МИНИСТЕРСТВО ОБРАЗОВАНИЯ РОССИЙСКОЙ ФЕДЕРАЦИИ

Государственное образовательное учреждение высшего профессионального образования "Оренбургский государственный университет"

Палагина С.С.

Business writing (деловое письмо)

Рекомендовано Ученым советом государственного образовательного учреждения высшего профессионального образования "Оренбургский государственный университет" в качестве учебного пособия для студентов, обучающихся по программам высшего профессионального образования по специальности "Мировая экономика"
Палагина С.С.

Пособие рассчитано на владеющих основами английского языка. Целью пособия является повышение культуры делового письма студентов всех специальностей. Пособие состоит из нескольких глав, каждая из которых раскрывает определённую тему.

П ——

ББК 81.2 Англ : 65 я 7

ISBN……

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Введение

Целью пособия является повышение культуры письма делового английского языка.

Для ведения деловой переписки не нужно особого литературного таланта. Деловой язык стереотипен и не отличается оригинальностью. Написание деловых писем требует соблюдения определенных правил, которые позволяют экономить время и более точно доносить мысли до деловых партнеров.

Пособие состоит из нескольких разделов, каждый из которых может служить самостоятельной единицей для изучения. Пояснения даются на русском и английском языках с примерами. Пособие содержит задания, письменное выполнение которых поможет сформировать навыки делового письма на английском языке.

Данное пособие рассчитано для студентов специальностей экономических факультетов, но отдельные разделы можно использовать для обучения студентов всех специальностей.
1 Unit 1 Personal data

1.1 Look through the following table and decide for yourself what kind of writer would you like to be. Proof your choice

ACADEMIC WRITING SCALE

<table>
<thead>
<tr>
<th>Band 9</th>
<th>Expert writer. Writes with authority, accuracy and style. Has a mastery of appropriate and concise English.</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>Very good writer. Clear and logical presentation with accurate language forms and good style. Just the occasional slip or infelicity reveals he/she is not a native writer. Often approaching bi-lingual competence.</td>
</tr>
<tr>
<td>7</td>
<td>Good writer. Can develop a thesis systematically with well-structured main and subordinate themes and relevant supporting detail. Generally accurate and appropriate language, layout and style. Responds to tone or purpose of writing task. Mainly distinguished from Band 8 performer in fluency, accuracy and appropriateness.</td>
</tr>
<tr>
<td>6</td>
<td>Competent writer. Uses a wide range of skills to convey thesis – presenting it in quite a well-structured fashion, arranging main and supporting themes and details logically. Use of lexis and grammatical patterns reasonably accurate. Slight limitation of style and mastery of appropriate idiom that otherwise intelligible presentation.</td>
</tr>
<tr>
<td>5</td>
<td>Modest writer. Conveys basic information competently, but logical structure of presentation will lack clarity. Work will show several slips and formal errors. Use of style and conveyance of tone is present but not consistent. Essay may lack interest but the basic message gets through.</td>
</tr>
<tr>
<td>4</td>
<td>Marginal writer. Presentation has coherent appearance and several factual statements can be sequentially made. Work lacks logical structure and use of discourse markers. Often makes logical and grammatical errors. Uses basic punctuation conventions. Uses restricted range of skills. Will backtrack and may still repeat. Basic theme is conveyed but imperfectly.</td>
</tr>
<tr>
<td>3</td>
<td>Extremely limited writer. Produces a string of sentences rather than an essay. Some theme but not logically presented. Use of simple sentence structure and restricted lexis with errors and inappropriacies abounding. Main merit is the conveyance of straightforward information.</td>
</tr>
<tr>
<td>2</td>
<td>Intermittent writer. No working faculty: perhaps sporadic uses.</td>
</tr>
<tr>
<td>1/0</td>
<td>Non-writer. Not able to write.</td>
</tr>
</tbody>
</table>
1.2 If you don't have an identification card of your own it's high time to for you to obtain one. Besides your name, position, and address you may think of an original logo. Show your card to your groupmates and decide whose card is the best in design.

SAMPLES OF IC:

1) PRECOR

<table>
<thead>
<tr>
<th>PRECOR (logo)</th>
<th>W. Corey Trench President</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>P.O. Box 776</td>
</tr>
<tr>
<td></td>
<td>FedEx Mail: 6407 Agua Vista Dr</td>
</tr>
<tr>
<td></td>
<td>P.O. Box 776</td>
</tr>
<tr>
<td></td>
<td>Rancho Murieta, CA 956683-9241</td>
</tr>
<tr>
<td></td>
<td>(916) 354-0330</td>
</tr>
<tr>
<td></td>
<td>FAX (916) 354-0330</td>
</tr>
<tr>
<td></td>
<td>E Mail: <a href="mailto:ctrench@cerfnet.com">ctrench@cerfnet.com</a></td>
</tr>
</tbody>
</table>

NOTE: PRECOR is the name of firm

2) Lancaster City Schools

<table>
<thead>
<tr>
<th>(logo)</th>
<th>BARBARA ROACH Principal</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Tallmadge Elementary School</td>
</tr>
<tr>
<td></td>
<td>(740)687-7336 (School) 611 Lewis Ave</td>
</tr>
<tr>
<td></td>
<td>(740)653-9090 (Home) Lancaster, Ohio 43130-4599</td>
</tr>
<tr>
<td></td>
<td>(740)687-7204 (Fax)</td>
</tr>
</tbody>
</table>

1.3 When travelling you are supposed to fill in some forms. The simplest ones are LUGGAGE TAGS/BAGGAGE IDENTIFICATIONS. Besides your name you should give your permanent or temporary address. Write your information in block capital letters.

SAMPLES OF LUGGAGE TAGS:

a) J A L JAPAN AIRLINES BAGGAGE IDENTIFICATION
For your convenience and protection, please lock your baggage. And affix completed labels inside and outside your baggage. This will expedite the return if delayed or misplaced.

NAME ........................................ ADDRESS ........................................
COUNTRY ..........................................................
TELEPHONE ..........................................................

b) IBERIA SPANISH AIRLINE

ATTENTION

1) For maximum protection against loss, please, use these labels.
2) Fill in your name and permanent address or, if you prefer, any other identification (passport number, birthdate, etc.).
3) Attach them inside and outside your bag.
4) Lock it securely.

…………………………………………………………………………………
…………………………………………………………………………………
…………………………………………………………………………………

1.4 Look through the following samples of custom declarations. Think of the way you can fill them in. Write your information in block capital letters

1.4.1 Customs Declaration

Keep for the duration of your stay in Russia or abroad.
Not renewable in case of loss.
Persons giving false information in the Customs Declaration or to Customs officer shall render themselves liable under laws of Russia.

Full name ..........................................................
Citizenship ..........................................................
Arriving from ..........................................................
Country of destination ...........................................
Purpose of visit (business, tourism, private, etc.) ..................................

My luggage (including hand luggage) submitted for Customs Inspection consists of .......... pieces.

With me and in my luggage I have:

1) Weapons of all descriptions and ammunition ........................................
2) Narcotics and appliances for the use thereof ........................................
3) Antiques and objects of art (painting, drawings, icons, etc.) ....................
4) Russian rubles, Russian State Loan bonds, etc. .................................
5) Currency other than Russian rubles (bank notes, exchequer bills, coins), payment vouchers (cheques, bills, letters of credit, etc.), securities (shares, bonds, etc.) in foreign currencies, precious metals (gold, silver, platinum, metals of platinum group) in any form or condition, crude and processed natural precious stones (diamonds, brilliants, rubies, emeralds, sapphires and pearls), jewelry and other articles made of precious metals and precious stones, and scrap thereof, as well as proper papers:

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount/quantity</th>
<th>For official use in figures/in words</th>
</tr>
</thead>
</table>

6) Russian rubles, other currency, payment vouchers, valuables and any objects belonging to other persons ..........................................................

I am aware that, in addition to the objects listed in the Custom Declaration, I must submit for inspection: printed matter, manuscripts, films, sound recordings, postage stamps, graphics, etc. plants, fruit, seeds, live animals and birds, as well as raw foodstuffs of animal origin and slaughtered fowl.

I also declare that my luggage sent separately consists of .......... pieces.

Date Owner of luggage (signed)

1.4.2 CUSTOMS DECLARATION customs use only Department of the Treasury United States Customs Service

Each arriving traveler or responsible family member must provide the following information (only ONE written declaration per family is required):

1) Family Name.................................................................................................
2) First {Given) Name........................................................................................
3) Middle initial(s).................................................................................................
4) Birth Date (day/mo/yr)...................................................................................
5) Airline/Flight No. Or Vessel Name or Vehicle License No. .............................
6) Number of Family Members Travelling with You ...........................................
7) (a) Country or Citizenship................................................................................
8) (b) Country of Residence................................................................................
9) (a) U.S. Address ( Street Number/Hotel/Mailing Address in U.S.)...............
10) (b) U.S. Address (City)..................................................................................
11) (c) U.S. Address (State).................................................................................
12) Countries visited on this trip prior to U.S. arrival ........................................
13) The purpose of my (our) trip is or was Business Personal
   (Check one or both boxes, if applicable)
14) I am (We are) bringing fruits, plants, meats, food, soil, birds, snails, other live animals, wildlife products, farm products; or, have been on a farm or ranch outside the U.S. Yes No
15) I am (We are) carrying currency or monetary Yes No
16) I have (We have) commercial merchandise, U.S. or foreign (Check one box only)
Yes \(\sqrt{\text{We do not have any}}\) No
17) The total value of all goods, including commercial merchandise, I/we purchased or acquired abroad and am/are bringing to the U.S. is:
…………….

SIGN BELOW AFTER YOU READ NOTICE ON REVERSE

I have read the notice on the reverse and have made a truthful declaration.
………………
Signature \(\sqrt{\text{Full Name}}\) \(\sqrt{\text{Date (day/month/year)}}\)

1.4.3 Imagine you've just arrived in New Zealand. You are to give the filled in card to a customs officer as a separate card must be filled in for each passanger, including children.
Please print clearly in capital letters.

NEW ZEALAND ARRIVAL CARD

Flight number or name of ship ..............................................................
Passport number ...................................................................................
Country of citizenship ...........................................................................
Family name ...........................................................................................
Given or first name ................................................................................
Date of birth \(\sqrt{\text{day}}\) \(\sqrt{\text{month}}\) \(\sqrt{\text{year}}\)
\(\sqrt{\text{male}}\) \(\sqrt{\text{female}}\)
Occupation or job ...................................................................................
Full contact or postal address in New Zealand ...........................................
How long do you intend to stay in New Zealand
\(\sqrt{\text{permanently}}\) \(\sqrt{\text{years}}\) \(\sqrt{\text{months}}\) \(\sqrt{\text{days}}\)
You must read the Immigration Guidelines on the reverse.
Then fill in this section if you are NOT using a New Zealand passport.
I apply for: \(\sqrt{\text{visitor's permit}}\) \(\sqrt{\text{residence permit}}\)
\(\sqrt{\text{exemption from holding a permit}}\)
\(\sqrt{\text{work permit}}\) \(\sqrt{\text{student permit}}\)
Declaration

I declare that the information given is true and complete. I know of no reason why permission to be in New Zealand should be refused.
………………
 Signature \(\sqrt{\text{Full Name}}\) \(\sqrt{\text{day}}\) \(\sqrt{\text{month}}\) \(\sqrt{\text{year}}\)
Never married \(\sqrt{\text{now married}}\) \(\sqrt{\text{widowed}}\)


Where did you last live for 12 months or more?

country ...... State or ................ Province

If you usually live in New Zealand, ......years ......months ......days how long were you away?
If you are visiting New Zealand, show the MAIN reason for your visit:

...........holiday, ........visit friends, ..........convention, vacation relatives conference
...........business ........stopover ........other

1.4.4 Imagine that you are a teacher of English. Fill in the specimen copy request for the Cambridge University Press office. Please complete in CAPITAL letters

I would like to receive specimens of the following books with a view to adoption in 2004.

   a) New Progress to First Certificate (p37 of catalogue) 49985 2.
   b) Language in Use (p8 of catalogue) Intermediate 43552 8.

RETURN ADDRESS LABEL

Name……………………………………………………………………………………
Address ……………………………………………………………………………
Postcode……………….Town/City………………………………………………

1.5 Have you ever heard this poem? The art of biography is different from geography. Geography is about maps, and biography is about chaps

Never use the words 'biography' or 'auto-biography' when describing your career. The right words are CURRICULUM VITAE or RESUME or DATA SHEET (in American variant).
CV may be of two types: chronological and functional.
Chronological CV is more formal. You can start it from the very beginning of your career or from the present position backwards.
Chronological CV consists of 4 parts: personal data, education, professional experience,
1.5.1 Look through two samples of CV and say which of them functional or chronological.

a) CURRICULUM VITAE
NAME Pierre Charreau
D.O.B. 1.8.65
ADDRESS 55 Rue des Moines, Strasbourg, 67000, France
(one of the leading business schools in Paris)
Financial Controller responsible for:
- organising bank credits for civil engineering work
- visiting Latin American and Asian subsidiaries
- designing data processing, accounting, cost control and reporting systems.
- hiring and training local staff for subsidiaries.
1991 – present. Phoenix Properties. Investment Officer responsible for:
- checking feasibility studies and predicting returns on investments
- solving legal problems related to investments
- negotiating contracts with property developers
- setting up joint ventures with foreign partners
REFERENCES Available on request

b) CURRICULUM VITAE
NAME HEIDI KUNKEL
OBJECTIVE A sales position leading to higher management where my administrative, technical and interpersonal skills will be used to maximise sales and promote good customer relations.
EDUCATION B.A. in Communications (1988): Ohio State University
Courses in psychology, sociology and interpersonal communication. Areas of effectiveness
SALES/CUSTOMER RELATIONS During my 4 years at Corelli Enterprises (Columbus, Ohio), I promoted better relations with corporate accounts and recruited new clients over a wider territory. Dealt with

Functional CV gives specific categories of your experience.
customer complaints. Responsible for inventory and follow-up of all orders.

PLANNING/ORGANISATION Was responsible for the reorganisation of the sales department's administrative functions. Initiated time and motion studies which led to $150,000 saving in labor cost.

LANGUAGES Spanish (fluent), French (average)

REFERENCES Available on request.

1.5.2 Write out your own CV in English. If possible, talk about yourself with a partner. Use this language:

I was born in ...........
I went to school in ........
After leaving school I went to ........ and studied at ........
I did a course in ........
Then ........
My first post/task was in ........

When describing activities undertaken the following verbs are useful: I was responsible for initiating/planning/negotiating/achieving/implementing/reviewing

When stressing abilities, the following words and expressions are useful:

creative proficient comprehensive/first-hand knowledge of......
accurate well-organised (have) a proven track record in......
efficient perfectionist well versed in ......
ergetic motivated perform well under pressure
systematic methodical willing to take the initiative

At the moment .......
My work involves .......
I think I am .......

1.5.3 What is it a Right Resume? A resume is a short statement of the important details of something

A resume is an introduction, one page, one short chance at proving you are a qualified and experienced candidate who should be tried by a company. It wraps up all your life experiences, needs to be professional, to the point and perfect. A resume must present a clear picture of the candidate. For this you should know what a potential employer expects. They look at a person's experience with a company, how long the person has worked for a company or to see if he/she is a 'job jumper'. The person should be able to present himself/herself in a resume. So what should be in a resume? Begin with the basics. Your name, address and phone (fax, e-mail) should always go at the top of your resume. There is no need to include the words 'resume' or 'c/v' – they take up precious space. State a resume OBJECTIVE. It should be below the name,
address and phone (fax, e-mail) and be a clear and concise job objective. Using it forces you to tailor your resume to a particular position or company, as well as provides an immediately clear sense of direction to those people who will be reviewing your resume. The main objective of your writing a resume - to demonstrate your abilities for a professional position - so state it clearly at the top. It should be more than 'Objective: To work in a challenging environment'. In your 'Experience' section focus on achievements at your present and previous jobs, especially those that involve problem-solving, management skills, critical thinking and initiative. These should be listed chronologically, beginning with your most recent position and then moving through previous jobs, as long as they provide applicable experience to the position you are seeking. Always use action verbs in your job description: words like 'administered', 'analyzed', 'coordinated', 'evaluated', 'negotiated', 'reviewed', and 'supervised' offer a stronger presentation of your abilities. But keep the description short and to the point, and also make sure everything listed is relevant. Include a section about your education, list it before your experience ONLY if your education history is stronger than your work background. This is often BEST FOR FIRST-TIME JOB SEEKERS who don't have much work experience. Make sure to list ANY additional courses you have taken that might be relevant to the job you are seeking, including specific company training programs or language courses. Personal data should be included in a short section at the end of your resume. Including information about your marital status, number of children, health and physical characteristics is always UNNECESSARY. Include such categories as language fluency, extensive travel history or specific computer skills. DON'T INCLUDE references on your resume.

1.5.4 Look at the plan and draft-resume Mr.Green has written recently. Use it as an example to write your own resume

PLAN

1) Name, address, phone/fax/e-mail
2) Particular position, company (job objective)
3) Experience (achievements, skills)
4) Education and additional courses, specific company training programs, language courses
5) Personal data

RESUME

Mr. Paul Green

112 Kingston Road                                              October, 12, 2000
3377 London,
Great Britain
phone 22335 – 65
JOB OBJECTIVE: Finance and Administration Manager
COMPANY: Jaar International Inc.
EXPERIENCE:
Supervised Development of Management Information systems.
Coordinated development of Logistics. Proved to have management skills.
International Trade Company 'MARS', Great Britain.
Previous jobs: 1995 – 1990 Finance Manager. IBM computers Inc.
Analyzed budgeting and forecasts programs. Evaluated as having problem-
solving skills.
French Branch, IBM computers Inc., France.
Coordinated costing, budget programs, branch department.
Ukrainian office, Ukraine.

EDUCATION: 1988 Degree with Honors in Finance and Economy, Oxford
University, Finance and Administration.
1987 – 1988 Special training program (Glaxo International Co.)
1985 – 1987 Special language courses (French: Finance and Economy in France
- Ukrainian: Ukrainian Tax Policy)
1983 – 1985 Computer systems for Finance and Economy

PERSONAL DATA: age 34, fluent in French, Ukrainian.
Travel history: France, Ukraine.
Profound computer skills: WinWord, Excel, Finance programs.

1.4.5 Now the time comes to deal with APPLICATION FOR WORK,
When writing your job application, remember the following simple rules:

- Start with how you learnt about the vacant position (work you are setting for),
you might refer to the source of information.
- Your sentences and paragraphs should be short.
- When you describe your work experience and qualification stress your
advantages (how your firm advanced because of your activities).
- The tone of your application should be sincere and pleasant, never pushing or
imposing but its style must definitely be formal (official).
- You must indicate how you can be reached.
- Enclose the resume of your CV. There must be NO MISTAKES in your
application!
1.4.6 Look through the model resume and job application. Analyse them, talk about them with your partner, say whether they are correct in structure and appropriate in style and tone.

1.4.6.1 Resume

Robert Simon
Address (include zip code)
Phone (include area code)
Objective: trainee-typist position
Education: Attending Central High School, Center City, (State and Zip)
Grade: 12. Expect to graduate June 2004
Major: Business education
Subjects taken: accounting, bookkeeping, computer programming, stenography, word processing, English, and social studies.

Work experience
September 2001 – present: Center City Supermarket, Main Street, Center City (state and zip)
Job: Part-time assistant (after school, on Saturdays, and during vacations)
Duties: Maintain stock and replace inventory, receive cash, check register, bag merchandise.
July-August 2001: Lakewood Camp, Lake Elsinor, California.
Job: Counsellor and waterfront specialist.
Duties: Worked with 12-year-old boys; taught swimming, boating, and canoeing
October 2000 – June 2003: Served as Part-time secretary to Mr.McCaffert, Assistant Principal, Business Education, Central High School. Typed, used word processor and copier, filed, took telephone messages. Extracurricular activities.
Teams: baseball team, swimming team, won award for swimming
Clubs: computer club, Future Business Leaders, Boy Scouts

References on request.

1.4.6.2 Simon's Job Application

Simon's house number, street, apt. No.
Town, state, zip code
Date

Suite 1200
2000 Madison Avenue
New York, NY 100032

Dear Sir or Madam:
In answer to your advertisement in the Tribune for a secretary/receptionist, I would like to submit the following information:
In June, I will be graduating from Central High School, where I have majored in business education. I can type 85 wpm and operate a word processor. I believe that the business skills courses I have taken will enable me to perform the duties of the job advertised.

I have enclosed a copy of my resume and will be available for an interview at your earliest convenience. I can be reached at the above address or by phone at (phone number).

Sincerely yours,
Robert Simon (the name is first signed and then Typed beneath the signature)

1.4.7 In the following exercise, imagine that you are applying for a job at Quality Clothes, Inc. Using your own job interests and personal qualifications, complete the model letter of application below

(Address)
(Date)

Mr. Roger Stone, Office Manager
Quality Clothes, Inc.
1417 South First Street
Boston, Massachusetts 02107

Dear Mr. Stone:

………., my Secretarial Studies teacher, has told me that a vacancy exists in your stenographic staff for the summer months. Please consider me an applicant for this position.

I am ……years old and a student in the ………class at …… High School. I have taken the ………course of study. I have had classes in…….,…….,…….,…….,……., and ………. I can take dictation at the rate of …… wpm.

During the past year, I have worked for…….,located at…….

In addition, I have worked for ………., located at……., in the capacity of ………. I believe that my interest in stenographic work makes me especially suited for the full-time summer position with your company. I plan to continue my studies in the fall.

I have permission to give you the following references:

………., Teacher High School

………., Office Supervisor

May I have a personal interview at your convenience? My telephone number is…………

Very truly yours,
(signature)
(typed name)

1.4.8 Application for Study

You want to continue your studies abroad or participate in the work of an international conference. For this you should fill in a special application form. Any
application form is a special form developed by University, Institute, College, Conference to provide more specific information about the applicants and to formalize all the information about them for better data processing.

The application form usually includes the following sections: general information about the institution, benefits, responsibilities, applicants’ criteria, closing date for applications.

The application form contains usually:

- PERSONAL DATA: Family name/Legal name (last, first, middle)
  Title (Mr. Mrs. Miss. Ms. Dr. etc.)
  Sex (male, female)
  Permanent home address, phone/fax number, e-mail or present address
  Place and date of birth
  Marital status (single, married, divorced, widowed)
  Military status

- ACADEMIC BACKGROUND
  It usually includes all academic qualifications obtained since completing secondary education, stating the institutions attended, the main subjects of study and when the main courses started and finished. Usually the applicants attach photocopies of all relevant academic certificates or transcripts, with accompanying translations into English, if they are issued in another language.

- PROFESSIONAL BACKGROUND listing all positions held since completing secondary education.

- RESIDENCY ISSUES (citizenship, permanent residence status, previous country of residence).

- PROPOSED COURSE OF STUDY: What qualifications would you like to obtain, in what subjects? At which institution would you like to study or conduct research? Are you applying for a fully funded scholarship? Often the applicants are asked to attach LETTERS FROM TWO REFEREES (both of whom should be professional or academic) in support of the application, sometimes it’s necessary to attach the PERSONAL ESSAYS. The Personal Essay provides individualized information about the applicant, his/her ambitions, interests.

- At the end you can find applicant’s OBLIGATIONS while studying.
  All the application forms should be filled in clearly or typed.

1.4.9 Exercise

Ms. West filled her application form in. But she has forgotten to fill in some sections. Do it instead of her.

APPLICATION FOR GRADUATE ADMISSION

Texas A & M International University Office of Admission and Advisement
a) Tell us about yourself:

Male……. Female…+……Social Security Number 122345
Legal name: ……… Kate Mary
Last First Middle
Permanent home address:……..
City: Laredo State:Texas Zip code……. Country……
Telephone-Home 44552-47 Office: ……….
Place of birth: Laredo Date of birth……
Legal Residence: Texas Resident……. Non-Resident…….Foreign……
Military status: Veteran …NO …..Dates of service……
Marital status: Single…YES Married… Divorced/separated…Widowed…
If unmarried, provide information on your parent or closest living relative.
If married, please provide information on your spouse:
Name: West………………………. Relationship: father
Last First Middle
Permanent Mailing Address ……………
City: Laredo… State…… Zip code…….Country: The USA
Telephone-home……. Office: 44595 – 21…

b) Tell us about your plans:

Will you seek teacher certification from TAMIU? …+…Yes…….No
Applying for …2 (year) Admission for…Winter…+…Fall……Spring
……Summer
Are you enrolled at another University/College?…..Yes…….No
If Yes, where? …Alabama Finance University………………

c) Tell us about your educational background:

Please list all Colleges and Universities you have attended beginning with the
most recent:
…Alabama Finance University Alabama…………1999 - 1996……
……………………………………………………. Degree in Finance and
Economy
…Texas Administration College…………………. 1994-1996……

What exams have you taken?

<table>
<thead>
<tr>
<th>Exam</th>
<th>Date Taken</th>
<th>Mark</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Economy and Finance</td>
<td>………….</td>
<td>Excellent</td>
</tr>
<tr>
<td>2) ………………………</td>
<td>………….</td>
<td>……….</td>
</tr>
<tr>
<td>3) ………………………</td>
<td>………….</td>
<td>……….</td>
</tr>
</tbody>
</table>
Please attach photocopies of all relevant academic certificates or transcripts, with accompanying translations into English, if they are written in another language.

D) Residency Issues:

1) Are you a US Citizen?...+...Yes (Go to 2)......No (Complete 1)
   Do you have U.S. Temporary Resident status?......Yes......No
   If Yes, Visa type:...... Date issued:......
2) Are you a resident of the State of Texas?...+...Yes......No
3) Will you have been residing in Texas for 12 consecutive months prior to your first enrollment at TAMIU? ...+...Yes ......No...(go to 4)
4) Upon whom are you basing your claim for residency:
   ................Parent/Legal Guardian
   .........................Spouse

Your Oath of Residency:
I understand that the information submitted herein will be relied by Texas A&M International University officials to determine my status for admission and residency eligibility. I authorize TAMIU to verify the information I have provided. I agree to notify the proper officials of TAMIU of any changes in the information provided. I certify that the information on this application is complete and correct, and I understand that the submission of false information is grounds for rejection of my application, withdrawal of any offer of acceptance, cancellation of enrollment, or appropriate disciplinary action.

West      Kate    Mary                                                  20 August,2000

Print name                   Signature  Soc.Security No.            Date
2 Unit II Statement of Purpose

2.1 In a Statement you express something formally, publicly and officially

A Statement of Purpose is written in order to convince an organization that you are the best person for the fellowship, for admission, etc.

Don’t think of a statement of purpose as something you have to do. Think of it as your best chance to beat out applicants who are more qualified than you. Also remember that the people who read your SOP probably have to choose a few candidates out of several hundred, most of whom have great experience. You have to come across as an individual, a real human being.

2.2 Openings. Your opening paragraph is hugely important. You have to catch the reader’s attention. Which of the following capture your own attention?

1) Poosheesty University has the reputation for being the best of its kind;
2) My name is Kent Merkin. I was born in Doorknob, Pennsylvania in 1978;
3) I came to learn about the history program at Poosheesty University through an advertisement in a regional paper;
4) Recent government figures in Ukraine show an alarming 40% increase in mental illness among young people in the last ten years;
5) I’ve worked for twelve years at Fluffy University in Ukraine. Before that I was a dedicated teacher of English at a local lyceum;
6) Why am I applying for a scholarship at Poosheesty University? Because I love literature and language, and want to devote my life to bettering the education of my students.
7) You’ve found your man! I want to win the scholarship at Poosheesty University, and I deserve it.
8) When I was little, I got accustomed to hearing the sound of gunfire on the street; it was as normal for me as having bread and butter in the morning.

2.2.1 Here are the opening paragraphs of 2 Statements. Which is better?

I am applying for the Central European University, based on the reputation this University has in the academic community world-wide. I have also spoken to several alumni of your university. I am very interested in admission to the graduate program in Economics. I know that research programs in Economics are very diverse and this is the main reason why I prefer this university.

Recent Moldovan government figures show an alarming 40% increase in mental illness amongst young people in the last ten years. These figures are just one more factor that persuades me that my choice of a career in neuroscience was the right one, and motivates me to study further at Ph.D. level in this field in order to help combat this serious problem.
2.2.2 Opening Paragraph of Statement for a Stanford University Fellowship in Writing Fiction

For much of the last five years I’ve lived abroad, teaching English and selling an occasional article. Most recently I’ve been in the Republic of Moldova, that former Soviet job scrunched between Romania and Ukraine. Despite the demands of a full-time teaching load, and being a foreigner with some reputation for fun, I managed to write in Moldova. It wasn’t easy, sneaking off to write while my friends were at discotheques frequented by mafiosos and girls in skirts no longer than a hedgehog’s snout. But I had to get my writing done. I had to finish my book. And during a week-long spring vacation, I covered my ground-floor windows with blankets and unplugged the phone. I played dead when people came knocking, calling, “Kevin, we know what you home!” But I finished. I finished that damn book.

What do you think of this one?

2.3 The body of the paper

In these paragraphs you need to prove that you are the right person for the degree program/fellowship/etc. And you’ll need to tie these things together:

Your past \(\rightarrow\) proposed course of study \(\rightarrow\) your future

| How your studies at secondary school (if relevant) and at university, as well as any other work or study experience has prepared you for the course of study that you wish to take. Mention perhaps what made you the person you are; what personal or professional obstacles you have overcome. | This is what you want, the position or fellowship you’re writing about. Explain why it’s a perfect follow up to your past experiences, and a necessary precursor to your future plans. | This should be something for which your proposed course of study is valuable or essential, and should have some logical connection to what went before. Don’t say what you “hope” to do but what you’re “going to do” or “planning to do”. |

Note – Your statement doesn’t need to be organized in this simple 1-2-3 manner. But it should take into account the above-mentioned ideas.

2.4 Quotable advice from people who read these things
"We’re looking for a well-written, detailed essay that responds directly to the question. The questions are about extracurriculars, motivation, challenges, commitment to the school - that kind of thing."
Steven DeKrey, Director of Admissions and Financial Aid
Graduate School of Management (Northwestern University)

"What we’re looking for is somebody who, in their personal statement, stands out as being so unusual, so diverse, that they’re extremely attractive as a law student for the first-year class. Maybe what’s going to make them distinctive is the fact they spent six months living in a log cabin in Alaska."
Michael D. Rappaport, Assistant Dean of Admissions
UCLA School of Law

"The personal statement carries the responsibility of presenting the student’s life experiences. Applicants make a mistake by doing a lot of speculation about what they’re going to do in the future rather than telling us about what they’ve done in the past. It is our job to speculate, and we are experienced at that."
"Another mistake is that everyone tries to make himself or herself the perfect law school applicant who, of course, does not exist and is not nearly as interesting as a real human being."
Beth O’Neil, Director of Admissions and Financial Aid
University of California at Berkeley School of Law

"Be yourself. Really show your personality. Tell us why you are unique, why we should admit you."
Dr. Daniel R. Alonso, Associate Dean for Admissions
Cornell University Medical College

"The Statement of Purpose is an opportunity for you to give a picture of yourself."
Edward Hower
English Department, Cornell University.

2.5 Some General Do’s and Don’ts

- Do take a lot of time. Plan to spend a month or so preparing for the essay. Plan to let it rest for a week, so you have time to mull it over and get a perspective on it. Write it 20 – 30 times.
- Do read the question carefully.
- Do write the length of essay they ask for. If they ask for 200 words give them that or 190 or 220.
- Type your final draft unless they tell you not to. Type it well with no mistakes. Buy some good paper.
- Do write a separate essay for each university that you are applying to.
- Do as much research on the university as you can. If you can get hold of a catalogue, read it. If you can find someone who went to the university, talk to them.
- Don’t be phoney. Be honest.
- Accentuate your positive qualities. If you had the highest mark in class, make sure that they know it.
- Make sure that they know that you were able to hold a full-time job while going to school. Make sure that they know that you won any awards. Make sure that they know that you were captain of a team. Let them know how you’ve overcome obstacles, bad odds, or personal difficulties.
- It is important to mention your work experience, or volunteer work that you may have done or extracurricular activities if they relate to your field.

2.6 Do’s and don’ts on how to write

- Write simply, not in a flowery and complicated manner. Write in a straightforward way. In other words don’t be subtle or cute. Write in a clear and logical manner.
- Most important of all, be specific, not vague. Don’t say – “My grades were quite good’ but say ’I belonged to the top 5% of my class’. Don’t say – ‘I am interested in sports’. Say ‘I was captain of my hockey team’. Don’t say ‘I like poetry’. Say ‘I did a study of Shakespeare’s sonnets and wrote a twelve typed page bachelor’s degree dissertation on Imagery’. Don’t say – ‘I want to be a Supreme Court Judge, that is why I want to go to law school’. Say things like ‘I was an apprentice in a court’ or ‘I often went with my father to the courts to listen to cases’ or ‘I wrote a legal column for a school newspaper’. That is being specific.

2.7 Getting started by brainstorming

So how do you show that you are a unique, qualified individual? Here’s a sample brainstorming list:

- won a poetry contest;
- got A’s in Physics and Mathematics;
- captain of volleyball team;
- worked after school in shop;
- served in the military;
- worked with a social welfare group on a slum project;
- went to Yakutzk for six months to stay with an aunt because she was sick;
- climbed Mount Everest;

Now make a list of your own, taking the following questions into consideration.

1) What’s special about you? Why are you different from the other 1,000 people applying?
2) What hardships or obstacles - personal and professional - have you overcome in your life?
3) What accomplishments that are not listed on your resume are important to you?

2.8 Sample Statement of Purpose

My interest in science dates back to my years in high school, where I excelled in physics, chemistry, and math. When I was a senior, I took a first-year calculus course at a local college (such an advanced-level class was not available in high school) and earned an A. It seemed only logical that I pursue a career in electrical engineering.

When I began my undergraduate career, I had the opportunity to be exposed to the full range of engineering courses, all of which tended to reinforce and solidify my intense interest in engineering. I’ve also had the opportunity to study a number of subjects in the humanities and they have been both enjoyable and enlightening, providing me with a new and different perspective on the world in which we live.

In the realm of engineering, I have developed a special interest in the field of laser technology, and have even been taking a graduate course in quantum electronics. Among the 25 or so students in the course, I am the sole undergraduate. Another particular interest of mine is electromagnetics, and last summer, when I was a technical assistant at a world-famous local lab, I learned about its many practical applications, especially in relation to microstrip and antenna design. Management at this lab was sufficiently impressed with my work to ask that I return when I graduate. Of course, my plans following completion of my current studies are to move directly into graduate work toward my master’s in science. After I earn my master’s degree, I intend to start work on my Ph.D. in electrical engineering. Later I would like to work in the area of research and development for private industry. It is in R & D that I believe I can make the greatest contribution, utilizing my theoretical background and creativity as a scientist.

I am highly aware of the superb reputation of your school, and my conversations with several of your alumni have served to deepen my interest in attending. I know that, in addition to your excellent faculty, your computer facilities are among the best in the state. I hope you will give me the privilege of continuing my studies at your fine institution.
3 Unit III Business Letters

3.1 Structure and Presentation of Business Letters

A Business Letter is a written or printed message from one business person to another.

When writing business letters in English, be careful not to use an old-fashioned commercial instruction book as a guide. The style of writing is changing rapidly. Every year it gets simpler and less formal. Instead of using an out-of-date phrase like ‘we are in receipt of your favour’, we now write ‘thank you for your letter’.

Time is more precious than ever to a busy executive and he/she does not want to have to read a lot of unnecessary words. But a writer of a business letter must create a good impression, especially if he/she is selling, so a few words to promote a feeling of goodwill will be just to the point. However, compliments must not be exaggerated, as they may produce the opposite effect.

The following points should be remembered when writing a business letter:

1) Make a new paragraph for a new subject;
2) Say what you want to say in the simplest, clearest way;
3) Don’t say aggressively;
4) Don’t exaggerate compliments;
5) Remember that real feelings will have more effect than pretended ones.

3.2 The appearance of a letter is very important. It should be well-spaced and well-balanced. Every well-constructed letter is made up of 6 parts

1) Heading (writer’s address, date of the letter);
2) Inside address (name and address of the person or company receiving the letter);
3) Salutation (Dear Sir:);
4) Body of the letter (reference, information, purpose, conclusion);
5) Complimentary close (saying good-bye);
6) Signature, sometimes there is the seventh part – the postscript.

3.2.1 Layout of an official letter

M  1. The heading ________ M
A  the date A
R  2. The inside address R
G  3. The salutation G
I  4. The body of the letter I
N  5. The complimentary close N
3.2.2 Layout of a social, informal letter

M 1. The heading ________ M
A the date A
R 3. The salutation R
G 4. The body of the letter G
I 5. The complimentary close I
N 6. The signature N
2. The inside address

3.2.3 The parts of a letter

1) THE HEADING, in full, consists of the sender’s name, address and the letter’s date. However, most business papers are printed with a letter-head giving the name of the office, as well as its address: the heading to be typed need consist of only the date toward the upper right-hand side of the paper. When writing on paper without a letterhead, the typed heading should be arranged on the top right-hand side of the page. The date of your letter should be perfectly clear and the name of the month should be spelled out in full (3rd May 2001/ May 3, 2000/May 3rd 2000). In computer-typed letters the heading may also be found in the left-hand margin.

Note: In British English, dates using only numbers give the day, then the month, then the year, e.g. 10th February 1999 = 10/2/99.

In American English, the order is month, day, year, e.g. 10th February 1999 = 2.10.99.

2) THE INSIDE ADDRESS (recipient’s address) contains the name and address of the institution or individual to whom the letter is directed. The inside address is typed in the left-hand margin, two spaces below the date or - in social and informal letters – in the lower left-hand part of the letter sheet two or three spaces below the signature. The titles ‘Mr’, ‘Miss’, ‘Mrs’, ‘Ms’ or a substitute form should never be omitted from the inside address. When writing to a woman, always address her as she signs herself. When addressing partners use ‘Messrs Brown and Heyord’.

The titles, scientific degrees and professional occupations are placed after the surname: ‘Mr.R.S.Smith, assistant professor’; ‘Mr.N.H.Bennet, B.A.’(Bachelor of Arts). The titles ‘Dr.’, ‘Prof.’, ‘Rev.’, ‘Hon.’ are placed before the names: ‘Dr.James Brown’; ‘Prof.Samuel Johnson’; ‘Hon.’ Or ‘The Honorable’ is used for the senators, congressmen, governors, ambassadors, judges, heads of government departments. After the inside address there may be THE ATTENTION LINE, for example: “For the attention of the Sales Manager”.

3) THE SALUTATION

The point at which you start the salutation will be your left-hand margin. The salutation should start at whatever point you want the margin be. It should be written two spaces below the last line of the inside address. In Great Britain the opening salutation is followed by a comma (‘Dear Sir,’) in the USA - by a colon (‘Dear Sir:’)
and sometimes by a colon and dash (‘Gentlemen: - ‘). Most commonly used salutations are as follows:

- **Sir, (:)**
- **Sirs, (:)** - to the government officials
- **Dear Sir/Madam, (:)**
- **Dear Sir, (:)**
- **Dear Madam, (:)** - more formal
- **Dear Sirs, (:)**
- **Gentlemen (:)** - writing to the institution or business
- **Ladies and gentlemen (:)** - firm
- **Dear Mr. Brown, (:)** - less formal – when writing to the correspondent you know personally or have spoken to him on the phone

4) **THE BODY OF THE LETTER**

The body of the letter is the subject matter. It may consist of only one paragraph or as many as necessary to convey the message. Many-paged letters should be numbered.

5) **THE COMPLIMENTARY CLOSE**

It is customary to close a letter with a closing salutation. Most commonly you will find:

- **Yours very truly,**
- **Very truly yours,** - in business and official letters
- **Yours faithfully,**
- **Yours respectfully,**
- **Yours sincerely,** - to colleagues
- **Yours,**
- **Sincerely,** - to friends or personal acquaintances
- **Cordially yours,**

6) **THE SIGNATURE**

The name of the person who wrote or dictated the letter should always be written by hand. When the writer represents an organisation, and its name is not printed in the letterhead, the name should be typed to follow the signature, as in:

- **Yours truly,**
- **(the signature)**
- **L.E. Smithers, Vice President**
- **Corporate Finance & Treasurer**

Note - Write legibly, so there can be no doubt as to the exact spelling of your name.

### 3.3 Supplements in Official and Business Letters

The ATTENTION LINE is written two lines below the inside address if you want to address your letter to the attention of a particular person. The attention line should be underlined: “**att:**

Eg: Citybank, N.A.,
399 Park Avenue,  
New York, N.Y. 10043  
USA  

**Attention:** Mr R.J.Brown

The **SUBJECT LINE** is written below the open salutation in the middle of the sheet of paper. The words “**Subject:**” or “**Re:**” (“regarding”) are typed before the subject matter and indicate what the letter is about. The subject line should be underlined.

Eg: Citybank, N.A.,  
399 Park Avenue,  
New York, N.Y. 10043  
USA

Dear Sirs:

**Subject:** Merger of foreign exchange dealings.

The **TYPIST’S REFERENCE** is given in the left-hand corner of the letter: the initials of the person who dictated the letter and her own initials, so that the letter can be easily identified.

Eg: C.B./ J.S (CB;JS) – indicating that Charles Brown dictated to Julia Smith.

The **ENCLOSE:** {Encl: } - when something is enclosed with a letter: a notice, a pamphlet, a bill, etc. - attention should be called to it by writing “Enclosure” or “Encl.” which are typed under the typist’s reference and the item enclosed may be mentioned specifically.

CC: = circular correspondence, i.e. corresponding letters were dispatched to other persons.

Eg:

Yours faithfully,

C.B.Smith

C.B/J.S
CC: Mr Sammuel Ferry

It means that the letter has also been circulated to Samuel Ferry.

3.3.1. Write the following dates in British English and in American English.

1) On the seventeenth of July nineteen ninety-eight;
2) On the fourth of March nineteen ninety-seven;
3) On Wednesday April twelth;
4) On December seventh nineteen ninety-nine;
5) Tuesday the twenty-first of April;
6) February sixth nineteen ninety-nine;
7) On Thursday July the second;
8) The twenty-ninth of August nineteen eighty-three;
9) On the seventh of May two thousand and three;
10) On the twelfth of July nineteen ninety-nine.

3.4 Abbreviations

There are many abbreviations that you may come across in business letters. Some of them are mentioned in the sections 3.2.3, 3.6, 4.1.11, 4.3.3, 4.8.1, 4.8.5 and 5.1.11. There is a list of other abbreviations:

L/c = letter of credit; d.d.p = delivered duty paid (доставленные с оплатой пошлины); B.A.= Bachelor of Arts; B.L.= Bachelor of Law; B.Sc.= Bachelor of Science; Bros = Brothers; Co.= Com-pany; D.C.L. = Doctor of Civil Law; D.M. = Doctor of Medicine; D.Phil.= Doctor of Philosophy (Ph.D.); Ed. = Editor; G.P. = General Practitioner; H.O. = Home Office; Hon. = Honorary, Honourable; H.Q. = Headquarters; M.A. = Master of Arts; M.Sc. = Master of Science; GB = The United Kingdom of Great Britain and Northern Ireland; CA = Canada; FR = France; IT = Italy; JP = Japan; G = Germany; USD = US Dollar; GBP = Pound Sterling; FRF = French Franc; CAD = Canadian Dollar; ITL = Italian Lira; JPY = Yen; DM = Deutche Mark; SFR = Swiss Franc; SK = Krona Sweden; Ltd. = limited liability company; PLC (plc) = public limited liability company; Inc., Corp. = corporation having limited liability.

3.5 Exercises

3.5.1 Look through the dictionaries, find in them special sections devoted to abbreviations. Make your own list of abbreviations that may be useful in business writing. Share your knowledge with your group.

3.5.2 Identify the 6 parts of a business letter

1. HEADING 1. Dear Mr Post,
2. INSIDE ADDRESS 2. November 12, 2000
3. SALUTATION 3. Yours faithfully,
4. BODY 4. Mr Martin X. Post,
5. CLOSE 5. Peter Pavlov.
6. SIGNATURE 6. Thank you for sending me your prospects and a
note of your terms. These are satisfactory, so will you please reserve for us the rooms mentioned in your letter.

3.5.2.1 Do the same as in the previous exercise

1. Yours faithfully, 1. HEADING

2. Dear Sir, 2. INSIDE ADDRESS

3. R. Smith
   Marketing Manager 3. GREETING

4. April 5, 2000

5. The Executive Director,
   Brown & Smith Ltd.,
   304 Sherman Ave,
   Madison, Wisconsin 5. CLOSING

6. We are interested in buying your new product and would be pleased to receive a copy of your latest catalogue and the price list.

3.5.3 Translate the following:

- I should like very much to hear …;
- We should greatly appreciate your telling us …;
- I am writing to inquire if …;
- I wish to make some inquiries about …;
- Will you kindly inform us whether/if …;
- May we ask you for …;
- Would you be kind enough to …;
- We hope you will …;
- We trust you will …;
- I should be very grateful if you could …;
- According to your request …;
- In accordance with your request …;
- As requested by you …;
- At the request of your …;
- We are glad to answer your inquiry …;
- We are pleased to send you …;
- Here is the information you requested …;
- We shall be pleased to inform you …;
- We wish to inform you …;
- I am making use of this opportunity to approach you with the request ….

**3.5.3.1 Give the corresponding English equivalents:**

- Удовлетворять просьбу;
- Выполнять просьбу;
- В соответствии с просьбой;
- По вашей просьбе;
- Пользоваться возможностью обратиться к;
- Сделать все возможное;
- Обратиться к кому-либо с просьбой;
- Для меня будет большим удовольствием удовлетворить Вашу просьбу;
- Пользуюсь возможностью, чтобы обратиться к Вам с просьбой;
- В соответствии с Вашей просьбой я просмотрел весь материал и считаю, что Ваши выводы совершенно правильны.

**3.5.4 Read the following letter. Write a similar letter informing your correspondent of your arrival and asking him/her for a few favours**

Dear Mr Clark,

I shall be arriving in Moscow on Wednesday 14th, and would be grateful if you could book accommodation at the Rossiya Hotel. Could you also reserve return tickets for me for Tuesday 20th. I would appreciate if you could arrange for a visit to the Bolshoi Theatre. Would it be also possible to include a visit to the Pushkin Museum into our itinerary. Your cooperation would be most appreciated.

Yours sincerely,
Norman Gotsby

**3.5.5 Translate the following bodies of letters:**

a) I would like to thank you on behalf of my colleagues and myself for the organization and participation in the Banking Seminar held in Moscow on April 24-25,2000.

We have found the presentation made by the members of the Citibank team at the Seminar quite interesting and educational.

As it had been already mentioned during the Seminar we consider it to be a part of the overall development of our mutually beneficial business relationship.

We would appreciate if you pass our best regards to all of your colleagues who participated and organized the Seminar.

b) The Organizing Committee officially invites you to participate in the work of the seminar to be held from 10th to 12th November this year.

We would very much appreciate an early reply to this invitation and hope we shall have the pleasure of seeing you here.
We should be very grateful to you if you let us know of the date of your arrival.

c) It gives me great pleasure to accept your invitation to participate in the work of the seminar.

I shall cable you the date of my arrival at my earliest convenience.

3.5.6 Look through the following model letter which sets out (1) the writer's address, (2) the salutation to the addressee, (3) the body of message, (4) the closing word or phrase, and (5) the writer’s signature

MODEL LETTER

writer’s city/ state/ zip code
writer’s country
month /day/ year

salutation ( Dear ) + addressee’s name,
body of the letter

……………………………………………………………….
……………………………………………………………….

closing,
( writer’s name )

Note - Readers in American English usually expect to find these parts of a letter arranged in this way; they may be confused if the format is changed. In some countries, for instance, the custom is to include the writer’s name in the upper right corner above the writer’s address. However, a reader accustomed to American English letters may think that the (foreign) writer’s name is a street, if it is written on the first line of the address position. Thus, be very careful when writing letters and try hard to avoid any ambiguities and misunderstandings.

3.5.7 Now one more note about writer’s address Although you will usually find that the writer places his/her address in the upper right-hand corner of the page, business correspondents may place their address in the letterhead at the middle top of the page, or at the above left-hand corner

3.6 Envelope Address

On the envelope, the U.S. post office requires the addressee’s name on the first line, the street address on the second line, the city/ state/ zip code on the third line, the name of the country on the last line. All of this should appear in the center of the envelope. The writer’s name and address should appear in the upper left-hand corner of the envelope.

MODEL ENVELOPE

writer’s full name       STAMP
writer’s street address
writer’s city/ state/ zip code
writer’s country

(title) addressee’s full name
addressee’s street address
addressee’s city/ state/ zip code
addressee’s country

3.6.1 Note - Besides the above mentioned you may come across the following inscriptions on the envelope:

Air Mail / AIR MAIL, Express, Urgent, Registered, Private, Private and Confidential, Confidential, Strictly Confidential.

3.6.2 Zip Code Abbreviations used in the U.S.:

<table>
<thead>
<tr>
<th>State</th>
<th>Zip Code Abbreviation</th>
<th>State</th>
<th>Zip Code Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>AL</td>
<td>Missouri</td>
<td>MO</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>Wyoming</td>
<td>WY</td>
</tr>
</tbody>
</table>
3.6.3 Official postal service abbreviations. For states and other U.S. areas (in business writing):

<table>
<thead>
<tr>
<th>Street Address Abbreviation</th>
<th>Canadian Province/Territory Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apartment APT</td>
<td>Alberta AB</td>
</tr>
<tr>
<td>Avenue AVE</td>
<td>British Columbia BC</td>
</tr>
<tr>
<td>Boulevard BLVD</td>
<td>Manitoba MB</td>
</tr>
<tr>
<td>Box BX</td>
<td>New Brunswick NB</td>
</tr>
<tr>
<td>Circle CIR</td>
<td>Newfoundland NF</td>
</tr>
<tr>
<td>Court CT</td>
<td>Northwest Territories NT</td>
</tr>
<tr>
<td>Drive DR</td>
<td>Nova Scotia NS</td>
</tr>
<tr>
<td>East E</td>
<td>Ontario ON</td>
</tr>
<tr>
<td>Fort FT</td>
<td>Prince Edward Island PE</td>
</tr>
<tr>
<td>Garden GDNS</td>
<td>Quebec PQ</td>
</tr>
<tr>
<td>Headquarters HQ</td>
<td>Saskatchewan SK</td>
</tr>
<tr>
<td>Heights HTS</td>
<td>Yukon YK</td>
</tr>
<tr>
<td>Highway HWY</td>
<td>Yukon Territory YT</td>
</tr>
<tr>
<td>Lake LK</td>
<td></td>
</tr>
<tr>
<td>Lane LN</td>
<td></td>
</tr>
<tr>
<td>Mount MT</td>
<td></td>
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<tr>
<td>Mountain MTN</td>
<td></td>
</tr>
<tr>
<td>North N</td>
<td></td>
</tr>
<tr>
<td>Parkway PKY</td>
<td></td>
</tr>
<tr>
<td>Place PL</td>
<td></td>
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<tr>
<td>Point PT</td>
<td></td>
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<tr>
<td>Port PRT</td>
<td></td>
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<tr>
<td>Road RD</td>
<td></td>
</tr>
<tr>
<td>Route RT</td>
<td></td>
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<tr>
<td>South S</td>
<td></td>
</tr>
<tr>
<td>Street ST</td>
<td></td>
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<tr>
<td>Terrac TER</td>
<td></td>
</tr>
<tr>
<td>Trail TRL</td>
<td></td>
</tr>
<tr>
<td>Trailer TRLR</td>
<td></td>
</tr>
<tr>
<td>Turnpike TPKE</td>
<td></td>
</tr>
<tr>
<td>West W</td>
<td></td>
</tr>
</tbody>
</table>

3.6.4 Note - Some new business addresses may now have an additional Number following the standard 5-digit zip code number. These numbers should be used on all correspondence.

Examples:

<table>
<thead>
<tr>
<th>Iowa State University</th>
<th>University of Kansas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ames, IO 50011</td>
<td>Lawrence, KS 66045-2140</td>
</tr>
</tbody>
</table>
3.6.5. Some hints on note-taking

It is often necessary to take notes during phone conversations. You can do this more easily by shortening words and sentences, for example:
Words - Leave out letters. Usually we leave out vowels (a, e, i, o, u), use the key part of a word or use a common abbreviations, e.g. send >>> snd, Wednesday >>>Wed.
Sentences - Keep in only the 'content' words (nouns, important verbs, adjectives, adverbs), e.g. Please call our office back tomorrow >>> cll offc tmrrw.

3.6.5.1. Write the following words and sentences in note form.

1 transport; 2 Japan; 3 recommend; 4 person; 5 speak;
6 I'll be driving to the exhibition next week. 7 I'd like to book a room for two nights.
8 The consignment has been delayed for one month. 9 Can you find me a map of the area? 10 When the lamp is lit, you can set up a call.

3.7 Arrangement of the main part of Business Letters and Numeration of Sheets

A letter consists of paragraphs. Each paragraph expresses one complete thought. It is advisable to make a new paragraph for each thought. A left margin is usually 1.5 – 2 sm in width. A right margin is narrower. Usually there is one interval between the lines within a paragraph and two intervals between paragraphs. The shorter a letter is the wider its margins are to make it look more ‘business-like’. If a letter is very brief it may be printed with two intervals between lines. If a letter consists of several pages/sheets you should mark them in one of the following ways: -2-; /2, Sheet 2, Continuation Sheet No 2, Page 2 or ./. . . Sometimes each new sheet has the indication of the date and the addressee. A reverse side of the sheet can also be used for letter writing. In this case at the end of the first sheet you should put ‘pto’ which meant ‘please turn over’ or ‘over’. Sometimes there are no such indications at all.

3.7.1 The Body of the Business Letter

The body of the business letter usually includes: a) Reference, b) Information, c) Purpose, d) Conclusion

You should begin your letter with a REFERENCE to a letter you have received, an advertisement you have seen, or an event which has prompted the writing of your letter.

e.g.: Thank you for your letter of May 3rd. In your letter of January 13th you inquire about… .

It was a great pleasure to receive your letter of July 1st that … .
I recently called your agent in this country to ask about … but he was unable to help me.

Sometimes it is necessary to add some detailed INFORMATION related to the reference, in a subsequent paragraph.

PURPOSE is the most important part of the letter, where you are expected to state clearly and concisely what you want and answer carefully and clearly all the questions that you have been asked.

CONCLUSION usually consists of some polite remark to round the letter off.

e.g.: I look forward (I am looking) to hearing from you soon.
    I sincerely hope you will be able to help me in this matter.
    I should greatly appreciate an early reply.
    Please accept our sincere apologies for the trouble this mistake has caused you.

We apologize sincerely for the trouble caused to you, and will take all possible steps to ensure that such a mistake does not occur.

3.8 Exercise

3.8.1 Match the parts of the business letter’s body:

1) REFERENCE  1) With best regards
2) INFORMATION  2) I refer to the telex of Mr. Francis dated March 19th, 2001, and write personally to apologize for the last minute post – ponement of our visit to Moscow on March 21st.
3) PURPOSE  3) I look forward now to our meeting on the revised date of Wednesday April 18th, again at 11.30 a.m.
4) CONCLUSION  4) It was considered by my colleagues in Frankfurt to be more appropriate if I took part in the discussion.

3.8.2 Match the parts of the whole business letter:

1) HEADING  1) Yours faithfully,
2) INSIDE ADDRESS  2) We thank you for your letter of 2nd June, together with the enclosed draft which we have studied carefully. We are pleased to advise you that we are prepared to support your proposals in accordance with your latest suggestions.
3) GREETING  3) Dear Sir,
4) REFERENCE  4) We are willing to offer you every assistance and look forward to hearing from you soon.
5) INFORMATION  5) Kindly note that we are ready to enter the talks as
soon as you request it.

6) PURPOSE 6) Since the above draft resolves all the outstanding issues we urge you to enter into official negotiations at your earliest convenience.

7) CONCLUSION 7) The Executive Manager, Richardson, Smollet&Co.Ltd., 4, Boswell Way, Nagstead, Kent, NA 24PJ.

8) COMPLIMENTARY CLOSE 8) R.Thompson, Marketing Manager

9) SIGNATURE 9) October 16th, 2000

3.9 Typical Expressions used in Business Letters

3.9.1 Phrases Acknowledging Receipt of Letters

We have received your letter of…
We thank you for your letter of …
Thank you for your letter …
We have received your letter … for which we thank you
We acknowledge receipt of …
We are pleased to receive …
We have your letter of…

3.9.2 References to the Correspondence Received

With reference to your letter …
We refer to our telephone conversation regarding …
Replying to your letter of … we are pleased to inform you that…
In reply to your letter of … we are pleased to …
In response to your letter of …
We have your letter of … and in accordance with your request we…
In accordance with your request we …
As instructed by you on …
We confirm our fax message received this morning and we …
We would like to confirm our telex of …which reads…
Confirming … we have the pleasure to …
Further to our letter of… we …

3.9.3 New Information

We are informing you that/of/about …
We inform you that/of/about …
We wish to inform you that/of/about …
We are pleased to inform you …
We would like to inform you …
We have pleasure to inform you …
Please be advised that …
Kindly note that …
May we remind you that …
We regret to inform you …
We have to inform you …

3.9.4 Apologies

We apologize for …
Please accept our apologies/apology for …
Apologizing for … we …
We very much regret to say that …
We are very sorry for a delay in …

3.9.5 Requests

Would you please, be so kind to …
Would you kindly …
Would you please …
Will you kindly …
Will you please …
Please…
We shall be pleased to …
We should be pleased if you inform us of/about …
We are interested in …
We should be obliged if you could/would …
We should be glad if you would …
It will be appreciated if you can …
It would be appreciated if you could/would …
We would appreciate your advice/sending …
In view of the urgency we ask you to …
We ask you to …
We should/shall be grateful if you would …
We trust you will …

3.9.6 Mentioning of Enclosure

We are enclosing …
We (now) enclose …
… is enclosed and …
Also enclosed are …
We now return …
We are attaching to this letter …
We are pleased to enclose with the letter …

3.9.2 Thanks at the End of the Letter

Thank you again for your help.
We will be ready to serve you in every way possible.
Thanks again for your thoughtful note.
Thank you for your assistance.
We take this opportunity of thanking you for your …
Many thanks for your earliest attention.
We are grateful and look forward to continue our business relations.
We look forward to the development of very promising and mutually beneficial relations between our companies.
We look forward to continue our mutually beneficial relationship.
Assuring you of our best attention at all times.
Awaiting your further commands.
Looking forward to hear from you favourably …
Thanking you for the confidence …
Best (personal) regards.
We send you our best wishes for Christmas and a very prosperous New Year.

3.9.3 Mentioning of Future Contacts

If you have any questions or comments on the above please do not hesitate to contact us.
If you require any further information we shall be happy to let you have this, on request.
Your advice is awaited, and should there be any unfore-seen delays please let us know immediately.
Should the missing invoice turn up, please notify us immediately.
Should you have any questions, please contact …
If we can be of further assistance to you, do not hesitate to write us or call us.
If our bank can be of assistance to you, do not hesitate to call on us.
Please do not hesitate to write if you require further information.
For further information feel free to call 972-4084 extension 3190 or 3191.
Should you have any problems please call us…

3.10 The Connectives

The connectives play an outstanding role in writing a business letter.
They are used for better comprehension of the contents.
Logical Connectors

Таблица 3.1

<table>
<thead>
<tr>
<th>Logical Relationship</th>
<th>Coordinate Conjunction</th>
<th>Transition</th>
<th>Subordinate Conjunction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Addition</td>
<td>And</td>
<td>Moreover</td>
<td>First</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Furthermore</td>
<td>Second</td>
</tr>
<tr>
<td></td>
<td></td>
<td>In addition</td>
<td>Again</td>
</tr>
<tr>
<td>Sequence</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reinforcement or Emphasis</td>
<td>Indeed</td>
<td>In fact</td>
<td>Most important</td>
</tr>
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<td></td>
<td></td>
<td></td>
<td>Indeed</td>
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<td></td>
<td></td>
<td></td>
<td>Certainly</td>
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<td></td>
<td></td>
<td></td>
<td>Truly</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Even more important</td>
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<td></td>
<td></td>
<td></td>
<td>Equally</td>
</tr>
<tr>
<td>Choice</td>
<td>Or</td>
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<tr>
<td></td>
<td>Nor</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exemplification</td>
<td>For example</td>
<td>As an example</td>
<td></td>
</tr>
<tr>
<td>Illustration</td>
<td>For instance</td>
<td>In particular</td>
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</tr>
<tr>
<td></td>
<td>As an illustration</td>
<td>Consider as an illustration</td>
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<tr>
<td>Similarity</td>
<td>Likewise</td>
<td>In the same way</td>
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<td>Similarly</td>
<td>In a like manner</td>
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<tr>
<td></td>
<td>In a similar case</td>
<td></td>
<td></td>
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<tr>
<td>Contrast</td>
<td>But</td>
<td>Coversely</td>
<td>No doubt</td>
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<td>Contradiction</td>
<td>Yet</td>
<td>However</td>
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<tr>
<td></td>
<td>Still</td>
<td>In contrast</td>
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<td></td>
<td></td>
<td>Nevertheless</td>
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<td>Nonetheless</td>
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<td></td>
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<td>On the contrary</td>
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<td>On the other hand</td>
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<td>Otherwise</td>
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<td>Although</td>
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<td>Though</td>
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<td>Even though</td>
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<td>Rather than</td>
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<td>Cause</td>
<td>For</td>
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<td>Because</td>
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<td>Since</td>
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<td></td>
<td>As</td>
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<tr>
<td>Result or Effect</td>
<td>So</td>
<td>Consequently</td>
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<td></td>
<td>In the end</td>
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<tr>
<td></td>
<td></td>
<td>Thus</td>
<td>As a consequence</td>
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<tr>
<td></td>
<td></td>
<td>Therefore</td>
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<td></td>
<td></td>
<td>Accordingly</td>
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<td></td>
<td></td>
<td>Hence</td>
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<td></td>
<td></td>
<td>As a result</td>
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</table>

Продолжение таблицы 3.1

<table>
<thead>
<tr>
<th>Logical Relationship</th>
<th>Coordinate Conjunction</th>
<th>Transition</th>
<th>Subordinate Conjunction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time</td>
<td>Meanwhile</td>
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<td></td>
</tr>
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<td>Subsequently</td>
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<td>While</td>
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<tr>
<td>Manner</td>
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<tr>
<td>Restatement</td>
<td>In other worlds</td>
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<td></td>
<td>That is</td>
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<td></td>
<td>Particular</td>
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<td></td>
<td>In effect</td>
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<td></td>
<td>In simpler terms</td>
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<tr>
<td>Clarification</td>
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<tr>
<td>Concession</td>
<td>Though</td>
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<td></td>
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<td></td>
<td>Although</td>
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<td></td>
<td>Even though</td>
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<td></td>
<td>Granted that</td>
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<td></td>
<td>Admittedly</td>
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<td></td>
<td>It may be true that</td>
<td></td>
<td></td>
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<tr>
<td>Summation</td>
<td>To sum up</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>In conclusion</td>
<td></td>
<td></td>
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<td></td>
<td>Finally</td>
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<td></td>
<td>In short</td>
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<td></td>
<td>In sum</td>
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<td></td>
<td>In summary</td>
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<td>After all</td>
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<td></td>
<td>Anyway</td>
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<td></td>
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<td></td>
<td>At any rate</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Eventually</td>
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<td></td>
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<tr>
<td>Conclusion</td>
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</tbody>
</table>

There are many other connectives. E.g.: Owing to, Unfortunately, We should be delighted, We do hope, It is possible that, We should be pleased, For this reason, We regret about, Taking into account that, Hopefully, etc.

### 3.11 Exercises

#### 3.11.1 You have found different parts of many letters; choose what phrases you should use: a) at the beginning of a business letter b) in the middle c) at the end.

Complete the phrases where it is necessary

1) We have pleasure in informing youuddenly;
2) Yours sincerely;
3) In reply to your letter dated .........;
4) We look forward to a visit of the President .........;
5) We wish to inform you...........;
6) Further to our telephone conversation .........;
7) Yours faithfully;
8) We thank you for your letter dated 23rd March, 2000;
9) We have to inform you………;
10) I’m looking forward to meeting you soon;
11) We enclose with the letter the design documents;
12) Best regards;
13) We highly appreciate the work you have done for us;
14) Please, contact us as soon as possible;
15) It allows us to make a decision;
16) Regards;
17) You are kindly requested to study this material and inform us about the decision at your earliest convenience;
18) I look forward to hearing from you;
19) We are ready to assist you in this endeavor;
20) We assure you that we shall fulfill our obligations;
21) In confirming our talk with your representative………;
22) In connection with your inquiry………;
23) We should like to stipulate the fact that ……….

3.11.2 Join the ideas using the connectives

E.g.: We should be delighted to take a group of your students/
    Our company regulations limit maximum numbers of groups to twenty.
    
    We should be delighted to take a group of your students, HOWEVER (PLEASE, TAKE INTO ACCOUNT THAT) our company regulations limit maximum number of groups to twenty.
    
    - We should like visiting groups to report to our office on the date of the visit/Do please contact at the above address at 8 am.
    - We have received your message concerning the date of the visit/ Arrange your visit for early 2004.
    - Our company makes a small visiting charge/ This includes the price of lunch.
    - Our company reserves the right to send off the premises any members of the group who misbehave/ It should not happen.

3.11.3 You are working at a big company as a Personal Assistant to Managing Director. In a month two representatives of your company will arrive in Vermont, USA and plan to be there for a week. Using examples given below try to write:

    a) your own letter of inquiry to the best hotel in the city;
    b) book seats on a plane.
Example 1:

15 Maple Street,
Montpelier,
Vermont,
USA.
6th May, 2000

The Manager,
Park Hotel,
26,… Str. ,
Brighton,
England.

Dear Sir:

The name of your hotel has been given to me by the Hotel Association, and I shall be very much obliged if you let me know whether you have the following accommodation available for 3 weeks, from 15th July: One double room, if possible with private bathroom, and one single room.
Thank you in advance for your reply.
Yours faithfully,
W.D.Throp

Example 2:

Win Mouk Co.,
302 Barr Street
Rangoon,
Burma.

7th July, 2000

Scandinavian Airline System
12, Chelsey Street,
London, W.I.,
England.

Dear Sirs:

Our Technical Director, Mr.Thuong, will be arriving in London next week and will then go on to Sweden and Finland. We shall therefore be obliged if you book a seat for him on a plane leaving Britain for Stockholm on or about the 21st.
We thank you in advance for your kind attention to this matter.

Yours faithfully,
Win Kuu
(Secretary)
3.11.4 You work at a big chemical plant as a Product Manager. Inform the well-known company-producer of chemical equipment that you would like to receive their latest catalogue. Use the words and word combinations provided below

We are the leading manufacturers for this article………
We should be much obliged if ………
to consider our request………
to contact………
in this context………
Yours sincerely
We heard that your company is a reliable partner………

3.11.5 You work at a big bank as a Computer Specialist. Let the company-supplier of the computers know that their terms of payment and delivery suit you, but you cannot place an order with them as their prices are too high. Use the following words and word combinations

Company: Apple Computers, Inc., 32 5th Avenue, New York, USA.
Further to our discussion………
We wish to inform you ………
We highly appreciate………
full contact value………
to make a decision………
unfortunately………
competitive prices………
terms of delivery………
to reduce the prices………
Yours sincerely

3.11.6 You work at a food company as a Sales Manager. Inform your partners that the prices went up and you developed the new items which would be presented at the International Autumn Fair, November 2 – 10, 2004. Use the words and combinations given below

We have to inform you ………
to revise export prices………
to make necessary………
increased cost of the production………
as a result……… to enclose a copy of our price-list………
to draw smb’s attention to the new items………
to exhibit at the fair………
We thank you for your support in the past………
to hope to be of service to smb………
Yours faithfully
3.11.7 Read the model letter. Pay attention to the notes

Bryan&Co.,
16 Kensington Gardens,
London

10th April 2000
The Marketing Manager
Messrs Cook&Brothers Ltd.,
17 High Street
Somersetville, Kent

Dear Sirs,

Re: our order B-67

It is now over 6 weeks since we sent in the above order, and we are still awaiting delivery. We regret that unless you are able to give us an assurance of delivery within the next two weeks, we shall be obliged to cancel the order. Please treat this matter as urgent.

Yours faithfully
T.Kelvin
Marketing Manager

Notes - a) The opening ‘It is now over (more than) 6 weeks since we…’ emphasizes the time the writer has been waiting. ‘More than’ and ‘almost’ are more formal than ‘over’ and ‘nearly’.
b) ‘We are awaiting delivery’ is more formal than ‘We are waiting for delivery’.
c) ‘unless you are able’ = if you are able. The former is more emphatic.
d) The final sentence ‘Please …’ combines politeness with urgency and slight annoyance.

3.11.8 Compose letters out of the following:

1) It/now/almost/month/since/you agreed/ install/ the equipment/ we/ purchased/ you/ April. We regret/ unless/ the equipment/ installed/ two weeks/ we / obliged/ report/ Head Office. Please/ treat/ matter/ urgent;
2) …more/ three months…you/ expressed/ interest/ setting up/ joint venture/ we … awaiting/ your comments/ draft scheme. We … you/ prepared/ let us know these/ near future/ we/ obliged/ seek/ other arrangements. Please treat…;
3) …more/ 4 months/ you became/ our agents/ we not yet received/ one good order. Unless/ you/ able/ sell/ more/ our goods/ we / obliged/ seek/ services/ another agent. Please treat….
3.11.9 Read the model letter and pay attention to the notes

Midland Bank Aval Ltd.,
135-141 Cannon Street
London
16th October 2000

E.R.Frederics,
Brown&Smith Ltd.,
79 Park Avenue,
London

Dear Sir,

We write to draw your attention to the fact that our statement of account dated 5th October is still awaiting settlement. As payment is now considerably overdue, we must ask you to remit the sum in question without delay.

Yours faithfully,
S.Johnson
Manager, Accounts Dept.

Notes - a) ‘Draw your attention to the fact that’ is more emphatic than simply ‘draw your attention to smth’.
   b) ‘Overdue’ - the time allowed for settlement has passed.
   c) Possible variations of ‘to remit the sum in question’ are ‘to remit the above sum’, ‘to send (forward) your remittance for the above sum’.
   d) ‘Without delay’ conveys more urgency than ‘as soon as possible’ and sounds less like an order than ‘immediately’.

3.11.10 Compose letters out of the following:

1) We/ write/ draw/ attention/ fact/ we still/ awaiting/ delivery/ order.
   As/ goods/ urgently/ required/ we/ must/ ask you/ arrange/ delivery/ without delay;
2) ... attention/ fact ... above account/ awaiting settlement. As/ we/ not able/ extend/ credit/ longer/ we must .../ remit/ sum/ ...delay;
3) ...fact/ above order/ awaiting confirmation. As/ we/ unable/ dispatch/ this/ received/ we must...confirm/ delay.

3.11.11 Read the model letter and the notes

26th November 2000

The Sales Manager,
Spenlow&Jorkens Ltd.,
10-14 Pegotty Street

Dear Sir,
Further to our letter of 14th November, we write to advise you of the results of the market research.

The findings of the report, a copy of which we enclose herewith, are favourable and clearly indicate that there is a market here for your produce. It will, however, take a little time to introduce your goods to the market.

If you are prepared to accept recommendations in the report, we are willing to begin negotiations with a view to rendering your assistance in the above. Your cooperation here will be much appreciated.

As to your request of 10th November, in which you ask for more favourable terms, we regret, therefore, that at present we are unable to offer more than the terms agreed last year.

Apart from the fact, we are, nevertheless, willing to consider your case in the future, provided that you are prepared to order a little more. We trust that our proposals will be acknowledged with a substantial order.

Yours faithfully,
R.Folkner
Executive Director

Notes - a) ‘Further to our letter’ - a frequent opening to refer to a previous letter.

b) Placing ‘However’ at the head of the sentence we achieve more emphasis. Compare: ‘However, it will take a little time...’ ‘It will, however, take a little time...’

c) ‘Nevertherless’ - a more emphatic form of ‘however’.

d) ‘With a view to’ means ‘with the intention of’, which shows the intention of the writer.

e) ‘Your cooperation will be much appreciated’. A commonly used phrase to invite cooperation. Note that when ‘cooperation’ is followed by the preposition ‘in’ it calls for the use of the gerund. ‘Your cooperation in resolving the outstanding issues would be much appreciated’.

f) The construction ‘apart from the fact’ is very useful for emphasizing two points the writer wishes to make. ‘Apart from the fact that we haven’t got your confirmation yet, we are prepared to …’

g) ‘provided that’ - ‘on condition that’. Note that both are much stronger than if”.

3.11.12 Compose letters out of the following:

1) Further/ letter .. we/ write/ advise/ results/ meeting/ partners. The conclusions/ reach/ enclosed/ report/ indicate/ not all problems/ resolved. It/ however/ require/ more efforts/ settle/ remaining issues. If/ you/ prepared/ revise/ certain items/ we/ willing/ resume the talks/ with a view/ reach/ consensus. Your/ prompt/ reply/ appreciate. As to/ request/ establish/ contacts with Brown & Co/ we/ regret/ therefore/ that/ at present/ it im- possible/ since/ the company/ undergo/ radical restructuring. Nevertheless/ we/ willing/ assist/ you/ arranging/ contracts/
provided/ you/ prepared/ wait/ little longer. We/ trust/ delay/ cause/ inconvenience;
2) Further/ letter ... we/ write/ advise/ decisions/ taken/ last meet-.
ing. The general opinion/ in favour/ opening/ our branch/ London. It/ be/ a few months/ however/ before/ it/ be operative. If/ therefore/ you/ prepared/ accept/ our representation/ on/ a temporary basis/ we/ willing/ do our best/ represent/ interests/ with a view/ expanding/ your clientele. We/ look forward/ receiving/ your comments/ above proposal;
3) ...letter../write... result/ exhibition/ held/ these/ two weeks. Most contracts/ comments/ which/ we/ enclose/ herewith/ signify/ recognition of your product. It take/ a longer time/ however/ meet the demand/ since/ market/ vast and fluctuating. Nevertheless, if/ you/ prepared/ accept/ our recommendation/ we/ willing/ continue/ studying the market/ and/ supplying/ data on the conditions and trends. We look...

3.11.13 Insert prepositions where necessary:

Dear Sirs,
I refer ... the telex of Mr Francis dated... March 19th,2001, and write personally to apologize... the last minute postponement... our visit... Moscow ...March 21st. Given the number and relative importance... the topics which we wished to discuss... you, it was considered... my colleagues in Vienna to be more appropriate if I were party... the discussions.
I look ...our meeting... the revised date...Wednesday April 18th, again ...11:30 a.m.
One ...the major topics we had...discussion was your telex dated January 5th, 2001 ... our Head Office instructing...us...the new procedures. You are aware that...date we have not been complying...this instruction and Mr Francis ...his recent telex indicated I would write ...you...this subject.
I look forward ... discussing this further...you when we meet... Moscow... April 18th.

Best regards, Yours faithfully,

3.11.13.1 Dear Mr..., ...my return...London I am writing ...behalf...Mr...and myself to thank you...your kind reception when we visited you ... last month. As we told... you we were extremely pleased to have noted greater activity ... our two institutions...the field...Euro-currency deposits, although you very kindly explained that ... view...the fact that there is...present a two hour difference...obtaining... quotations...order to assist you further we are arranging...
... your office to call us...time...time approximately...10 a.m. London time and we trust that this will be helped ...you. Finally, I should like to thank you... your kind
hospitality... luncheon which we greatly enjoyed and I should be most grateful if you would also convey... Mr... my personal thanks... his kindness... accompanying me... my visit... the Dental Clinic.

Kindest regards,
Yours sincerely,

3.11.13.2 Dear Mr...

I am writing to thank you and your colleagues... the stimulating meeting you chaired... Mr Smith and myself... last week, and to say how much we enjoyed... your company... lunch afterwards.

I was very conscious... your remarks... the level... business between our two institutions. While I have already brought this comment... my Head Office, I should be happy to discuss this topic... you... greater detail... a future occasion.

I look forward... the pleasure... seeing you... near future, and... broadening my acquaintance... your colleagues... the Bank... Foreign Trade.

3.11.14 Complete this letter by finding suitable words for each space from the words in the margin:

Dear Mr...,

Having recently... to Tokyo, I take this first... to thank you for the... you... to Mr. Brown and me when we were... to... your... institution.

I... our meeting and discussion to be... and interesting, certainly... us to achieve the... of our trip.

I very much... your... suggestion on our providing additional services. As I explained during our meeting, we shall... this suggestion... . At the same time, we... ask you to... our proposal that you open a U.S. Dollar account with our bank.

I have heard that Mr. Smith, your Deputy Chairman, will be... Japan this autumn. I... to... him again, and to discussing subjects of... interest.

In... personal regards, I look forward to... of expanding business activities we are... to enjoy with your bank.

to call on
to assist
fruitful
opportunity
to extend
fine
to be honoured
hospitality
objective
to find
to return
sincere
kind
appreciate
respectfully
keep in mind
to consider
to look forward
to visit
mutual
to see
esteemed
way
to be privileged
Please …on my best… to Mr. Collins, your Deputy General Manager.

Yours faithfully,

3.11.15 Write a business letter observing the set rules:

а) Поблагодарите за любезное приглашение принять участие в работе семинара. Просите прислать Вам предварительную повестку дня.

б) Напишите, что Вы получили письмо адресата и рады были выполнить его просьбу. Вы посылаете ему все необходимые материалы и надеетесь, что они ему пригодятся.

в) Подтвердите получение письма Напишите, что высылаете отдельным письмом свои предложения по организации конференции. Попросите подтвердить получение.

г) Обратитесь с просьбой выслать Вам последние данные по состоянию рынка. За ранее поблагодарите. Предложите свою помощь.

3.11.16 Read the following letter of complaint and write a suitable reply.

BASIL HEATHCOTT-JONES
51 Dudley Road, Wembley, Middlesex HA5 6 DM
15 October, 2000
The Manager
Customer Relations Department
Winner Electrical Products
Tor Legh
Wessex

Dear Sir,

About a week ago, I bought your new coffee-percolator intending to keep it in my office so that I could offer fresh coffee to my visitors.

Last Wednesday, I received an important Chinese businessman and, naturally I offered him a cup of coffee. He accepted my invitation. I placed a filter in the machine, filled it with ground coffee, and turned on the machine. I'm quite sure I followed to the letter the instructions for operating the percolator. While we were discussing the finer points of a draft contract, I heard the coffee-percolator making a strange noise. I can only describe it as a bubbling, gurgling sound. Not wishing to appear rude to my Chinese guest, I ignored it. He also, by the way, gave no sign that he had heard anything unusual.

About five minutes later, a tremendous noise came from the machine. It seemed to explode! Coffee shot out from it and sprayed all over the carpet. Some of it fell on the trousers and coat of my guest. And it also splashed over documents I had on my desk. The carpet was soaked, the mess unbelievable.
I don't need to tell you how embarrassed I was. My guest was extremely polite, But we did no further work on the contract. I haven't seen him since. And I'm beginning to think I never will.

Of course I expect financial compensation from your firm for the loss I have suffered because of your faulty product. Perhaps you'd let me know how you're prepared to offer me. Let me say now, the sum must be suitable. If not, I shall place the matter in the hands of my lawyer.

B. Heathcott-Jones

3.12 Different types of letters

Now you know that with the help of business letters you can can express your ACKNOWLEDGMENT (e.g. receipt of package), APPLICATION (e.g. job or study), COMPLAINTS (e.g. damage in shipment, error in printing, delay in response, etc.), ORDERS (e.g. purchase), REQUESTS (e.g. for reservation, catalog), INVITATIONS and INTRODUCTIONS. Most of the above mentioned letters are formal but INVITATIONS and INTRODUCTIONS may be formal and informal.

3.12.1 Letters of Introduction

Note that a letter of introduction is offered, not requested. Make it a point never to write a letter of introduction unless you know both persons intimately and well.

Write the letter briefly and to the point. The letter should give the name of the person being introduced, the reason or purpose for the introduction, and any other information that is relevant or important. Such letter may either be handed to the person for whom it is written, to be presented personally, or it may be sent through the mail. If it is to be delivered personally, the envelope should be left unsealed. However a second and private letter may be written and sent by mail, giving more information about the person who is on the way with a letter of introduction.

Here are some types of such letters:

3.12.2 To be presented in person

Dear Mr Carter,
The bearer of this letter, Mr Peter Bodrov, is a friend of mine who is visiting your city on business.

Anything you can do to help him will be a kindness much appreciated by him and, I need hardly say, by me.

Yours sincerely,

Wilfred Lockyer.

3.12.3 To be sent by mail (official letter)

Dear Mr Smith,
Knowing your interest in higher education, I wonder if you would like to meet Dr S. Ivanov, a Russian expert in this field.
If you could telephone me in the next few days, I would be delighted to arrange a lunch with Dr S. Ivanov before he leaves London on October 31st.

Yours sincerely,

George Petrov.

3.12.4 Informal letter to be sent by mail

Dear Jim,

In the next day or so you will receive a telephone call from Dmitri Dibrov of Moscow. He is a very good friend of mine and as he is planning to be in Edinburgh for a month or more, I gave him a letter of introduction to you.

I know how busy you are, Jim, and I do not want you to regard this as an obligation. But I feel certain that you will enjoy meeting Dmitri Dibrov and I am sure that once you meet him, you will want to keep on seeing him! For Dmitri’s good company anywhere - at golf, tennis or just talking.

I hope you and Ellen are well and I look forward to seeing you on your visit to London.

Sincerely yours,

Richard Dawson.

3.13 Exercises

Read the following two letters and say which of them should be presented in person and which sent by mail, which of them is official. Prove your choice

3.13.1 Dear Mr Brown,

A mutual friend, Mr George Green, has advised me to get in touch with you. I am working on a thesis on English history of the seventeenth century. As you are an expert on this period I would be most grateful if we could meet. I should be very glad if you would have dinner with me at the Kensington Garden Hotel at 7 p.m. on Wednesday, June 28th.

Yours faithfully,

Sergei Petrov

3.13.2 Dear Stephen,

This will introduce Sergei Petrov who is going to spend the winter in London gathering material and doing research for a thesis. He plans to spend his days at the British Museum Library and his evenings with congenial people. I told him I know of no one more congenial than you!

I am sure you will like Sergei and that you two will enjoy each other’s company immensely. I do not need to tell you how much I shall personally appreciate any courtesies you show him.

Sincerely yours,
3.13.3 Read the following informal note and use the information in it to complete the numbered gaps in the more formal letter. Insert not more than two words for each gap. The words which you have to insert DO NOT OCCUR in the informal note. The exercise begins with an example (0)

3.13.4 Informal Note:

I’ve been asked to write a reference for Faith Good. Do you think you could help me with it? It’s quite hard to know how to write a diplomatic reference for her as she isn’t exactly the ideal employee. Mind you, she means well and I’d like to help her get a good job. She passed her typing and shorthand course after all and I think she’s good at speaking to people over the phone. She’s not bad at Spanish and she passed her driving test last month, I believe. She’s a fitness fanatic and she always wears the latest fashions. She’s always cracking jokes – even if some of them are pretty terrible – and she certainly doesn’t worry in the slightest about talking to new people. So she fits the bill as far as the job is concerned in quite a few ways. I guess I can’t avoid mentioning her appalling spelling and the way she’s late for everything. But I’ll finish by saying – and think this is true really – that we’d be sorry to see her go if another company gave her a job somewhere else.

3.13.5 Formal Letter:

Dear Mr Brown,

As requested (0) I am sending you a reference for Ms Faith Good. I am happy to recommend her for the position you have advertised. She has a (1) typing and shorthand and she has a good telephone (2). She speaks Spanish (3) and she holds a (4). Faith is (5) at aerobics and running and she always dresses (6). She has a (7) of humour and is (8) about meeting new people. She is certainly, therefore, in many ways (9) for (10) that you are advertising. Although her spelling could (11) and she tends not to be (12), we should sincerely miss her many qualities if she were to accept (13) of employment elsewhere.

Yours (14),

Jenny Smith.

3.13.6 In the following letter Mr Watson is complaining to the manager of a shop about the radio he bought. The radio doesn’t work. The letter is written in a mixture of informal and formal styles. It contains many words and phrases that are labelled (infml), (fml) or (sl)=(slang) in many dictionaries, for example, in the Oxford Advanced Learner’s Dictionary. Change formal words into informal and vica versa.

Try to avoid the mixture of styles with the help of a dictionary

The Manager

Crackpot Radios Ltd
London

Dear Sir/Madam,

I regret to inform you that I have a complaint about the radio I purchased in your shop yesterday. The blinking thing doesn’t work, even though it cost a lot of dough. The chap who served me was a right charlie. He intimated if there was any mix-up I could have my money back, no problem! But he didn’t let on that he was not the manager and it wasn’t up to him to make the rules.

However, I do intend to get my money refund so that I can shop elsewhere in future. I’m writing to you because you are the manager and you should be able to rectify the situation. I’m not prepared to give this matter up as a bad job. If I don’t hear from you within a week, I shall be compelled to go to the law.

Yours faithfully,
J.E.Watson.

3.13.7 Read the letter that was received by the Client Service Manager of Kennewick Travel American Express

Dear Sirs,

I am writing to complain about the holiday I have just had which was organised by your company Kennewick Travel American Express.

In your brochure you said Poxos was a quiet resort and the hotel would be ideal for retired people. In fact the resort was full of noisy discos and we were woken up every night by drunken young people.

Another hotel was being built next door while we were there, so it was noisy all day too.

You said we would be met at the airport and taken to the hotel. Instead, we had to catch a bus.

Also, you said the hotel was 2 minutes from a sandy beach but in fact it was over an hour's walk away – and the beach was rocky!

I am very disappointed and angry and I expect you to give the matter your immediate attention.

Yours sincerely,
Arthur Brown.

Think of 2 possible reasons of this accident.
What should be done in each case?
Discuss reasons in a group of three and work out plan of actions. Share your ideas with a class.
Reason 1………………………………………………………………
Plan of actions: 1)………………………………………………..
2) ……………………………………………….
3)………………………………………………..
4)………………………………………………..

Reason 2………………………………………………………….
Plan of actions: 1)………………………………………
2)………………………………………
3)………………………………………
4)………………………………………

Reply to this letter of complaint of the dissatisfied client after attentive reading of the following information about the travel agency: KENNEWICK TRAVEL AMERICAN EXPRESS ‘Travel With Us ! Travel Like We! Travel Better Than We!’

Company profile and mission statement:
Tourism to most people means that only the rich can travel to the places of their dreams. To them, tourism is related with luxury, elegance and extravagance, to big and noisy cities.
Little did they know that tourism can be fun and affordable; a journey to nature and to commune with the forest and the seas, to explore the unknown caves and search for other horizons found abundantly in nature.
The aim of Kennewick Travel American Express is to make travel affordable to every citizen of this world. After 19 years in business, Kennewick Travel American Express has established itself as one of the top agencies in America. Although the agency now ranks as the largest in revenue in this area, they do not sacrifice service for size. The most important consideration of their mission is to provide comfortable, affordable and safety places to stay. They have experienced travel guides who can help you make a good plan and preparation for your every trip to make it wholesome, pleasurable and memorable as well.
Kennekwick Travel American Express, INC is located at: 8836 Gage Blvd, Suit 202A, Kennekwick, WA 99336.

3.13.8 Read the two letters. Mark with T (True) or F (False) the following statements:
1) The editor didn’t like the work of Mr.York;
2) The editor liked his work but couldn’t afford its publishing;
3) The editor’s refusal is based only on his personal dislike of Mr York;
4) The editor tries to guard himself from further works by Mr York in a polite way;
5) The editor tries to give Mr York understand that his works are not worthy of publishing;
6) The editor’s refusal to publish Mr York’s work in just his whim.

3.13.8.1 April 15th, 190-.

DEAR SIR, - I am requested by the Council of the Association to return to you the draft of a paper on _____, which you have been good enough to read at our
forthcoming meeting. And to inform you that the Council do not see their way to including it in the programme.

I am,
Yours faithfully,
Secretary
April 18th.

3.13.8.2

DEAR SIR, - I am sorry to say that my engagements do not permit of my affording you an interview on the subject of your proposed paper. Nor do our laws allow of your discussing the matter with a Committee of our Council, as you suggest. Please allow me to assure you that the fullest consideration was given to the draft which you submitted, and that it was not declined without having been referred to the judgement of a most competent authority. No personal question (it can hardly be necessary for me to add) can have had the slightest influence on the decision of the Council.

Believe me (ut supra).

3.14 You work as Assistant Manager in the Sales Department of Rentax Ltd, a components manufacturer based in Birmingham (address: 398 Bristol Road, B2 5LH). You have recently written to a major customer (RCF Systems LTD) at New Estate Road, London SEL 1DD, to inform them of a price increase.

The following is an extract from their reply:
And so, in conclusion, I must underline that we cannot accept this 10% increase in prices.
Moreover, we would appreciate a full analysis of present and proposed costs which make up your prices. This information would be helpful if it were received in advance of a meeting at which we could discuss the prospects of cooperation between our companies. I would suggest a date towards the end of next month, if you agree.
Yours sincerely,
Donna Blackburn
Purchasing Manager

3.14.1 You made the following notes as your Sales Manager angrily read the letter:

1) Hard luck to them! It’s the first increase in 3 years;
2) We can’t tell them what our costs are!
3) We need to meet them AT ONCE. We’ll both go;
4) They ought to remember the good service we give them!

Use your notes to write a reply to the customer’s letter.

When writing your own letter try hard to avoid giving ground without causing offence to an obviously valuable customer.
Dear Ms Blackburn

Thank you for your letter regarding our recent price increase. From my own experience I know how difficult it is to accept these additional burdens but, as a matter of interest, this is our first increase in three years so I feel we have been particularly kind to our customers. I wish our suppliers could have been as kind to us! We have only achieved this record by keeping our costs down to an absolute minimum – much to the disbelief of some of our competitors.

Of course I understand and appreciate your concern. I would like to come and see you as soon as possible. I know my Sales Manager wants to join me. Would next Thursday be too soon? If you telephone me as soon as you get this letter we can fix a time and date. I feel sure a discussion at this stage would be to our mutual advantage. I hope it also shows our intention to continue to provide a service to our customers which is second to none.

Yours sincerely,

Jane Grimond

Assistant Manager, Sales Department

3.15 Some Words about Grammar and Punctuation

Passive Voice is widely used in business letters.

For example: We have been informed that…

This funds were forwarded…

Your answer is awaited …

Don’t use the shortened variants of analytical verb forms.

It is NOT RECOMMENDED to use something like: “‘ve arrived” or “‘d be splendid”. Use only generally accepted abbreviations. Too long sentences hinder the understanding of the content of a letter. On the other hand, too laconic sentences may sound rude. It is recommended to use sentences of medium length and alternate simple sentences with complex ones, compound (asynetical and with conjunctions ‘and’ and ‘but’) and complex with conjunctions ‘so’, ‘or’, ‘yet’, etc. For example:

‘You have not sent the invoice, we have to ask you…”

‘You have not..., so we … ‘

Try to avoid repeating homogeneous sentences.

Pay attention to the fact that English punctuation rules differs from Russian ones.
There is no comma before object clauses. For example:
In your letter you stated that… or We think this solution will …
The presence or absence of the comma before attributive clauses completely changes the meaning of the sentence, for example:
‘Your letter concerning the Contract, which we received yesterday, mentioned several other matters.’ = В Вашем письме относительно контракта N…, которое мы получили …
‘Your letter concerning the Contract which we received yesterday mentioned several other matters.’ = В Вашем письме относительно контракта N…, который мы получили …
When you use an adverbial clause of time you should remember that if it comes before the main clause the comma is necessary.
For example: When we discovered this matter in London, we…
When you use other types of adverbial clauses you must follow recommendations of modern grammar textbooks published in Great Britain. Usually commas are used in places of pauses when one pronounces sentences.
For example: We have received your letter of …, and we discovered…
Expressions ‘one the one hand’ and ‘on the other hand’ are always separated by commas.

3.15.1 Word Transition

Try to avoid word transition in business letters. In case you can not avoid it remember that one should leave on one line only the prefix, the prefix and the root, or one root of the word.
For example: sub – ordinate strength – ening
con – nection ren – der
fall – ing pleas - ure

3.16 Social Letters

There are many types of social letters. Of course, social letters differ from business ones. Letters that are well-organized in form and content generally follow a pattern that is similar to basic composition writing. A well-composed letter, like a good composition in English, usually has three basic components:
1) A salutation, corresponding to the introduction;
2) A general message, corresponding to the body; and
3) A closing and signature, corresponding to the conclusion of the composition.
We see, then, that letter writing can be an effective means of introducing and reinforcing the principles of good composition in English; the writer in both cases must first organize his/her thoughts logically to convey the intended message.

3.16.1 Read the following samples of social letters and define their type and style

For example:
You must come to Hot Springs - 7, B
it’s wonderful!
Thinking of you,
Barbara

1) Apology; 2) Condolence; 3) Congratulations; 4) Invitation; 5) Thank you (bread-and-butter) letter; 6) Thank you (for a gift); 7) Postcard greeting.
A – formal; B – informal.

1) Dear Mr. And Mrs. Miler,
   Congratulations on the birth of your daughter Melissa. May you enjoy all the blessings of parenthood.
   With very best wishes,               Sincerely,

2) Dear Jerry & Carol,
   You are cordially invited to come to our annual costume party on Monday, October 1999 at our home. We promise surprises, fun costumes, and good food. Bring a friend!
   Looking forward to seeing you!

3) Dear Rurh,
   Thanks so much for the birthday book. It’s just what I need!
   Love,

4) Dear Anna and Phil,
   Greetings from New York – The Big Apple!
   Love to all,

5) Dear Mr. Duval:
   I was saddened to hear the news. Please accept my deepest sympathy in your time of sorrow.
   Your Neighbor,

6) Dear Edith,
   Thanks again for a wonderful weekend! The children and I really enjoyed our visit. We think you’re the perfect hostess!
   Please come visit us in Chicago. We’d all love to have you stay for Thanksgiving.
   Love,

7) Dear Joe,
   Congratulations on your new job! We were all really happy to hear the good news and wish you the best of luck.
   Let us know how you’re getting along – and when you’re coming through Lancaster again. Soon, we hope!
   As ever,
8) Dear Rick,
We were sorry to hear about your illness, and hope that you’ll be up and around soon. We miss you!

Get well soon,

9) Dear Prof. And Mrs. Miler,
My family and I would like to invite you to spend the Fourth of July holiday at our summer house on the ocean. Our house is near the beach and you will be free to swim and walk along the shore to your heart’s content.
We will meet you at the airport and take care of all your transportation. We are looking forward to seeing you and do hope that you can come.

Cordially,

10) Dear George,
I’m writing to tell you that I’ve lost your copy of “Gone with the Wind”. I left it in the lounge, and someone must have picked it up. I’m really sorry, and will try to replace it as soon as I can.

Regards,

3.17 Documents necessary for smooth running of any institution

3.17.1 Here is a list of documents besides business letters:

1) Questionnaire/ form - анкета;
2) Bulletin - информационный листок, сводка;
3) Application – заявление, заявка;
4) Preliminary (advance) application – предварительная заявка;
5) Questionnaire – вопросник, опросный лист;
6) Visa - виза;
7) Voucher – денежный оправдательный документ;
8) Documentation - документация;
9) Copy - копия;
10) Credentials - мандат;
11) Passport - паспорт;
12) Certificate - удостоверение;
13) Covering letter – сопроводительное письмо;
14) Notice - извещение, уведомление;
15) Invitation - приглашение.

3.17.2 Exercise: match the following expressions with their Russian equivalents

1) to fill (to complete) a form 1) виза на выезд
2) to sign a document 2) уведомлять заблаговременно
3) an application form 3) заполнить анкету
4) an entry visa 4) удостоверять документы
5) appended documents 5) подписать документы
6) to send out invitations
7) an invalid passport
8) a certified copy/a true copy
9) under separate cover
10) to acknowledge the receipt of a copy
11) to fill in an application
12) to apply for a visa
13) to grant a visa
14) to give a reference number to documents
15) to submit documents
16) to notify a reasonable time
17) to certify a document
18) to distribute documents
19) in block letters
20) to get a copy
21) a certified copy/a true copy
22) to fill in an application
23) to apply for a visa
24) to grant a visa
25) to give a reference number to documents
26) to submit documents
27) to notify a reasonable time
28) to certify a document
29) to distribute documents
30) in block letters
31) to get a copy

Translate the following sentences:

1) The visa is valid for the term to cover the time of the work of the conference;
2) A tourist visa is obtained through the corresponding travelling firm;
3) It was necessary to prepare/reproduce and distribute all documentations;
4) Documents must be available to delegations at the latest on the 1st of September;
5) These letters must reach the secretariat at the latest on the 2nd of October;
6) To save the time use the advance registration form;
7) Regestration catagories and fees are listed in the advance registration form.
4 Unit IV Documents necessary for running business: catalogues, price-lists, prospectuses, orders, invoices, statements of account, credit/debit notes, etc.

4.1 Asking for catalogues, price-lists, prospectuses.

It is not necessary to give a lot of information about yourself when asking for catalogues, brochures, booklets, etc. This can be done by postcard, but remember to supply your address, unless it is already printed, phone number, telex, and fax number if you have one. It would also be helpful if you could briefly point out any particular items you are interested in.

Samples:
Could you please send your current catalogue and price-list for exhibition stands? We are particularly interested in 'furniture display' stands.
I would appreciate your sending me an up-to-date price-list for your building materials.
I am planning to come and study in London next autumn and I would like a prospectus for your college giving me information about fees and special courses in computing.

4.2 Catalogues, price-lists, prospectuses, samples

Make sure that you enclose current catalogues and price-lists if you are sending them. And if prices are subject to change, then let your customer know. It is bad policy to suddenly send a letter telling him that prices have been increased by 10% after you have quoted a firm price. And if you are sending samples, let your customer know they will follow the letter immediately by separate post.

Samples:
Please find enclosed our current catalogue and price-list. The units you referred to in your letter are featured on pp.31-34 under catalogue numbers Y32-Y37. When ordering could you please quote these numbers? The samples you asked for will follow by separate post.

We have sent you our summer catalogue which unfortunately is only printed in English. However, we have enclosed a German translation for the relevant pages (41-45) and hope this will prove helpful.

… and we have enclosed our price-list, but should point out that prices are subject to change as the market for raw materials is very unstable.

4.3 Business correspondence between manufacturers and sellers

4.3.1 Quotations

In your reply to an enquiry, you may want to give your prospective customer a quotation.
4.3.2 Prices

When a manufacturer, wholesaler or retailer quotes a price, he may or may not include other costs and charges such as transport, insurance, and taxes (e.g. in the UK, Value Added Tax or VAT). Prices which include these extra costs are known as gross prices; those which exclude them are known as net prices.

The net price of this article is £10.00, to which must be added VAT at 17½ %, making a gross price of £11.75.

We can quote you a gross price, inclusive of delivery charges, of £37.50 per 100 items. These goods are exempt from VAT.

A firm's quotation is not necessarily legally binding, i.e. they do not always have to sell you the goods at the price they quoted in their reply to an enquiry.

4.3.3 Transport and insurance costs.

In commerce there are a number of abbreviations that explain which price is being quoted to the customer. These include:

- **ex-works** (ex-factory, ex-mill, ex-warehouse)
  The buyer will have to pay all the costs once the goods have left the factory, mill, or warehouse. If you are quoted any of these prices you will have to pay for insurance and transport yourself.
- **f.o.r.** (free on rail)
  The price quoted covers the cost to the nearest railway station.
- **f.a.s.** (free alongside ship)
  There are no extra charges up to taking the goods to the side of the ship. In some ports small boats (barges, lighters) are used to take the goods to the ship and an f.a.s. quotation means that there will be no charge for this, but there will be charges for loading the goods on to the ship, plus the usual road/rail transport and insurance charges.
- **f.o.b.** (free on board)
  Loading on to the ship is included in the price quoted.
- **c. & f.** (cost and freight)
  In this case the price includes cost and shipping to the destination named, e.g. £300 c. & f. Hong Kong. But insurance is not included.
- **c.i.f.** (cost, insurance, and freight)
  As the term indicates, the price includes all costs up to the named destination, e.g. £500 c.i.f. Bombay.
  Note that some of the above abbreviations may also be written without full stops and/or in capital letters (e.g. CIF, F.O.R.). This book uses these abbreviations as above but you may come across variations elsewhere.
- **ex-ship**
  The importing port is named, and the price includes delivery to this port, e.g. ex-ship Manila.
- **franco quay**
The price includes all costs up to the importer's dockside, e.g. franco quay Hamburg.

Two other terms which should be noted, but are usually used only in the UK are:

**carriage paid** (c.p. or C/p)
Charges will be paid by the sender, e.g. We are placing the damaged goods and will send replacements carriage paid.

**carriage forward** (c.f. or C/f)
The transport charges are paid by the receiver, e.g. We will send the replacement glasses, but as you were responsible for the breakages, we will send them carriage forward.

### 4.3.4 Discounts

Manufacturers and wholesalers sometimes allow discounts to be deducted from the net or gross price. They may allow a trade discount to sellers in similar trades; or a quantity discount for orders over a certain amount; or a cash discount if payment is made within a certain time, e.g. seven days, or a loyalty discount when firms have a long association.

We allow a 3 % discount for payment within one month.
The net price of this model is £7.50, less 10 % discount for quantities up to 100 and 15 % discount for quantities over 100.

We do not normally give discounts to private customers but because of your long association with our company we will allow you 20 % off the retail price.

### 4.4 Orders

#### 4.4.1 Placing an order

Orders are usually written on a company's official order form which has a date and a reference number that should be quoted in any correspondence which refers to the order. Even if the order is telephoned, it must be confirmed in writing, and an order form should always be accompanied by either a compliment slip or a covering letter. A covering letter is preferable as it allows you the opportunity to make any necessary points and confirm the terms that have been agreed.

#### 4.4.2 Opening

Explain there is an order accompanying the letter.

Please find enclosed our Order No. B4521 for 25 'Clearsound' transistor receivers.

The enclosed order (No. R 154) is for 50 reams of A4 bank paper.

Thank you for your reply of 14 May regarding the cassettes we wrote to you about. Enclosed you will find our official order (No. B 561) for …
4.4.3 Payment

Confirm the terms of payment. As agreed you will draw on us at 30 days, documents against acceptance, with the documents being sent to our bank at …

We would like to confirm that payment is to be made by irrevocable letter of credit which we have already applied to the bank for.

4.4.4 Discounts

Confirm the agreed discounts. We would like to thank you for the 30% trade discount and 10% quantity discount you allowed us.

Finally, we would like to say that the 25% trade discount is quite satisfactory. … and we will certainly take advantage of the cash discounts you offered for prompt settlement.

4.4.5 Delivery

Confirm the delivery dates. It is essential that the goods are delivered before the beginning of November in time for the Christmas rush.

Delivery before February is a firm condition of this order, and we reserve the right to refuse goods delivered after that time.

4.4.6 Methods of delivery

Many firms use forwarding agents who are specialists in packing and handling the documentation for shipping goods. Nevertheless, you should still advise the firm as to how you want the goods packed and sent to ensure prompt and safe delivery, so that if the consignment does arrive late, or in a damaged state, your letter is evidence of the instructions you gave.

… and please remember that only air freight will ensure prompt delivery.

Please send the goods by Red Star express as we need them urgently.

We advise delivery by road to avoid constant handling of this fragile consignment.

Could you please ship by scheduled freighter to avoid any unnecessary delays?

4.4.7 Packing

Advise your supplier how you want the goods packed. Note, in the first example, that crates are often marked with a sign - a diamond, a target, a square, a lion, etc. - that can be recognized by the supplier and customer.

4.4.8 Closing
We hope that this will be the first of many orders we will be placing with you. We will submit further orders, if this one is completed to our satisfaction. If the goods sell as well as we hope, we shall send further orders in the near future.
I look forward to receiving your advice/shipment/acknowledgement/confirmation.

4.5 Brief characteristics of documents necessary for running business between retailers and wholesalers

4.5.1 Documents necessary for running business between retailers and wholesalers.

1) *Letter of enquiry.* This is a letter written by the retailer asking the wholesaler to give him details of the goods he can supply. The enquiry may also be made by telephone or in person.

2) *Price list.* This is sent out by the wholesaler and gives full details of goods available, their trade price, their recommended retail price, and any discounts which may be available.

3) *Order.* This is then placed by the retailer either on his own order form or on the wholesaler's order form. The retailer should keep his own copy. Orders may also be placed by telephone or personally.

4) *Advice note.* This is sent by the wholesaler to the retailer and advises him that the goods are coming. It gives full details of the quantity, quality and type and confirms the date on which the goods may be expected to arrive.

5) *Invoice.* This is comprehensive document which gives full details of all the goods involved, including price and any discounts allowed, etc. normally six to ten copies of the invoice will be typed and distributed to the retailer, and also to the departments of the wholesaler's own organization.

6) *Delivery note.* This is sent with the goods and is usually carried by the driver. The receiver of the goods must sign the note to confirm that he has received the goods in good condition.

7) *Statement.* This is normally sent out monthly by the wholesaler to the retailer and gives an up-to-date money owed by the retailer.

8) *Receipt.* This is a written acknowledgement of payment. The payments are normally made by cheque.

9) *Credit note.* This is usually printed in red and is issued by the wholesaler when the retailer has been either under-supplied or when the retailer returns damaged goods.

10) *Debit note.* This is issued by the wholesaler when the retailer has been undercharged for any reason.

4.5.2 Answer the following questions in your notebook
1) How can a shopkeeper find out if a local wholesaler will supply him with goods?
2) Why do wholesalers send price lists to retailers?
3) Describe the ways by which a retailer can place an order with a wholesaler.
4) How does the retailer know that the goods he has ordered are coming to him?
5) What is an invoice?
6) Who carries the delivery note? Why must the retailer sign it?
7) How often are statements usually sent? Whom are they sent to?
8) Why are receipts given when payments are made?
9) What is a credit note? Give an example of how it can be used.
10) When will a wholesaler issue a debit note?

4.5.3 Complete the gaps

1) A l______ of enquiry is sent a re_______ to a w_______.
2) If a wholesaler wishes to sell goods to a retailer he will send him a p_______.
3) A shopkeeper will normally keep a c______ when he places an o______ with a wholesaler.
4) The a______ n______ tells the retailer when the goods may be expected to arrive.
5) The ________ is a comprehensive document which is widely distributed by the wholesaler.
6) The delivery note is carried by the d_______ and must be signed by the re_______ of the goods to show that they have been received in good con______.
7) A state ________ is an up to d_______ record of how much the retailer owes to the wholesaler. Statements are normally sent out at the e_______ of the m______.
8) A r______ is a written acknowledgement of payment for goods or services.
9) A c______ n______ is normally printed in red and is issued when the wholesaler owes money to the re______.
10) A debit note is issued when the _________ owes the ________ money.

3.18.4 Multiple choice questions. Write the following questions in your notebook.

Underline the answer which you think is the correct one.

1) What is the letter of enquiry?
   a) a letter asking for reference from a bank;
   b) a letter giving price details;
   c) a letter written by the retailer to the wholesaler asking him to give details of the goods which he can supply;
   d) a communication which all wholesalers make;
   e) a letter which enquires about the address of the retailer.
2) What is the name given to the list which gives full details of the goods which the wholesaler can supply, their trade prices and any discounts available?

a) the supplier's list;
b) the wholesaler's list;
c) the retailer's list;
d) the price list;
e) the final list.

3) When a retailer decides that he wishes to purchase some goods from a wholesaler he will place the following with him:

a) a weekly;
b) a budget account;
c) a market enquiry;
d) an order;
e) a special discount.

4) The following document informs the retailer that the wholesaler has despatched the goods to him:

a) the order from;
b) the credit note;
c) the debit note;
d) the receipt form;
e) the advice note.

5) The most comprehensive document produced by the wholesaler when he supplies goods to a retailer is the:

a) enquiry;
b) invoice;
c) stock sheet;
d) control voucher;
e) copy.

6) Which document must the receiver sign and the driver produce when he or she delivers the goods to the retailer?

a) the credit note;
b) the advice note;
c) the delivery note;
d) the order;
e) the receipt.
7) At the end of the month the wholesaler will normally send the following to the retailer:

a) the summary letter;
b) the V.A.T. statement;
c) the suspension list;
d) the statement;
e) the advice note.

8) A written acknowledgement of payment is….

a) the receipt;
b) the order;
c) the advice form;
d) the money form;
e) the goods invoice form.

9) If a retailer has to return damaged goods to the wholesaler, then the wholesaler will normally issue the retailer with:

a) a damage certificate;
b) a returns voucher;
c) a credit note;
d) a debit note;
e) a damage report.

10) If for any reason the wholesaler has undercharged the retailer, e.g. sent him too many goods, he will normally send him the following document:

a) the debit note;
b) the invoice advice;
c) the undercharge letter;
d) the bank statement;
e) the credit note.

4.6 Points to remember

1) Even if you use an official order form when placing an order, send a covering letter confirming terms of payment, discounts, delivery, and packing.
2) Orders should be acknowledged as soon as received.
3) When sending an advice, explain how the goods are being sent and let your customer know how to identify the consignment.
4) If there are problems with delivery, tell your customer immediately what you intend to do to correct them. Apologize for the inconvenience.
5) If turning an order down, be polite, and generalize the terms you use so that the customer does not think this refusal only applies to him.

4.6.1 Words to remember

a trial order
a provisional order
a firm order
to place an order
to confirm an order
to acknowledge an order
to accept an order
to refuse/reject/turn down an order
to fill/fulfil/make up/complete/meet/
supply an order
to deliver an order
to cancel an order

an order form
a comliment slip
a covering letter
an invoice
a pro-forma invoice
an advice of despatch
a consignment note
terms of payment
trade discount
quantity discount
cash discount
banker's draft
sight draft
bill of exchange
to draw a bill on a customer
documents against acceptance
irrevocable letter of credit
quarterly statements
long-term credit facilities

shipping documents
air waybill
bill of lading
insurance certificate
commercial invoice

goods in stock
goods out of stock
to pack goods in crates
to ship goods
to arrange shipment
a forwarding agent
air freight
delivery date

4.7 Invoices and statements

4.7.1 Invoices

Invoices are not only requests for payment but also records of transactions which give both the buyer and seller information about what has been bought or sold, the terms of the sale and details of the transaction. The invoice may be accompanied by a short covering letter offering any additional information the customer might need.

Please find enclosed our invoice No. B 1951 for £29.43. The plugs you ordered have already been despatched to you, carriage forward, and you should receive them within the next few days.

The enclosed invoice (No. D 1167) for £56.00 is for 2 'Layezee' chairs at £40.00 each less 33 per cent trade discount. We look forward to receiving your remittance and will then send the chairs on carriage forward.

4.7.1.1 Pro-forma invoices

A pro-forma invoice is an invoice with the words pro-forma typed or stamped on it, and is used:

1) if the customer has to pay for the goods before receiving them, i.e. he pays against the pro-forma;
2) if the customer wants to make sure that a quotation will not be changed: the pro-forma will tell him exactly what and how he will be charged.
3) if goods are sent on approval, or on sale or return, or on consignment to an agent who will sell them on behalf of the principal;
11) as a customs document.

A covering letter may accompany a pro-forma invoice:

The enclosed pro-forma No. 1164 for £853.76 is for your order No. C 1534, which is now packed and awaiting despatch. As soon as we receive your cheque we will send the goods which will reach you within a few days.

4.7.2 Statements of account

Rather than requiring immediate payment of invoices, a supplier may grant his customer credit (see also Unit 8 Credit) in the form of open account facilities for an agreed period of time, usually a month but sometimes a quarter (three months). At the
end of the period a statement of account is sent to the customer, listing all the transactions between the buyer and seller for that period. The statement includes the balance on the account, which is brought forward from the previous period and listed as Account Rendered Invoices and debit notes are added, while payments and credit notes are deducted.

Statements of account rarely have letters accompanying them unless there is a particular point that the supplier wants to make, e.g. that the account is overdue, or that some special concession is available for prompt payment. Note the expression as at, which means up to this date.

I enclose your statement as at 31 July. May I remind you that your June statement is still outstanding, and ask you to settle as soon as possible?

Please find enclosed your statement of account as at 31 May this year. If the balance of £161 is cleared within the next seven days, you can deduct a 3 per cent cash discount.

4.8 Settlement of accounts

4.8.1 Methods of payment: home trade

Here is a list of methods of payment which can be used in the home trade, which refers in this case to trade in the UK.

Postal Order
Postal Order can be bought from the Post Office, usually to pay small amounts, and sent to the supplier direct. They can be crossed or closed, i.e. only to be paid into the supplier's account, or open for cash. Poundage, i.e. the cost of buying the Order itself, is expensive, so they would only be used for small amounts.

Stamps
It is possible to pay someone with postage stamps, but unusual in business.

Giro
This postal cheque system is run by the Post Office and allows customers to send payments to anyone whether they have a Giro account or not.

C.O.D. (cash on delivery)
The Post Office offers a service by which they will deliver goods and accept payment on behalf of the supplier.

Cheque
You must have a current account, or certain types of savings accounts, to pay by cheque. Cheques take three working days to clear through the commercial banks, and can be open, to pay cash, or closed (crossed), to be paid into an account. Unlike in most countries, UK cheques are valid up to six months.

Bank transfer
Banks will transfer money by order from one account to another.

Credit transfer
The payer fills out a Bank Giro slip and hands it in to a bank with a cheque. The bank then transfers the money to the payee.

Bank draft
The payer buys a cheque from the bank for the amount he wants to pay and sends it to the payee. Banks usually require two of their Directors’ signatures on drafts, and make a small charge.

**Bill of exchange**

The seller draws a bill on the buyer. The bill states that the buyer will pay the seller an amount within a stated time, e.g. 30 days. The bill is sent to the buyer either by post, or through a bank, and the buyer signs (accepts) the bill before the goods are sent. If this is done through a bank, the bank will ask the buyer to accept the bill before handing over the shipping documents; this is known as a documents against acceptance (D/A) transaction.

**Letter of credit**

This method of payment can be used internally, but is more common in overseas transactions.

4.8.2 Methods of payment: foreign trade

**Cheque**

It is possible to pay an overseas supplier by cheque, but it takes a long time before the supplier gets his money. In a German/UK transaction, for example, the supplier could wait up to three weeks for payment.

**International Giro**

Payment by International Giro, which replaced Money Orders, can be made whether the buyer has an account or not, and to a supplier whether he has an account or not. The International Giro form is obtained from any Post Office, filled out, then handed to the Post Office who forwards the order to the Giro centre which will send the amount to a Post Office in the beneficiary's country where the supplier will receive a postal cheque. He can then either cash it, or pay it into his bank account. Giros are charged at a flat rate.

**International money orders**

International Money Order can be bought at most banks in the UK and are paid for in sterling or dollars. The bank fills out the order for the customer, then for a small charge, hands the IMO over, and the buyer sends it to the beneficiary, i.e. the person receiving the money. IMOs can be cashed or credited to the recipient's account.

**Bank transfer**

Payment can be made by ordering a home bank to transfer money to an overseas account. If telegraphed, the transfer is known as a telegraphic transfer (TT), and if mailed, a mail transfer (MT). The Society for Worldwide Interbank Financial Communications (SWIFT) offers facilities for a 24-hour transfer of money to a beneficiary on its computer systems.

**International bankers draft**

This is banker's cheque which the bank draws on itself and sells to the customer, who then sends it to his supplier as he would an ordinary inland cheque. So if you have to pay your supplier £2,000, you purchase the cheque for that amount, plus
charges. Usually the receiver's bank should either have account with the sender's bank, or an agreement.

**Promissory notes**
A promissory note is not a method of payment but simply a written promise from a debtor to a creditor that the former will pay the stipulated amount either on demand or after a certain date. In effect a promissory note is an IOU (I owe you).

**Bill of exchange**
The procedure is the same as for the home trade, but shipping documents usually accompany bills when the bank acts as an intermediary in overseas transactions.

**Documentary credit**
This term is used to distinguish the normal letter of credit, used in business, from the circular letter of credit, formerly used by foreign travellers and now largely replaced by Eurocheques, traveller's cheques, and cash cheque credits. Documentary credits have to be applied for by the buyer's bank, by filling out a form giving details of the type of credit (i.e. revocable or irrevocable), the beneficiary (the person receiving the money), the amount, how long the credit will be available for (i.e. valid until …), the documents involved (bill of lading, insurance, invoice, etc.), and a description of the goods. The money will be credited to the supplier's account as soon as confirmation of shipment is made. This is done when the documents are lodged with the customer's bank.

**4.8.3 Invoice**
This is a relatively simple invoice. Note the addition for Value Added Tax (VAT) and postage and packing (p. & p.). The letters E & OE at the bottom mean Errors and Omissions are Excepted; in other words, if there is a mistake on the invoice, the supplier has the right to correct it by asking for more money or giving a refund.

**4.8.4 Points to remember**

1) Invoices record goods that have been sold. The commercial invoice is one of the main documents used in trading. It may be accompanied by a short covering letter.

2) Pro-forma invoices are sent in the case of pre-payment, or to inform the customer of the price.

3) Statements of account are sent monthly or sometimes quarterly, and include details of all transactions within the period.

4) There are various methods of payment available through the Post Office and banks. Letter accompanying payments are usually short, giving information about the payment and what it refers to, but they can also be used to make further comments if necessary.

5) Letter advising and acknowledging payment tend to be short and routine, but they may be used to, say, propose new terms of payment or to make complaints.

6) If you are asking for more time to pay, you should apologize for not having cleared the account on the due date, explain why you have not paid, and when and
how you intend to clear the balance. Remember, your creditor is more interested in when he gets his money, than good excuses.

7) As a supplier, three steps are usually taken to recover a debt. The first is to write a polite letter which allows for the fact that there may be a good reason why the account has not yet been cleared. The second is to send a more insistent request which refers to the letter you have already sent with enclosures of copies of invoices and statements. You can, in the second request, state that you expect payment, or a reply, within a reasonable time. A final demand must be handled with restraint. Review what has happened, explain the balance has been outstanding for a long period, and if necessary threaten legal action if account is not paid within a specified period.

4.8.5 Words to remember

an invoice
a remittance
a pro-forma
a statement of account
a credit/debit note
a balance
a refund
open account facility
Account Rendered
Due date
prompt payment
to clear/settle an account
overdue account
to extend credit
a first/second/third request
a final demand
to recover a debt
carriage forward
trade discount
cash discount
goods on approval/sale or return

a postal order
a Giro
COD (cash on delivery)
a cheque
a current account
a savings account
a bank transfer
a telegraphic transfer (TT)
a mail transfer (MT)
a bank draft
a sight draft
a bill of exchange
a letter of credit
a money order
a promissory note
documentary credit
Value Added Tax (VAT)
postage and packing (p&p)
errors and omissions are excepted (E&OE)
The Society for Worldwide Interbank Financial Telecommunications (SWIFT)
5 Unit V Telexes, Faxes, Telegrams, E-mails

5.5 Telex

Telegrams and cables can be sent from the Post Office or telephoned. But there can be short delays between sending the message and its arrival. Telex is as direct as using the telephone. The telex has all the advantages of sending a cable and it offers a direct line, with immediate reply. It is available twenty-four hours a day, and can send cables as well as telex messages; moreover, the message can be corrected immediately if there is an error. As with the telephone, there is a subscribers' directory listing telex users' numbers. There are more than 70,000 UK and 900,000 worldwide lines.

The word telex can be used as a verb, noun or adjective:

  e.g. Please telex us as soon as you have the information.
  I will send you a telex.
  We have received a telexed reply.

5.1.1 Usually any telex consists of the following parts:

  number
  receiver’s address
  date
  key number
  message
  sender’s address

5.1.2 These are specimen telexes:

Advice of inability to supply order

In this telex, Satex of Rome are telling their customer, F.Lynch & Co., that they cannot supply the sweaters they asked for in their order - DR 5871 - and want to know if they can replace this with sweaters of catalogue number N 154. Notice the answerback and the collation.

341641 TR JMP
CANNOT SUPPLY ITEM R 432 ON ORDER DR 5871 BUT N 154
AVAILABLE PLEASE CONFIRM ACCEPTANCE
SATEX ROME
R 432 DR 5871 N 15 + ?

Acceptance of alternative supply

In their answer Lynch & Co. accept the alternative but want the terms confirmed.
Instruction to stockbroker
Here is a telex from a client to his stockbroker asking him to buy shares on his behalf. Note the term at best, i.e. the best price the broker can obtain. Also, that a letter will follow.

BUY REPEAT BUY 3000 THREE THOUSAND UNION SHIPPING AT BEST CONFIRMATION FOLLOWS DALE PRESTON 3000 UNION SHIPPING + +

Advice of bank credit
Here is a bank advising their customer that money has been paid into his account. Not that TT means telegraphic transfer of money.

YOUR A/C CREDITED TT NINE HUNDRED AND EIGHTY POUNDS STERLING NATIONAL BANK OF JAPAN 980 POUNDS STERLING + +

5.1.3 Sometimes sender’s and receiver’s addresses are placed at the very beginning of the telex right after its number, for example:

to bank for foreign trade of russia moscow
from city bank nyk
from: national wesminster bank
to: bank for foreign trade moscow russia
this is the philadelphia national bank philadelphia
to bank for foreign trade of russia moscow

5.1.4 If the key number isn’t mentioned then its place is taken by one of the following words:

to test
untested
untested message
5.1.5 This is the way to indicate dates:

massage date oct 21 91
date 4-23-96
date 4/23/98
date 4 23 99 time: 1530
sent jan 28

5.1.6 Sometimes the addressee is mentioned after the address at the very beginning of the telex, for example:

attn: 764/66
attn: dr v stove
attn non commercial operations dept

5.1.7 Reference to the previous correspondence is often given at the beginning of the telex, for example:

ref: 602/024
ref fn to 1324
re your mailorder nbr 234/8
your 23 rd feb ref 34/9 our ref hj 38
letters of guarantee nos 34/6, 34/8

5.1.8 When the text covers several pages the following indications are given on the last page, for example: c)o)n)t)i)n)u)a)t)i)o)n), “Continued”, “Cont’d”. The very last page should have the following inscription: f)i)n)a)l). When you send copies of your telex to several addressees you indicate “c.c.”. The entire text is written in small letters.

5.1.9 The language of telex doesn’t differ from that of a business letter, for example:

we shall be most grateful if you will advise the name and page number in your book of authorized signatures of the officials who signed the letters of guarantee under the above reference in order that their signatures can be authenticated …
we are presently preparing a proposal for handling your deposits of travellers cheques paid by you …

5.1.10 Sometimes articles, prepositions and other auxiliary words are omitted, for example:

we have received copy your letter september 22 credit extended 30 may 1991 please airmail duplicate statement our account with you
To stress the most important fact you can resort to repetitions, for example: delayed till first repeat first november.
To correct mistakes in the text of telex you should use: XXXXX or e e e.
For example: we are sed e e e sending the t/t
After figures you should spell their symbols and those of currencies and percents, for example:
  fifty one pounds sterling
  three percent
Full stops and commas are usually used in telexes but sometimes they use the word “stop” instead of full stops.
Telexes are concluded with laconic expression of gratitude:
  Thanks
  thank you
  (best) regards
  thanks and regards
  thank you for your cooperation
  Each telex message is finished with a + sign, if the end is not clear, and a ++ sign is used after the last message. The sign +? At the end of a message means either reply, confirm, or a further message will be sent, so that a new call does not have to be made.
  Figures or unusual words are sometimes repeated at the end of the message. This is known as collation.

5.1.11 Abbreviations used in telexes:

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABS</td>
<td>absent subscriber, office closed</td>
</tr>
<tr>
<td>acct, a/c</td>
<td>account</td>
</tr>
<tr>
<td>amt</td>
<td>amount</td>
</tr>
<tr>
<td>asap</td>
<td>as soon as possible</td>
</tr>
<tr>
<td>attn, atten</td>
<td>attention</td>
</tr>
<tr>
<td>aug</td>
<td>August</td>
</tr>
<tr>
<td>b/c</td>
<td>bill of collection</td>
</tr>
<tr>
<td>b/e</td>
<td>bill of exchange</td>
</tr>
<tr>
<td>benef (y)</td>
<td>beneficiary</td>
</tr>
<tr>
<td>BK</td>
<td>I cut off</td>
</tr>
<tr>
<td>bkg corp</td>
<td>banking corporation</td>
</tr>
<tr>
<td>bk to bk info</td>
<td>bank to bank information</td>
</tr>
<tr>
<td>b/l</td>
<td>bill of lading</td>
</tr>
<tr>
<td>caf</td>
<td>cost and freight</td>
</tr>
<tr>
<td>cfm</td>
<td>please confirm/I confirm</td>
</tr>
<tr>
<td>cif</td>
<td>cost, insurance and freight</td>
</tr>
<tr>
<td>coil</td>
<td>collation please/ I collate</td>
</tr>
<tr>
<td>crv</td>
<td>do you receive well/?I receive well</td>
</tr>
<tr>
<td>dec</td>
<td>December</td>
</tr>
<tr>
<td>dept</td>
<td>department</td>
</tr>
</tbody>
</table>
der - out of order
dd, ddt - dated
df - you are in communication with the called subscriber
d/s - days sign
dt - date
earliest - as early as possible
eee - error
exp - export
feb - February
fin - I have finished my message(s)
f/o - in favour of
ga - you may transmit/may I transmit?
inf - subscriber temporary unobtainable, call the information service
jan - January
l/c - letter of credit
lowest - as low as possible
mms - minutes
mom - wait/waiting
msg - message
mut - mutilated
na - correspondence to this subscriber is not admitted
nc - no circuits
nch - subscriber's number has been changed
np - the called party is not, or no longer a subscriber
nr - indicate your call number/my call number is ...
nbr, no - number
nov - November
occ - subscriber is engaged
oct - October
OK - agreed/do you agree?
Ourtel - our telex
P (or Figure 0) - stop your transmission
p/o - payment order
ppr - paper
r - received
rap - I shall call you back
relet - referring to letter
rept - receipt
retel - referring to telex
rpt - repeat
sep - September
svp - please
tax - what is the charge?/the charge is...
test msg - please send a test message
t/c - 1) trevellers’ cheque
5.1.12 Telex details

All the points about brevity and clarity in sending cabled messages are relevant to telexing. But there are a number of other points:

- Fractions should be typed with a shilling': 1/2 for ½; 1/4 for ¼; 15/16 for 15/16; 21 - 1/3 for 211/3.
- Figures, especially large sums, should be repeated in words: 60,000 SIXTY THOUSAND.
- Symbols should be written in words: FIFTY ONE POUNDS STERLING for £51.00; AT for @; 0 0 or PER CENT FOR %.

5.1.13 Sometimes telexes are confirmed with letters, especially if they contain important information, for example:

Dear Sirs,
Following our various discussions we would like to confirm our telex which was dispatched today your bank marked for the attention of Mr.S., the contents of which is self-explanatory.
Quote we have pleasure ………. best wishes

Unquote

We very much hope that the new arrangement will enable the Bank for Foreign Trade of Russia to place an increasing share of its Documentary Credit business through our bank, and welcome opportunity to develop further cooperation. With all best wishes

Yours faithfully,………..

5.2 Faxes

The word 'fax' can be used as a noun or a verb, e.g. a fax. To fax someone. It comes from the word facsimile, meaning the exact copy or reproduction. As its name suggests a fax machine will send a duplicate of the message, document, design, or photo that is fed into it.

There are various models of fax machine which connect to a telephone socket and which work on a system similar to the telephone system. The different models of fax
machine offer a wide range of facilities, including automatic paper feeders, deferred transmission (taxes are sent during cheap-rate periods), automatic redialling if the receiver's machine is engaged, and pre-programmed keys for instant dialling.

A document can be relayed from one source to hundreds of other receivers, for example, if the head office of a chain store wants to circulate a memo or report to its branches.

5.2.1 Faxes and letters are very similar. But information about the receiver appears at the top of the fax message so there is often no greeting. Also people often say "Regards" or "Kind regards" at the end.

On the top of the title sheet one can see:

ZERO SHEET or
LEAD SHEET or
LEADER SHEET or
HEADER SHEET or
HEADING SHEET or
COVER SHEET

At the end of the message one can see:
THE END
A zero sheet has the indication of the number of sheets, for example:
Pages to follow: 7 + cover sheet or
or 7 including cover sheet
or 7 cover sheet excluded (included)
or Pages: Page 1 of 7 pages
or 1 to 7

At the end of zero sheet there can be a footnote, for example:
“If you don’t receive all pages of this message, please contact Mr. X
Phone: ……
Fax: ……”
or “In case of any troubles feel free to contact ……”
or “For more information please contact ……”

There are no full stops after titles. Commas are used only before “which” and never before “that”.

Ordinal numerals, fractions and round brackets are written in the following way: 1st, 2nd, 3rd; 3.25; (This is what he said.) Variants 1-st, 2-nd, 3-rd and 3,25 and (This is what he said) are avoided.

5.2.2 Sample of good fax.
This fax is an example of an informal message from a sales representative, who needs something to be done urgently by his Head Office. Notice that the fax is kept brief and clear.

Perfect Office Suppliers Limited  
Canal Street, Manchester M14 2KQ

Fax transmission

From: Mike Wilson  
To: Sue Franks

Sue -
I've been in Bournemouth now since yesterday, and our clients seem to be most enthusiastic about our new range of notepaper. Can you send some more samples and about twenty more catalogues? Please send them Datapost, then I'll definitely get them tomorrow.

Also, just to let you know I'll be in Norwich on Thursday 24th and Friday 25th, and back at the office on the Monday.

Thanks, and see you next week.

5.2.2.1 Read this fax. What is it about?

NIHON INFORMALINK KK  
INFORMALINK BLDG, 5995 3801/4 telefax: (6) 5995 3919

TO: Darworth Enterprises Attention: Janet Jeffries  
From: Masahiro Nakagawa Re: My inspection visit  
Date: 10 June Pages including this one: 1

Thank you for fax of 1 June.
I will be arriving on Flight n.o JL 401 at Terminal 3 Heathrow on 16th June.Could you book hotel accommodation for three nights in the city centre? Also, I would be grateful if you could arrange a meeting with Data Link for me on June 17th if possible. I look forward to seeing you on the 16th.
Kind regards.
Masahiro Nakagawa

5.2.2.2 Practise writing some fax. Work in two groups

a) Information for group 1.
You are Janet Jeffries. Write a fax in reply to Mr Nikagawa’s fax (one person in the group should write and the others should dictate and check spellings. Thank him for his fax. Tell him you will meet him at Heathrow at 16.35 on June 16. As requested, you booked a single room for him in the Dorchester Hotel for two nights. Check this is OK. (If his wife coming too, you need to change the booking.) You
also arranged his meeting with Data Link for June 17\textsuperscript{th}. Say you’ll see him next week, send your regards and sign the message from “Janet Jeffries”.

b) Information for group 2.

Use this information to answer your partner. You are Mr Nakagawa. Write a fax or telex to Janet Jeffries changing your flight arrangements. Apologize and tell her you must change your plans. You are now arriving on June 15\textsuperscript{th}, not June 16\textsuperscript{th}. Your new flight number is BAOO18 and you expect to arrive at 18.55, Terminal 4, Heathrow. Ask her to change the meeting with Data Link to June 16\textsuperscript{th}. (You need to know if she can’t.) Say thank you, send your regards and sign the message from “Masahiro Nakasawa”.

5.3 Telegrams and cables

5.3.1 The word telegram and telegraph are usually associated with internal communication, while cable generally refers to overseas messages.

Telegram is a noun and telegraph can be used as a verb or adjective:
We received your telegram.
Please telegraph your reply.
A telegraph line.
Cable can be used as a verb, noun, or adjective:
I cabled him yesterday.
Please send a cable.
We received a cable message.

5.3.2 Telegrams are very laconic because they are more expensive than telexes and faxes. Telegrams consist of the following parts:
- telegraphic address of the receiver
- major text
- telegraphic address of the sender

5.3.3 Articles, pronouns, prepositions and other auxiliary words are omitted in telegrams, for example:

OVERLAYD BIRMINGHAM
DO NOT REPEAT NOT PAY ORDER 258 STOP
LETTER FOLLOWS
CHABANK

5.3.3.1 Specimen telegram

Quotation of shipping rates

Here is a reply to an exporter from a shipping company telling him that a vessel is available and quoting rates.
5.3.3.2 Make comparisons of the following telegrams and corresponding sentences from letters:

ONLY IRREVOCABLE CONFERMED L/C ACCEPTABLE CIF ACCEPTABLE STOP PAYMENT B/E 30 D/S PLEASE REPLY SOONEST

only irrevocable letters of credit Which have been confirmed by a bank will be acceptable. we are prepared to accept your offer on a Cost Insurance Freight basis with a payment by bill of exchange at 30 days’ sight. we would be grateful if you reply as quickly as possible

5.3.4 Numerals are spelled in telegrams, for example:

HAVE BEEN QUOTED TWENTY SEVEN THOUSAND POUND STERLING STOP SHOULD WE BUY

5.3.5 The word stop

Although there can be full stops in telegrams and cables, sentences are often broken up with the word stop. Occasionally, however, the word stop can create confusion if the cable is carelessly worded.

5.3.6. The word repeat

This word is often used in cables to emphasize a negative:
DO NOT REPEAT NOT SEND ORDER 18551
OR to emphasize an important detail:
FLIGHT DELAYED BY SIX REPEAT SIX HOURS

5.3.7 Abbreviations

You can use abbreviations in cables, e.g/ L/C (letter of credit), B/L (bill of lading) etc., but you must make sure that they are internationally recognized.

5.3.8 Brief but clear

Economy of words saves money, but if too few words are used, the message becomes confused and will cost more money in the long run. For example, if you received this message from.
Melbourne, Australia, would you know what to do about it?

JOHN REED ARRIVING STOP MEET AT AIRPORT

The message does not tell us which airport John Reed is arriving at, or which flight he is on. A few more words would have made a difference.

JOHN REED ARRIVING 12 MAY A.M. STOP FLIGHT 441 QANTAS HEATHROW TERMINAL 3 PLEASE MEET

It is possible to omit certain words in cables, provided the meaning remains clear. Articles, pronouns, and prepositions can be left out:

*I will send you a copy of the contract on March 1st.*

WILL SEND COPY CONTRACT MARCH FIRST

Participles or nouns can be used to replace clauses:

*We have received the consignment you sent us last week to replace the damaged goods.*

HAVE RECEIVED REPLACEMENT CONSIGNMENT DESPATCHED LAST WEEK

*Will you please inform us of the date when the SS Marina arrives in Liverpool?*

PLEASE INFORM ARRIVAL SS MARINA LIVERPOOL

5.3.9 Words to remember

Телеграфное требование, Cable of request,
заявка application
Телеграфный запрос, Cable-reminder
напоминание

5.4 E-mail

5.4.1 Electronic mail (email)

Electronic mail is a means of sending and receiving messages - internally, nationally, or internationally. In the UK, Telecom Gold is a leading commercial email service. Subscribers to email need a terminal, such as a personal computer, a telephone line, and a modem, which is a device for converting signals to text. Messages appear on the receiver's computer screen.

Email users can also have access to a mailbox, which they can call from anywhere in the world and retrieve messages. They receive a mailbox number and a password for confidentiality. Messages can be printed out and kept for reference or filing.

In comparison with telex, email 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.

Users of the Telecom Gold system can request a personal telex number, and receive messages through email, or send faxes to users on the same system.
5.4.2 Specimen email message

Here is an example of one type of message, with the capitals representing data on the Visual Display Unit (VDU) and the italics, the messages.

Notice the codes that are the personal numbers of the subscribers, e.g. ABC 123, and the prefixes, e.g. 70: which is the number of that computer system. Also the dot (.) before the word SEND (.SEND), which is a command to the computer.

> mail

SEND, READ OR SCAN: read
TO: German Shipping Lines 70: (ABC123)
FROM: Kyser Shipbrokers Ltd. 80: (DEF456)
POSTED: 15-May-93 12.41
SUBJECT: Charter of the MV Orion

MORE: yes

Our clients, Masserey Grain, are willing to accept the charter of the MV Orion at $32.21 per ton. Please confirm that the vessel will be in Rotterdam ready for loading on 15 June '92.

ACTION REQUIRED: reply

TEXT:

Confirmation, the MC Orion will be in Rotterdam loading on 15 June '92, and the charter rate is $32.21 per ton.

SEND
CDE456 -- SENT
ACTION REQUIRED: delete
END OF MAIL
6 Unit VI In - company communications

6.1 Memorandums

In modern business, the exchange of ideas, information, and policies within the organization is a vitally important function. In essence, this function is carried on by what we may properly think of as “internal letters,” in contrast to the letters previously discussed in this book, which go to readers outside the organization. The memorandum, or, as it is sometimes called, the interoffice letter or intraorganization report, plays three important roles:

1) It maintains a flow of information across the levels or ranks of an organization, as when an employee in one department sends a memorandum to a counterpart in another department or office;
2) It conveys information and policy procedure both up and down within the organization, as when a subordinate writes a memorandum to a superior or when a vice-president notifies his or her staff of a policy change or sends information on to subordinates;
3) It serves as a reminder, as Lewis Carrol points out, and maintains a permanent record of discussions, meetings, activities, changes, procedures, or policies.

These three functions clearly show why the earmark of most successful organizations is their ability to maintain a continuous flow of information both horizontally and vertically.

The importance of the memorandum to the organization is matched by its significance to the individual’s career. The ability to write clear, concise, readable memorandums stands high on the list of qualifications that make successful careers in business. It is no exaggeration, to paraphrase an old saying that in modern business one is known by the memorandums one writes.

The standards set for writing memos and internal correspondence should be just as high as the standards set for communicating with those outside the company.

The essence of written communication in any form involves three factors – the reader, the writer, and the information or ideas to be conveyed.

6.2 The Reader

Generally speaking, writers of memorandums have the great advantage of knowing their readers personally since they work for the same company. To capitalize on this familiarity by taking the reader’s point of view, the writer of a memorandum should answer the following questions about the reader. (And if the memo goes to more than one reader, the same questions should be raised about the group of readers.)
1) How much does the reader know concerning the situation I am writing about?
2) How much will he or she understand?
3) How does he or she want the material presented?

The writer of a memorandum can avoid the worst faults of intraorganization writing:

1) *Assuming that the reader knows all the background on the subject covered in the memorandum.* The complexity and specialization of modern business often make such background impossible. Frequently executives tell employees to „send me a memo on that“ *because* they want more background to make a decision. Because the memorandum goes to the files, it becomes a semipermanent record, which should be understandable six months or two years after it was written.

2) *Assuming that the reader will understand more than he actually can.* In a complex business where accountants may send reports to sales managers, engineers or personnel people, this assumption constitutes a major block in communication. Keep the language of the memorandum suitable to the reader’s understanding; as writer, you have the responsibility to make him or her understand.

3) *Assuming that you have the one best way of presenting material in the memo.* When the goal is effective communication, the reader is the boss; you should cater to his or her prejudices in memos wherever you can. Some readers insist on one-page memos; others want recommendations or conclusions presented at the outset; some cling to a preference for impersonal style. The point is that a memo is usually written for a specific person or group whom the writer knows or, at least, can find out about. Present the material in the form the person or group prefers - they usually have good reasons for wanting it that way.

### 6.3 The Writer

From this analysis of the reader, we can readily list the obligations you have as a writer to:

1) Provide the background of facts necessary to bring your reader up-to-date;
2) Tell him or her what your memorandum is about and how it is organized;
3) Write clearly and in language that will be understood. Present the memo in the form and style which the reader prefers or which company policy prescribes.

### 6.3.1 The Material

The writer must do three things:

1) Decide on the central idea or main purpose of the memorandum;
2) Subordinate every fact or idea to this central idea or main purpose and show how these facts or ideas are related logically to the central theme;
3) Reject any material which is superfluous, irrelevant, or unnecessary for the reader’s understanding of the central idea.
6.4 The Form of the Memorandum

Most companies have developed specific printed forms for their memos in an attempt to reduce all details to a standard pattern. The ultimate purpose of any such form should help the writer get on with his message as soon as possible. They place at the top of the first page, where it is readily accessible in the files, all the information about who wrote it, to whom it was sent, when it was written, and what was its subject. These topics should be arranged for maximum efficiency in typing and easy reading, as in the following typical example:

THE BLANK ELECTRIC COMPANY

MEMORANDUM page no. 1

TO Members of Management Committee
FROM C. W. Black
DATE May 17, 1953
PHONE 757
SUBJECT Advanced Management Program

The individual elements of such a form will, of course, depend on the size, diversity, and location of the business. Companies with plants or buildings in various places usually have “Location” or “Plant” or “Building” in place of the phone extension. Businesses with a large number of offices in the same building frequently include “Room” or “Office” or “Department” under “To” and “From” so that internal mail can be delivered easily. Small concerns often reduce the elements to “To”, “From”, “Subject”, and “Date”. Practice varies considerably on whether titles are used, either as part of the printed form or the typed information; for example, the use of such titles as:

TO: Ms. Florence E. Virden, Director of Personnel
FROM: Mr. Charles W. Black, Manager of Personnel Evaluation

should be cut to a minimum unless a very good reason exists for their use. Generally speaking, the larger the company, the more information is needed; but even here, every element on the memo form should be carefully scrutinized to see whether it is absolutely necessary. The classic four W’s, which a good newspaper reporter should answer in his or her lead, still constitute the best guide for material to be included on a memo form – Who? What? When? Where?

6.5 Writing the memorandum

Probably the most widely used pattern for the memorandum is:
1) Telling your reader what you are going to do and how you are going to do it;
2) Doing what you said you were going to do in the way you said you would;
3) Summing up what you have done or drawing conclusions or making recommendations on the basis of what you have said.
A second pattern for memos is time sequence, or narration; here, events are followed through from first to most recent. In too many instances, this pattern is used merely because it is an easy way out for the writer. On the other hand, it offers a very logical way of presenting material when you are asked to “give me some background material on why we located our branch office at Centerville two years ago” or to “list the points covered in that sales conference yesterday.”

A third pattern develops the logical connection between cause and effect. Sometimes the effect is known and the memo writer is asked to present an analysis of what produced it when he or she is requested to send the boss a memo on why our sales fell off last month in the Los Angeles office. Sometimes the cause is known and the possible effect or effects must be inferred, as when one is asked to submit a memo on “how much salary expense was saved by our introducing bookkeeping software.”

In addition to the overall pattern, the memo writer can help the reader by breaking material up into small units with appropriate headings. This practice is particularly helpful in long memos. In shorter memos, the writer should list items which can logically be grouped together, taking care that the items in the list are given in parallel form.

6.6 Example of Short Memorandums

6.6.1 Memorandum Giving Information

This memo will remind you that we agreed in our last management meeting to extend our discussions for three additional sessions. We have now scheduled these as follows:

March 27 – Speaker: Professor Ernest Dale, Columbia University
Subject: “Organization”

April 24 – Speaker: Mr. Arch Potter, Reed, Barton, and Stow, Inc.
Subject: “Management Compensation”

May 21 – Speaker: Mr. Karl Rudolph, Doane and Smith
Subject: “Financial Structure and Interpretation”

All sessions will start at 9:30 a.m. in Conference Room C. If you cannot attend any of these meetings, please let me know before March 20.

6.6.2 Memorandum Giving Policy and Procedure

As you know, the Company has designated certain organisations in which we will pay one – half the membership fees. To assure uniform procedure in all departments, we request that you follow these instructions:

1) Each employee wishing to join or renew membership in such an organization should first obtain the approval of his or her department head;
2) The employee will then make his or her own arrangements for joining, pay the full amount of the fees, and obtain a receipt showing the amount and the period covered;

3) The employee will then prepare a petty-expense voucher, Form H-3, for one-half the amount of the fees;

4) The department head will then sign the voucher, which the employee may take to the Cashier’s Office, Room 107, to receive a check for reimbursement.

If you have any questions about our policy or procedure in this matter, I will be glad to discuss them with you. We, of course, want to be as generous as possible in helping employees with these memberships; at the same time, I urge you to scrutinize each application carefully to see that it will be of practical benefit to the Company.

6.6.3 If the memo appears to be complicated, or you think it might not be completely understood by anyone, you should advise them to contact a manager, supervisor, or departmental head, who will explain it to them and consider their comments and complaints, if they have any.
7 Unit VII Reports

7.1 A report is a description of something or information about it to someone

Now that you have read a lot of theoretical material about writing memos and duly impressed it’s high time to think about writing reports. A report is a piece of writing based on an experiment (an investigation, a conference, etc.) that results in a summary of the information received or a series of recommendations. Reports may be formal (statistical, investigative, etc.) and informal. A report consists of the following parts: title, introduction, background, facts, conclusions, recommendations.

Title
The title of the report always explains its contents. Here are three examples of titles, which immediately tell you what the report is about.
'The development of small industries in Nigeria'
'The limitations of the Consumer Protection Act 1989'
'The problems of English-language teaching in London Colleges of Further Education'

Introduction
The introduction might be a summary of the report and the circumstances or conditions that initiated it. It could also lay out the objectives and limitations of the enquiry.

Background
All reports, regardless of whether they are specialized or not, must give a background to the subject of the study. This allows the reader to see how the situation arose, and how it can be corrected, improved on, or changed.

Facts
This section is essential to all reports as it explains the situation that exists and offers evidence to support the statements that the writer is making. If the reader is to be convinced that changes in a situation are necessary, well-selected and well-presented facts will influence him.

Conclusions
Conclusions are the ideas you have formed from the evidence you have looked at. Whereas facts are objective statements, conclusions draw together all aspects of the situations of the situation as you see it.

Recommendations
These follow from conclusions and are the suggestions that you are making to improve, or change, the current situation.

7.2.1 Specimen report

This internal report suggests far-reaching changes in production and marketing. A report of this sort may be even more detailed and supply figures and forecasts to help Directors make a decision on whether they wish to increase their capital investment to stay in the market.
Declining Sales in Germany

1) I was sent out to Germany last month to find out why sales have fallen by 40% over the past two years, and while there I interviewed a number of our leading customers who were very helpful in explaining how and why German demand for our products has contracted.

2) Between 1983 and 1990 we were one of the leading exporters to Germany from this country, with an annual turnover of £2.6m from that market, with our share of the market never below 10% of their imports for our product. However, in 1991 it was evident that we were losing ground despite increased advertising and promotion. Although our customers maintained regular orders, the orders themselves were smaller, in some cases half their previous net values.

This fall in demand continued until two years ago when we found our share of the market had fallen to six per cent, and from that time has shrunk to three per cent.

3) Our market researchers have already produced two reports explaining the decrease in demand, and my trip and interviews have confirmed their findings.

Our exports have become more expensive to buyers, despite the European single market economy, and as our customers saw this as a trend, they began to look for new suppliers, which they found in the Far East.

These countries, who were keen to earn hard currencies and develop their Information Technology industries, were prepared to cut their prices, in some cases by 60%, while at the same time maintaining the quality and standard of the products. They also offered first rate after-sales service, long-term guarantees, cheap transportation, and short-term delivery dates.

If may be of little consolation, but in the face of this competition most of our rivals in the West have also experience a decline in sales to this market.
4) The solution to the problem calls for drastic price cuts and a total reorganization of our methods of production and service. But if we are prepared to force our way back into this market, I would suggest the following:

a) Review production methods and introduce improved technology to cut costs, and enlarge production capacity to effect economies of scale, producing in mass units regardless of whether there are orders or not, so that we can supply immediately from stock.

b) Improve distribution and order processing so orders can be met quickly and delivery dates guaranteed.

c) Find new suppliers of raw materials who are prepared to allow generous trade, cash, and quantity discounts, so that we can pass the reduced prices on to the customers.

d) Offer extended guarantees on products and improve quality control to strengthen our reputation in the market.

e) Establish a service base, and agents in Germany

f) Increase advertising and promotion so that our brand becomes identified with the product, and expand our sales force in Germany, again, possibly through agents.

5) I realize that this will mean increased capital investment, but unless we are prepared to invest in our future in this market, we will find within five years that we have no market to invest in.

J.N. Norman
Sales Manager (Europe)

7.2.2 Recommendations for report writing:

1) Plan and outline the report carefully. A good report contains enough accurate information to give a clear idea of the project.

2) Be sure to give an adequate but not excessive coverage. Outline the report before you begin its writing. Such plan might cover the following points:
   a) who asked or assigned you to study the problem or attend the conference;
   b) decide precisely what is the subject to be reported on;
c) how was the investigation made? (authorities consulted, people interviewed, places visited, discussions held, reading done);

d) what are the specific results or recommendations.

3) Begin with the summary statement. A formal or lengthy report usually begins with the summary of the methods used to obtain information and the results of recommendations. The summary is followed by the body of the report which discusses these summary points in detail.

4) Be selective but comprehensive. No report reveals everything known about a subject – be selective about which details to include and which to omit. Nevertheless no competent writer regrets collecting more material than will be used.

5) A report should be objective. It should be approached without personal prejudice. Results and recommendations should be based on materials collected and assembled with an open mind. An effective report contains no exaggerations and few superlatives. A reliable report writer presents facts as clearly as possible.

6) A report should be direct. Each paragraph should begin with the topic sentence. A reader who wants to examine in detail a particular part of the report should be able to locate that part without fail just by glancing at the topic sentence.

7.3 Suggested reports

7.3.1 Preliminary Report

To: Mr P Hardy, Personnel Manager                   From Miss J Smith, Personnel Officer
   Re: proposed introduction of flexible working hours

As requested I have been finding how various members of staff react to the idea of this change.

Findings – There was a lot of support for a flexible working hours scheme. Some relished the thought of longer lunch breaks. Others thought they would be able to avoid the worst of the traffic and that parking would be easier. Resistance came from the Data Processing Department who pointed out that they have to act as a team, and (understandably) the Security people who appreciate the extra work it would involve for them. The Office Manager felt that, apart from being expensive to administer, such a scheme would need to be very carefully supervised.

Recommendations – I feel much of the resistance could be overcome by introducing flexible working hours for a trial period, say, three months. During this time people could generally find out for themselves whether it was beneficial or otherwise. We could sort out some of the inevitable snags as they appear. In the meantime I think we should arrange some information sessions so that people know exactly what we have in mind. I am sure they would be able to offer some useful suggestions too. Finally, I think we should accept that the purpose of the exercise is to improve efficiency. To that extent I think we would need to watch productivity closely, but I believe we would find that the flexible working hours significantly
reduced absenteeism, lateness and even labour turnover. It would not be difficult to monitor these figures.

7.3.2 Task Definition Worksheet

You are representatives of the management at the Maxwell House plant – a food products manufacturing facility that is facing challenges in the marketplace relating to the need for increased productivity and new product development.

Overview of the Company

Located Houston, Texas, Maxwell House has been in operation at current site since 1952. It is one of three Maxwell House plants nationwide, and its specialty is producing decaffeinated coffee. Other product lines include specialty packaging of coffee and other food products for the hotel and restaurant industry as well as for commercial airlines.

The labor force at the plant is representative of the city. The whole number of workers is 620. About 40% of them are black, 30% Hispanic and 30% white. Wage rates at the plant are competitive with those of other manufacturing plants in the area. Workers receive an average of $14 to $15 per hour.

The plant is divided into three business units and runs on three shifts, but divisions develop their own work schedules.

7.3.3 Study the following documents to learn about the problem that your company had a year ago:

Document №1

Memorandum

From: Steve Gault, Director
To: Pauline Grey, Personnel Manager
Date: 12 Sept. 1999
Subject: Employee Testing at the Plant

We have recently received a barrage of complaints from the Production Department. They are having problems due to the recent initiation of a higher degree of automation at the plant.

In order to become more competitive, the company has introduced new manufacturing technology. The production process has been more automated, and the focus on improving quality and productivity has led to the widespread use of computers in monitoring all major manufacturing components. As a result of changes, most of the workers are experiencing difficulty in making adjustment to a higher technology environment.

Therefore we are introducing a testing program to identify workers’ level of education and their capacity for adaptation to new working conditions. You are
responsible for organizing the testing and analyzing the results. Your report is to be submitted by the end of the month.

Please treat this matter as urgent.

Steve Gault
Director

Document №2

**Report on employee testing at the plant**

**Terms of reference**
I was asked by the Director to organize employees’ testing at the plant and make analysis of the results.

**Proceedings**
Employee testing in the plant has been a sensitive issue. In particular, the company and workers were concerned that it would be a fair test of those kinds of skills required to complete certain job tasks. The test was voluntary and took place on 15 Sept. 1999.

**Findings**
1. 93% workers took the test.
2. The testing revealed that up to a quarter of the workforce was lacking minimal generic basic skills in reading and mathematics, critical thinking and problem solving. They also need to improve computer literacy and cooperative skills.

**Conclusions**
The test results helped to identify the target group who needed to upgrade the above mentioned skills.

**Recommendations**
In order to solve the problem it is necessary to organize special on-the-job training at the plant.

Pauline Grey
Personnel Manager

Enc.
Employee’ Test Results
List of Employees to Train

**7.3.4 Assignment**

Your company is considering a change to flexible working hours for office personnel. Your manager, the Head of Personnel, has asked you to write him a preliminary report on the initial reactions of the staff to this idea.
Write the report using the notes below to prepare it:

| Office staff:                       | Good (lunchtime shopping). |
| Data Processing:                   | Difficult (they work as a team). |
| Accounts Department:               | Good! (traffic, parking).   |
| Sales Representatives:             | ‘Doesn’t affect us.’        |
| Canteen:                           | Mixed – less rush at meals, but longer lunch period. |
| Security:                          | Oh no! (longer hours).      |
| General Administration Office:     | Most in favour (except Office Manager). |
| Points raised by Office Manager:   | Open to cheating/abuse of system; lack of supervision; Expensive. |
| Your recommendations:              | Trial period (3 months?); information sessions; watch production closely. |

7.4 Importance and Scope of Audit Reports

Since our audit reports are the principle means of recording our work, they greatly influence the judgments made about our activities and our personnel. Furthermore, they go to people who have many demands on their time and who are primarily interested in results.

For these readers, audit reports should be short, concise, and factual. Usually they should include the following:
1) What was covered in the audit;
2) What was revealed that should be called to the manager’s attention;
3) What is the effect of the variance, if there is one;
4) What you recommend to correct the situation.

While we do not want reports which follow a rigid pattern, we can reduce both writing and reading time by following these topics

7.4.1 General Arrangement and Organization

Audit reports should generally include:

1) A letter of transmittal, which serves as a guide to tell the reader what really significant information the report contains.
2) The main section of the report covering the scope, findings, and recommendations.
3) The schedules and exhibits which present documentary evidence to support a finding or a recommendation. In the Quarterly Audit Reports, this should be labeled “Exhibit Section” with the exhibits clearly separated into three classifications:
   a) Information furnished the previous month to all managers who will read the report;
   b) Material previously furnished to some, but not all, district supervisors;
c) Material which the auditor creates and which does not duplicate previous monthly reports.

As a general guide, we should limit material to what is necessary for a complete understanding of the audit, being careful always to include enough to avoid any possible misinterpretation.

7.4.2 Review with Local Management Personnel

Wherever possible, discuss your findings with the local management before you prepare the final report. This review is intended to do three things:

1) Assure the examining auditor that his data and opinions are correct and factual;
2) Minimize any feeling in the local office that the audit is an undercover operation;
3) Provide the local manager with advance information on the report so that he or she can take corrective action immediately or recommend changes which lie outside his authority.

7.4.3 Analysis of Present Reports

Our survey covering the entire Auditing Division showed that we can improve reports by:

1) Putting all facts in a general context. For instance, if the auditor says, “Ten errors were discovered,” it is difficult for the reader to evaluate the situation. How many items were examined? What was the ratio of errors? Is this ratio within our generally accepted standards or is it too high?
2) Making all statements clear-cut and forthright. Many comments in our present reports seem to hedge. They force the reader to read between the lines. Where an honest difference of opinion exists between the auditor and local manager, say so clearly. If possible, give the reasons for both opinions so that the reader can pass factual judgment rather than guessing.
3) Ending with a definite conclusion. When everything reviewed complies with established policies, say so. If you believe policies should be changed, say so, giving your reasons and the benefits which may result from the change.

7.4.4 Conclusion

Our sole aim is to make our audit reports effective instruments for telling management whether action is needed, and, if so, what action should be taken. Remember that you write for readers who dislike technical terms, detailed analyses, and repetitious statements. Give them adequate information for making judgments; present your recommendations clearly; revise your report thoroughly. By doing so, you can help us make our reports an effective management tool.
8 Unit VIII Power of Attorney

8.1 A Power of Attorney may be business or personal

Any power of attorney consists of the following parts:
1) legal addresses of the parties;
2) the word-combination “Power of Attorney”;
3) the name and full requisites of one party;
4) connectors like “entrust with powers”, “grant to…”, “hereby grant to the powers”, etc.;
5) the name and full requisites of the second party;
6) the body of the document which contains its purpose;
7) period of the document’s validity and place of its drawing;
8) signature of the person representing the first party;
9) signature of the notary.

8.1.1 Read the following power of attorney. Identify its parts. Write down all underlined words and find their Russian equivalents from the Russian variant of the same document

Chamber of Commerce and Industry of Russian Federation

Power of Attorney

We, Z, of Bern, Switzerland, as majority shareholder of Joint-Stock Company X, Orenburg, Russia, hereby grant to Mr. Ivanov I.v. I.v., General Director of J-SC X, Orenburg City, Russia, all powers and authority to open with Sviaz Bank, Orenburg City, Russia, an investment account in the name of J.S.C.X., Orenburg City, for the purpose of financing the construction of a shop for processing secondary copper alloys, and to that effect sign all necessary banking documents and generally do whatever may be necessary for that purpose.

This Power of Attorney is valid for a period of two (2) months from the date of its signature.

Made in Bern on this 24th day of December, 1998.

General Director Z (signature).

Mr. Y, notary from Bern
acknowledges and certifies
authentic signature of Mr. Z

8.1.2

Юридический адрес сторон
ТПП РФ (Торгово-промышленная палата РФ)
Доверенность

Мы, компания Z из Берна, Швейцария, в качестве основного держателя акций совместного акционерного общества (закрытого типа) X, Оренбург, Россия, настоящим передаём господину Иванову Ивану Ивановичу, генеральному директору совместного акционерного общества X, Оренбург, Россия, все права и полномочия на открытие в Связь Банке, расположенном в г. Оренбурге, Россия, счёта на имя совместного предприятия X, Оренбург, с целью финансирования сооружения цеха для переработки вторичных медных сплавов, а также наделяем его правом подписывать все банковские документы и совершать необходимые действия, направленные на достижение поставленной цели.

Данная доверенность действительна в течение двух месяцев со времени её подписания.

Составлена в Берне 24 декабря 1998 г.

Генеральный директор Z (подпись).
Мистер Y, нотариус города Берн, подтверждает подлинность подписи господина Z и заверяет её печатью.

8.2 Draw two documents in which you

a) permit your relative to receive a money order sent to you;

b) entrust your colleague with power to represent your organisation during his/her business trip (attending some conference, meeting, etc.).
9 Unit IX Art of Writing Precis and Abstract

9.1 The abstract is an essence of the paper in miniature. It presents the purpose of the study, points out major themes, method, results and conclusions. The abstract helps the reader to decide whether the article is interesting or relevant enough to warrant the time necessary to read all the details. The abstract, therefore, must include enough information to fulfill its major function, but it should be brief and concise

9.1.1 Rules for Writing an Abstract

1) Keep the abstract short. A 200-word limit is recommended;
2) Write it as one paragraph;
3) Do not use abbreviations;
4) Do not include citations or references unless they are essential;
5) Briefly describe the subjects, the structure of the study, the methods, approaches and procedures;
6) Summarize the main results, indicating whether they are significant;
7) Stick mainly to Simple Present tense form;
8) Do not present detailed discussion or explanation;
9) Never write it in the first person (I or we).

9.2 Precis Writing

9.2.1 THE PRECIS is a condensation of the original (usually ¼ to 1/3 of the length), retaining, for the most part, the author’s style, tone, point of view, and, very frequently, his words. What the student eliminates are the illustrations, the detailed explanations, and lengthy speculations.

Important steps for Precis Writing

1) Read the text; as you read, note topic dealt with in each paragraph, underline the topic sentence, key words, and important facts as you go along;
2) Analyse how the facts are connected, how the topic of a paragraph is connected with that of a preceding paragraph;
3) Make a list of all the points you are going to mention in your precis. Write them down using the necessary key terms. These notes must contain all the essential facts. You must add no information of your own or your personal judgement;
4) When writing your precis, put aside the original text and work from your notes, putting information into complete sentences in your own words.

9.2.2 Precis Writing SYLLABUS

Step 1
Reading

(Objectives: to indentify the topic, to understand the message of the text, to decide on the targets)
In Class
Skim the text. Identify its topic, the problems discussed in the text, its genre the purposes of the author, the relevance of information as a source of ideas for one’s major.
Discussion.

Vocabulary work
At Home –
1) Underline unknown words and expressions. Look them up in the dictionary. Give their definitions.
2) Highlight the words you cannot do without in your precis (terms, proper names, etc.). Prepare the lists of 1) key words and collocations, and 2) topic words and collocations.

In Class
Group/classroom discussion (on the vocabulary to be included into the precis)

Step 2
Planning for precis writing
(Objectives: to analyze and re-arrange the structure of the text for precis writing)

In Class
1) Divide the text into logical parts and entitle them. Analyze the information given in them (what is a fact, an opinion, an example?).
2) Decide which paragraphs are supportive or the particular parts which are excessive. Indicate topic sentences in each supportive paragraph and sum up the content of the paragraph in your own words.
3) Prepare your mindmap of the text.
4) Group discussion of individual results (presentation, analysis, assessment).

At Home
1) Think how to begin and link the parts of your precis (the introduction, the body, the conclusion) and the paragraphs in each part.
2) Enlarge the mindmap to include vocabulary and links.

Step 3
Writing your precis
(Objectives: to use the knowledge and some practical skills developed by the previous activities for writing precis, practicing writing a precis)

In Class or At Home
1) Write a draft of your precis.

In Class
2) Proofread your draft and access it from the point of view of its content, coherence in paragraphs, language, grammar and spelling mistakes (students can exchange their works and assess each other’s work).
3) Having considered your drawbacks, rewrite your precis.
4) Group discussion. Feedback on procedures and achievements.

9.3 When writing a precis you can follow one of these algorithms. Its choice depends on the length and complexity of the original text.

There is a list of group task for writing precis:

Group task 1:
Devide the text into logical parts, entitle them, indicate which paragraphs are supportive for the particular parts, indicate topic sentences in every paragraph, pay attention to linking, write an abstract of the text (80 words maximum).

Group task 2:
Analyse the text structure and mindmap it.
In case the structure is complicated, simplify it – reorganise the mindmap into for a precis.

Group task 3:
Analyse the vocabulary and break it up into:
1) topic words and collocations (all words related);
2) key words and collocations;
3) excessive vocabulary, the precis can do without.

Group task 4:
Analyse relationship between paragraphs and indicate the means to express:
- addition, sequence;
- contrast;
- similarity;
- exemplification, illustration;
- restatement, clarification;
- concession;
- emphasis;
- conclusion;
- result;
- summation.

Group task 5:
Analyse coherence in paragraphs and fill in the table:

<table>
<thead>
<tr>
<th>Key term</th>
<th>Repetition of parallelism</th>
<th>Pronoun reference</th>
<th>Connecting words and phrases</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paragraf 1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paragraf 2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paragraf 3</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
And so on.

Group task 6:
Assess the validity of the text:
1) as a source of information on the subject of interest
2) as a source of language
3) as a source of ideas for one’s major
4) as a piece of writing
5) as a primary text for practicing precis writing
10 Unit X Review of Written English

10.1 Writing for work and pleasure.

10.1.1 Remember!

- Always think about who you're writing to and why you're writing so that you use the correct formal or informal style.
- Organise the information clearly into paragraphs and use correct spelling and punctuation.
- It is very important to avoid unnecessary repetitions when writing your essay or composition.

10.1.2 Making the message clear

Harvey got into serious trouble and decided to leave England as quickly as possible. After he left the country, he wrote a lot of letters and e-mails. Read the e-mail he sent to Pete and answer questions 1-4.

Dear pete

Just a quick note. I'm really sorry I couldn't make it to your house-warming party. I hope it went well and you aren't too annoyed with me for not coming. The thing is, I've had a bit of a problem. A few weeks ago I borrowed a lot of money from the company account. I was going to return it, but one thing led to another and I lost the money. My boss found out and he threatened to call the police if I didn't give it back immediately. I really panicked and decided to get out of London fast. Susie and I flew to Hong Kong on Wednesday and were staying in her brother's flat at the moment. I think we're going to be here for a while. Can I possibly ask you a favour? We're getting desperate for money and I need you to sell my computer hi-fi and car for me. I'll write again soon and let you know where to send the money. Thanks for your help.

1) Where is Harvey? Why?
2) Who is Pete? Susie?
3) What does Harvey want Pete to do?
4) Is the message formal or informal?
   a) Harvey made some punctuation and spelling mistakes when he wrote the e-mail to Pete because he was in a hurry. Underline and then correct the fifteen mistakes.
   b) Harvey talks about five different things in his e-mail. Divide the e-mail into five paragraphs.

10.1.3 Harvey wrote to five other people. Match the parts of e-mails / letters (1-5) to the people / companies who received them.

Example: 1 = a)
   a) a close friend;
b) a member of the family;
c) an employment agency;
d) an estate agency;
e) a neighbour.

Letter 1.

Really sorry but Susie and I can't come to your engagement party after all. We're dying to meet Amanda and really upset we can't make it.

Letter 2.

I am writing in response to your advertisement for an Account Manager in the Hong Kong Herald of 2nd March. I would be grateful if you could send me further information.

Letter 3.

Just quick note to ask you a favour. Susie and I forgot to arrange for the post office to forward our mail. Would you mind keeping it for us and I'll let you have our new address as soon as we've got one? Also, don't worry if you hear people moving about next door - we've given the keys to the estate agents.

Letter 4.

Sorry we took off so suddenly and didn't phone you - all a bit last minute, I'm afraid. Don't worry about us - we'll be fine. I'll explain everything one day. Hope Dad is feeling better and taking it easy.

Letter 5.

I am writing to inform you that I would like you to arrange the sale of my flat in London. A set of keys has been left with my lawyer and he will be contacting you in the near future to discuss details.

Which messages in Exercise 10.1.3 are formal? informal? Read the Writing Box and find examples of each feature in the e-mails / parts of letters (1-5).
### Formal vs. Informal Language

<table>
<thead>
<tr>
<th>Formal</th>
<th>Informal</th>
</tr>
</thead>
<tbody>
<tr>
<td>- We don't usually use contractions:</td>
<td>- We usually use contractions.</td>
</tr>
<tr>
<td>I have been … not I've been …</td>
<td>- We usually use Active tenses:</td>
</tr>
<tr>
<td>- We often use the Passive:</td>
<td>Jenny is arranging a party.</td>
</tr>
<tr>
<td>A meeting has been arranged …</td>
<td>- We use informal language such as phrasal verbs and idiomatic expressions:</td>
</tr>
<tr>
<td>- We use formal Language:</td>
<td>Sorry I couldn't make it on Saturday.</td>
</tr>
<tr>
<td>I would like to request …</td>
<td>- We often use shorter sentences, sometimes without a subject:</td>
</tr>
<tr>
<td></td>
<td>Having a wonderful time.</td>
</tr>
</tbody>
</table>

### 10.1.4 Read the e-mail Harvey sent to a friend before he left. Was he telling the truth about why he was cancelling their arrangement?

**Dear Amy**

Just wanted to let you know that I can't make it to the gallery opening with you tomorrow. I'm afraid my boss has asked me to sort out a few problems urgently so I really can't get away. Thanks anyway - it was nice of you to set it up and I'm sorry about cancelling at such short notice. I'll get in touch soon and fix another time when things are less hectic. Can't wait to catch up. It's been ages!

Love,
Harvey

### 10.1.4.1 Match the informal expressions (1-11) from Harvey's e-mail with the formal expressions (a-k).

Example: 1 = g)

1) Just wanted to let you know  a) I apologise
2) I can't make it        b) requested
3) asked          c) reschedule
4) sort out       d) I am unable to attend
5) Thanks         e) I look forward to
6) set up         f) contact
7) I'm            g) I am writing to inform you
8) get in touch    h) I am grateful
9) fix another time i) resolve
10) Can't wait     j) Yours sincerely
11) Love           k) arrange

### 10.1.5 Read the letter Harvey wrote to his bank manager before he left the country. Fill in the gaps with the formal expressions (a-k) from Exercise 10.1.4.1.

**Dear Mr Richards,**
that …… (2) the meeting with you scheduled for next Tuesday. Unfortunately, I have been …… (3) by my company to …… (4) some problems in one of our overseas offices …… (5) for cancelling our meeting at such short notice.

…… (6) that you have been able to …… (7) a credit limit of £6000 for me until I receive my bonus from work. However, I understand you wish to meet with me to discuss my loan and mortgage repayments. I will …… (8) your secretary on return to …… (9) our meeting. …… (10) meeting you to discuss these issues.

…… (11)
Harvey Collins

10.1.6 Jack, a close friend, helped Harvey before he left London by lending him some money and organising the flight tickets. Harvey wants to thank him, tell him how he and Susie are feeling, what they're doing, and what their plans are. Write Harvey's letter to Jack a week after arriving in Hong Kong.

Keys.
1) In Hong Kong. Harvey borrowed some money from his company. His boss threatened to call the police if he didn't give it back. Harvey panicked and decided to leave London quickly.
2) Pete is probably a friend of Harvey's. Susie is probably Harvey's wife / partner / girlfriend.
3) To sell Harvey's computer, hi-fi and car and to send the money to Harvey.
4) Informal.

10.2 Avoiding repetition

1) Read Marisol's story.

One of the most frightening experiences of my life happened while I was spending Christmas in Tenerife, in the Canary Islands. My brother Jose was working there and unfortunately he couldn't get any time to come home, so I spent the holiday with him. On the last day of my visit we decided to go up Mt Teide - a volcano in the centre of the island and officially the second largest mountain in Europe. We hired a little car for the day - I couldn't drive at the time, but my brother could.

Jose and set off in brilliant sunshine, before long it got much colder and by the time we reached the crater of Mt Teide it was snowing. What is more, all the restaurants, hotels and petrol stations at the top Mt Teide were shut. It was then that Jose and I realised that we had almost run out of petrol. Running out of petrol was particularly desperate because I had to catch the plane home that evening, and if I didn't catch the plane, I would have to pay for a new ticket. So Jose decided to do something incredibly dangerous - Jose decided to switch off the engine of the car and freewheel down the other side of Mt Teide. Jose freewheeled down the side of Mt Teide for several kilometres, along hairpin bends on dangerous icy roads. I was
absolutely petrified, but for some reason I didn't tell Jose to stop.

Then my worst nightmare happened: the car slipped on the slippery road, and the two front wheels went over the edge. We were very lucky that the rest of the car didn't go over the edge. Jose and I sat in the car for about half an hour, not daring to move and freezing cold. No other cars even passed by, until suddenly a car came round the corner and out jumped three enormous men. Without saying a word, the three men surrounded the car and literally lifted it back on the road. When my brother and I got out to thank them, the three men just repeated "Norway" several times - my brother and I assumed that three men came from - then the three men got back into their car and drove off. We got back into our car and continued down the side of Mt Teide. I have never felt so relieved in my life as I felt when we reached the town - and the petrol station - at the bottom!

2) The grammar Marisol uses is correct, and many of the expressions she uses are very good, but she keeps repeating the same words, which makes the story sound unnatural. Her teacher has corrected the first paragraph, showing her how to avoid this:
   a) by using pronouns to replace nouns.
   b) by using auxiliary verbs to replace full verbs.
   c) by using alternative words with the same or a similar meaning.
   d) by omitting the repeated words, if possible.

   Read the first paragraph and find examples of each.

3) Look at the second paragraph of Marisol's story. Her teacher has underlined the unnecessary repetitions, but has not corrected them. Correct them.

4) The third paragraph has not been corrected. Find examples of unnecessary repetition and correct them. When you have finished, read through the whole story checking that it sounds natural.

10.3 What is the Purpose of the TWE? The Test of Written English) The purpose of the TWE is to provide you with an opportunity to display the kind of writing that will be required to do in university courses

How many questions are there on the TWE? There is only one question on each TWE. To maintain security, no topic will ever be used again, and different questions may be used on the same date for different test centers

10.4 What types of Topics Are Used? There are two types of topics typically used on the TWE. The first type is to describe and interpret a chart or graph. The second type is to compare and contrast opposing viewpoints on an issue, and then to take a position and argue in favor of your view

10.5 How Long Is the Test? After you have had a few minutes to read the question, you will be given 30 minutes to write your essay
10.6 How Much Should I Write? You should try to write between 200 and 300 words. An essay with three to five short paragraphs should be enough to demonstrate your writing ability. Remember, your essay will be scored on quality, not on quantity.

10.7 How Is the TWE Scored? The test is scored on a scale of 1 to 6. The following guidelines are used by the readers: 6 shows consistent proficiency ["is well organized", "addresses the topic", "includes examples and details", "has few errors in grammar and vocabulary"]

5 shows consistent proficiency ["is well organized", "addresses the topic", "includes fewer examples and details", "has more errors in grammar and vocabulary"]

4 shows minimal proficiency: ["is adequately organized", "addresses most of the topic", "includes some examples and details", "has errors in grammar and vocabulary that occasionally confuse meaning"]

3 shows developing proficiency: ["is inadequately organized", "addresses part of the topic", "includes few examples and details", "has many errors in grammar and vocabulary that confuse meaning"]

2 shows little proficiency: ["is disorganized", "does not address the topic", "does not include examples and details", "has many errors in grammar and vocabulary that consistently confuse meaning"]

1 shows no proficiency: ["is disorganized", "does not address the topic", "does not include examples and details", "has so many errors in grammar and vocabulary that meaning is not communicated"]

10.8 There are three steps that most good writers follow in organizing their writing. You should use these steps when you write a short composition like that on the Test of Written English.

First, tell your reader what you are going to write. Second, write it. Third, tell your reader what you wrote.

To look at these steps another way, your composition should have three parts:
1) a good beginning;
2) several good comments;
3) a good ending.

10.8.1 A Good beginning

This is where you tell the reader what you are going to write. A good beginning has certain requirements.

A good beginning is short. Two or three sentences is enough to tell your reader how you plan to approach the topic.

A good beginning is direct. In case of a chart or graph, state the relationship between the two charts or the parts of the chart in your first sentence. In the case of a
comparison, state both sides of the argument in your first sentence. In a short composition, you don’t have enough time for indirect approaches.

A good beginning is an outline. The second sentence usually outlines the organization. It gives the reader a general idea of your plan.

10.8.2 Good comments

This is where you write. Good comments include several points. A short composition may have between two and five points. Usually, the writer selects three. In the case of a chart or graph, the number may be determined by the number of variables on it. In the case of a comparison, three reasons is a standard argument.

Good comments are all related. All of the comments should relate to the general statement in the first sentence.

Good comments are logical. The points should be based on evidence. In the case of a chart or graph, the evidence should come from information on the chart or graph. In the case of a comparison, the evidence should come from sources that can be cited, such as a television program that you have seen, an article that you have read in a magazine, a book that you have read, or a lecture that you have heard.

Good comments are not judgments. Opinions should be identified by phrases such as, “in my view,” “in my opinion,” or “it seems to me that.” Furthermore, opinions should be based on evidence. Opinions that are not based on evidence are judgments. Judgments usually use words like “good” or “bad”, “right” or “wrong”. Judgments are not good comments.

10.8.3 A Good ending

This is where you tell the reader what you wrote. A good ending is a summary. The last sentence is similar to the first sentence. In a short composition, a good ending does not add new information. It does not introduce a new idea.

A good ending is not an apology. A good ending does not apologize for not having said enough or for not having had enough time.

10.9 Example Tests

The following example tests would receive a score of 6 (a good mark) on the TWE (Test Of Writing English). They are well organized, they address the topic, they include examples and details, and they have some but not many errors in grammar and vocabulary.

Read and study these example tests before you complete the four model tests of your own.
TOPIC: Some students in the United States work while they are earning their degrees in college; others receive support from their families. How should a student’s education be supported? Argue both sides of the issue and defend your position.

NOTES: WORK – friends, praise, initiative; future, employers, be impressed; student, satisfaction.

FAMILY – friends, praise, efforts for family; future employers, not exact; every family member, benefit, society.

Line (1)
Some students in the United States work while they are earning their degrees; others receive support from their families. Both approaches have advantages and disadvantages.

Line (5)
In this essay, I will name some of the advantages of each approach, and I will argue in favor family support.

Line (10)
In a society where independence and individual accomplishment are value, a student who earned his degree by working would be greatly admired. Friends would praise him for his initiative and perseverance. Future employers might be impressed by his work record.

Line (15)
He might derive greater satisfaction from his personal investment in it. On the other hand, in a society where cooperation and family dependence are value, a student who received support would be better understood. Friends would praise him for his efforts on behalf of his family.

Line (20)
Future employers would not expect a work record from a student. He might feel greater responsibility toward others in his family because the accomplishment was shared.

Line (25)
Thus, not one but every family member would assured some opportunity or benefit.

Line (30)
For my part, I must argue in favor of family support. While I study at an American University, my older brother will send me money every month. When I finish my degree and find a good job.
I will send my younger sister to a school or university. It may not be a better way, but it is the way that my society rewards.

10.9.1.2 Teacher’s Comments

This writing sample is well organized with a good topic sentence and good support statements. It addresses the question, and does not digress from the topic. There is a logical progression of ideas. Excellent language proficiency, as evidenced by a variety of grammatical structures and appropriate vocabulary. There are only a few grammatical errors that have been corrected below:

Line 7 in favor of
Line 9 are valued
Lines 18 – 19 are valued
Line 28 - would be assured

Score:6

10.9.2 Example Test 2

Topic: Suppose that you are required to write a report that includes information from the graphs printed below. Discuss the relationships between the graphs, and draw some conclusions. Be sure that your interpretation is supported by information in the graphs.

Attitudes of high school seniors towards teachers and education by overall grade averages: 1982

a) “Only a few of my teachers make clear presentations”;
b) “Only a few of my teachers enjoy teaching”;
c) “I am satisfied with my education”.

Notes: A = 90  B = 80  C = 60  D = 30

10/90  18/82  25/75  30/70
10/90  18/82  25/75  30/70

(Line 1)
The graph above correlate the attitudes of high school seniors toward their education and teachers with their overall grade averages. In general,

(Line 5)
students with high grades report a high degree of satisfaction with both. In contrast, students with low grades reported a low degree of satisfaction. It is interesting note that 90 percent

(Line 10)
of the A students felt that they received satisfactory educations, and that most their teachers made clear presentations and enjoyed teaching, but only 30 percent of the D students

(Line 15)
reported satisfaction with either their education or their teachers. C and D students were almost twice as likely to be critical of their teachers than A and B students. Although the

(Line 20)
data does not explain these attitudes, it suggest that the relationships be – tween good students and their teachers is better than between average or below-average students and their teachers.

10.9.2.1 Teacher's Comments:

This writing sample demonstrates excellent proficiency as reflected in both organization and mechanics. The graph is interpreted and explained correctly. Sufficient details are provided in logical sequence. Occasional errors in grammar and word choice do not interfer with communication. Errors are corrected below:

Line 1- correlates; line 5 – reported; line 9 – to note; lines 10-11 had received;
Line 12 – most of; lines 17 – 18 – twice as likely to be; line 21 – it suggests.
Score: 6.

10.10 Four model tests

10.10.1 Topic: Suppose you are assigned a report in which you must include the information from the charts. Show how the charts are related, and explain the
conclusions that you have reached. Remember that the information in the charts must support your conclusions.

Notes:

Bachelor’s degrees conferred, by field

1970-71

Arts and Sciences
10% Physical and biological sciences
23% Social sciences
17% Humanities

Job-related
14% Business
21% Education
15% Other job-related

1982-83

Arts and Sciences
7.8% Physical and biological sciences
13.9% Social sciences
13.7% Humanities

Job-related
23.4% Business
10.1% Education
31% Other job-related

Source: Center for Statistics; Digest of Education Statistics, 1985-86.

10.10.2 Topic: Some people believe that it is very important to make large amounts of money, while others are satisfied to earn a comfortable living. Analyze each viewpoint and take a stand.

10.10.3 Topic: Many people have learned a foreign language in their own country; others have learned a foreign language in the country in which it is spoken. Give the advantages of each and support your viewpoint.

10.10.4 Topic: Many people enjoy participating in sports for recreation; others enjoy participating in the arts. Give the benefits of each, take a position, and defend it.

10.11 Writing – Some Key Terms and Explanations

Brainstorming
Thinking quickly and without inhibition so as to produce as many ideas as possible in a given area.
The double bind of writing

It is simply a fact that you can’t find the right words until you know exactly what you are saying but that you can’t know what you are saying until you find the right words. The consequence is you must start by writing the wrong meanings in the wrong words, but keep writing till you get the right meanings in the right words. Only at the end will you know what you are saying. … You should throw lots (early words and phrases) away, because by the end you’ll have a different focus, or angle on what you are writing, if not a whole new subject. To keep these earlier words would ruin the final product. It’s like scaffolding. There is no short-cut by which you can avoid building it, even though it can’t be part of your final building.

Fastwriting
1) Concentrate on ideas and not on language, grammar or punctuation;
2) Write as quickly as you can for 3 minutes and don’t stop writing;
3) Don’t stop to cross out or correct mistakes;
4) If you can’t think of a word or phrase, either write it in your own language or leave a blank space;
5) Return to the above problems when you have finished and use a dictionary to translate these words or phrases.

Conferening
Teachers or students work together motivated with the concern to clarify the writer’s intentions.

10.12 Pair Work

10.12.1 Choose a partner to work with

Your task  
Partner’s task
Read your work aloud   listen carefully to your partner's reading
Both of you
Try and answer the following questions:

1) Do you think the writing is interesting/enjoyable?
2) Is there anything missing in this piece?
3) Is there anything which is not clear or accurate?
4) Can you suggest any helpful words or expressions?
5) Can you suggest a more suitable beginning or ending to the piece?
6) Do you think it is too long or too short?
7) Can anything be missed out?
8) Has the writer written what he/she was asked to do?
9) Write down suggested improvements on a separate piece of paper.
10.12.2 Pair Work

With your partner read through your writing again. Try and answer the following questions:

1) Are there any spelling mistakes? Underline them in pencil;
2) Check the punctuation. Are the full stops and capital letters in the right places? Correct them in pencil;
3) Show on your writing, where you wish to make alterations;
4) Ask the teacher at this point if you feel you need more help;
5) Write out your revised version.

10.13 Types of Writing Texts

10.13.1 It's useful to have a clear idea of such types of writing texts as essays, compositions, letters, articles, and reports.

A report is a text based on fact-finding of some kind and is written to give information and probably to make recommendations, though strong options expressed in a personal way are not required. The readers are assumed to be either superiors, such as a teacher or a boss, or peers such as colleagues or classmates. The style is impersonal and formal. Layout is important so a title is a good idea and headings can be used for different sections.

An article is a type of text that should be written for a magazine or newspaper. The main purpose of the writing is to attract a reader’s attention and maintain their interest. The target reader is usually unknown to the writer. The writing style can be informal and light-hearted or more serious. The article will probably contain some description and information, and should also contain the writer’s opinion.

A letter is usually written to a known person, such as a penfriend, and so the style is informal. The purpose may be to give information, describe an experience or give reasons or options. The layout should be as if for a letter.

An essay is a short piece of writing on a particular subject, especially one which is done by students as part of the work for a course.

A composition is a short piece of writing done by students at school in order to improve their writing skills. A composition is a formal piece of writing in which the assumed reader is a teacher. Information will need to be given, and this may involve narrating part of the plot or a scene, or describing a character or a place. A composition may require arguments for and against. The writer’s own opinion may be asked for and should be supported with reasons and/or evidence. You'll have to do both.
Таблица 10.1

<table>
<thead>
<tr>
<th>Text type</th>
<th>Style</th>
<th>reader</th>
<th>Organization &amp; layout</th>
<th>Content</th>
</tr>
</thead>
</table>
| Composition Essay | formal | teacher | • Introduction  
• Paragraphs  
• Conclusion | • information  
• opinions & reasons  
• suggestions or recommendations |
| Article | fairly informal; light-hearted or serious; fairly personal | magazine or newsletter reader (i.e. unknown peer, someone of same age/interests) | • title  
• introduction  
• paragraphs  
• conclusion | • information  
• opinions & reasons  
• suggestions or recommendations |
| Letter | informal, personal | a known person (e.g. penfriend) | • salutation  
• paragraphs  
• ending & signature | • information  
• opinions & reasons |
| Report | formal, impersonal | a superior (e.g. boss) or a peer (e.g. colleague) | • title  
• headings  
• introduction  
• paragraphs  
• conclusion | • information  
• suggestions or recommendations |

10.13.2 Write an essay or a composition on one of the following topics. Your written work shouldn't be less than a 200-word composition.

1) Music tells us something about the culture. What does the music of your country reveal about the culture of your country? Use reasons and specific examples to support your answer.

2) In some countries people are no longer allowed to smoke in many public places and office buildings. Do you think this is a good law or bad law? Use specific reasons and examples to support your position.

3) Many parts of the world are losing important natural resources, such as forests, animals, or clean water. Choose one resource that is disappearing and explain why it needs to be saved. Use specific reasons and examples to support your position.

4) When people move to another country, some of them decide to follow the customs of the new country. Others prefer to keep their own customs. Compare these two choices. Which one do you prefer? Support your answer with specific details.

5) Decisions can be made quickly, or they can be made after careful thought. Read and think about the following statement: The decisions that people make quickly are always wrong. Do you agree or disagree with the statement? Use reasons and examples to support your opinion.
6) Do you agree or disagree with the following statement? All students should be required to study art and music in high school. Give specific reasons to support your opinion.

7) Do you agree or disagree with the following statement? It is better to make the wrong decision than to make no decision at all. Use specific reasons and examples to support your position.

8) What is one of the most important decisions you have made? Why was this decision important? Use specific reasons and details to explain your answer.

9) Do you agree or disagree with the following statement? When people succeed, it is because of hard work; luck has nothing to do with success. Use specific reasons and examples to support your answer.

10) Some people think that governments should spend as much money as possible on developing or buying computer technology. Other people disagree and think that this money should be spent on more basic needs. Which one of these opinions do you agree with? Use specific reasons and details to support your answer.

11) It is better for children to grow up in the countryside than in a big city. Do you agree or disagree? Use specific reasons and examples to develop your essay.

12) In general, people are living longer now. Discuss the causes of this phenomenon. Use specific reasons and details to develop your essay.

13) In general, people are living longer now. How will this change affect society? Use specific details and examples to develop your essay.

14) Do you agree or disagree with the following statement? Sometimes it is better not to tell the truth. Use specific reasons and details to support your answer.

15) In some countries, teenagers have jobs while they are still students. Do you think this is a good idea? Support your opinion by using specific reasons and details.

16) Do you agree or disagree with the following statement? Private companies should spend more money to clean up pollution in the environment. Use specific reasons and details to develop your essay.

17) In the future, students may have the choice of studying at home by using technology such as computers or television or of studying at traditional schools. Which would you prefer? Use reasons and specific details to explain your choice.

18) When people need to complain about a product or poor service, some prefer to complain in writing and others prefer to complain in person. Which way do you prefer? Use specific reasons and examples to support your answer.

19) People remember special gifts or presents that they have received. Why? Give specific reasons and examples to support your answer.

20) Some famous athletes and entertainers earn millions of dollars every year. Do you think these people deserve such high salaries? Use specific reasons and examples to support your opinion.

21) Every generation of people is different in important ways. How is your generation different from your parent’s generation? Use specific reasons and examples to explain your answer.

22) You want to persuade someone to study your native language. What reasons would you give? Support your answer with specific details.
23) If you were asked to send one thing representing your country to an international exhibition, what would you choose? Why? Use specific reasons and details to explain your choice.

24) There are many different kinds of advertising (on the radio, on television, in newspapers, in magazines, and on billboards). In your opinion, which one of these kinds of advertising is the most effective? Why? Use specific reasons and examples to support your answer.

25) Many people have a close relationship with their pets. These people treat their birds, cats, or other animals as members of their family. In your opinion, are such relationships good? Why or why not? Use specific reasons and examples to support your answer.

26) Do you agree or disagree with the following statement? A sense of humor can sometimes be helpful in difficult situations. Use specific reasons and examples to support your answer.

27) Some people think that they can learn better by themselves than with a teacher. Others think that it is always better to have a teacher. Which do you prefer? Use specific reasons to develop your essay.

28) Choose one of the following careers (three choices will be presented in the actual test) and explain why it is important to society.
   - accountant
   - airplane pilot
   - computer programmer
   - farmer
   - tour guide
   - actor
   - architect
   - dentist
   - lawyer

Use specific reasons and details to explain your answer.

29) Do you agree or disagree with the following statement? It is better to be a member of a group than to be leader of a group. Use specific reasons and examples to support your answer.

30) Do you agree or disagree with the following statement? People are never satisfied with what they have. They always want something more or something different. Use specific reasons to support your answer.

31) Some people say that advertising encourages us to buy things we really do not need. Others say that advertisements tell us about new products that may improve our lives. Which viewpoint do you agree with? Use specific reasons and examples to support your answer.

32) Some people like doing work by hand. Others prefer using machines. Which do you prefer? Use specific reasons and examples to support your answer.
Список использованных источников

15. Carolyn Walker “Penguin Readers Teacher”s Guide to Preparing for FCE (Certificate in English examination)"