first advantage of riding a motorbike in a large metropolis is that of not getting caught in major congestion. One disadvantage of, Another disadvantage of, One other disadvantage of, A further disadvantage of, The main disadvantage of, The greatest disadvantage of, The first disadvantage of driving a car in a large metropolis is that of finding a parking space.</i>
To list points:	<i>Firstly, First of all, In the first place, Secondly, Thirdly, Finally, To start/begin with, we have to address the inadequacies within the education system before we can tackle unemployment fully.</i>
To list points in a specific sequence:	BEGINNING - <i>First, To start/begin with, First of all, the Home Secretary will make an introductory speech.</i> CONTINUING - <i>Secondly, After this/that, Afterwards, Then, Next, the Prime Minister will speak.</i> CONCLUDING - <i>Finally, Lastly, Last but not least, the Chancellor of the Exchequer will announce the new budget.</i>

To add more points to the same topic:	<p><i>What is more, Furthermore, Apart from this/that, In addition (to this), Moreover, Besides (this),... not to mention the fact that</i> your choice of career is a fundamental decision which will influence the rest of your life. <i>Not only</i> is your</p>
	<p>choice of career a fundamental decision, <i>but</i> it is <i>also</i> one that will influence the rest of your life. Your choice of career is <i>both</i> a fundamental decision <i>and</i> something that will influence the rest of your life.</p>
To refer to other sources:	<p><i>With reference to, According to</i> the latest scientific research, the use of mobile phones can be damaging to one's health in the long run.</p>
To express cause:	<p><i>The man was acquitted of the crime because, owing to the fact that, due to the fact that, on the grounds that, since, as there wasn't any substantial evidence.</i></p> <p><i>In view of, Because of, Owing to the lack of substantial evidence the man was acquitted of the crime. There was a lack of substantial evidence; for this reason the man was acquitted. Seeing that there was a lack of substantial evidence, the man was acquitted. The man is to be retired now that some new evidence has come to light.</i></p>
To express effect:	<p><i>There was a sudden deluge; thus, therefore, so, consequently, as a result, as a consequence, he sprinted home.</i></p>
To express purpose:	<p><i>Due to the storm, the pilot decided to turn back, so that the flight would not be jeopardized. Due to the storm, the pilot decided to turn back, so as to avoid jeopardizing the flight. Due to the storm, the pilot decided to turn back, in case the flight was jeopardized. They purchased the</i></p>

	<i>old mansion with the purpose/intention of converting it into a luxury hotel.</i>
To emphasize a point:	<i>Indeed, Naturally, Clearly, Obviously, Of course, Needless to say, the scheme was bound to fail due to insufficient funds.</i>
To express reality:	<i>It is a fact that, In effect, In fact, As a matter of fact, The fact of the matter is (that), Actually, In practice, Indeed, smoking over a long period of time will seriously increase the risk of heart disease.</i>
To express the difference between appearance and reality:	<i>Initially, At first, the proposal was viewed with suspicion but after much deliberation it was finally accepted.</i>
To give examples:	<i>For instance, For example, by establishing daycare centres across the country, working mothers can be encouraged to resume their careers. By providing incentives such as, like day-care centres working mothers are encouraged to resume their careers. If working mothers are to resume their careers then the provision of incentives particularly, in particular, especially day-care centres is essential.</i>
To make general statements:	<i>As a (general) rule, By and large, Generally, In general, On the whole, countries nearer the equator have warmer climates.</i>
To make partially correct statements:	<i>Up to a point, To a certain extent/degree, To some extent/degree, In a sense, In a way, To a limited extent, this is true but computers will always need human input.</i>
To express limit of knowledge:	<i>To the best of my knowledge, As far as I know, Canary Wharf is the tallest building in London.</i>

To state other people's opinion:	<p><i>It is popularly believed that, People often claim that, It is often alleged that, Some people argue that, Many argue that, Most people feel that, Some people point out that wealth will bring happiness.</i></p> <p><i>Contrary to popular belief, wealth does not necessarily bring happiness.</i></p>
To make contrasting points:	<p><i>It is a well-known fact that living in the city is harmful to one's health yet, however, nevertheless, but, even so, still, nonetheless, a lot of people move to the city every year in search of a better future. Although, Even though, Regardless of the fact that, In spite of the fact that, Despite the fact that, While it is a well-known fact that living in the city is harmful to one's health, a lot of people move to the city every year in search of a better future.</i></p>
To express balance (the other side of the argument):	<p><i>Opponents of using animals in experiments argue, claim, believe that alternative methods of testing can always be used. While it is true to say that genetic engineering holds the key to solving many of the world's serious problems, in fact it should be viewed with caution. The fact that a great number of university graduates cannot find employment contradicts the belief/idea that a university education is the key to a successful career.</i></p>
Negative addition:	<p><i>Neither smoking nor consuming too much alcohol are considered healthy. Smoking is not considered healthy; nor, neither is consuming too much alcohol. Smoking is not considered healthy and consuming too much alcohol isn't, either.</i></p>

To express exception:	<i>He had collected every edition of the magazine apart from, but, except (for) one.</i>
To clarify/ rephrase:	<i>In other words, That is to say, To put it another way, if you drive more carefully you are less likely to have an accident.</i>
To express similarity:	<i>Brushing your teeth daily is fundamental for good oral hygiene; similarly, /likewise/ in the same way, not eating food containing sugar in-between meals also promotes oral hygiene.</i>
To give an alternative:	<i>We could use (either) a chain-saw or an axe. We could use an axe. On the other hand, Alternatively, a chain-saw would be simpler and faster.</i>
To express condition:	<p><i>His father promised to buy him a car on the condition that, provided (that), providing (that), only if, as long as he passed his exams to enter university. In the event of a fire alarm, In the event that, If</i></p> <p><i>a fire alarm should ring, leave by the nearest fire exit quickly and quietly.</i></p> <p><i>Take a map in case you become disorientated. Do you happen to know whether (or not) this is the most direct route?</i></p> <p><i>You should call her otherwise, or (else) she will start to become worried.</i></p>
To express the consequence of a condition:	<p><i>The price of underground tickets is due to increase again; consequently, then, so, in which case, I will start taking the bus.</i></p> <p><i>I'm hoping to get paid today; if so, I'll be going out tonight, if not, otherwise, it'll be another night in front of the TV.</i></p>

To express comparison:	<i>My best friend is as intelligent as, more intelligent than, twice as intelligent as, less intelligent than me.</i>
To conclude:	<i>Finally, Lastly, All in all, Taking everything into account/consideration, On the whole, All things considered, In conclusion, On balance, For the above mentioned reasons, Therefore I feel that, To sum up, it is unlikely that there will be peace in all the countries of the world concurrently.</i>
Time:	<i>Press the button when, whenever, before, until, till, after the light comes on. There have been no earthquakes since July last year. He saw her as he was leaving the shop. He saw her while he was waiting. I never see him now that his hours have changed.</i>
Reference:	<i>I am writing to advise you of a meeting regarding, concerning the upcoming award presentation ceremony. I am writing with respect/regard/reference to, in regard/reference to your recently published article on vivisection.</i>
Summarizing:	<i>In short, Briefly, To put it briefly, his performance on stage was fantastic!</i>

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