

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

**ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ**

**АНГЛІЙСЬКА МОВА ПРОФЕСІЙНОЇ
КОМУНІКАЦІЇ ТА ДІЛОВОЇ КОРЕСПОНДЕНЦІЇ
В МІЖНАРОДНОМУ БІЗНЕСІ**

**Тексти та завдання
до самостійної роботи студентів
усіх спеціальностей
першого (бакалаврського) рівня**

**Харків
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Англійська мова професійної комунікації та ділової кореспонденції в міжнародному бізнесі [Електронний ресурс] : тексти та завдання до самостійної роботи студентів усіх спеціальностей першого (бакалаврського) рівня / уклад. Я. П. Лютвієва, Л. М. Черниш. – Харків : ХНЕУ ім. С. Кузнеця, 2019. – 49 с. (Укр. мов., англ. мов.)

Запропоновано тексти та завдання до самостійної роботи студентів з метою формування навичок самостійної роботи, поглиблення знань, вдосконалення навичок професійного спілкування, що сприяє розвитку іншомовних комунікативних та професійних компетентностей, які відіграють суттєву роль у становленні майбутнього фахівця.

Рекомендовано для студентів усіх спеціальностей першого (бакалаврського) рівня.

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Вступ

Навчання іноземній мові в Харківському національному економічному університеті імені Семена Кузнеця має як комунікативно орієнтований, так і професійно спрямований характер. Його завдання визначаються комунікативними та пізнавальними потребами фахівців відповідного профілю та мають на меті надати можливість набуття комунікативної компетентності, рівень якої на окремих етапах мовної підготовки дозволяє використовувати іноземну мову на практиці, у професійній діяльності та з метою самоосвіти.

Видання призначене ознайомити студентів з основами ділового листування і містить часто вживані фрази, зразки листів, вправи на закріплення вивченої лексики та розвиток навичок ділового листування. Це надає можливість підготувати компетентних та конкурентоспроможних фахівців, здатних адаптуватися до сучасних умов професійного життя.

Основною метою викладання навчальної дисципліни "Іноземна мова професійної комунікації та ділової кореспонденції в міжнародному бізнесі" є формування, розвиток та вдосконалення навичок ведення ділової кореспонденції, ознайомлення зі специфікою письмового ділового спілкування в бізнес-структурах іноземних країн, пошуку оптимального взаєморозуміння у співпраці з ними.

Тематика запропонованих до опрацювання навчальних матеріалів узгоджена з тематичним планом навчальної дисципліни.

Видання укладено згідно з робочою програмою з навчальної дисципліни "Іноземна мова професійної комунікації та ділової кореспонденції у міжнародному бізнесі" за темою "Ділове листування". Робота містить список літератури, опрацювання якої дозволить студентам усіх спеціальностей першого (бакалаврського) рівня поглибити знання з дисципліни.

Unit 1. Twelve rules for better letter writing

1. Present your best self.

Your moods vary. After all, you're only human. But while it is sometimes difficult to present your best self in conversation, which is spontaneous and instant, letters are written alone and on your own schedule. Therefore, you can and should take the time to let your most pleasant personality shine through in your writing.

2. Write in a clear, conversational style.

Naturally, a memo on sizing pumps shouldn't have the same chatty tone as a personal letter. But most business and technical professionals lean too much in the other direction, and their sharp thinking is obscured by windy, overly formal prose. The key to success in business or technical writing? Keep it simple. Write to express – not to impress. A relaxed, conversational style can add vigor and clarity to your letters.

3. Be concise.

Professionals, especially those in industry, are busy people. Make your writing less time-consuming for them to read by telling the whole story in the fewest possible words.

4. Be consistent.

"A foolish consistency," wrote Ralph Waldo Emerson, "is the hobgoblin of little minds." This may be so. But, on the other hand, inconsistencies in your writing will confuse your readers and convince them that your information and reasoning are as sloppy and unorganized as your prose.

5. Use jargon sparingly.

Many disciplines and specialties have a special language all their own. Technical terms are a helpful shorthand when you're communicating within the profession, but they may confuse readers who do not have your special background. Take the word, "yield", for example. To a chemical engineer, yield is a measure of how much product a reaction produces. But to car drivers, yield means slowing down (and stopping, if necessary) at an intersection.

6. Avoid big words.

Some writers prefer to use big, important-sounding words instead of short, simple words. This is a mistake; fancy language just frustrates the reader. Write in plain, ordinary English and your readers will love you for it.

7. Prefer the specific to the general.

Your readers want information – facts, figures, conclusions, and recommendations. Do not be content to say something is good, bad, fast, or slow when you can say how good, how bad, how fast, or how slow. Be specific whenever possible.

8. Break up your writing into short sections.

Long, unbroken blocks of text are stumbling blocks that intimidate and bore readers. Breaking up your writing into short sections and short paragraphs makes the text easier to read.

9. Use visuals.

Drawings, graphs, and other visuals can reinforce your text. In fact, pictures often communicate better than words; we remember 10 percent of what we read, but 30 percent of what we see.

10. Use the active voice.

Voice refers to the person speaking words or doing an action. An "active verb" stresses the person doing the thing. A "passive verb" stresses the thing being done. When possible, use the active voice. Your writing will be more direct and vigorous; your sentences more concise.

11. Organization.

Poor organization is the number one problem in letter writing. As editor Jerry Bacchetti points out, "If the reader believes the content has some importance to him, he can plow through a report even if it is dull or has lengthy sentences and big words. But if it's poorly organized – forget it. There's no way to make sense of what is written."

12. Length.

Whenever possible, keep your letter to one page. Today's busy readers really appreciate seeing that everything is on one side of a sheet of paper. Even Winston Churchill used to require of those serving under him that they express their concerns on no more than one side of a single sheet of paper.

Unit 2. Parts of a business letter

There are many parts to the business letter – some required, some optional. The parts of the business letter follow:

1. Letterhead or Heading.
2. Date.

3. File Number (optional).
4. Confidential (optional).
5. Inside Address.
6. Attention Line (optional).
7. Salutation (optional).
8. Subject Line (optional).
9. Body of the Letter.
10. Complimentary Close (optional).
11. Signature.
12. Added Information (optional).
13. Postscript (optional).
14. Mailing Instructions (optional).

Letterhead

Most business letters originating from a firm are written on the firm's letterhead. If you are writing a personal business letter or your firm does not use letterhead, then you need to include your firm's address in the heading.

Date

When you are using a heading instead of letterhead, place the date on the first line and the address on the subsequent lines as follows:

September 9, 20XX

359 Longview Road
Mt. Vernon, IL 65676.

This should be the date the letter is written. Be sure to write out the month and to include both the date and year for adequate reference.

File Number

On occasion, you may wish to include the file number of the project, case or order that the letter refers to. The file number should be physically separated from the date by two spaces and from the part that follows (Confidential or Inside Address) by two spaces.

Confidential

Use this word when the person to whom the letter is addressed is the only one who should read the letter. Physically separate the word from the rest of the letter by two lines. To assure confidentiality, include the word "Confidential" on the envelope.

Inside Address

This should include the name of the person you are writing, the person's title (if available), the name of the firm and the firm's address.

Attention Line

This is used when you do not know the name of the person you are writing and the letter is addressed to the firm. For example, the attention line may say, "Attention: Head of Accounting." It may also be used when you know the name of the person you are writing but are unsure of the title. The attention line may say, "Attention: Customer Service," thus indicating to the person receiving the letter that the letter also needs to be routed to the customer service department. Another way of doing this is to use the attention line and send copies of the letter to the appropriate department.

Salutation

The salutation is used in all formats (see Chapter 3) except the Simplified Letter and the Memo. The following are salutations used in American business letters:

- Dear Sir:
- Dear Madam: (may be followed by title, such as Dear Madam Chairperson:)
- Gentlemen:
- Ladies:
- Dear Mr. Bryan:
- Dear Ms. Gray:
- Ladies and Gentlemen:
- Dear Personnel Director: (a gender-free title)
- To Whom It May Concern: or TO WHOM IT MAY CONCERN: (use this form as a last resort).

Caution: You must determine the appropriate choice, given your reader and the situation. If you are uncertain about your reader's gender, avoid assuming gender in the salutation. Use your reader's name whenever you know it. Researchers discovered that people are more likely to read a letter with their names in the salutation.

One of the problems you may run into is writing to a person with a name that is not gender specific; for example, the name Terry. The simplest solution in the salutation is to say, "Dear Terry Lucas." If you are addressing a group of people in general, such as the shipping department, do not assume they are all male. The old "Gentlemen:" is not acceptable. "Shipping Agents:" is preferred.

Subject Line

The subject line is most commonly used in the Simplified Letter. It announces the subject of the letter and provides a summary of your intent.

Body of the Letter

This is where you make requests, provide information or reasons or reply to someone. It is the main part of the business letter.

Complimentary Close

This varies in formality and is found in all business letters with the exception of the Simplified Letter and the Memo. The following complimentary closes are in order of decreasing formality:

- Very truly yours,
- Respectfully,
- Sincerely yours,
- Cordially,
- Sincerely,

The most appropriate, in general situations, is the last one.

Signature

There should be four lines between the complimentary close and your typed name, so there is room for your signature.

Additional Information

If needed, this consists of the sender's initials in capital letters followed by a colon, followed by the typist's initials in small letters. You may also find the abbreviations "Enc." for enclosure and "cc:" or "xc:" for copies sent, followed by names of persons receiving the copies.

Postscript

The "P.S." highlights additional information that might have been placed in the letter but for some reason was not. Often used in sales, promotional or personal letters, the postscript can emphasize a request for action or consideration. It is often the first thing the recipient reads. Use it to entice or motivate your reader. Postscripts are especially effective in sales or form letters.

Mailing Instructions

Use these to give the reader deadlines or pertinent information on mailing a reply. As you look through the major formats in Chapter 3, it's

obvious that many of the parts listed above are not necessarily used in routine business correspondence. However, it helps to be aware of all of them in case you need to use any of them.

Unit 3. Useful phrases and vocabulary for writing business letters

Salutation	<p>Dear Mr. Brown Dear Ms. White Dear Sir Dear Madam Dear Sir or Madam Gentlemen</p>
Starting	<p>We are writing to inform you that... to confirm... to request... to enquire about... I am contacting you for the following reason... I recently read/heard about ... and would like to know Having seen your advertisement in ..., I would like to I would be interested in (obtaining / receiving) I received your address from ... and would like to</p>
Referring to previous contact	<p>Thank you for your letter of March 15. Thank you for contacting us. In reply to your request, Thank you for your letter regarding With reference to our telephone conversation yesterday Further to our meeting last week It was a pleasure meeting you in London last month. I enjoyed having lunch with you last week in Tokyo. I would just like to confirm the main points we discussed on Tuesday.</p>

<p>Making a request</p>	<p>We would appreciate it if you would I would be grateful if you could Could you please send me Could you possibly tell us / let us have In addition, I would like to receive It would be helpful if you could send us I am interested in (obtaining / receiving) I would appreciate your immediate attention to this matter. Please let me know what action you propose to take.</p>
<p>Offering help</p>	<p>Would you like us to ... ? We would be happy to We are quite willing to Our company would be pleased to</p>
<p>Giving good news</p>	<p>We are pleased to announce that I am delighted to inform you that You will be pleased to learn that</p>
<p>Giving bad news</p>	<p>We regret to inform you that I'm afraid it would not be possible to Unfortunately we cannot / we are unable to After careful consideration we have decided (not) to</p>
<p>Complaining</p>	<p>I am writing to express my dissatisfaction with I am writing to complain about Please note that the goods we ordered on ... (date) have not yet arrived. We regret to inform you that our order No. ... is now considerably overdue. I would like to query the transport charges which seem unusually high.</p>
<p>Apologizing</p>	<p>We are sorry about the delay in replying to ... I regret any inconvenience caused (by) ... I would like to apologize for the (delay, inconvenience) ... Once again, please accept my apologies for ...</p>

<p style="text-align: center;">Orders</p>	<p>Thank you for your quotation of ... We are pleased to place an order with your company for We would like to cancel our order No. Please confirm receipt of our order. I am pleased to acknowledge receipt of your order No. Your order will be processed as quickly as possible. It will take about (two/three) weeks to process your order. We can guarantee you delivery before ... (date). Unfortunately these articles are no longer available / are out of stock.</p>
<p style="text-align: center;">Prices</p>	<p>Please send us your price list. You will find enclosed our most recent catalogue and price list. Please note that our prices are subject to change without notice. We have pleasure in enclosing a detailed quotation. We can make you a firm offer of</p>
<p style="text-align: center;">Referring to payment</p>	<p>Our terms of payment are as follows Our records show that we have not yet received payment of According to our records Please send payment as soon as possible. You will receive a credit note for the sum of</p>
<p style="text-align: center;">Enclosing documents</p>	<p>I am enclosing Please find enclosed You will find enclosed</p>
<p style="text-align: center;">Closing remarks</p>	<p>If we can be of any further assistance, please let us know. If I can help in any way, please do not hesitate to contact me. If you require more information For further details Thank you for taking this into consideration. Thank you for your help. We hope you are happy with this arrangement. We hope you can settle this matter to our satisfaction.</p>

<p>Referring to future business</p>	<p>We look forward to a successful working relationship in the future. We would be (very) pleased to do business with your company. I would be happy to have an opportunity to work with your firm.</p>
<p>Referring to future contact</p>	<p>I look forward to seeing you next week. Looking forward to hearing from you, Looking forward to receiving your comments, I look forward to meeting you on the (date). I would appreciate a reply at your earliest convenience. An early reply would be appreciated.</p>
<p>Ending business letters</p>	<p>Sincerely, Yours sincerely, Sincerely yours, Yours faithfully, (in more formal letters for those you already know) and/or Regards, (with whom you have a working relationship)</p>

Assignment 1. Match the opening greeting with the most suitable close.

<p>1. Dear Sir</p>	<p>a Yours faithfully b All the best</p>
<p>2. Fred</p>	<p>a Best regards b Yours sincerely</p>
<p>3. Hi Isabel</p>	<p>a With very best regards b See you</p>
<p>4. Dear Dr Somerset</p>	<p>a Yours sincerely b Best wishes</p>
<p>5. Hello everyone</p>	<p>a Yours faithfully b Regards</p>

Assignment 2. Complete the sentences with a preposition.

1. I am very interested ... coming to the seminar.
2. I look forward ... hearing from you.

3. We met ... the Shanghai seminar.
4. I'd like to make some changes ... the programme.
5. Thank you ... your message.
6. I'll see you ... Monday 3 p.m.
7. Call me ... my mobile.
8. There will be a buffet lunch ... midday.
9. I've attached the files ... you asked.

Assignment 3. Put the correct form, -ing or infinitive, in these sentences.

1. Please, ... (confirm) that you can come.
2. Can you ... (check) the brochure for us?
3. I look forward to ... (receive) the document.
4. I enjoyed ... (meet) you last week.
5. Mr Lahtinen will be ... (visit) Helsinki tomorrow.
6. Could you let me ... (know) if everything is OK.
7. How did the meeting ... (go) yesterday?
8. I am ... (write) to ask you for some advice.
9. This is to ... (confirm) our conversation.

Assignment 4. Order the sentences into a message.

An informal message

<p>a) I couldn't find it this morning. b) I'll be back in the office c) Good morning, Ian. d) Did you send me the map yesterday?</p>	<p>e) Maija f) The fax number is 9505142. g) Could you fax it again? h) later this afternoon.</p>
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A formal memo

<p>a) will visit the office on Friday. b) Dear colleagues c) We would like everyone d) This is to confirm that Mr Tayama</p>	<p>e) Marcus Kerimov f) by Wednesday at the latest. g) Please confirm that you are able to attend h) to meet him in Room 21 at 2:30.</p>
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Assignment 5. You are the Human Resources manager in your company. You are organising a one-day conference on "Health and Safety". Look at your notes below, and then write a memo to all staff:

- inviting them to the conference,
- giving all the details of the conference (subject, date, time etc),
- asking for a reply,
- offering to give more information if necessary.

Write 60 – 80 words, using the texts and notes.

<p>Memorandum</p> <p>To</p> <p>From</p> <p>Date</p> <p>Subject</p>	<p>Notes</p> <p><i>Health and Safety Conference</i></p> <p><i>July 22nd</i></p> <p><i>9 a.m.</i></p> <p><i>Board Room</i></p> <p><i>Buffet lunch – midday</i></p>
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Unit 4. Acknowledgments

A specific category of thank-you is the acknowledgment of a gift given or a contribution made. An acknowledgment letter is similar to a thank-you note. If there is a difference, a thank-you note typically focuses on one short-term action, such as a birthday present you have received. An acknowledgment usually signifies something long-term, such as the support a friend or relative has given you during a particularly difficult period. Thank-you letters are event driven; for instance when your father co-signs for the loan on your first condo. An acknowledgment is emotion driven; for example, you feel an overwhelming need to thank your dad for all the love he has given you as a parent. Both thank-you letters and acknowledgments cement your bond with the reader. But an acknowledgment may be even more powerful because it is not expected. Acknowledgment is a spontaneous act, compared with thanks, which are expected as the social norm.

Format

(1) Tell them why you are writing (remember, your letter is unexpected).

- (2) State what the readers have done for you.
- (3) Thank the readers.
- (4) Explain the positive effect the readers or their actions have had in your life.
- (5) Repeat the thank-you in the close.

Handy phrases

Thank you; I wanted to let you know; You may not be aware; Here's why I'm writing you today.

Example

Dear Amy, Bob, Alex, Stephen,

Thank you for the beautiful flowers. It brought so many ooohs and aaahs from everyone who passed my room. They brought me such pleasure and really picked up my spirits. Thank you for being so thoughtful, caring and wonderful – not only now, but as the most wonderful cousins I could ever hope to have. Family is important, and your love and concern continue to give me joy and strength during my long recuperation. Best wishes, love, and again – thanks!

Bill

Tips for Writing Acknowledgments

- Be sincere and, if appropriate, even emotional.
- Talk about only positive things; do not bring up any past conflicts or problems.
 - Recall specific events, deeds, and reasons why you are acknowledging the reader.
 - Indicate the beneficial effect the reader's actions have had on your life.

Assignment 1. Fill in the gaps with words from the box below.

forthcoming	summary	questionnaire	on-site	range
	producer	service		

1. We are pleased to invite you to our ... conference in Ohio.
2. We can arrange training programmes either ... or online.

3. Our company produces a wide ... of products.
4. We are the leading ... of cars in Germany.
5. The ... sector includes businesses such as banks and travel agents.
6. Can you prepare a short ... for the monthly report.
7. Could you complete the attached ... and return it as soon as possible.

Assignment 2. Match the statement in A with the response in B.

A

B

<ol style="list-style-type: none"> 1. I attach our completed registration form for the forthcoming exhibition. 2. I would like to apply for the post of Finance Officer. 3. We have not yet received your completed application form. 4. We would like to invite you to our conference in London. 	<p>A We were interested to hear about the conference, and would like to attend.</p> <p>B Thank you for your application. We have reserved a stand for you in the main hall.</p> <p>C Thank you for your email. I am pleased to attach our online application form.</p> <p>D I apologise for not sending this earlier.</p>
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Assignment 3. Read the email and notice below and then complete the booking form. Write a word or phrase or a number on lines 1 – 5.

From: Sara Zanchi
 To: John Smith
 Subject: Conference Equipment

Can you complete the attached Equipment Booking Form for the conference that you are organizing and return it to the Technical Department. I will do a short introduction so I will need a laptop and a projector. Check the programme to see if we need any other equipment.

Let me know if you need any more information from me. I will be in Room A 12 all day today.

Thanks.

<p>Conference Programme</p> <p>The customer is Always Right</p> <p>4th October</p> <p>10:00 – 16:00</p> <p>Conference Room</p> <p>Includes video on Customer Care</p> <p>Introduction by Sara Zanà</p>	<p>Equipment Booking Form</p> <p>Conference Title (1)</p> <p>Name of Organizer (2)</p> <p>Equipment required (3)</p> <p>Date needed (4)</p> <p>Venue (5)</p>
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Assignment 4. Complete the sentences with a form of the word in brackets.

<p>1. I have really ... working with you.</p> <p>2. Are you looking forward to your</p> <p>3. I'm organising a ... for Mona.</p> <p>4. We really ... all the help you have given us.</p> <p>5. Just to let you know about Laura's</p> <p>6. We were all ... when we heard the news.</p> <p>7. Could you ... exactly what is happening?</p> <p>8. I have an important ... to make!</p> <p>9. Many Very well done!</p> <p>10. I was sorry to hear about your ... leg.</p>	<p>(retire)</p> <p>(collect)</p> <p>(appreciation)</p> <p>(promote)</p> <p>(shock)</p> <p>(clarification)</p> <p>(announce)</p> <p>(congratulate)</p> <p>(break)</p> <p>(operate)</p>
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Unit 5. Letters of complaint

Unfortunately, there are many things to complain about in the world today, from poor service in a restaurant or store, to the high price of gasoline and rising income taxes. Complaints are often most effective when made in writing. There are two advantages to writing a complaint letter rather than talking about it. First, you feel better. And second, the person or organization causing the problem takes you much more seriously when you commit your thoughts to paper.

Format

- (1) Recall the specific incident.
- (2) State your specific complaint.

- (3) Give appropriate, specific details.
- (4) Enclose and cite any backup proof or documents (e.g., a previous letter from the reader).
- (5) Say what you expect the reader to do, if appropriate.
- (6) Close by saying you look forward to a speedy resolution and to continuing the relationship.

Handy phrases

I want to bring ... to your attention; Are you aware that; You may not be aware that; Do you think; Do you feel.

Example

September 10, 2004

Mr. Roger Beecher
Learn It Now!
Network Anytown, USA

Dear Roger:

I attended "Cold-Calling for the Non-Salesperson" last night and thoroughly enjoyed the session. However, I did want to bring something to your attention. The session's description (copy attached) listed Stephen Carter – a well-known guru and the reason I registered for the session – as the seminar presenter. In reality, Stephen gave a half-hour presentation and then turned the program over to his colleague, Michael Snyder. Michael was terrific. I was engaged, I took copious notes, I walked away satisfied with the content. But I felt I was misled by the description in your catalog. I'm taking Carol Connor's "Clutter-Free Basement" session on October 10 and since she's also a guru, I'm leery of the possibility of having the same experience I did last night.

Again, "Cold-Calling" was a great session and I understand that it's difficult to monitor every course, so I did want to let you know about my experience.

Sincerely,
Fern Dickey.

Tips for Writing Letters of Complaint

- Before giving a negative, start with a positive. Say what you liked before getting to what you didn't like.

- Make a specific rather than a general complaint. Focus on the part that was defective. Isolate and confine your complaint to that part.
- Be courteous in tone throughout.
- Don't threaten. As the adage goes, "You catch more flies with honey than with vinegar."
- Say what action you want the reader to take.

Assignment 1. Choose the best alternative.

1. We will send you a replacement *order/enquiry/service*.
2. Could you *change/check/forward* the original message to me.
3. You *believed/assured/said* us that the schedule was guaranteed.
4. Please *accept/make/take* our apologies.
5. Your order will be *quoted/damaged/dispatched* on Monday of next week.
6. I'm sorry we can't *meet/take/find* the schedule.
7. We have still not *taken/left/recieved* the order.

Assignment 2. Complete the sentences with a preposition.

1. We are trying to keep ... the schedule.
2. Unfortunately the goods did not arrive ... time.
3. We would like to place an order ... two machines.
4. Please let me know if you have any problems ... this.
5. The cases should arrive ... 3 p.m. on Friday at the latest.
6. We apologise ... the misunderstanding.
7. I am sorry that we cannot give you a refund ... this occasion.
8. We are still waiting ... the delivery to arrive.
9. We are very happy ... the service you have given us. Many thanks!

Assignment 3. Match the two parts of the sentences.

1. We need the goods	a) me if there are any problems.
2. I was very sorry to hear	b) for all the inconvenience.
3. I'm sorry that	c) not clear enough.
4. I'm arranging	d) your letter to our Head Office.
5. Please phone	e) urgently.
6. I sincerely apologise	f) about the problems you have had.
7. I have forwarded	g) for an express delivery of your order.
8. I hope	h) I cannot be more helpful.
9. Unfortunately the information was	i) you are happy with this.

Assignment 4. The eight sentences below are part of a company's response to a letter of complaint. Complete each sentence with a verb from the box.

have experienced	return	to discuss	will refund
letting	have sent	to receive	apologise

1. We apologise for the difficulties you
2. We need ... how we can improve our service in the future.
3. I expect ... a report from dispatch department tomorrow.
4. This morning we ... you a new consignment by next day delivery.
5. Please ... the faulty goods to us and we ... the delivery cost.
6. Once again, we ... for any inconvenience caused.
7. Thank you for ... us know about the problems you had with the delivery.

Assignment 5. Match the words in the box with the words which have similar meanings in the sentences.

additional	dissatisfied	definite	concerned	promise
a refund	dispatch	a discount	meet	most recent

1. We were very unhappy/ ... about the level of service we received.
2. We will send/ ... your order tomorrow.
3. There is no extra/ ... charge for this service.
4. Can you give me a firm/ ... delivery date?
5. Can you offer us a reduced price/ ... ?
6. We are very worried/ ... that the delivery will be late.
7. I can assure/ ... you that everything will be OK.
8. The goods did not arrive so we would like our money back/
9. I'm afraid we cannot keep to/ ... the agreed schedule.
10. Thank you for sending me your latest/ ... brochure.

Assignment 6. Read this letter of complaint from a customer and write a reply.

Dear Sir or Madam:

This morning we received a consignment of printers from you (Order No. SN206). On unpacking the boxes, we noticed that all the printers were damaged.

Could you please arrange to send a replacement order as soon as possible and arrange to collect the damaged goods? Hopefully, we will not have to pay for this.

Yours faithfully,
Ms Janine Duval

Write a reply of 50 – 60 words to your customer:

- thanking her for her letter,
- apologising for the problem,
- agreeing to replace the damaged goods today,
- offering to collect the damaged goods, at no extra cost.

Unit 6. Letters of request

A request is a letter asking the recipient to do something he or she does not have to do, may not have time to do, or may not want to do. Therefore, pay particular attention to the structure given for each letter; these are time-tested formulas for persuasive writing that have been proven to work.

Format

- (1) Identify yourself if the reader does not already know you.
- (2) State the reason you are writing.
- (3) Say exactly what the request is.
- (4) Show the reader why it behooves him to comply with your request.
- (5) Address and answer any objections he is likely to have.
- (6) Ask for the specific action, including what you want done and by when.

Handy Phrases

Please; Thank you; I'd sure appreciate it if; I would be in your debt; I would be grateful if.

Example

Dear Helen:

I'm the author of *Last Minute Meetings*, a book I hope you'll consider for possible inclusion in your catalog and offerings.

Last Minute Meetings provides numerous up-to-date resources and ideas to help plan a meeting – quickly, if need be, and on budget.

This book would be an excellent fit with your current offerings. For people new to the industry, it explains in simple language the details involved in planning a successful event – giving lots of real-life examples and forms. Industry veterans can use the book as a resource guide to find vendors as well as definitive "best sources".

I have enclosed a review copy. *Last Minute Meetings* is published by Career Press (Franklin Lakes, NJ; December 2000) and retails for \$11.99. I've included a few recent book reviews as well as a brief bio.

I look forward to the possibility of working together to bring this book into your offering.

Regards.

Tips for requesting a favor

- Ask politely. Do not demand or threaten.
- Show the reader what's in it for her. Prove your case.
- Say exactly what you hope she will do for you.

Assignment 1. Complete the sentences below using the words in the box.

confirm	attend	22nd July	pleased	next week	invitation
stay	office	single	contact	queries	August

1. I'd like to ... the reservation for a ... room, on
2. We would be very ... if you could visit us ..., during your ... in Toronto.

3. Paul is out of the ... this week. Please ... Maria on 3650899 if you have any

4. Thank you for the ... to the conference in ... I will be pleased to

Assignment 2. Match the two parts of the sentences used in making arrangements.

1. We would be very pleased	a) to your confirmation.
2. I look forward	b) if this is convenient?
3. We would like to invite you	c) on the 9:15 flight to Paris.
4. Could you please let me know	d) for a double room on 26th May?
5. Can you confirm my reservation	e) if you could visit our company.
6. A company car will pick you up	f) at the airport at 7 p.m.
7. I have organised the itinerary	g) for your China trip.
8. You can call me tomorrow	h) between 8 and 10 a.m. to an evening reception.

Assignment 3. Complete the sentences with a suitable preposition.

1. We will pick you up ... company car.
2. Go straight ... the corridor. Her office is ... the left.
3. I'll be ... Madrid next week. I'll stay ... the Moderno.
4. Our driver will meet you ... Terminal 2 ... midnight.
5. There is a flight ... Paris twice a day.
6. I've fixed the itinerary ... the Brazil trip.
7. I'm travelling ... flight BA248 ... Madrid.

Assignment 4. Complete the sentences with a form of the word in brackets.

1. Have you considered ... John about it?	(contact)
2. I'd be interested in your	(recommend)
3. What is your	(advise)
4. Thank you for your	(enquire)
5. We need to find a more ... supplier.	(rely)
6. Find out more by ... on to our website.	(log)
7. I have ... a copy of our brochure.	(attach)
8. Your message was ... to us.	(forward)
9. With ... to your email.	(refer)

Unit 7. Inquiring about a job opening

Not all positions are advertised. In fact, some experts estimate that 80 percent of jobs are unadvertised. People find out about them through referral, word of mouth, and proactively canvassing local companies and inquiring about job opportunities. Naturally, much of this canvassing can be done by letter.

Format

- (1) Say why you are contacting the reader and where you got her name.
- (2) If you know for a fact they are looking to fill a position, name the position and tell how you know about it.
- (3) Relate your qualifications to the requirement of the position.
- (4) Ask for the interview.

Handy phrases

The reason I am writing; Do you need?; Inquiring about an opening; Join your team.

Example

Dear Mr. Carter

I contact you regarding a possible public relations opening in your firm as an editor/writer for Waterford's city magazine. I've developed my talent and experience as a public relations writer. Because the staff is very small, I've worn a number of hats, including: developing the editorial format and individual story concepts, writing numerous articles, editing copy, laying out the magazine, and supervising production. Prior to my current position, I was highly involved in the public relations industry, working for Jones & Jones, where I prepared numerous press releases and media guides, as well as managed several major direct-mail campaigns. My previous employers who have quickly promoted me to positions of greater responsibility have recognized my high degree of motivation; I was promoted from assistant editor to editor of Waterford Monthly after only five months. I am eager to talk with you about the contribution I could make to your firm. I will call you the week of April 25th to see if we can find a mutual time and date to get together and discuss the possibility.

Your consideration is greatly appreciated.

Cordially,

Mary Standish

Assignment 1. Read the advertisement below and answer the questions.

1. What kind of person would be good at this job?
2. Would you like to do this job? Why? Why not?

Would you like to travel the world staying in some of the world's top holiday resorts for free? A luxury travel company is looking for a reviewer to try out top hotels and holiday resorts for one year. The lucky applicant will be expected to stay in a variety of locations that include Caribbean islands, waterside hotels in Venice, and some of the world's top ski destinations. They will be expected to write about their experiences on the company blog. No formal qualifications are needed. However, the successful applicant will be sociable, have great communication skills and, of course, a passion for travel.

Assignment 2. Read the covering letter. Do you think this person would be good for the job? Why? Why not?

Dear Penelope Wylde,

I am writing to you regarding your advertisement for a professional travel reviewer which I saw on www.findajob.com. I would like to submit an application for the position. Please find my CV attached.

As an experienced travel blogger who has spend the last five years travelling around the world, I believe that I meet all the requirements you outline in your advertisement.

Good communicator with excellent language skills: as a regular travel blogger, over the last few years, I have built and maintained a wide audience of readers. I have also published newspaper and magazine articles and given radio interviews about my travel experiences. I am fluent in English and French, and also speak a little Russian.

Interest in travel and tourism: In addition to my own travels, I worked for six months for a tour bus company in Australia, where I had hands-on experience of tour guiding.

Proven ability in website management: As well as maintaining my own website, consisting of a journal and video weblog, with up-to-date photos and stories of my travels, I have helped to manage the website for a youth hostel in Ireland.

If you require any further information, or would like to arrange an interview, please call me on 0449248568887 or email me at stevebrad@yahoo.com. I look forward to hearing from you at your earliest convenience.

Yours sincerely,
Steve Bradley

Assignment 3. Underline phrases in the letter which match meaning 1 – 6.

1. About (paragraph 2).
2. I want to apply for the job (paragraph 2).
3. I think I would be good for the job (paragraph 3).
4. Practical experience of doing the job (paragraph 3).
5. I have shown that I am able to do this (paragraph 3).
6. As soon as you have the opportunity (paragraph 4).

Unit 8. Accepting job offers

When you accept a job offer, confirm the offer and your acceptance in writing. Many companies do not use employment contracts, so if you are not given a contract, or the offer is not made in writing, your acceptance letter will document the terms and other particulars. This way, you have written proof of your position in case a dispute should arise. If the offer is made verbally, take notes on what is said. Repeat back what you hear to make sure you have heard it correctly. Then sum it up in a letter to your new boss. Keep a copy for your files, and confirm both receipt of the letter and agreement to its terms and conditions.

Format

- (1) Repeat the job offer.
- (2) Thank the reader for the offer.
- (3) Accept.
- (4) List salary, benefits, and other particulars.
- (5) Thank the reader again.
- (6) Close by discussing your start date and any requirements concerning it.

Handy phrases

Thanks; I'm delighted; I am happy to accept; This is a great opportunity.

Example

Dear Mike,

Thanks for your call the other night. To get right to the point, I am thrilled to be offered the advertising manager position and am delighted to accept. To sum up our discussion:

- I will be responsible for managing Kresge Engineering's marketing communications program, including trade advertising and the content on the Web site.

- My salary will be \$47,000 a year plus a performance bonus to be determined after my 6-month review.
- My immediate supervisor will be you.
- Kresge Engineering will pay all my moving expenses from Baltimore to Wichita.
- I will have a private office equipped with a PC and fast Internet connection.

Mike, I am excited about this opportunity and looking forward to working with you, beginning on May 1. Thanks again for your confidence in me. I, too, am confident that together we can achieve a significant increase in Kresge's return on its advertising investments.

Sincerely,
Wayne Roberts

Tips for accepting job offers

- Express your gratitude multiple times.
- State all agreed-upon terms of employment that are important to you (e.g., having a company car).
- Start the relationship off on a positive note.
- Do not discuss specific work issues or problems. Save that for when you start the job.

Unit 9. A letter to an unsuccessful candidate

People get their hopes up after a job interview, and when a letter comes in an envelope with your company's logo, they tear it open with bated breath. If the news is negative, let them down gently. There are two cases in which you write rejection letters. The first is to someone who has sent a résumé, but based on your review of that résumé, you deem is not qualified.

Format

- (1) Thank the candidate for applying or interviewing for the job.
- (2) State that the candidate is not in the running for the position.
- (3) Make a positive comment about their qualifications or the interview.
- (4) Thank the reader once more for the time and interest expressed in your organization.

Handy phrases

Thanks for your interest; Unfortunately; A difficult decision; After careful consideration; Weighing all the factors.

Example

Dear Applicant:

I would like to express my appreciation to you for your interest in our recruitment for [insert job title here]. We have identified candidates for interviews, and you have not been selected for interview. Although your experience is impressive, the résumés of other candidates more closely match the requirements of our position, and will be considered further. Again, thank you for your interest in our position, and for taking the time to submit your résumé. If you wish to be considered for other positions at the University, please contact ASU's Human Resources Department, phone (555) 555-2454 or fax (555) 555-5544, office located at 1313 Ball Street, Albuquerque, NM 12345.

Sincerely,
Hiring Official

The second case is when the person is being rejected after the interview. This may be more painful, since the candidate may take it as a personal rejection (e.g., they worry that you didn't like them based on your seeing and speaking with them – which may, unfortunately, be true but which you should never say).

Dear Candidate:

Thank you for your interest in our current recruitment for a [insert position title here], and for taking the time to speak with us about your qualifications and interest in the position. You have many skills and abilities to bring to an organization. We had a number of qualified final candidates for the position and our decision was a difficult one. We have selected another candidate whose experience, education, and training more closely match the requirements of the position and needs of our department. If you wish to be considered for other positions at the University, please contact ASU's Human Resources Department, phone (555) 555-2454 or fax (555) 555-5544, office located at 1313 Ball Street, Albuquerque, NM 12345. We wish you the best in your future endeavors.

Sincerely,
Hiring Official

Career and employment letter tips

- Thank them for their time and interest.
- Praise their skills, credentials, poise, and whatever else about them impressed you.
- Give the reason they did not get the job, which is typically that you found someone who was a better fit for that particular position.

Unit 10. Offering a candidate a position

Although you may want to call the candidate to tell her the good news in person, you should also send a letter; people like to have job offers in writing.

Format

- (1) Let the reader know immediately you are offering the job to him,
- (2) State the job title,
- (3) Give a brief summary of the job description,
- (4) Summarize the terms and conditions of the offer,
- (5) Ask for a response.

Handy Phrases

Congratulations; I'm pleased; I have some good news for you; We are offering you.

Example

Mr. Alan Rogers
1234 NW Springville
Ct Portland, OR 12345

Dear Alan:

On behalf of ABC Industrial Company's Applied Technologies Group, I am pleased to offer you the position of Sales Engineer, reporting to Bill Simmons, Business Unit Manager, beginning on May 1. This position is to be compensated in the following manner:

- Monthly Exempt Pay Rate: \$5,666.67/month.
- You will participate in the PIC Sales Incentive Program.
- You will participate in the Company Automobile Program.
- You are eligible to participate in the Company Benefit Program as described in the literature provided to you.

This offer is contingent upon you satisfying the Company pre-employment drug testing, education, and reference verification requirements. Please understand that this employment offer and any other Company documents are in no way to be construed as a contract of employment or any assurance of continued employment. Employment is at will and can be terminated at any time by either party.

We look forward to welcoming you to ABC Industrial Company.

Sincerely,

Tips for offering someone a job via letter

- Congratulate the person for beating a number of tough competitors for the job.
- Be clear about the offer – salary, vacation, benefits, job description, and starting date.
- Ask the reader to notify you either in person, by phone, or in writing of their acceptance of your offer.

Unit 11. Letters of introduction

As discussed, a letter of introduction does just what its name implies: introducing one person to another person, but for the specific purpose of convincing the reader that the person being introduced in the letter would make a good addition to an organization.

Format

- (1) Give the name of the person to be introduced and a few personal details.
- (2) State how you know the person and what your relationship is or has been [e.g., teacher, mentor, boss, relative, fellow alumni].
- (3) Discuss the candidate's qualifications, be specific and enthusiastic.
- (4) Explain your reasons for introducing this person and how you know what you know about this person.

Handy phrases

Put the two of you in touch; Can heartily recommend; Have observed continued professionalism/performance/maturity; Have worked with/known for X years; I hope the two of you can benefit from the acquaintance.

Example

Dear Mr. Greenstreet,

Ann Morgan, a young engineer who took my process design seminar given for AIChE last summer, has asked me whether I can put the two of you together, so that you might consider granting her an interview for a position in your process control department. You know that I am a rather tough instructor, so it means something when I tell you that Ms. Morgan has an exceedingly strong grasp of process design and control – especially considering she is just two years out of college. By the way, she showed me her transcript, and was a solid B+ student at Brightwater Tech, which, as you know, has one of the best programs on the East Coast. My department is overstaffed and, since the acquisition, half of our work is being moved to the California location. If this were not the case, and we were looking to add personnel, I would make Ms. Morgan an offer tomorrow. Whether she would be an ideal fit with your group I cannot say, although I know that technically she can handle a Process Engineer position with extreme competence. As for whether she'd be a good addition to your team (which I suspect she would), why don't you give her an interview and find out for yourself?

Sincerely,

Tips for writing letters of introduction

- Say how you know the person. Are you a former boss, colleague, professor, or employee?
- Point out the candidate's qualifications in a specific and enthusiastic manner.
- Explain how you know what you know about this person. Why are you so confident in your recommendation?

Unit 12. Cover letters and job inquiries

A cover letter is a personal letter to a potential employer, mailed along with a copy of your résumé. The objective is to convince the reader that it would be in his best interest to hire you or, more specifically, to at least invite you in for a job interview. There are four basic types of cover letters: experience-oriented, achievement-oriented, benefit-oriented, and creative.

When in doubt about whether to write and send a letter, err on the side of being proactive and send it. As a rule, the more frequently you contact potential employers, the sooner you will get a new job. Below is an example of an experience-oriented cover letter.

Format

- (1) State the position you are applying for.
- (2) Say why you are especially qualified.
- (3) Mention two of your previous positions most relevant to the current opportunity.
- (4) Highlight any special skills that make you a good fit for the job requirements.
- (5) Ask for the interview.

Handy Phrases

In response to your help-wanted ad, I am writing to inquire about job openings; May I be of help to you?; Would it make sense for us to get together?; I know I can make a positive contribution.

Example

Dear Mr. Ha-Keim,

I saw in yesterday's New York Times that you are looking for a concierge for your new condominiums at Center Plaza. My background is so wonderfully matched with your requirement that I am taking the opportunity to write to you immediately. You ask for fluency in seven languages because people of all nations occupy your buildings. I am of Danish birth, brought up by a Danish father and Greek mother in Paris, and schooled in French. After attending the French Lycee, I moved with my family to Italy and later to Russia, where my father was employed in the foreign service of Denmark. I was fortunate to be able to continue my studies in the United States and have therefore an excellent knowledge of English. I studied both Italian and Spanish and acquired fluency both written and spoken. Thus I have good command of seven languages. I worked several years as an "animateur" for the Club Mediterranean, and later as manager of a small clothing boutique in Auteuil. I enjoy working with different cultures. I am experienced with budgets, schedules, and general coordination of routines, and I consider myself to

have good judgment of people and situations. I feel confident that the position of concierge, which you describe, is one for which I am suited and which would give me great pleasure. I am enclosing some references for you, and I shall try to contact you next week. I find your position challenging and exciting, and I would like to talk with you about the feasibility of working at Center Plaza.

Yours sincerely,

Tips for writing experience-oriented cover letters

- Reference the specific ad you responded to or the specific position you are applying for.
- Show how your experience, background, and skills match the employer's requirements.
- Demonstrate a high level of expertise and proficiency (e.g., you just didn't take courses in the skills; you have used them successfully in previous jobs).

Résumés

While a cover letter makes the persuasive case why the reader should grant you an interview, the résumé presents the detailed facts of your employment history in an easy-to-scan format. There are four basic types of résumé: executive, novice, chronological, and functional. Below is an example of an executive resume.

Executive résumés

For an experienced executive who has accumulated his or her share of gray hair, the challenge is to compress a long job history into a one- or two-page résumé. Two techniques work well here: clear organization and concise writing.

Format

- (1) Name, address, and phone number.
- (2) Career objective or goal.
- (3) Areas of expertise.
- (4) Education, experience.
- (5) Additional information.

Handy phrases

Managed; created; achieved; produced; results; responsibilities.

Example

John Wilson
5555 Parkside Avenue New York,
NY 02166
Telephone: (212) 555-5555

Objective

Regional Director or Vice President, Group Sales – Insurance Industry

Areas of expertise

Group Life Insurance Sales

Knowledge

Individual Life Insurance Sales Management,
Accident and Health Insurance Sales Training,
Medical Care Insurance Administration.

Education

DePaul University, Chicago, Illinois – B.S. Degree:
Business Administration.
Minor: Marketing.

Experience

1966 to Present: NO-FAULT INSURANCE COMPANY, one of the largest in the United States, offering complete coverage with all forms of life, health, hospital, and medical care insurance.

1977 to Present Position: Group Account Executive (Regional Office) after promotion from Group Sales Supervisor. Report to Vice President.

Responsibilities:

- To personally manage and serve the extremely large group accounts annual premium range from \$250,000 to many millions.
- To maintain and build Company relations with Brokers and Insurance Consultants.
- To represent the Company at the highest levels.

Achievements:

- Successfully handled complicated claim negotiations to the satisfaction of major policyholders and the Company.
- Assisted in the underwriting and administration areas, involving the most important clients.
- In 1977, qualified as 4th leading Account Executive, although in the position only a few months.

1968 – 1977 Position: Group Sales Supervisor (Chicago, Cleveland Offices) after promotion from Sales Supervisor/Sales Trainee.

Responsibilities:

- Initially, to develop Group Life Sales to new accounts, substantially opening the Illinois and Ohio areas.
- Since promotion to Chicago (1972), responsible for maintenance of large and vital Group accounts.
- To train and assist Company agents in building Group Sales through prospect development.

Achievements:

- In 1974, was 18th leading Company Sales Representative in the United States.
- Sold over \$221 million of new life insurance in 1975, climbing to No. 2 in the country.
- Ranked first in the United States in 1976; \$102 million of life insurance and \$863 thousand of disability premium produced.
- Built a reputation for achievement in personal sales along with an excellent conservation record and underwriting performance.

1967 – 1968 Position: Service Supervisor/Sales Trainee (Chicago Office), after promotion from Insurance Agent.

1966 – 1967 Position: Insurance Agent (Jasper, Indiana Office).

Travel: Agreeable to any amount required to handle the position effectively.

Locate: Readily willing to relocate anywhere.

Availability: 30 days after final hiring commitment.

Employer contact:

Present employer is not aware of decision to change. Do not contact before hiring commitment.

References:

Business and personal references immediately available upon request.

Tips for writing executive résumés

- Find the organizational scheme that works best for your job history.
- Hit the highlights. Save the detail for the interview.
- Use bullets instead of paragraphs for easy scanning.

Unit 13. Refusing business requests

At times, you will be on the receiving end of requests to which, regrettably, you have to say "no" to. Many people find saying "no" a difficult and unpleasant task, perhaps because of hearing the word from parents and other adults so many times as a child. Saying "no" in an e-mail or letter is easier than doing it in person. It removes the fear of a confrontation that might occur if the other person is upset by your refusal. There is no need to apologize when saying no. In most instances, the fact that you have the power, authority, and right to say "no" means you are not obligated in any way to say "yes." Should you give a reason for your refusal? Only if it is both logical and palatable to the reader. If the reader would find your reason unacceptable, or be inclined to want to argue with or disprove it, don't get into it. Sometimes you can't just because you can't, and won't just because you won't. A common situation is a willingness to do some or most of what a person asks, but not all of it. Here you want to be especially careful that you are clear about what you are willing to do and what part of the request you can't fulfill.

Format

- (1) Thank the person/organization for making the request.
- (2) Offer a short explanation that you are refusing the request.
- (3) Acknowledge the good work done, if appropriate (e.g. We strongly agree that the Widget Conference is the best in our industry).
- (4) If possible, offer to do part of the request and/or offer something that might be useful (e.g., refer someone else, make a donation).
- (5) Close by wishing them good luck.

Handy phrases

I appreciate your invitation; We carefully study all requests we receive; Unfortunately, my schedule doesn't allow me to.

Examples

Hi Don,

Thank you for your request to speak with Mark. At this point, Mark's schedule is extremely tight and he is available on a very limited basis. Because of that, I can only schedule calls with people who are committing to projects. The fee for Mark to write a sales letter or two-page flier for you would be approximately \$2,000. New clients are required to pay half the fee up front and the remainder is invoiced upon completion of the project. I will send you, under separate cover, a draft of the terms for this project, and you can let me know if you'd like to move ahead. Once Mark gets your deposit, we will set up a call for you and Mark to discuss the project in detail – to decide if a letter or self-mailer would work best and other strategies for a successful mailing. I will call you sometime today to discuss this, to find out if you'd like to proceed, and to get some convenient dates/times for you to talk with Mark.

Regards,

What if you are saying "no" to someone because your prior dealings with him or her were less than satisfactory? The "refusing a request" letter is not the place to bring out old baggage. But you may want to give them some indication that there is no future because of the past. If they want clarification, that's the opportunity to review the situation and see if it can be fixed.

Dear Olivia,

Thank you so much for thinking of Kim Spilker. We're going to pass on your offer to publish additional books. We appreciate the offer – and your kind words; but our experience with the process of publishing the customer service e-book was that it took more effort than we anticipated, especially in light of the return we received. Thanks again, though, Olivia.

Best regards,

Tips for refusing a request

- Do not encourage a debate or response. You want the recipient to understand that your "no" is final and the discussion is closed.
- Put yourself in the other person's shoes. Your refusal is a disappointment to them. At least cushion the blow with a gently worded letter. Be as kind and complimentary as possible.
- If you can't say "yes" to the request, maybe someone else can. Refer the writer to others who might be more willing or able to help.
- Your refusal may be a matter of timing. If that's so, encourage the person to try again when you will be able to give more serious consideration to the matter.
- If you fundamentally disagree with the person's cause, politics, ideas, attitudes, or point of view, no need to get into it with them – unless they are persistent and won't go away.

Unit 14. Confirmation letters

Appointments, travel, meetings, events, conferences, and other time-specific tasks should be confirmed in writing. A simple memo or e-mail does the trick. Other types of confirmations include reviewing business agreements or decisions, confirming oral agreements, and confirming a decision.

Format

- (1) Refer to the issue.
- (2) State the details of the decision or agreement.
 - (2a) Review the details of the event (when, where, time).
- (3) For travel and meetings, summarize related items (e.g, you will be bringing the meeting agenda).
- (4) Close with next steps (e.g., you are returning any necessary forms or you'll be sending your itinerary).

Handy phrases

Thank you for providing; I was pleased to receive; In confirmation of your participation; I am happy to confirm; Your place has been reserved; We will count on seeing you.

Example

Dear Irene:

I got your message and I am happy to hear that [NAME] is booked for your March "Night of Novel Approaches" to present his Improving Communications workshop. I want to recap the details:

- Date: Wednesday, March 28, 2004.
- Time: 7:30 p.m.
- Location: Books, Books, Books!, Paramus, NJ 07652.

I understand from your message that you'll promote the event through a press release and signs at the store. Please let me know if you need additional information from us to help with your promotions. I'll speak to you soon to go over the details.

Regards,

Confirmation doesn't just cover reservations and appointments. You may find you need to confirm an oral agreement or a consensus just reached as in the following sample.

The events of this past week might have left some ambiguity concerning our priorities. To move forward as a team, we must remove any uncertainties and accept the challenges that lie ahead. Let me restate our decisions. First, we must meet the October 15 deadline. Our holiday sales depend on that date. Second, we must release a quality product. We realize this might require long hours and time away from your families. We want to make it up to your families and are formulating a completion bonus. We have the best team in the industry. We are close to the finish line and can see the flags waving ahead. We need one last burst of energy and commitment from each of you. For now, stop working, go home, take the remainder of the day off. Tomorrow we'll meet in the main conference room at 8:00 a.m. for a kick-off meeting to begin the last stretch of the race.

Tips for writing letters of confirmation

- Confirm all the details in writing including date, time, place, location, and length of meeting or event.
- Thank the reader for helping you make, or agreeing to participate in this event.
- Spell out administrative details what the remaining tasks are that need to be done, and who is responsible for each.

- Tell the reader that if the agreement does not correctly reflect their understanding, they should contact you immediately.

Unit 15. Invitations to events

An invitation is a request to attend an event. It could be an invitation to a barbecue, a night at the theater, your child's violin recital, a birthday or anniversary party, a housewarming, a wedding, or a bar/bat mitzvah, to name just a few possibilities. It could be a formal event or a casual one, even a religious event.

Format

What, when (be specific), where (include address; also a map, if necessary), charge (if any), R.S.V.P., dress (casual, costume, etc.)

Handy Phrases

R.S.V.P.

Example

Dr. John Doe
Director of Research
Widget Algorithms
Concordia University
New York, NY 23456
USA

Dear Dr. Doe,

We are pleased to invite you to the "International Conference: Using Widgets in the next phase of Small Devices Integration," scheduled from 28 – 30 March, 2016 in Washington DC. This Conference will be a joint effort of the University of Concordia and the University of Michigan.

The Vice Chancellor of the University of Michigan Dr Samuel Golden, will inaugurate the Conference and the President of Bell Industries is expected to address the Closing Ceremony.

The Conference deliberations will be on the following themes:

- Using Widgets for whatever.
- Transforming widgets to whatever.
- Reusing Widgets.

This Conference will examine research and development both locally and internationally. It is an honor and privilege to invite you to participate in this Conference as Speaker for the Workshop on "Using widgets for whatever". We believe that your contribution to this field is unparalleled and a workshop on this topic will be of great benefit.

We look forward to a positive confirmation, an honor for us indeed. Kindly RSVP by **February 20, 2016** to the Conference Secretary, Ms. Mary Longe, at info@widgetconference2016.com.

Yours faithfully,
Dr. Mark Loner

Tips for writing formal invitations

- The phrase "request(s) the honour of your presence" is reserved for wedding invitations; however the phrase "request(s) the pleasure of your company" is appropriate in any formal invitation.
- If you must cancel a formal invitation, use the same format and style as that of the original invitation (if you have time to do so; otherwise phone the invited guests).
- Send invitations well in advance (six weeks is not too early), particularly if you have invited out-of-town guests to the event.

Assignment 1. Choose a word from the box to complete each sentence.

available	manage	availability	suits	suit	best
-----------	--------	--------------	-------	------	------

1. Can you let me know your ... next week?
2. Can you ... 2 p.m. tomorrow?
3. Would 12th January ... you?
4. When are you ... ?
5. That ... me.
6. Which is ... for you, the 14th, 15th or 16th February?

Assignment 2. Select an appropriate phrase to begin each sentence.

We'll need to	Can you confirm	Thank you for
Can you pass on	Please let me know	What about
I would be very pleased	I'm looking forward	

1. ... to meeting you on Friday.
2. ... circulate the meeting notes.
3. ... all your help during the project.
4. ... my congratulations to everyone?
5. ... the date of the meeting?
6. ... if you want to make any changes.
7. ... to visit you next week.
8. ... meeting for lunch tomorrow?

Assignment 3. Match the words with the correct definition.

<p>to brief item minutes agenda participant venue circulate slot</p>	<p>To send information to a number of people. The place where an event takes place. To give someone the information they need to do their work. A specified time during the meeting when a specific subject can be discussed. One of the subjects to be discussed at a meeting. An official written record of what is said at a meeting. Someone who takes part in a meeting or conference. A list of the subjects to be discussed at a meeting.</p>
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Assignment 4. Check each sentence. Is the preposition in italics correct, incorrect or not necessary?

1. They will be arriving *in* the hotel tonight.
2. I did not know that Heidi was visiting *to* Bangkok.
3. Erik Sharman is staying *at* the Grand Hotel.
4. I will contact *to* Neil for his approval of this budget.
5. The itinerary is finalized *from* the Berlin trip.
6. Could you please confirm *in* writing?
7. He is *off* from his desk at the moment.
8. The flight leaves on 19:00.
9. Eva Gonzales is arriving *from* Madrid tomorrow.

Unit 16. Reports in memo format

A report is an account that is prepared, presented, or delivered. Long reports are usually written in the format of formal, multipage documents bound in some sort of cover. Another option for reports is to make them orally, in a workplace presentation or in a speech at a meeting or convention. With the advent of PowerPoint, most oral reports have accompanying slides, which are often distributed to listeners as hard copy. When the report is brief, it may be written in the conventional memo format. Reporting an event or other information as a memo is an informal approach that saves the reader time and doesn't weigh her down with unnecessary detail.

Format

- (1) Identify the topic of the memo.
- (2) State that this is a status report or update.
- (3) Present a clear report of the status.
- (4) End with conclusions, suggestions, or recommendations.

Handy phrases

Update; status; bring you up to date; most recent.

Example

TO: Distribution
FROM: Bill
RE: Annual Sales Goal Status Update
DATE: May 7, 2003

Congratulations! We are on target to achieve \$48M in sales for FY2003, right on budget. This is a 20 % increase over FY2002 results of \$40M.

2004 Fiscal Year Budget

The IMMD budget for '04FY has been set at \$56.7 million (18 % increase). We have done away with the regional budgets and established product group budgets. These will be forwarded to all of you next week. This budget is a significant increase over last year's sales. We have an incredible challenge since some of the budgeted customers are not currently doing business with us. Others have never had sales of this magnitude with us before.

News Flash

I am pleased to announce that we have hired a new Sales Engineer to work in the Smith Valley office. Barry Munster comes to us from Lambbell Milkers, a milking machine manufacturing services firm. Barry has a BSEE degree from the University of Wisconsin and an MBA from the University of Colorado. He has over 20 years' experience in the electronics field.

Open Order Reports / Backlog

To meet our stated goal of "Customer First" we need to be more responsive to our customers' needs, anticipate their requests, and take action on their behalf. We will look into using the _____ system for all of our customers and reply back by April/end.

Audit/General Housekeeping

The customer files are in need of a little organization and a sensible filing system. To date this has not been a priority, but it really is necessary to be able to easily access information relevant to our customer's current projects and programs. A memo was circulated advising all account managers of the new filing system requirements and a "hard target" date of April 30th was set for completion of the file clean-up. It is of the utmost importance that this project be completed on time.

Tips for writing status reports

- Use subheads to break the key topics into short sections.
- List the sections in order of importance, from most important to least.
- Use short sentences and paragraphs.
- When giving the background or history of a particular topic, use chronological order so your reader can see what happened first, next, and so on.

Assignment 1. Look at the company sales report below. Decide in which part of the report (A – D) you would find the information (1 – 7)

ITCp lc Sales Report

A Introduction

B Findings

C Recommendations

D Conclusion

1. Sales worldwide rose by 18 per cent in the last quarter.
2. This report shows the breakdown of sales during the last year.
3. Europe still has the largest share of the market.
4. We need to increase our advertising in the Far East.
5. Overall, business was very good last year and we expect this success to continue.
6. Sales in the Far East fell by 3 per cent.
7. We must appoint new agents in the Far East.

Assignment 2. Underline the correct word to complete this report.

Sales Report

Introduction

This report shows the sales trends for the last financial year.

Details

- a) At the start of the year, there was a steady/steadier drop in sales.
- b) However, there was a sharp/sharply increase in March.
- c) This was due to/caused/resulted in the introduction of a new pricing policy.
- d) Sales continued to rise steadily in/on April and May. The summer sales campaign was very successful.
- e) This resulted in a dramatic drop/increase in sales during August. This trend continued until the end of the year.

Recommendations

- f) We need to ensure our pricing policy is compete/competition/competitive.
- g) We suggest investing/invest in further sales campaigns next year.

Conclusion

- h) In total/overall, this was a very successful year for us.
- i) Compared with last year, sales were much high/higher/highest.

Assignment 3. Put in an appropriate word or phrase from the box to complete the following report.

due	recommend	recommendation	visitors	placed	purpose
-----	-----------	----------------	----------	--------	---------

1. Introduction.

The ... of the report is to analyse success of our marketing in Brazil.

2. Details.

a) 25 000 ... attended the Trade Fair in São Paulo.

b) 900 enquiries were taken.

c) 150 orders were ...

3. Recommendations.

a) The main ... is to appoint new agents in Brazil.

b) We also ... opening an office in São Paulo.

c) We need to make a decision by the end of the month.

4. Conclusion.

The increase in business was ... to our new marketing strategy.

Brazil will be a key market for us in the future.

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НАВЧАЛЬНЕ ВИДАННЯ

АНГЛІЙСЬКА МОВА ПРОФЕСІЙНОЇ КОМУНІКАЦІЇ ТА ДІЛОВОЇ КОРЕСПОНДЕНЦІЇ В МІЖНАРОДНОМУ БІЗНЕСІ

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