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«Гомельский государственный университет  
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# **Business English**

## **Деловой английский язык**

Практическое руководство

для студентов специальности 1-25 01 08-03 «Бухгалтерский учет,  
анализ и аудит (в коммерческих и некоммерческих организациях)»  
заочной формы обучения

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Целью практического руководства является оказание помощи студентам заочного факультета в накоплении и систематизации словарного запаса профессиональной лексики по предлагаемым темам и развитию навыков устной и письменной речи при бизнес-коммуникации и ведении деловой документации.

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РЕПОЗИТОРИЙ ГГУ ИМЕНИ Ф. СКОРИНЫ

## ПРЕДИСЛОВИЕ

Практическое руководство предназначено для студентов специальности 1-25 01 08-03 «Бухгалтерский учет, анализ и аудит (в коммерческих и некоммерческих организациях)» заочной формы обучения и направлено на развитие умений основных видов письменной и устной бизнес-коммуникации на английском языке, а также умений активно пользоваться профессиональной лексикой. Издание включает образцы телефонных переговоров, правила подготовки резюме при поиске работы, рекомендации по проведению переговоров и презентаций и оформлению деловой корреспонденции. Оно способствует повышению уровня подготовки студентов по специальности и углубляет их заинтересованность в практическом овладении иностранным языком.

Практическое руководство содержит необходимый диапазон практических и справочных материалов в виде выражений, ситуативно-обусловленных фраз и рекомендаций, которые нужны при составлении деловой корреспонденции, подготовке документов для трудоустройства, проведении презентаций и деловых переговоров. Каждый текст сопровождается комментариями, в которых даются необходимые лексические и стилистические пояснения, расшифровываются трудные для понимания места. Задания в виде различного рода упражнений нацелены на обогащение словарного запаса путем активного усвоения лексических единиц и грамматических структур.

# 1. BUSINESS COMMUNICATION

## Preparing for a Phone Conversation:

- think of all the questions you need to ask or things you are going to say;

- prepare all the documents that you will need for your phone call;

- have your diary at hand (for appointments), some paper and a pen;

- make sure you know the situation before you make a call.

Here is a phone conversation between business partners.

*Mr. Jackson:* Good morning, Sales Department of the L.L Bean company.

*Brenda Dyer:* Good morning, my name is Brenda Dyer. I'm calling from GMC in Detroit, Michigan. Could I speak to Mr. Jackson, please?

*Mr. Jackson:* Speaking. Good morning, Miss Dyer. What can I do for you?

*Brenda Dyer:* My colleague Joan Smith wrote to you recently and we received your sales material. We're interested in ordering some T-shirts to give away as Christmas gifts to our customers. We understand we can create our own design. Is that right?

*Mr. Jackson:* Yes, that's right. You send us a deposit and we produce a proof garment from your design.

*Brenda Dyer:* We are a little anxious about the delivery times. You see, we need the goods by mid-November at the latest.

*Mr. Jackson:* Yes, I see. Well, if you send your order off now, you should receive our proof garment in two weeks.

*Brenda Dyer:* Two weeks?

*Mr. Jackson:* Well, we could make it one week if you write a note saying it's urgent.

*Brenda Dyer:* Good.

*Mr. Jackson:* Then if you send us the order, we can send you the invoice immediately.

*Brenda Dyer:* | *If we fax you a copy of our banker's order, would you accept that or do you wait until the money is credited to your account?*

*Mr. Jackson:* | *I'm afraid we have to wait until we receive the money. But it usually takes two or three days at the most.*

*Brenda Dyer:* | *Thank you very much indeed, Mr. Jackson. You've been most helpful.*

### **Receiving Phone Calls:**

- if you expect a phone call, think about what they will say or ask;
- check all the relevant documentation regarding the call;
- if you are not ready to answer their questions, ask them to call you back later.

*Secretary:* | Hello.

*Mr. Headington:* | Is this "Bendon & Brothers"?

*Secretary:* | Yes, who's speaking?

*Mr. Headington:* | My name is Alan Headington from "Mennings Constructions". I'd like to find out about the progress of our issue.

*Secretary:* | Oh, Mr. Herrington...

*Mr. Headington:* | No, *Headington*, as in "head".

*Secretary:* | So what was it, Mr. Headington?

*Mr. Headington:* | Well, the contract, of course! I called you the day before yesterday.

*Secretary:* | Ah, the contract... I don't have any info on that from our main office yet. Perhaps they're still working on it.

*Mr. Headington:* | Do you think they'll be ready before this weekend?

*Secretary:* | Maybe, I don't really know. Call us tomorrow. No, better on Friday morning, Okay?

*Mr. Headington:* | I'm not sure my boss will be pleased with this attitude, Mam.

*Secretary:* | Well, I don't think I can help you in that, I'm afraid. Bye-bye...

## Asking for Repetition

When you are not sure you have understood something, ask for repetition. Any request for repetition or repetition itself must be followed by acknowledgement (confirmation of receiving the information), for example:

- I beg your pardon. I didn't catch that.
- I am calling from Minsk, Belarus (repetition)
- Oh, I see (acknowledgement)

Read the following phone conversation and pay attention to the phrases of asking and giving repetitions:

<i>Receptionist:</i>	Good morning, Johnson and Johnson Inc. How can I help you?
<i>Lilia Korzun:</i>	Hello, my name is Lilia Korzun. I recently sent you my resume and wrote about an interview, but I haven't had any reply yet.
<i>Receptionist:</i>	I'm sorry, could you repeat your name please?
<i>Lilia Korzun:</i>	K...O...R...Z...U...N, Korzun, and my first name is Lilia, L...I...A.
<i>Receptionist:</i>	I see. And who did you write to?
<i>Lilia Korzun:</i>	To Mrs. Lynne Wright in Human Resources.
<i>Receptionist:</i>	I beg your pardon, I didn't catch that.
<i>Lilia Korzun:</i>	To Mrs. Lynne Wright – Human Resources Department.
<i>Receptionist:</i>	Oh yes. Was there a date for the interview suggested?
<i>Lilia Korzun:</i>	I thought I would be able to come on June 4 <sup>th</sup> , but at this point the best time would be between June 8 <sup>th</sup> and 11 <sup>th</sup> because of my final exams.
<i>Receptionist:</i>	Right. I've got that now. Could you hold on please? Okay, Lilia Mrs. Wright said she would be able to see you on June 10 <sup>th</sup> at 11:30 AM.
<i>Lilia Korzun:</i>	I'm sorry. Could you please repeat that?
<i>Receptionist:</i>	On Tuesday, June 10 <sup>th</sup> , eleven thirty.
<i>Lilia Korzun:</i>	Oh, thank you very much. You've been very helpful.
<i>Receptionist:</i>	No problem at all. Bye-bye.

## 2. BUSINESS PRESENTATION

There are different types of business presentations according to their purposes and the target audience involved:

**press conference:** two chief executives tell journalists why their companies have merged.

**briefing:** a senior officer gives information to other officers about a police operation they are about to undertake.

**demonstration:** the head of research and development tells non-technical colleagues about a new machine.

**product launch:** a car company announces a new model.

**lecture:** a university professor communicates information about economics to 300 students.

**talk:** a member of a stamp-collecting club tells other members about 19th century British stamps.

**seminar:** a financial adviser gives advice about investments to eight people.

**workshop:** a yoga expert tells people how to improve their breathing techniques and gets them to practise.

Although there are several different types, it's possible to give the general advice to getting ready for the presentation of any kind.

As far as business presentation is concerned, one should take into account some hints for a successful presentation.

### Preparation

**Planning.** Plan your presentation carefully. Thorough preparation will make you more confident and help you to overcome your nervousness.

**Objectives.** Think about what you want to achieve. Are you aiming to inform, persuade, train or entertain your audience?

**Audience.** Whom exactly will you be addressing? How many people will be attending? What do they need to know? What do they already know? What will they expect in terms of content and approach?

**Content.** Brainstorm your ideas first. Then decide which are most relevant and appropriate to your audience and to your objectives and carry out any research that is necessary. Be selective! Don't try to cram too much into your presentation.



*Approach.* A good rule of thumb is to 'tell your audience what you're going to say, say it, then tell the audience what you've said'. Try to develop your key points in an interesting and varied way, drawing on relevant examples, figures etc. for support as appropriate. You might also like to use one or two anecdotes for additional variety and humour.

*Organization.* Think about how you will organize your content. Your presentation should have a clear, coherent structure and cover the points you wish to make in a logical order. Most presentations start with a brief introduction and end with a brief conclusion. Use the introduction to welcome your audience, introduce your topic/subject, outline the structure of your talk, and provide guidelines on questions. Use the conclusion to summarize the main points of your presentation, thank the audience for their attention, and invite questions.

*Visual aids.* If you have a lot of complex information to explain, think about using some charts, diagrams, graphs etc., on an overhead projector or flipchart. Visual aids can make a presentation more interesting and easier to understand, but make sure they are appropriate and clear - don't try to put too much information on each one.

*Rehearsal.* Allow time to practice your presentation - this will give you a chance to identify any weak points or gaps. You will also be able to check the timing, and make sure you can pronounce any figures and proper names correctly and confidently.

## **Language**

*Simplicity.* Use short words and sentences that you are comfortable with. There is no benefit in using difficult language.

*Clarity.* Active verbs and concrete words are much clearer and easier to understand than passive verbs and abstract concepts. Avoid jargon unless you are sure all your audience will understand it.

*Signalling.* Indicate when you've completed one point or section in your presentation and are moving on to the next. Give your audience clear signals as to the direction your presentation is taking.

The language of your presentation is of great importance. The terms used should be organic for the audience. If there are some special terms they should be described at the very beginning. Appeal to the interests of the people, use the pronoun "you", "yours" and so on. Reason your speech with the examples familiar to your audience, so that they would have an impression that your presentation was prepared especially for them.

The presentation or meeting are not only speech. In order to achieve the goals of the presentation, the speaker should combine different ways to reach his audience's understanding.

Speech should be grounded on:

- visual support;
- authoring support.

Use a good presentation-building tool, like MS PowerPoint. Good looks are important. If you need formulas, try TeXPoint, George Necula's Latex for PowerPoint.

Among different visual aids, using **slides** is of utmost importance while presenting information.

- Use only one idea per slide.
- Slides should have short titles.
- All the text on one slide should have the same structure
- Put very little text on a slide; avoid text completely if you can.

## **Running a meeting**

Only call a meeting if you (and your colleagues) are quite clear about its purpose. Once you are certain of your objective, ask yourself whether it could be better achieved through alternative means, such as a memo. Meetings called on a routine basis tend to lose their point. It's better to wait until a situation or problem requires a meeting. If in doubt, don't waste time having one. If you're sure a meeting is the solution, circulate a memo several days in advance specifying the time and place, objectives, issues to be discussed, other participants and preparation expected. Meetings should be held in the morning, if possible, when people are usually more alert, and should last no more than an hour.

Six is the optimum number of participants for a good working meeting. Inviting the whole department (more than 10) increases emotional undercurrents such as, Will my suggestions be taken seriously? Larger meetings can be productive as brainstorming sessions for ideas, provided participants can speak freely without feeling they will be judged.

Successful meeting always leads to action. Decisions should take up the bulk of the meeting minutes, including the name of the person delegated to each task, and a deadline for its completion. Circulate the minutes after the meeting and again just before the next one.

Draw out quieter members of the group. Encouragement helps create a relaxed and productive atmosphere. Do not single out any individual for

personal criticism – they will silently withdraw, upset and humiliated, or try to come up with excuses rather than focusing on the problems in hand. Save critical comments for a private the time, you're dominating the meeting.

## **Exercises**

*1. Discuss the following questions.*

- 1) What are the main reasons for holding a meeting?
- 2) What is the role of the chairperson?
- 3) Why are so many meetings unsuccessful?

*2. Complete the following sentences with appropriate words from the list.*

*Agenda, casting, vote, consensus, minutes, circulate, apologies, chairperson, items, arising, conduct.*

1) In all formal meetings and most informal meetings, there is a...whose job it is to...the business of the meeting and to ensure that the meeting's objectives are achieved.

2) It is helpful in both formal and informal meetings to have an..., listing the points that are to be discussed. It is usual to...this in advance so that participants can prepare adequately for the meeting.

3) If there are too many...on the agenda, it is inevitable that the meeting will be over-long and so less effective.

4) After formal meetings, the secretary writes up the..., an official record of the discussion that has taken place.

5) If you cannot attend a meeting, it is customary to send your...to the chairperson, who reads out the names of any absentees at the beginning of the meeting. After naming absentees, the chairperson may ask if there are any matters out of the minutes of the last meeting.

6) When decisions must be taken, the chairperson hopes there will be a...on what should be done. Otherwise, a vote must be taken and sometimes the votes for and against are equal. If this happens, the only way to break the deadlock is for the chairperson to give his or her....

*3. The following are part of a business meeting where an important financial decision is made. Complete them using the correct form of these verbs:*

*Seem, examine, bring, reject, choose, put, exclude, reach, satisfy, give.*

1) I don't think that this will be particularly difficult because at least two of the five do not...the basic criteria for the contract.

2) So, are we all agreed that we are...proposals A and E?

3) I personally feel that all of these are sound proposals but that of the three, proposal C is the one we should ....

4) All in all, then, I strongly believe that we should opt for C and I would, therefore, like to...that to the vote.

5) So, we have now had a chance to...all the proposals in detail and it is now time to come to a decision.

6) It is also the most detailed, which means we can...a number of other decisions today, if we choose C.

7) Right. That...us to proposals B, C and D.

8) Our first task is to...any which are definitely not acceptable.

9) I say this for several reasons, but mainly because C is the one which...to provide the most flexibility in terms of both time and funding.

10) I'm thinking here of proposals A and E, neither of which...an unconditional guarantee on the completion date.

### **3. BUSINESS NEGOTIATIONS**

*Read the text and summarise the main points as a list of guidelines on negotiating.*

#### **The Art of Negotiation**

There has been a great deal of research into the art of negotiation and, in particular, what makes a good negotiator.

One point most researchers seem to agree on is that good negotiators try to create a harmonious atmosphere at the start of a negotiation. They make an effort to establish a good rapport with their opposite number, so that there will be a willingness – on both sides – to make concessions, if this should prove necessary.

Good negotiators generally wish to reach an agreement which meets

the interests of both sides. They therefore tend to take a long-term view, ensuring that the agreement will improve, or at least not harm, their relationship with the other party. On the other hand, a poor negotiator tends to look for immediate gains, forgetting that the real benefits of a deal may come much later!

Skilful negotiators are flexible. They do not "lock themselves" into a position so that they will lose face if they have to compromise. They have a range of objectives, thus allowing them to make concessions. Poor negotiators have limited objectives, and may not even work out a "fall-back" position.

Successful negotiators do not want a negotiation to break down. If problems arise, they suggest ways of resolving them. The best negotiators are persuasive, articulate people, who select a few key arguments and repeat them. This suggests that tenacity is an important quality.

Finally, it is essential to be a good listener and to check frequently that everything has been understood by both parties.

## **Preparation**

*Planning.* Make sure you prepare properly. The less you prepare, the more you will be at a disadvantage and the less likely you will be to achieve a satisfactory outcome.

*Research.* Try to find out as much as you can about your opposite number and his or her business. Use the resources of a business library and/or talk to your business contacts.

*Objectives.* Try to take a long-term view and decide on a range of objectives so that you can be more flexible and offer more alternatives during the negotiation itself. Remember you are looking for a win-win situation of benefit to both parties, thus paving the way for further deals in the future.

*Limits.* Decide what your sticking point(s) must be and why. Knowing your negotiating limits and their reasons will help you negotiate more confidently and comfortably.

*Strategy.* Plan your negotiating strategy carefully, taking into consideration the personality and position of your opposite number, as well as your own strengths and weaknesses.

## **Techniques**

*Rapport.* Try to establish a good rapport with your opposite number from the moment you first meet, whether or not you already know each other. Some general 'social talk' is a good ice-breaker and bridge-builder in this respect.

*Parameters.* Confirm the subject/purpose of your negotiation early on and try to establish areas of common ground and areas of likely conflict before you move on to the bargaining/trading stage.

*Listen!* Listening attentively at every stage of your negotiation will help to avoid misunderstanding and create a spirit of cooperation.

*Attitude.* Be constructive not destructive – treat your opposite number with respect, sensitivity and tact, and try to avoid an atmosphere of conflict. This will create a feeling of harmony and goodwill, which should encourage willingness to compromise and ultimately lead to a productive negotiation.

*Approach.* Keep your objectives in mind - and try to keep a clear head. This will help you to concentrate on your key points. Try to resist the temptation to introduce new arguments all the time. Use the minimum number of reasons to persuade your opposite number, coming back to them as often as necessary.

*Flexibility.* Be prepared to consider a range of alternatives and try to make creative suggestions for resolving any problems. Be prepared to make concessions and to compromise, if necessary, to avoid deadlock - but don't be pushed beyond your sticking point.

*Review.* Summarise and review your progress at regular intervals during the negotiation. This will give both parties a chance to check understanding – and, if necessary, clarify/rectify any misunderstandings.

*Agreement.* When you have reached agreement, close the deal firmly and clearly. Confirm exactly what you have agreed - and any aspects/matters that need further action.

*Confirmation.* Write a follow-up letter to confirm in writing the points agreed during your negotiation and clarify any outstanding matters.

## **Exercises**

*1. Discuss the following questions*

1) What is a 'negotiation'?

2) How would you judge the success of a negotiation?

3) What makes a good negotiator?

4) Do you think people should tell the complete truth when negotiating?

5) Have you ever been involved in formal or informal business negotiations? Describe your experiences.

6) How to be a good negotiator? What do you think? How appropriate is the following advice? Rank each suggestion on a scale from 1-10 (1 = essential, 10 = unhelpful) to indicate your opinion:

- try to get on well with your opposite number;
- use emphatic language;
- show respect for your opposite number;
- make suggestions to resolve disagreements;
- have clear objectives;
- be determined to win;
- say 'I don't understand', if that is the case;
- listen carefully;
- always compromise;
- discuss areas of conflict.

2. *While negotiating, one should know the ways of **standing your ground**. The following exercise will give you some ideas on the matter.*

Complete the sentences below using the following words:

*Up to a point, limit, unacceptable, final, bottom, moving, clear, unable, leave, position.*

1) We've considered your offer very carefully, but I'm afraid we're...to accept it. We're sticking to our original position.

2) I'm very sorry. This is really the...line. This is the cheapest offer I can make and I simply can't go any lower.

3) I'm afraid that we are not able to meet the conditions that you have just outlined. We are prepared to be flexible but we...accept those conditions.

4) I'm sorry but we can't accept that. Our...is clear and we have explained it to you several times before. If you want these negotiations to continue, then there will have to be some concessions on your part.

5) We have made all the concessions we can make in this matter and we can go no further. This is our...offer.

6) I'm sorry, but we're not...on this one. We have already offered you the cheapest deal possible and it's impossible, I repeat impossible, for us to offer you any more discount.

7) We have made our position...to you on several occasions. We are not prepared to accept a lower price. I'm very sorry but that's the way it is.

8) I'm sorry, but this is really very simple. The time clause is to...us and we are not prepared to change our position on this.

9) Look, we can go this far but we can't go any further. We have already made several concessions, but we have now reached the....

10) I'm sorry, but this is our position. As far as I am concerned, this is non-negotiable. Take it or...it.

3. Complete the following *verb* + *noun expressions* from the sentences above.

- |                      |                     |                   |
|----------------------|---------------------|-------------------|
| 1) make an...        | 4) ...concessions   | 7) accept a...    |
| 2) ...the conditions | 5) ...your position | 8) continue...    |
| 3) offer a...        | 6) ...a discount    | 9) consider an... |

## 4. BUSINESS LETTERS

### Vocabulary

letterhead <i>syn</i> letter heading	– заголовок бланка, содержащий всю необходимую информацию о компании-отправителе письма
sender's address	– адрес отправителя
reference(s)	– ссылки. (входящий/исходящий номер)
inside address <i>syn</i> addressee's address <i>syn</i> receiver's address	– адрес получателя
opening salutation <i>syn</i> salutation	– обращение.      Формула вежливости, аналогична русской      «Уважаемые господа»
subject line <i>syn</i> letter subject <i>syn</i> subject heading	– тема письма



closing salutation <i>syn</i> complementary close	– заключительная фраза. Формула вежливости аналогична русской «С уважением/Искренне Ваш»
pp – per pro (for)	– «за» (от имени и по поручению). Используется, если письмо подписывается должностным лицом, отличным от обозначенного в расшифровке подписи.
cc – copies circulated <i>syn</i> carbon copies	– отправленные копии
enclosure(s) <i>syn</i> attachment	– приложение(я)
filing system	– зд. делопроизводство

## Letterhead

Business letters are usually typed on notepaper bearing a specially designed heading which provides the reader of the letter with essential information about the organisation sending it. The letterhead or heading usually includes the name, address, telephone and facsimile number, telex code, e-mail address, logotype and some other information about the company.

## Parts of letter

### Reference

References are usually printed below the letterhead or on the same line as the date, but on the left. They are quoted to indicate what the letter refers to («your ref.») and the correspondence to refer to when replying («our ref.»).

References consist of the initials of the person who signs the letter and those of the typist. Sometimes other letters or figures are added, according to whatever may suit the filing system of the firm in question.

### Date

Date is written under the references or on the same line but on the right. You should be very careful writing the date. In Britain, they write

the day first, but in the United States they write the month first. So **10.02.03** is the tenth of February in Britain and the second of October in the United States. That is why to avoid any misunderstandings the date should be written like this:

- 10 February, 2003**                      OR
- 10<sup>th</sup> February, 2003**                      OR
- February 10, 2003**                      OR
- February 10<sup>th</sup>, 2003**                      OR
- 10 Feb., 2003** etc.

Do not forget to use capital letter for the month. Writing *th, rd, nd* or *st* after the day is considered to be old-fashioned but still is widely used. Abbreviations of the names of months are not very frequently used in Britain. If they are used, however, they are as follows: Jan., Feb., Apr., Jun., Jul., Aug., Sept., Oct., Nov. and Dec. Some firms still insist on a comma before the year, but others consider this unnecessary.

### **Inside address**

The name and the address of the firm written to should be typed on the left against the margin. You do not have to indicate the name of the person you are writing to in the inside address.

*Messrs.*, an abbreviation for *Messieurs*, the French word for *Gentlemen* is used mostly when a partnership (usually the name of firm consists of family names) is being addressed.

For example:    Messrs. Wilson and Spencer  
                           18 Hill Street  
                           London W1M 5RN

The address should be written in the following way:

The addressee's name (not necessary)	Mr. A.J.Fisher
The name of the firm	Great Furniture Ltd.
The building number, the name of the street	18 Hill Street
The name of the town or city, post code	London W1M 5RN
Country	Great Britain

**Note:** If you are writing a letter to a non-English speaking country care should be taken to keep the address of the addressee absolutely identical to that given to you by your partner.

## **Attention line**

When you address your letter to an individual the attention line can be typed after the address, but it is rarely used.

In case of large towns and cities in the United Kingdom the name of the county is not required. When the firm addressed is situated in a smaller town, the county name is necessary. If you are writing a letter to the United States the state name after the name of the town or city is essential.

## **Opening salutation**

Below the inside address double space is left and opening salutation is typed against the left-hand margin. There are several types of opening salutation:

Dear Sirs	– to a company
Dear Sir	– to a man if you do not know his name
Dear Madam	– to a woman if you do not know her name
Dear Sir or Madam	– to a person if you know neither the name, nor sex
Dear Mr. Green	– to a man
Dear Mrs Green	– to a married woman
Dear Miss Green	– to an unmarried woman
Dear Ms Green	– to a married or unmarried woman
Dear Peter	– to a friend or someone you know well
Gentlemen:	– the most common salutation in the United States

**Note:** It is wrong to open a letter with «Dear Mr. Peter Green» or «Dear Mr. Peter»

## **Subject line**

Subject line or subject heading appears below the opening salutation and says what the letter is about. It is helpful but not necessary.

## **Body of the letter**

A question frequently asked is: «How long should a good letter be?» The answer is: «As long as it is necessary to say what has to be said». The manners of interpreting this vary, of course, with the writer, and also vary greatly with the nationality of the writer and of course it depends on the

subject of the letter. It is a question of how much information you put in the letter. Your letter should be neither too long nor too short. The right length includes the right amount of information. Still it is better to include too much information than too little.

When your letter extends beyond one page follow-on sheets are used. But the typist should avoid using them if fewer than two lines would appear on the sheet. If continuation sheets follow then very often the following abbreviations are used at the foot of the preceding page in the right-hand corner:

P.T.O. («please turn over»)      OR

... Continued      OR

.../2 etc.

As well as containing the right amount of information, your letter should also make all the necessary points in a logical sequence, with each idea or piece of information linking up with the previous one in a pattern that can be followed.

The way to get the right amount of information in your letter, and to get it in the right order, is by planning your letter in advance. This four point plan provides a useful but simple framework for structuring all business communications:

- |  |   |
|--|---|
| 1. Introduction<br>(Background and Basics) | Why are you writing?<br>Refer to a previous letter, contact or document.  |
| 2. Details<br>(Facts and Figures)          | Give instructions<br>Ask for information<br>Provide all relevant details<br>Separate into paragraphs for separate themes<br>Ensure a logical flow |
| 3. Response? Action?                       | What action is necessary by the recipient?<br>What action will you take?<br>A conclusion  |
| 4. Close                                   | A simple, relevant closing sentence is all that is often necessary  |

*The first sentence* or paragraph of a letter is an important one since it sets the tone of the letter and gives your reader his first impression of you and your company. Generally speaking, in the first paragraph you will

thank your correspondent for his letter (if replying), introduce yourself and your company if necessary, state the subject of the letter, and set out the purpose of the letter.

Here are some ways to begin a letter:

***We are writing to enquire about...***

*Настоящим просим сообщить о...*

*Нас интересует информация о...*

***We are writing in connection with...***

*Мы обращаемся к Вам в связи с...*

***We are interested in... and we would like to know...***

*Мы заинтересованы в... и хотели бы узнать...*

***Thank you for your letter of (date),***

*Благодарим Вас за Ваше письмо от...*

***We have received your letter of (date),***

*Мы получили Ваше письмо от...*

***asking if...***

***enquiring about...***

*в котором была выражена просьба...*

***enclosing...***

*содержащее...*

***concerning...***

*касающееся...*

***In reply to your letter dated (date) we...***

*В ответ на Ваше письмо (запрос), мы...*

***We acknowledge receipt of your letter dated (date)...***

*Подтверждаем получение Вашего письма от...*

***Middle paragraphs*** are the main part of your letter and will concern the points that need to be made, answers you wish to give, or questions you want to ask. It is in the middle paragraphs of the letter that planning is most important, to make sure that your points are made clearly, fully and in a logical sequence.

When ***closing*** the letter, you should thank the person for writing, if your letter is a reply and if you have not done so at the beginning. Encourage further enquiries or correspondence and mention that you look forward to hearing from your correspondent soon.

Here are some ways to end a letter:

***We look forward to hearing from you soon.***

*Мы рассчитываем получить от Вас ответ в ближайшее время.  
**We look forward to receiving your reply/order/products/etc.***

*С нетерпением ждем (рассчитываем на получение) от Вас ответа/заказа/товаров и т.д.*

***Please acknowledge receipt.***

*Пожалуйста, подтвердите получение.*

***Your soonest reply will be appreciated.***

*Мы будем благодарны за скорейший ответ.*

*Желательно получить Ваш ответ как можно скорее.*

***We hope that this information will help you.***

*Надеемся, что эта информация Вам поможет.*

***Please do not hesitate/feel free to contact us if you need any further information.***

*Пожалуйста, не стесняйтесь связываться с нами для получения дополнительной информации.*

***We hope to hear from you soon.***

*Надеемся на получение Вашего скорого ответа.*

*В ожидании Вашего скорого ответа.*

Commercial correspondence often suffers from an old-fashioned, pompous style of English, which complicates the message and gives the reader the feeling that he is reading a language he does not understand. Your style should not, however, be so simple that it becomes discourteous. It is important to try to get the right «tone» in your letter. This means that you should aim for a neutral tone, avoiding pompous language on the one hand and informal or colloquial language on the other hand. A letter may be given the wrong tone by the use of inappropriate vocabulary, idioms, phrasal verbs, and short forms, among other things.

Abbreviations can be useful because they are quick to write and easy to read. Both parties need to know what the abbreviations stand for. If you are not absolutely sure that an abbreviation will be easily recognised, do not use it. And you should remember that contractions of auxiliary verbs are ***not allowed***.

***We'll = We shall***

***They've = They have***

***Can't = Cannot***

## Closing salutation

Closing salutation or complimentary close depends on opening salutation you used.

Dear Sirs Dear Sir Dear Madam Dear Sir or Madam	Yours faithfully/Faithfully yours
Dear Mr Green Dear Mrs Green Dear Miss Green Dear Ms Green	Yours sincerely/Sincerely yours
Dear Peter	Best wishes OR Yours sincerely/Sincerely yours
Gentlemen:	Truly yours OR Your faithfully/Faithfully yours

1) Generally should be polite and formal.

2) “Yours truly,” “Sincerely,” “Respectfully,” etc.

a) Some guides recommend “... yours” after “Sincerely” or “Respectfully.” Others consider this old-fashioned.

b) Some guides differentiate between these, saying that “sincerely” should be used when you have, indeed, made a sincere (i.e. impassioned) statement, and “respectfully” when trying to impress the receiver with the fact that you have turned to him/her because he/she is uniquely able to deal with the problem.

### Sincerely or Faithfully?

If you are writing to someone whose name and title you do not know, use the greeting *Dear Sir or Madam*, and the ending *Yours faithfully*, signing yourself with your initials and surname.

If you are writing to a named person, address them as *Dear Mr/Mrs/Miss/Ms*, and end *Yours sincerely*, followed by your first name and surname.

If you have met them or spoken to them by phone, or otherwise feel that you have some acquaintance with them, address them by their first name and sign yourself *Yours sincerely*, using your first name.

## Signature

Signature is put under the complementary close. The name of the person signing the letter is typed below the space left for the signature and it is followed on the next line by his or her position in the company or by the name of the department he or she represents.

Sometimes p.p. or «for» signatures are used. P.P. or «*per pro*» (*lat. per procurationem*) means «in the place of/for and on behalf of». «p.p.» or «for» should be put immediately before the typed name of the employee responsible for the letter.

Bredgade 51,  
DK 1110  
Copenhagen K  
DENMARK

*адрес  
отправителя*

12May20\_

*дата*

Ultrasonic Ltd.,  
Warwick House,  
Warwick Street,  
London SW23 IJF  
United Kingdom

*адресат*

For the attention of the Sales Manager  
*Вниманию менеджера по продажам*

*указание на  
желательность  
ознакомления*

Dear Sir or Madam,  
*Уважаемый/ая г-н/г-жа!*

*обращение*

### *основной текст*

Please would you send me details of your quadraphonic sound systems which were advertised in the June edition of “Sound Monthly”.

I am particularly interested in the Omega range of equipment that you specialize in.

Пожалуйста, вышлите мне описание квадрафонных звуковых систем, которые рекламировались в июньском номере “Саунд



Мансли”. Меня в особенности интересует оборудование “Омега”, на котором Вы специализируетесь.

Yours faithfully,  
*Искренне Ваша / С уважением*  
*(подпись)*  
Brigitta Kaassen (Бригитта Каассен)

*завершение*

CIES

Council for International Exchange of Scholars

May 8, 1995

Dr. Viktor Slepovitch  
c/o Janet Demiray  
Public Affairs Officer  
American Embassy  
Minsk  
Department of State  
Washington, DC 20521-7010

Dear Dr. Slepovitch:

On behalf of the Council for International Exchange of Scholars, I congratulate you on your selection by the J. William Fulbright Foreign Scholarship Board for an award under the Mutual Educational Exchange (Fulbright) Program. This Council cooperates with the United States Information Agency and organizations abroad in the administration of the Fulbright program for university lecturers and research scholars.

Enclosed is a booklet with important information relating to your sponsorship under the Fulbright program and several forms to be completed either upon your arrival in the United States or at the conclusion of your stay.

Please read carefully the enclosed materials, particularly the "Terms and Conditions of Award," as listed on page 2 of the grant document. If you have any questions relating to your grant or program in the United States, Georgene B. Lovecky, your CIES program officer [tel. (202) 686-6251], will be most happy to assist you.

You may wish to write to Dr. Swales to discuss in further detail your research interest prior to your arrival in Ann Arbor. Please keep us informed of your travel plans as soon as they are known so that we may arrange to issue your first grant payment in time for your arrival.

We look forward to welcoming you to the United States and hope you will have an enjoyable and successful stay.

Sincerely,  
enjoyable and successful stay.

Sincerely,

Jody K. Olsen Executive Director  
Enclosures

3007 Tilden Street, N.W., Suite 5M, Washington, D.C. 20008-3009  
Tel. 202/686-4000 • Fax 202/362-3442 • Internet: info@ciesnet.cies.org  
Affiliated with the American Council of Learned Societies

## **Enclosures**

If there are any enclosures with the letter they should be mentioned in the body of the letter and abbreviation «Enc.» («Encs.», «Encl.», «Encls.») should be typed against the left-hand margin at the bottom of the letter.

1 Used to alert the recipient that there is more being mailed than just the letter.

2 Anything that is not the letter itself, no matter how big/small, significant/insignificant, is considered an enclosure

## **The mailing envelope**

A. Return address (or letterhead/company logo) in upper-left corner. It is also permissible to place this on the back flap of the envelope.

B. Addressee should appear exactly as it does on inside address above.

1) Exceptions: If one has chosen to spell out such words as “street,” “room,” “suite,” etc. in the letter, one may abbreviate these on the envelope, or vice versa.

2) State abbreviations should always conform to postal abbreviations, which allows for speedier handling of mail within the postal service.

C. Attention line(s) may appear directly under company name, but for emphasis should appear either directly below address (capitalized or with a space in between last “address” line – for emphasis), or in the lower-left hand corner.

D. Any special handling instructions/information (Contains Photos – Do Not Bend; Urgent; Immediate Reply Requested; etc.) should also appear in lower-left, under Attention line.

E. Always use the proper size envelope.

1) A single letter, no matter the length, can be folded in three and go in a standard (#10) envelope.

2) Letters accompanied by other text material, such as contracts, price lists, letters of recommendation, resumes, etc., may be sent as above. However, if the accompanying material is extensive and will cause the envelope to bulge, or if the envelope contains materials that will be read by numerous people, is likely to be filed, or may be subject to copying/faxing/scanning, etc., it should be sent unfolded in an 8 1/2" x 11" envelope. This will preserve its readability.

3) Naturally, such items as catalogues, photographs, etc. must be sent this way. (Note: Always enclose a stiff cardboard into envelopes containing materials that should not be bent.)

4) Avoid, if possible, using envelopes larger than necessary (e.g. 11" x 14" envelope for 8"x10" material). If the proper envelope is not available, it is preferable to use a larger one than to cram materials into a smaller one.

5) Typed or printed addresses are preferable. If you must handprint an address (except on personal or one-to-one correspondence), use BLOCK LETTERS for clarity.

## **Exercises**

### *1. Comprehension questions*

- 1) There are a lot of styles of business letter. Is fully blocked style really more popular? Why?
- 2) What are the integral parts of a business letter?
- 3) How much information should you include into your letter?
- 4) How long should your letter be?
- 5) What should you do if you are in doubt as to whether the woman you are writing to is single or married?
- 6) Why are you not supposed to abbreviate dates?
- 7) What is subject line (or attention line) for?
- 8) What should your signature tell about you to your addressee?

2. Find mistakes in the layout of the letter.



## ***Thompson & Sons Limited***

***16 Gordon Street  
Glasgow G2 9GH***

***tel. 041-336-3692***

***fax. 041-336-3695***

***www.thompsonsltd.com***

***thompsonsltd@aol.com***

Miss Susima Basuki,  
Jakarta Furnishings,  
7, Jalan Arjuna,  
Jakarta.

Your ref. \_\_\_\_\_

Our ref. \_\_\_\_\_

Dear Sir!

Thank you for Your letter dated the twenty seventh of May two thousand and three

We have pleasure in enclosing our brochures and price-lists with all the details you asked for.

Looking forward to hearing from you soon.

20\_\_, may, 30<sup>th</sup>

Best wishes,  
Manager  
George Glook  
***GGlook***

3. Give the correct salutation and complimentary close in each case

- |   |                           |
|---|---------------------------|
| 1) Burke & Sons Ltd.                      | Dear _____<br>Yours _____ |
| 2) Sales Manager<br>BGW Electronics Ltd.  | Dear _____<br>_____       |
| 3) Mr. A.L.Moon<br>British Rails          | _____                     |
| 4) Ms Angela Box<br>Gorton and Sons       | _____                     |
| 5) The Manager<br>Lady Fair Fashions Ltd. | _____                     |
| 6) Messrs. Hamilton and<br>Jackson        | _____                     |
| 7) The Secretary<br>Pitton Miners' Club   | _____                     |
| 8) The Manageress<br>Bells Supermarket    | _____                     |
| 9) Peter Brown                            | Dear Peter<br>_____       |

5. Lay out the following parts of the letter according to the rules you have studied.

**Letter 1**

- 1) Dear Sirs
- 2) Intrako Ltd.  
Petaling Jaja D48  
Sommersby  
Kuala Lumpur

Sender's address

- 3) Yours faithfully  
Benjamin O'Brien  
Managing Director

4) May 15, 2015

5) Thank you for your letter of 25<sup>th</sup> April enclosing your price-lists, leaflets and other publications. We have forwarded the above letter to our clients for their consideration. We will inform you of their decision as soon as we hear from them.

- 6) The & Co.  
45, Parslee, Inside address  
Birmingham G 67

## Letter 2

1) We have received your letter dated 18<sup>th</sup> October, 20\_\_ for which we thank you. At your request we are sending you our publications relating to Machine Model 78B. We look forward to receiving your order soon.

- 2) Encl.  
3) October 21, 2015  
4) Our ref. 143/LN-294  
Your ref. TH/AN-31  
5) Dear Mr. Kroll,  
6) Worldwide Inc., | Inside address  
11-14 Montague St.,  
New York,  
USA  
7) Crisp and Chips Co., Sender's address  
Glazier House, Green Lane,  
Derby DE 1 RT  
8) Sincerely yours,  
Jill Lowland (Ms)  
Head of Administration

5. Lay the letter out mentioning the following. You are not supposed to compose the body of the letter.

- 1) Date  
2) Sender's address  
3) Inside address  
4) Signature  
5) Closing salutation  
6) Subject of the letter  
7) References  
8) Enclosure  
9) Opening salutation

## 5. E-MAILS

### Vocabulary

e-mail	– электронная почта, электронное письмо
message	– сообщение, письмо
mailbox	– почтовый ящик
to retrieve	– зд: найти информацию, хранящуюся в компьютере для повторного использования
to communicate	– передавать, сообщать
to establish a relationship	– устанавливать (деловые) отношения
to book	– заказывать, бронировать
to look forward to smth/doing smth	– ждать чего-либо с нетерпением
to compile	– составлять
sender <i>syn</i> addresser	– отправитель
receiver <i>syn</i> addressee	– получатель
traditional greeting	– традиционное приветствие
brief	– 1) <i>n</i> сводка, резюме 2) <i>a</i> краткий, сжатый 3) <i>v</i> кратко излагать, информировать,
to brief smb <i>on</i> smth	– кратко, вкратце
in brief	– 1) ценить, отдавать должное 2) понимать, признавать
to appreciate smth/doing smth	– комп. маркеры
bullets	– протокол
minutes	– вести протокол
to keep the minutes	
<i>syn</i> to draw up the minutes	
<i>syn</i> to take the minutes	
<i>syn</i> to write the minutes	

to be delighted to do smth syn to be glad to do smth syn to be happy to do smth syn to be pleased to do smth	– с радостью делать что-либо
to offer discounts syn to grant discounts syn to allow discounts syn to give discounts	– предоставлять скидки
discount on/off smth at a discount	– скидка – со скидкой
substantial syn considerable	– существенный, заметный
if you wish syn should you so desire	– если пожелаете
to turn down syn to decline, to reject	– отклонить
with/in regard to syn regarding, as to	– относительно, по поводу, что касается
to enclose with syn to attach to further to	– прилагать, вкладывать – в продолжение, в развитие, в дополнение к
to pass smth on to smb	– передавать
to contact syn to get in touch to be in contact	– связаться с кем-либо – держать связь
to hear from smb	– получить известия от кого-либо
on behalf of	– от имени, по поручению
to take an opportunity to do smth	– воспользоваться возможностью
hospitality	– гостеприимство, радушие
headquarters	– штаб-квартира
in detail	– подробно, в деталях
details syn particulars	– подробности
productive meeting	– плодотворная встреча
comment	– пояснение, комментарий
to comment upon	– комментировать
meantime	– тем временем
joint venture	– совместное предприятие



## Written patterns

- |   |  |
|---|--|
| 1) If you have any questions, let me know.                              | Если у Вас есть вопросы, обращайтесь.  |
| 2) I am writing to confirm our appointment on October 8 <sup>th</sup> . | Подтверждаю нашу встречу 8 октября.  |
| 3) If I can be of any further assistance, please do contact me again.   | Если Вам снова понадобится моя помощь, свяжитесь со мной еще раз.            |
| 4) ...let me just say that it was a very great pleasure meeting you...  | ...позвольте заверить Вас, что мне было крайне приятно встретиться с Вами... |

### 1. Read and translate the following

E-mail is relatively low in cost and does not require a trained operator. It is also fast, relatively reliable, and messages can be sent or picked up anywhere in the world, and stored in the mailbox until they are retrieved. This can be particularly advantageous for users who are communicating across international time zones as messages can be read at any time when the receiver is ready.

Once you have established a relationship – or some form of communication – with a client or business associate, correspondence often becomes less formal. E-mail is typically shorter and more relaxed way of sending messages; it is particularly practical if you do not want to call long distance because of a language barrier or the expense.

## E-mail style

E-mail letters are less formal in style than ordinary business letters.

E-mails do not necessarily contain all the elements important for business letters. So e-mails are usually shorter and it takes less time to compile and send them. The e-mail language is much closer to spoken English than traditional business correspondence style. But the point is the e-mail sender has a free hand to choose the style and form of his message.

Information about the sender (addresser) and the receiver (addressee) appears at the top in special frame – so the writer doesn't have to use traditional greetings. *Mr. Black, Dear Peter, Peter* are all acceptable ways of starting an e-mail. It is very easy to sound abrupt in an e-mail, so a short greeting can help to lighten the tone.

As e-mails are designed for speed, they usually avoid the formal expressions used in letters, and people very often do not write in complete or grammatically correct sentences using abbreviations and industry jargon.

E-mails usually contain fewer fixed expressions and are less formal

than business letters. Nevertheless it is still very helpful for clarity if they are divided into paragraphs. Your message should be short to fit on one screen, whenever possible, thus keeping all important information visible at once. But don't be so brief that your meaning is lost or your approach seems unprofessional. Be sure your message is easy to answer. Ask questions that can be given a one-word response, but don't give lengthy instructions.

You can end your e-mail with: Best wishes, All best wishes, Regards, Best regards, Yours.

To people you know well, you can end with: All the best, Best.

People often sign e-mail with their first name.

*Compare:*

<b>Traditional business letter</b>	<b>E-mail</b>
SUNOIL CO,LTD 5 Hill St., Liverpool UK	Sender's and receiver's electronic addresses as well as date and subject heading are stated in special computer frames
Ouf ref. GF\323f1 Your ref. 1-T/11d5	
January 19, 2003	
COOLGAS CO., LTD 23 Ground Road, Plymouth UK	
Dear Mr. White	Mr. White
<u>Company's profile</u>	
We have received your letter dated January 11.  We appreciate your requesting information on our company. You will find our company's profile enclosed herewith. Should you still have questions we could clarify them in person at the upcoming International Fair in Hamburg.  Looking forward to your reply.	Thank you for your e-mail asking for information on our company. I am sending you our company's profile. We are ready to answer all your possible questions if any. We can meet at upcoming International Fair in Hamburg.
Yours sincerely	Best wishes
<b>John Black</b> John Black Chief Executive Officer	John Black
Encl.	Encl.

*There are no universally accepted rules for writing e-mail, but there are some useful guidelines:*

<b>Rule</b>	<b>The reason why it is useful</b>
Create a subject line with impact.	It is more likely that someone will read your e-mail.
Write short sentences.	You don't need complex grammar or punctuation.
Keep paragraphs short.	There's less chance the reader will miss anything.
Don't always trust your spell check.	It can't tell the difference between <i>your</i> and <i>you're</i> , or <i>theirs</i> and <i>there's</i> !
Put your signature on the message.	It saves people scrolling down to see if there's more text.
Proofread the message before sending it.	It creates a more professional image if there are no silly errors.
Use headings, bullets and numbering.	These will guide the reader and make the message easier to grasp.
Do not mention any confidential or secret information.	E-mails are not safe from intruders and hackers and can be opened by some special services.
With a new partner be rather formal.	You can't abandon the basic principles of business writing. Only gradually you may turn to more friendly informal style.

### **E-mail abbreviations**

Abbreviations are often used to save time. Here are some of them:

1.	2	1. to
		2. too
2.	2DAY	Today
3.	2MORO	Tomorrow
4.	2NITE	Tonight
5.	4	For
6.	AFAIK	As far as I know
7.	ASAP	As soon as possible
8.	B4	Before
9.	CU	See you
10.	HTH	Hope this helps.

11.	INFO	Information
12.	LOL	1. laughing out loud 2. lots of love
13.	MSG	Message
14.	PLS	Please
15.	RGDS	Regards
16.	RUOK?	Are you OK?
@	at	MOB mobile
AFAIK	as far as I know	MSG message
AFK	away from the keyboard	MYOB mind your own business
ASL	age, sex, location	NE1 anyone
ATB	all the best	NOYB none of your business
B	be	NO1 no one
BAK	back at the keyboard	OTOH on the other hand
BBL	be back late(r)	OIC oh I see
BCNU	be seeing you	PCM please call me
BFN	bye for now	PLS please
B4	before	PPL people
BRB	be right back	R are
BTW	by the way	ROTF(L)rolling on the floor (laughing)
C	see	RUOK are you okay?
CUL8R	see you later	SIT stay in touch
F2F	face to face	SOM1 someone
F2T	free to talk	SPK speak
FWIW	for what it's worth	TTYL talk to you later
FYI	for your information	TX thanks
GAL	get a life	U you
GR8	great	WAN2 want to
HAND	have a nice day	W/ with
H8	hate	WKND weekend
HSIK	how should I know?	WU what's up?
HTH	hope this helps	X kiss
IANAL	I am not a lawyer, but - (as a disclaimer)	XLNT excellent
IMHO	in my humble opinion	XOXOX hugs and kisses
IMO	in my opinion	YMMV your mileage may vary (i.e. your experience may differ)

IOW	in other words	YR	your
JIC	just in case	2	to, too
JK	just kidding	2DAY	today
KIT	keep in touch	2MORO	tomorrow
KWIM	know what I mean	2NITE	tonight
L8R	later	3SUM	threesome
LOL	lots of luck / laughing out loud	4	for

## Emoticons

Emoticons typically represent a facial expression and are used chiefly to mark the tone of the preceding sentence or to indicate the writer's feelings. The following are some of the more commonly seen:

: -)	happy (a 'smiley')	: -(	unhappy
: -D	laughing	: -	angry
; -)	winking; just kidding	: -V	shouting
: -*	kiss	-O	yawning
: -o	surprised	: -Q	I don't understand
: -(	frowning	: -&	tongue-tied
: -c	very unhappy	: -X	my lips are sealed
X =	fngers crossed	: -P	sticking one's tongue out
: '-(	crying	: -/	sceptical
: -	bored, indifferent	: -Y	aside comment

## Exercises

### 1. Comprehension questions

- 1) What are the advantages and disadvantages of e-mails?
- 2) Are e-mail letters as formal in style as ordinary letters?
- 3) Are there any rules for writing e-mails?
- 4) How does carelessness in composing e-mails affect the impression the receiver gets of the sender?

2. Rewrite the following extracts from business letters as e-mails using the words and expressions in the box.

Sorry about... Bad news:... Could you do me a favour and...?  
Got your message on... Sorry, but I can't make...  
Best wishes Good news: from... Shall I...?  
If you have any questions, let me know. Following... About...  
Are we still OK for...? I'm sending you ... as an attachment.  
Thanks. Speak to you soon. Please... See you...

Dear Mr. Brown,

Thank you for your letter of June 17<sup>th</sup>. Unfortunately, I shall be unable to attend the meeting on the 25<sup>th</sup>. I would appreciate it if you could send me a copy of the minutes.

Yours sincerely,  
Tom Grant

I'm delighted to tell you that as of Sept 8 we are offering substantial discounts on all orders over \$1,000. If you wish, I would be happy to send you further details and a copy of our new catalogue.

I regret to inform you that the board turned down your proposal. I would like to apologise for not getting back to you sooner on this, but I've been in London all week.

I am writing to confirm our appointment on October 8<sup>th</sup>. My flight gets in about 11 am. With regard to my presentation on the 9<sup>th</sup>, could you make the necessary arrangements? I enclose a list of the equipment I'll need. I look forward to meeting you next week.  
Sylvia Wright

Further to our telephone conversation this morning, I'd be grateful if you could send me a full description of the problem and I'll pass it on to our technical department.

Thank you for taking the time to do this. If I can be of any further assistance, please do contact me again.

I look forward to hearing from you.

*3. Make the message below simpler and clearer by deleting as many unnecessary words as possible without changing the meaning*

*File, Edit, View, Tools, Message, Help, Reply, Reply all, Forward, Print, Delete, Previous, Next, Addresses*

**From:** Brian Huxbury brian\_huxbury@megabook.com  
**Date:** Monday, July 7, 20\_\_ 10.50  
**To:** Otto Nugen ottonugen@bergman.com  
**Cc:** Jonas Kamprad  
**Subject:** Fact finding trip to B&C (France)  
**Attach:**

Dear Mr. Nugen,

On behalf of myself and my colleague, Karen Sharpe, may I take this opportunity to thank you and your team once again for your kind hospitality during our brief stay in Paris. Karen and I both felt that the two-hour meeting we had with you at your headquarters last week was, without doubt, a great success, and we very much look forward to discussing our ideas with you in much more detail than we were able to in that extremely short but highly productive meeting.

I am sure you will be pleased to know that I passed on your valuable comments to our Managing Director, Diane Lee, and she assures me that she will certainly be in contact with you over the next couple of weeks or so. In the meantime, let me just say that it was a very great pleasure meeting you, your managers and enthusiastic staff and exploring the possibilities of some kind of a joint venture between us in the not too distant future.

With my very best wishes,

Brian Huxbury, Senior Product Manager, Thermoflex (UK)

## Литература

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