

Л.П. Маркушевская, С.Л. Волкова

ДЕЛОВОЕ ПИСЬМО

**МИНИСТЕРСТВО ОБРАЗОВАНИЯ И НАУКИ РОССИЙСКОЙ
ФЕДЕРАЦИИ**

ФЕДЕРАЛЬНОЕ АГЕНТСТВО ПО ОБРАЗОВАНИЮ

**САНКТ-ПЕТЕРБУРГСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ
ИНФОРМАЦИОННЫХ ТЕХНОЛОГИЙ, МЕХАНИКИ И ОПТИКИ**

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Учебное пособие «Деловое письмо» содержит теоретический материал и примеры составления деловой корреспонденции на английском языке, тематический словарь, список аббревиатур и сокращений необходимый для ведения деловой переписки в профессиональной деятельности.

Учебное пособие «Деловое письмо» предназначено для студентов II курсов технических и гуманитарного факультетов неязыковых вузов, а также для широкого круга лиц, изучающих английский язык самостоятельно и интересующихся данной тематикой.

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В 2009 году Университет стал победителем многоэтапного конкурса, в результате которого определены 12 ведущих университетов России, которым присвоена категория «Национальный исследовательский университет». Министерством образования и науки Российской Федерации была утверждена Программа развития государственного образовательного учреждения высшего профессионального образования «Санкт-Петербургский государственный университет информационных технологий, механики и оптики» на 2009–2018 годы.

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Introduction

There are many modern communication methods available today, but the traditional business letter remains an important means of sending printed messages. Developments in technology have made it possible for us to have instant communication all over the world. Speed is now becoming the key to successful business communications. As a result, fax messages and e-mail are taking the place of many business letters.

Whatever method you choose to convey your printed message – letter, fax, e-mail, memo, etc. – your aim should be to ensure a high standard in the important area of written communications. By setting high standards in this area you will be helping to create and enhance the corporate image of your organization.

In today's competitive business world, high communication standards are vital. Therefore it is essential to ensure that the need for speed does not result in a decline in the standards of communications. Instead, the constant advances in technology should help us to improve and enhance our business communications, and thereby maximize business potential.

Good writing is like any other endeavor. The more you put into it, the more you will get back.

Unit 1. Business documents (presentation). Envelopes.

1. Check the transcription and translate the following words and expressions: common, standard, definite order, from private to general, return address, mailing address, addressee's company, sender's company.
2. What do you know of envelopes' design?

Text 1. Nowadays the common standard exists for envelopes both in the USA and Europe (including Britain). According to it the information is placed in definite order. The main principle is from private to general, from person to country.

(1) Mr. John Dale
Financial Director
(2) New Jersey Power Company
5695 (3) South Road
(4) Ridgefield (5) TO 0887

(6) Mr. Tom Wolf
Director of Marketing
(7) Smith Printing Company
590 (8) Sixth Avenue
(9) Milwaukee (10) WI 53216

- (1) the sender
- (2) the sender's company name
- (3) the street name in the return address
- (4) the town the letter comes from
- (5) the ZIP Code in the return address
- (6) the addressee
- (7) the addressee's company name
- (8) the street name in the mailing address
- (9) the town the letter comes to
- (10) the ZIP Code in the mailing address

We should pay attention, that information in the letter and on the envelope is to coincide. An address starts with a full name before which they use Mr., Mrs., Miss. Ms.

For example:

Mr. Richard Snow
Mrs. Lucy Lue
Miss Agatha Green

Mr. is used for man, Mrs. – for married women, Miss – for unmarried. Nowadays we can see the form Ms. That is read as [miz] or [mis] in business correspondence. It was recommended as it doesn't indicate woman's status.

Note that the number of the street in the address always precedes the name of Street, Avenue, Drive, Lane, Place, Road, Circle. Sometimes the indicators of parts of world may be placed – N, S, W, E, (South, West or East).

For example:

350 West Forty-Second Street

795 Alexandra Road

After that the city, state or country follows, that might be written briefly (MI=Michigan, NJ=New Jersey). But in the case of large towns and cities in the United Kingdom the name of the county is not required. It is not necessary, to add "Lancashire" to the address. However, when the firm addressed is situated in a smaller town, the county name is necessary, and it should be remembered that in Britain there are two Richmonds, one in Surrey and the other in Yorkshire, and several Newports.

Then ZIP Code=Zone Improvement Plan is used. It consists of five numbers (sometimes four local numbers are added) in the USA (ex. 76708-2642) and of numbers and letters in Great Britain (WC2 3AB). The name of the country is usually underlined or singled out:

Mr. John Cummings

25 High Street

Petersfield, GL 131 4LN

Great Britain

Instead of address you may see the words "care of" (c/o, c.o.). they mean that a sender wants the letter to be handed to a person, whose address he/she doesn't know. A letter might be sent to a hotel, for example, or a person's friends:

Mr.F. Jones

c/o Hotel Carlton

Boston

USA

Practice

Task 1. Write down the address on the envelope.

Task 2. Discuss the rules of envelope's design.

Unit 2. Parts of a business letter

Translate the following words and expressions:

printed stationery, reference, date, inside address, special address, special marking, salutation, needing, complimentary close, designation, enclosures, fully blocked style.

Parts of a business letter

Printed stationery (Letterhead)

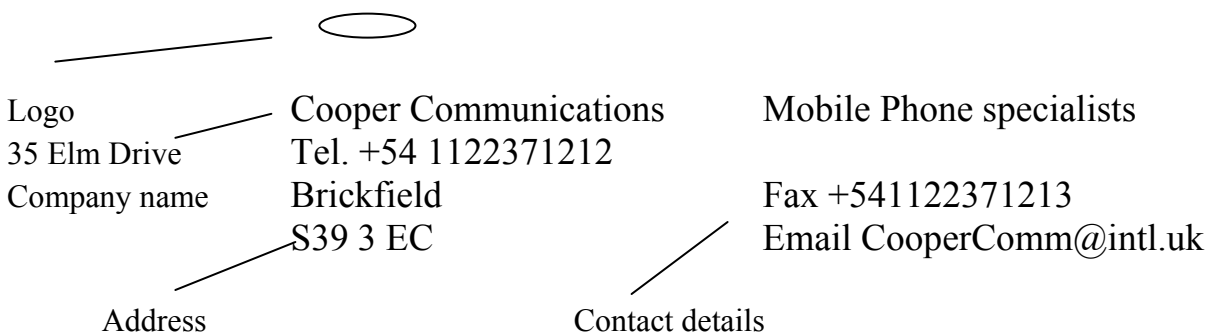
Attractive and consistent presentation of your business documents is vital if they are to make a good impression. Your printed stationery should be of good quality, especially when being used for sending to external contacts.

The paper your company uses for its printed correspondence will express the personality of your company. Your letterhead will show:

- a logo or graphic symbol identifying your company;
- the company's name;
- the full postal address;
- contact numbers - telephone, fax, e-mail address;
- website address;
- registered number or registered office.

It is usual to engage experts to design a letterhead, especially an eye-catching logo with which the company can be identified.

The letterhead shows:



Person

The company name is displayed at the top left

the address and contact details are placed at the top right

Norwick Gate, Garlow
Sussex FC30 2GE United
Kingdom

Telephone +54(0)1297636632
Fascimile +54(0)1297636630
www.personed.co.uk

Person Education Limited, Registered Office Norwick Gate, Garlowsussex

Registered office

details are in smaller print at the bottom

FC 30 2GE Registered Number 932339 Registered in England and Wales

Reference

In the past letterheads used to have “Our ref” and “Your ref” printed on them. Today this is rarely the case because with modern word processors and printers it is difficult to line up the printing on such pre-printed stationery. The typist normally inserts the reference on a line on its own. The reference includes the initials of the writer (usually in upper case) and (in upper or lower case, as preferred). A file or departmental reference may also be included.

Examples:

GBD/ST

GBD/st/Per1

GBO/ST/134

Date

The date should always be shown in full. In the UK it is usual to show the date in the order day/month/year. No commas are used.

Example:

27 June 2007

In some other countries the date is typed in the order month/day/year, often with a comma after the month.

Example:

June, 4 2008

Inside address

The name and address of the recipient should be typed on separate lines as it would appear on an envelope. Care should be taken to address the recipient exactly as they sign their letters. For example, a person signing as “William Cummings” should be addressed as such in the inside address, preceded with the courtesy title “Mr”. To address him as “Mr W Cummings” would not be appropriate.

Example:

Mr William Cummings

General Manager

Cummings Engineering Co Ltd

12 Bracken Hill

Nº45 9 AS

When writing letters overseas, the name of the country should be shown on the final line of this section. As the letter will be sent by airmail, this should be indicated one clear line space above the inside address.

Example:

AIRMAIL
Mr Kevin Brig
Racoon Press Inc
38 North Bank
Toronto
Ontario
Canada M5 J9LK

Special markings

If a letter is confidential it is usual this as part of the inside address, one clear line space above it. This may be typed in upper case or in initial capitals with underscore.

Example:

CONFIDENTAL
Miss Iris Tem
Personnel Director
Soft Balls plc
35 Roofy Road
Birmingham
B2 4JT

Salutation

If the recipient's name has been used in the inside address, it is usual to use personal salutation.

Example:

Dear Mr Crowth Dear Alex Dear Miss Tem Dear Rosemary

If your letter is addressed to a head of department or the head of an organization whose name is not known, then it would be more appropriate to use a salutation as shown here.

Example:

Dear Sir or Madam

Heading

A heading gives a brief indication of the content of the letter. It is usually placed one clear line space after the salutation. Upper case is generally used, although initial capitals with underscore may be used if preferred.

Example:

Dear Mrs Cowell
INTERNATIONAL CONFERENCE – 29 August 2008

Body of Letter

There is four point plan in communication in business for body of letter.

1. Opening or introduction

The first paragraph will state the reason for the communication, basically setting the scene. It may:

- acknowledge previous correspondence;
- refer to a meeting or contact;
- provide an introduction to the matter being discussed.

Examples:

Thank you for your letter of ...

It was good to meet you again at last week's conference. We wish to hold our annual at a London hotel in November.

2. Central section (details)

The main part of the message gives all the information that the recipient needs to know. Details should be stated simply and clearly, with separate paragraphs used for individual sections. This section should flow logically to a natural conclusion.

3. Conclusion (Action or Response)

This section draws the message to a logical conclusion. It may:

- a) state the action expected from the recipient;
- b) state the action you will take as a result of the details provided.

Examples:

Please let me have full details of the costs involved together with some sample menus.

If payment is not received within seven days this matter will be placed in the hands of our solicitor.

4. Close

A simple one-line closing sentence is usually all that is necessary to conclude a message. This should be relevant to the content of the message.

Examples:

I look forward to meeting you soon.

I look forward to seeing you at next month's conference.

A prompt reply would be appreciated.

Please let me know if you need any further information.

Complimentary close

It is customary to end the letter in a polite way by using a complimentary close. The two most common closes are “Yours sincerely” (used with personalized salutations) and “Yours faithfully” (used only with Dear Sir/Sirs/Sir or Madam).

Examples:

Dear Sir	}	Yours	Dear Mr Crom	}	Yours
Dear Sirs		faithfully	Dear Mrs Dellick		sincerely
Dear Madam			Dear Emily		
Dear Sir or Madam			Dear Bill		

Name of sender and designation

After the complimentary close 4 or 5 clear spaces should be left so that the letter can be signed. The name of the sender should then be inserted in whatever style is preferred - upper case, or initial capitals only. The sender’s designation or department should be shown directly beneath his/her name. Note that the title “Mr” is never shown, when the writer is male, but it is usual to add a courtesy title for a female (this is shown in brackets after her name).

Examples:

Yours faithfully	Yours sincerely
PATRICK ASHER	JUDITH BORK (Mrs)
Chairman	General Manager

When a letter has to be signed on behalf of the sender, it is usual to write “for” or “pp” in front of the sender’s printed name; “pp” is an abbreviation for “per procuracionem” which means “on behalf of”.

Example:

Yours faithfully
Helen Mirrey
For ROBERT BERG
Chairman

Here is an example of business letter with comments.

Letter headed paper Printing Hall Printing Hall
 Birmingham Gate
 Garlow, Sussex
 SM 17 2GE
 UNITED KINGDOM
 Telephone: +44(0)1479633453
 Facsimile: +44(0)1479401527

Reference (initials of writer/
 typist, sometimes a filing
 reference) CT/PG

Date (day, month year) 26 August 200_

Inside address (name,
 title, company, full address,
 postal code) Mr Adam Corn
 General Manager
 High Print Co Ltd
 77 Oak Lane
 London
 WC1 8TG

Salutation Dear Adam

Heading (to give an instant idea
 of the theme) FULLY BLOCKED LETTER LAYOUT

This layout has become firmly established as the most popular way of setting out letters, fax messages, memos.

Introduction (one line
 space between paragraphs) — reports – in fact all business communication. The main feature of fully blocked style is that all lines begin at the left-hand margin.

Details Open punctuation is usually used with the fully blocked layout. This means no punctuation marks are necessary in the reference, date inside address, salutation and closing section. Of course essential punctuation must still be used in the text of the message itself, commas should be used only when

their omission would make the sense of the message unclear.

Consistency is important in layout and spacing of all documents. It is usual to leave just one clear line space between each section.

Conclusion ————— Most people agree that this layout is very attractive and easy to produce as well as businesslike.

Complimentary close ————— Yours sincerely
Name of Sender ————— CODY TRUMP
Sender's designation or department ————— Training Specialist
Enc (if anything is enclosed) Enc

Copy Peggy George, Publisher

REMEMBER:

- design an attractive letterhead with a unique logo for your company's letterhead paper;
- use consistent layout for all your business documents – fully blocked style with open punctuation is the most popular;
- leave just one line space between each section of your documents. Be consistent in this aspect;
- include the sender's name and title in the address section – an “attention line” is not necessary;
- if there is an appropriate heading, use it. If not, leave it out;
- indicate, when something is enclosed by putting “Enc” at the end;
- use Copy or cc (courtesy copy) when other people receive copies;
- when a document is continued on a second page, do not type anything at the foot of the first page;
- at the head of a continuous sheet (fully blocked at the left margin) show the page number, date and name of addressee;
- your business documents reflect an impression of you and your company.

Practice

Task 1. Write down your own business letter.

Task 2. Is it true or false?

1. After the complimentary close 2 clear spaces should be left.
2. The name and address of the recipient should be typed on separate lines.
3. The date should always be shown in full.
4. The main feature of fully blocked style is that all lines begin at the right – hand margin.

Unit 3. Getting a job

Translate the following words and word combinations: prospective employer, covering letter, relevant information, testimonials, resignation, special awards, working experience, suitable vacancy, referee, personal qualities, working attitude.

Letter of application

A letter of application for a job is essentially a sales letter. In such a letter you are trying to find good job, so your letter must:

- capture attention by using a good writing style;
- arise interest in your qualifications;
- carry conviction by your past record and testimonials;
- bring about the action you want the prospective employer to take – to grant an interview and eventually give you the job.

Your application should be typed. A well displayed, easy to read letter will attract attention at once and create a favorable first impression. You should write a short letter applying for the post and stating that your curriculum vitae (or resume) is enclosed. Your curriculum vitae should give full details of your personal background, education, qualifications and experience.

Do not duplicate such information in your letter. When your application is in response to an advertisement in a newspaper or journal, this should be mentioned in the opening paragraph or in the subject heading.

The writer's address is placed at the top right-hand corner of the letter

17 Rose Road
WINFORD
CH7 GMY

All other details begin at the left margin in fully blocked style

26 July 2008
Mrs VR Jackings
Personnel Manager
Leily 2 Walland Ltd
Helsin Works
NELTON
CH6 9HA

Dear Mrs Jacking

PRIVATE SECRETARY TO MANAGING DIRECTOR

Mention the post and where you saw the advertisement

I was interested to see your advertisement in today's Daily Telegraph and would like to be considered for this post.

Give an outline of your

I am presently working as Private Secretary to the

present post and briefly discuss your duties

general Manager at a manufacturing company and have a wide range of responsibilities. This includes attending and taking minutes of meetings and interviews, dealing with callers and correspondence in my employer's absence and supervising junior staff, as well as the usual secretarial duties.

An indication of why you are interested in the advertised post would be useful

The kind of work in which your company is engaged particularly interest me and I would welcome the opportunity it would afford to use my language abilities which are not utilized in my present post.

Enclose your CV and copies of testimonials if available

A copy of my curriculum vitae is enclosed with copies of previous testimonials.

Suitable close

I hope to hear from you soon and to be given the opportunity to present myself at an interview.

Yours sincerely
Jane Belle
JANE BELLE (Miss)
Encs

Curriculum vitae

Your *curriculum vitae* (sometimes called a *resumé*) should set out all your personal details, together with your education, qualifications and working experience. It should be displayed attractively so that all the information can be seen at a glance. It should not be more than 2 pages. Wherever possible, the information should be categorized under headings and columns.

Here are examples of curriculum vitae and resume.

CURRICULUM VITAE

	Name	Mary Cramp
Personal details should be shown at the beginning	——— Address	35 Pine Lane Medford Sussex PH5 7MY
	Telephone	030 7579 2457
	DATE OF BIRTH	14 March 1970
	NATIONALITY	British
	MARITAL STATUS	Single

State full-and part-time educational courses

EDUCATION

19_ to 19_
19_ to 19_

Bedford High School
Wirpad Secretarial College
(Secretarial Course)

List qualifications in full (don't just say "4A levels")

QUALIFICATIONS

GCE A Level

English Language
Mathematics
Spanish

GCE O Level

French
Biology
Philosophy
Commerce
History

LCCI
LCCI 3rd Level

Private Secretary's Diploma
Text Production
Audio
Shorthand
English for Business

Mention any special achievements

SPECIAL AWARDS

Governor's prize for first place in college examinations

Mention your present job first and work backwards

WORKING EXPERIENCE

May 200_ to present

Personal Secretary to General Manager

High Cables
Venice Road
Klampton
LONDON E8 7RJ

Aug. 19__ To March 200_

Shorthand Typist

Reins
Melly&Co
Solicitors
70 Princeway

LONDON WC 3B 7AC

Hobbies, interests or other relevant information

INTERESTS

Languages; Golf

REFEREES

Give at least 2 referees (a former employer,

Dr MN Levis
Principal

a teacher, etc)

Wirpad Secretarial College
Derby Road
Wirpad NH2 2 BC
Ms R Devis
Partner
Reins, Melly&Co
70Princeway
London WC3B 7AC

Date your CV with month/year — June 200_

RESUME

Your name and address
go at the top
New York NY 11295
Tel. (312)495 53 32

Alex N Benk
17 Park Avenue Ap 30

What vacancy
you want to get

**OBJECTIVE
SUMMARY**

A position as a bookkeeper
10years of experience in every
routine work in this field.
Perfect knowledge of computers
and statistics.

QUALIFICATIONS

Make up all kinds of financial
reports, balances and production
planning.

This should be
presented in the reverse
chronological order starting
from the last job

**EXPERIENCE
200-2008**

FRANCY DOCKS Inc
San Francisco California
Deputy Chief of Planning
In charge of account books,
statements, new ideas in planning.

1995-2000
New York
Accountant

SATMA Co Ltd

Prepared accounts and balance sheets of every kind.

EDUCATION

LONDON SCHOOL OF
ECONOMICS

London
Great Britain
Bachelor (EC)

You marital status February your children; citizenship child	PERSONAL	Arrived in the United States 1990 British Subject. Married, one child
	REFERENCES	Available upon request

Testimonials

As well as sending a copy of your curriculum vitae with an application letter it is useful to send copies of any testimonials you may have from previous employers. The originals in such open testimonials are addressed TO WHOM IT MAY CONCERN. They are generally given by your previous employers if requested and you should always retain the originals and send photocopies only to prospective employers.

There is no legal obligation for anyone to give a testimonial, but if one is written it must state only what is true otherwise the writer may become legally liable, either to the applicant for libel (a statement damaging a person’s reputation), or to the employer if the testimonial is at all misleading.

Any testimonial should follow the following 4 point plan:

1. State duration of employment and post held.
2. Give details of the duties carried out.
3. Mention work attitude and personal qualities.
4. Finish with a recommendation.

Here is an example of testimonial

TO WHOM IT MAY CONCERN

Duration of employment Robert Osborn has been employed by this College as Head of Business

Studies from November 200_ to 6 June 200_.

As well as capably handing the responsibilities for the overall

Duties

administration of his department Robert ably taught Economics, Commerce and Management Appreciation to students of a wide range of ability and age groups on courses leading to Advanced examinations.

Robert is a highly complement and professional teacher whose class preparation is always thorough and meticulous.

Working attitude
administrative

His committed approach to teaching is matched by his

abilities. He has made a substantial contribution to course planning, student counseling, curriculum development and programmer marketing.

Personal qualities Robert possesses an outgoing personality and he mixes well. He makes his full contribution to a team and is popular with his students and colleagues alike.

Recommendation In view of his dedication and ability I am confident that Norman will prove to be a valuable asset to any organization fortunate enough to employ him. It is with pleasure that I recommend him highly and without hesitation.

Jack Sheldon
Principal

References

Even if testimonials are provided at the time of sending an application letter it is usual to state the names of or two people who have consented to act as referees. Prospective employers may contact about an applicant's work performance and character.

Here is an example of letter taking up a reference.

Dear Mrs Pirson

Mention application's Name and post applied for Mr Charles Red, at present employed by you as Foreign Correspondent, has applied to us for a similar post and has given your name as a referee.

Ask for information about his work I should be grateful if you would state whether his services with you have been entirely satisfactory and whether you consider he would be able to accept full responsibility for the French and Spanish Correspondence in a large and busy department.

Include specific details ability I am aware that Mr Harvey speaks fluent French and Spanish but regarding I am particularly interested in his ability to produce accurate translations into these languages of letters that may be dictated to him in English.

Give an assurance
appreciated, confidentiality

Any other information you can provide would be
and will be treated as strictly confidential.

Yours sincerely

Here is an example of a favourable reply to the previous letter. In this reply, the writer recommends the employee very highly and without hesitation, feeling confident that he can carry out the duties required in the post stated.

Dear Mr Grump

I am pleased to be able to reply favourably to your enquiry of 12 April concerning Mr Charles Red.

Mr Red is an excellent linguist and for the past 6 years has been in sole charge of our foreign correspondence, most of which is with European companies, especially in France and Spain.

We have been extremely pleased with the services provided by Mr Harvey. Should you engage him you may rely upon him to produce well-written and accurate transcripts of letters into French and Spanish. He is a very reliable and steady worker and has an excellent character.

We wish him success, but at the same time shall be very sorry to lose him.

Your sincerely

Applicant's thank you letter

Those who have provided references will naturally be pleased to know how the applicant has fared and whether successful or not. Applicants should therefore always inform and thank those who supported them.

Here is an example of applicant's thank you letter.

Dear Mr Spold

I would like to thank you for supporting my application for the post as Accountant of the Fridman Chemical Company in Uganda.

I know that the generous terms in which you wrote about me had much to do with my being offered the post and I am very grateful to you for the reference you provided for me.

Your help and encouragement have always been much appreciated and this will always be remembered.

Yours sincerely

Interview letters

INVITATION TO ATTEND FOR INTERVIEW

A letter inviting an applicant for interview should first acknowledge receipt of the application, and then go on to give a day, date and time for the interview. The name of the person the applicant should ask for should also be stated. Confirmation is often requested.

Here are examples of an inviting letter and a confirmation of attendance.

Dear Miss Crenston

SENIOR SECRETARY TO TRAINING MANAGER

Thank you for your application for this post.

You are invited to attend for an interview with me and Mrs Hillary Allen, Training Manager, on Thursday 25 May at 2.30pm.

Please let me know either by letter or telephone whether this appointment will be convenient for you.

Yours sincerely

Dear Mr Turink

SENIOR SECRETARY TO TRAINING MANAGER

Thank you for your letter inviting me to attend for interview on Thursday 25 May at 2.30 pm.

I shall be pleased to attend and look forward to meeting you and Mrs Allen.

Yours sincerely

OFFERS OF APPOINTMENT

Letters appointing staff should state clearly the salary and any other conditions of appointment. If the duties of the post are described in detail on a Job Description and enclosed with the letter, it will not be necessary to duplicate such details in the letter itself. When the appointment is not made at the interview, the offer will be made by letter to the selected applicant as soon as possible.

If an appointment is made verbally at the interview, it should be confirmed by letter immediately afterwards.

Here is an example of a letter confirming offer of employment.

Dear Miss Cummings

Offer the job and include a commencement data

I am pleased to confirm the offer we made to you yesterday of the post of Secretary in our Sales Department, commencing on 24 July 2000_.

Specify the duties Description

Your duties will be outline at the interview and enclose Job described on the attached Job Description.

Include details of holidays

This appointment carries a commencing salary of £15000 salary per annum, rising to £16.500 after one year's service and thereafter by annual review. You will be entitled to 4 week's annual holiday.

Mention termination by either information

The appointment may be terminated at any time side giving 2 month's notice in writing.

Ask for confirmation

Please confirm that you accept this appointment on the terms stated and that you will be able to commence your duties on 24 July 2000_.

Yours sincerely

Any offer letter should be accepted in writing immediately.

Dear Miss Menk

Thank you for your letter offering me the post of Secretary in your Sales Department.

I am pleased to accept this post on the terms stated in your letter and confirm that I can commence work on 24 July.

I can assure you that I shall do everything I can to make a success of my work.

Yours sincerely

TERMINATION OF EMPLOYMENT

A Contract of Employment made for a stated period comes to an end when the period is completed unless both parties agree to an extension. If the contract is for an unstated period it may be ended at any time by either of the parties giving the agreed period of notice.

Here is an example of employee's letter of resignation.

Dear Miss Wood

I regret to inform you that I wish to give 2 week's notice of my resignation from the company. My last day of work will be 14 July 200_.

I have been very happy working here for the past 3 years and found my work challenging and enjoyable. However I have obtained a post in which I will have more responsibilities and greater carrier prospects.

Thank you for your help and guidance my employment.

Your sincerely

When it is decided to terminate the employment of a person whose services have been unsatisfactory, it is advisable to do so verbally in the first place. The confirmatory letter should be worded carefully and tactfully.

Dear Miss Carnby

Express regret and give a termination date

Following our discussion earlier this week I regret to inform you that your services with the company will not be required with effect from 31 May 200_.

Give details of unsatisfactory conduct

As you know there have been a number of occasions employee's recently when I have had to point out the unsatisfactory quality of your work. Together with your persistent unpunctually in spite of several warnings, this has led me to believe that you will perhaps be more successful in a different kind of work.

Tactful wording is necessary

A carefully worded

I hope you will be successful in finding suitable close of appropriate employment elsewhere. If another employer should wish you to start work before the end of the month, arrangements can be made for you to be released immediately.

Your sincerely

USEFUL EXPRESSIONS

Application letters

a) Openings

1. I wish to apply for the post ... advertised in the ... on
2. I was interested to see your advertisement in ... and wish to apply for this post.
3. I am writing to enquire whether you have a suitable vacancy for me in your organization.
4. I understand from Mr ..., one of your suppliers, that there is an opening in your company for
5. Mrs ... informs me that she will be leaving your company on ... and if her position has not been filled, I should like to be considered.

b) Closes

1. I look forward to hearing from you and to being granted the opportunity of an interview.
2. I hope you will consider my application favourably and grant me an interview.
3. I look forward to the opportunity of attending an interview when I can provide further details.

Favourable references

a) Openings

1. Mr ... has applied to us for the above post/position of We should be grateful if you would give us your opinion of his character and abilities.
2. We have received an application from Miss ... who has given your name as a referee.
3. I am very glad of this opportunity to speak in support of Miss ...'s application for a position in your company.
4. In reply to your recent enquire Ms... has been employed as ... for the past 3 years.

b) Closes

1. Any information you can provide will be much appreciated.
2. Any information you are kind enough to provide will be treated in strictest confidence.
3. I am sure you will be more than satisfied with the work of Mr...
4. I shall be sorry to lose ... but realize that her abilities demand wider scope than are possible at this company.

Unfavourable references

1. I find it difficult to answer your enquire about Mr... He is a very likeable person but I cannot conscientiously recommend him for the vacancy you mention.
2. The work produced by ... was below the standards expected and we found it necessary to release him.
3. Her poor time-keeping was very disturbing some disruption to the work of the department.
4. We found her attitude quite a bad influence on other staff within the department.
5. Although ... possesses the qualifications to perform such work I have seen no evidence that she has the necessary self-discipline or reliability.

Testimonials

a) Openings

1. Mr... has been employed by this company from ... to ...
2. Miss ... worked for this company from leaving college in 200_ until she emigrated to Canada in April 200_.

b) Central section

1. Miss ... enjoys good health and is a good time-keeper.
2. She uses her best endeavours at all times to perform her work expeditiously and has always been a hard-working and conscientious employee.
3. Miss ... made a substantial contribution to the work of the ... department, and always performed her work in a businesslike and reliable manner.
4. Mr ... gave considerable help to his colleagues in improvements of teaching methods and materials and also produced many booklets of guidance which are proving valuable to other teachers.

c) Closes

1. I have pleasure in recommending ... highly and without hesitation.
2. We hope that ... meets with the success we feel he deserves.
3. I shall be sorry to lose his services but realize that his abilities demand wider scope than are possible at this company.
4. I can recommend Miss... to you with every confidence.

Offers of employment

a) Openings

1. Thank you for attending the interview last, ... I am pleased to offer you the position of ...
 2. I am pleased to confirm the offer we made to you when you came for interview on ...
 3. Following your interview with ..., I am pleased to offer you the position of ... commencing on ...
- b) Closes
1. Written confirmation of your acceptance of this post would be appreciated as soon as possible.
 2. Please confirm in writing that you accept this appointment on the terms stated and that you can commence your duties on ...
 3. We look forward to welcoming you to our staff and hope you will be very happy in your work here.

Termination of employment

- a) Openings
1. I regret that I wish to terminate my services with this company with effect from ...
 2. I am writing to confirm that I wish to tender my resignation. My last date of employment will be ...
 3. As my family have decided to emigrate I am sorry to have to tender my resignation.
 4. It is with regret that I have to inform you that your position with this company will become redundant on ...
 5. There has been no improvement in your work performance and attitude despite our letters dated ... and ... As a result we have no option but to terminate your services with effect from ...
- b) Closes
1. I have been extremely satisfied with your services and hope that you will soon find another suitable post.
 2. I am sorry that these circumstances make it necessary for me to leave the company.
 3. I hope you will soon find alternative employment, and extend my best wishes for your future.

Practice

Task 1. Write down an application letter.

Task 2. Make up curriculum vitae, using such points as:

PERSONAL



NAME

ADDRESS

TELEPHONE

DATE OF BIRTH

NATIONALITY

MARITAL STATUS

EDUCATION

QUALIFICATION

SPECIAL AWARDS

WORKING EXPERIENCE

INTERESTS

REFEREES

Unit 4. Enquires

Translate the following words and word combinations: enquire, concisely, quotation, payment, supplier, delivery times, order, method of transportation, terms and discounts.

Enquires for information about goods or services are sent and received in business all the time.

FOLLOW THESE GUIDANCE:

1. State clearly and concisely what you want-general information, a catalogue, price list, sample, quotation, etc.
2. If there is a limit to the price at which you are prepared to buy, do not mention this otherwise the supplier may raise the quotation to the limit you state.
3. Most suppliers state their terms of payment when replying so there is no need for you to ask for them unless you are hoping for special rates.
4. Keep your enquire brief and concise.

Where an enquire suggests that large or regular orders are possible, write a letter and take the opportunity to promote your products.

Here are examples of a) an enquire and b) a reply to enquire.

a)

Dear Sir/Madam

Background information I have a large hardware store in Liverpool and am interested in the electric heaters you are advertising in the East Country Gazette.

Asking the information Please send me your illustrated catalogue and a price list.

Closing sentence I look forward to hearing from you soon.

Your faithfully

b)

Dear Mrs Mardis

Thank you for your letter enquiring about electric heaters I am pleased to enclose a copy of our latest illustrated.

Provide further information about specific goods and refer to information in catalogue	You may be particularly interested in our newest heater, the FH27 model. Without any increase in fuel consumption, it gives out 20% more heat than earlier models. You will find details of our terms in the price list printed on the inside front cover of the catalogue.
Suggest action for recipient to take	Perhaps you would consider placing a trial order to provide you with an opportunity to test its efficiency. At the same time this would enable you to see for yourself the high quality of material and finish put into this model.
Appropriate close	If you have any questions please contact me on 6735747. Yours sincerely

A first *enquiry* is a letter sent to a supplier with whom you have not previously done business which should include:

- a) Opening lines: a brief mention of how you obtained your potential suppliers name (you may have seen the goods in question at an exhibition or trade fair, etc.)
- b) Indicating the state of the market: some indication of the demand in your area for the goods which the supplier deals in.
(Points a) and b) are background information regarding the enquiry)
- c) Asking the information: details of what you would like your prospective supplier to send you. Normally you will be interested in a catalogue, a price list, methods of payment, delivery times, and, where appropriate, samples.
- d) A closing sentence to round off the enquiry.

Offers are replies to enquiries. An offer from a regular customer is normally fairly brief, and does not need to be more than polite and direct. Provided the supplier is in position to meet his correspondent's requirements, his reply will generally:

- a) Thank the writer of the letter of enquiry for the letter in question.
- b) Supply all the information requested, and refer both to enclosures and to samples, catalogues and other items being sent by separate post.
- c) Providing additional information, not specifically requested by the customer, so long as it is relevant.
- d) Conclude with one or two encouraging the customer to place orders and assuring him of good service.

USEFUL EXPRESSIONS

Enquiries

Openings

1. We are interested in ... as advertised recently in ...
2. We have received an enquiry for your ...
3. I was interested to see your advertisement for ...
4. I understand you are manufacturers of (dealers in) ... and should like to receive your current catalogue.

Main section and closes

1. When replying please also include delivery details.
2. Please also state whether you can supply the goods from stock as we need them urgently.
3. If you can supply suitable goods, we may place regular orders for large quantities.

Offers

Openings

1. Thank you for your letter of ... As requested we enclose ...
2. I was pleased to learn ... that you are interested in our ...
3. Thank you for your enquiry dated ... regarding ...

Closes

1. We look forward to receiving a trial order from you soon.
2. We shall be pleased to send you any further information you may need.
3. Any orders you place with us will have our prompt attention.
4. Please let me know if you need any further details.

Orders

Most companies have printed order forms. The advantages are:

1. Such forms are pre-numbered and therefore reference is easy.
2. Printed headings ensure that no information will be omitted.

Printed on the back of some forms are general conditions under which orders are placed. It is usual to refer on the front to these conditions, otherwise the supplier is not legally bound by them.

Here is an example of an order form.

M H NORDSON&COLTD
 7 Dreamgate, Norfield T17 4BR
 Telephone 0117 274753
 Fax: 0117 274754

Order no 213

Date 16 July 200_

Cotton Fabrics Ltd
 77 Ladybird Street
 DR AWCHESTER
 N60 7 AC

Please supply:

Quantity	Item (s)	Catalogue number	Price
30	Pillow Cases Primrose	117	£ 7.90 each
30	Pillow Cases white	127	£ 7.90 each

(signed) _____
 For MH Nordson&Co Ltd

Smaller companies may not have printed forms but instead place orders in the form of a letter. When sending an order by letter, always ensure accuracy and clarity by including:

1. An accurate and full description of goods required;
2. Catalogue numbers;
3. Quantities;
4. Prices;
5. Delivery requirements (place, date, mode of transport, whether the order will be carriage paid or carriage forward, etc.);
6. Terms of payment agreed in preliminary negotiations.

Here is an example of an letter order.

Dear Sir

Please accept our order for the following books on our usual discount terms of 20% off published prices:

NUMBER PRICE OF COPIES	TITLE	AUTHOR	PUBLISHED
40	Communication	Albina Wolf	£10.99

30	problems Suitable Substitutes	Albina Wolf	£9.99
----	-------------------------------------	-------------	-------

Acknowledging orders

An order should be acknowledged immediately if it cannot be fulfilled straight away. For small routine orders a printed acknowledgement or an e-mail may be enough, but a short letter stating when delivery may be expected also helps to create goodwill. If the goods cannot be supplied at all, you should write explaining why and offer (orders from new customers) should most certainly be acknowledged by letter. Here is an example of an acknowledgement.

Thank you	Dear We were very pleased to receive your order of 27 June for cotton prints, and welcome you as one of our customers.
Confirm prices and delivery information Give assurance of satisfaction	We confirm supply of the prints at the prices stated in your letter. Delivery should be made by our own vehicles early next week. We feel confident that you will be completely satisfied with these goods and that you will find them of exceptional value for money.
Mention other goods catalogue	As you may not be aware of the wide range of goods we have and enclose available, we are enclosing a copy of our
Close with a wish for business dealing	We hope that our handling of your first order with us will lead to future further business between us and mark the beginning of a happy working relationship.
	Yours sincerely

When a supplier receives an order which cannot be met for some reason, any of the following options are available:

1. Send a substitute (goods which take the place of others). Careful judgement will be required, since there is a risk that the customer may be annoyed to receive something different from what was ordered. It is advisable to send a substitute only if the customer is well known or if there is a clear need for urgency. Such substitutes should be sent “on approval”, with the supplier accepting responsibility for carriage charges both ways.
2. Make a counter-offer. In making this one the supplier must exercise a great deal of skill to bring about a sale. The buyer is being offered something that

has not been asked for. Therefore it is important that the suggested substitute is at least as good as the one ordered.

3. Decline the order. A supplier will not accept a buyer's order if:
- he is not satisfied with the buyer's terms and conditions;
 - the buyer's credit is suspect;
 - the goods are not available.

Utmost care should be taken when writing to reject an order so that goodwill and future business are not affected.

Here is an example of counter-offer.

Dear

Thank you for your letter of 12 May ordering 500 metres of 100cm watered silk.

Respond to the enquiry with regret that the material is no longer available

We regret to say that we can no longer supply this silk. Fashion constantly changed and in recent years the demand for watered silk has fallen.

Mention a replacement material and give assurance of quality reliability

In their place we can offer our new BOZAM brand of rayon. This is a finely woven, hard-wearing, non-creasable and material with a most attractive luster. The large number of repeat orders we regularly receive from leading distributors and dress manufacturer's is clear evidence of the widespread popularity of this brand.

Include price information

At the low price of only £3.20 per metre, this rayon is much cheaper than silk and its appearance is just as attractive.

Mention other products samples sent separately
Give delivery details

We also manufacture other cloths in which you may be interested and sending a complete range of patterns by separate post. All these cloths can supplied from stock.

Please contact me if you have any queries.

Yours sincerely

Placing orders

Openings

1. Thank you for your quotation of ...
2. We have received your quotation of ... and enclose our official order form.
3. Please supply the following items as quickly as possible and charge to our account:

Closes

1. Prompt delivery would be appreciated as the goods are needed urgently.
2. Please acknowledge receipt of this order and confirm that you will be able to deliver by ...
3. We hope to receive your advise of delivery by return of post.

Acknowledging orders

Openings

1. Thank you for your order dated ...
2. We thank you for your order number ... and will dispatch the goods by ...
3. We are sorry to inform you that the goods ordered on ... cannot be supplied.

Closes

1. We hope the goods reach you safely and that you will be pleased with them.
2. We hope you will find the goods satisfactory and look forward to receiving your further orders.
3. We are pleased to say that these goods have been dispatched today (will be dispatched in .../are now awaiting collection at ...).

Complaints

Complaints may be necessary for several reasons, such as:

- wrong goods receive;
- poor service;
- unsatisfactory quality of goods;
- late delivery;
- damaged goods;
- prices not as agreed.

When you have a genuine complaint you will feel angry, but you must show restraint in your letter, if only because the supplier may not be to blame. The following point need to be remembered:

- a) Do not delay as this will weaken your position, and the supplier may have difficulty investigating the cause.

- b) Do not assume that the supplier is automatically to blame. They may have a perfectly good defence.
- c) Avoid rudeness. This would create ill-feeling and cause the supplier to be unwilling to resolve matters.
- d) In your letter:
 - describe the item or service you bought;
 - say where and when you bought the item (or when the service was carried out) and how much it cost;
 - explain what is wrong, any action you have already taken, to whom you spoke and what happened;
 - explain what you expect to be done to rectify the situation, for example a refund or repair, or the job done again without change;
- e) Use recorded/special delivery so that you have a check that your letter has been received.
- f) Keep copies of your letters, and never send original documents or receipts.

Receiving such complaints may suggest ways in which the supplier's products or services could be improved. When dealing with dissatisfied and unhappy customers, remember the following guidelines:

- a) It is often said that the customer is always right. This may not always be the case, but it is sound practice to assume that the customer may be right.
- b) Acknowledge a complaint promptly. If you are unable to reply fully, explain that it is being investigated and a full reply will be sent later.

Here is an example of a) a letter of complaint and b) a reply to a letter of complaint.

a)

Dear Sir

Order number and date

On 9 November I ordered 10 copies of Wild Music by J. Goody under my order number XT751.

Reasons for dissatisfaction

On opening the parcel received this morning I found that it contained 10 copies of festival Music by the same author. I regret that I cannot keep these books as I have an adequate stock already. I am therefore returning the books by parcel post for immediate replacement, as I have several customers waiting for them.

Action requested Please credit my account with the invoiced value of the returned copies including reimbursement for the postage cost of £16.90.

Yours faithfully

b)

Dear Mr Crimsbey

Express regret I was sorry to learn from your letter of 12 November that a mistake was made in dealing with your order.

Explain how the mistake occurred This mistake is entirely our own and we apologize for the inconvenience it is causing you. This occurred because of staff shortage during this unusually busy season and also the fact that these 2 books by Goody have identical bindings.

Action taken to rectify matter 10 copies of the correct title have been sent to you today.

Your account will be credited with the invoiced value of the books cost of return postage. Our credit note is enclosed.

A closing apology Our apologies again for this mistake.

Yours sincerely

Letters of complaint

Openings

1. The goods we ordered from you on ... have not yet been delivered.
2. Delivery of the goods ordered on ... is now considerably overdue.
3. We regret having to report that we have not yet received the goods ordered on ...
4. We regret to report that one of the cases of your consignment was badly damaged when delivered on ...
5. When we examined the goods dispatched by you on ... we found that ...
6. We have received a number of complaints from several customers regarding the ... supplied by you on ...

Useful central phrases

1. I am very unhappy with ...
2. This situation is causing us a great deal of inconvenience.
3. This standard of workmanship is not what I have come to expect from you.
4. This service is well below the standard expected.
5. I am sure you will wish to look into this and find out what happened.
6. I am used to good quality from ...

Closes

1. Please look into this matter at once and let us know the reason for this delay.
2. We hope to hear from you soon that the goods will be sent immediately.
3. We feel there must be some explanation for this delay and await your prompt reply.
4. We hope to learn that you are prepared to make some allowance in these circumstances.
5. I hope to receive a complete refund soon.

It is known that you may get information for your future order from advertisements.

Advertisements

Most organizations advertise in newspapers, magazines or trade journals to reach out to a wide and sometimes specific market. Advertisements may be placed to:

- advertise vacancy posts;
- promote products or services;
- announce special events or functions;
- publicize changes in the organization.

Here is an example of job advertisement.

Company logo _____ **World** Together

Headline attracts attention _____ We Excel

Job title _____ **QUALITY ENGINEER**

Information about the company World Communications Here's your chance to join a dynamic and rapidly expanding global company.

Responsibilities
Ensure World's major accounts continue to benefit from customer service and support.

is a global leader in the world of telecommunications. We are looking for dynamic, self-motivated, team players to join us.

Support major accounts on technical and quality issues. Organise pre-sales initiatives on new products.

Use bullet points
State what you want from applicants

Pre-requisites
Experience in telecommunication industry.
ISO 9000 knowledge.
Good people skills.

Emphasise compensation package

We offer a 5-day week and attractive compensation package commensurate with experience and qualifications.

State if applications are to be handwritten

Please send a handwritten application letter with full resume and a recent photograph to:

Name/title/company name and address

Mr Alexander Fox
Human Relations Manager
World Communications
17 South Avenue
Stornbury
Greenfield T27 5IS

Closing date for applications

Closing date for applications: 16 July 200_

When advertising REMEMBER:

- Include a company logo, prominently displayed, if appropriate.
- Compose a catchy headline to give the gist of the contents.
- Use spacing carefully to give prominence to special items.
- Use sub-headings and shaded sections to attract attention.
- Use numbered points and bullets to categorize information.
- Ensure your display is eye-catching, attractive and effective.
- Use straight forward, simple language and short sentence.
- Use persuasive and convincing writing skills to make everything sound useful, exciting, interesting or beneficial.
- Aim for your document to stand out when alongside many others.
- State the action that you want the reader to take and if necessary include name, telephone number, e-mail address, etc.

Practice

Task 1. What do you know about:

- a) enquiry
- b) order
- c) offer
- d) acknowledge

Task 2. Write down a letter of:

- a) enquiry
- b) order
- c) offer
- d) acknowledge

Unit 5. Memos, fax-messages. E-mail

Translate into Russian and remember: request, word processing system, pre-printed forms, relevant details, insert, alongside, template.

Memos

A memo is a written message from one person to another (or several people) within the same organization. Memos (or memoranda) serve several purposes:

- a) to provide information;
- b) to request information;
- c) to inform of actions, decisions;
- d) to request actions, decisions.

Some companies have pre-printed forms for internal memos but very often templates are saved on word processing systems. The typist then only has to insert the relevant details alongside the given headings.

Emphasise the word
MEMORANDUM

MEMORANDUM

Insert the recipient's
name and designation

To Mary Winter, Administrative Assistant

The sender's name and
designation

From Irin Fom, PA to Chairman

a reference (initials of sender
any typist

Ref IF/GJ

date of issue

Date 18 September 200_

no salutation is necessary

INHOUSE DOCUMENT FORMATS

Subject heading clearly
the topic of the message

Many congratulations on recently joining the staff in the Chairman's office. I hope you will be very happy here.

I am enclosing a booklet explaining the company's general rules regarding document formats.

1. DOCUMENT FORMATS

The body of the memo should
be separated into paragraphs,
reaching a relevant conclusion
and close

All documents should be presented in the fully blocked format using open punctuation.

2. SIGNATURE BLOCK (LETTERS)

In outgoing letters it is usual practice to display the sender's name in capitals.

No complimentary close is necessary

I hope these guidelines will be useful. If you have any questions please do not hesitate to ask me.

Leave space for signature (the sender's name and designation are the top so it is not necessary to repeat these details here)

Irin Fox

Enc (if appropriate)

Enc

Copy/ies (if appropriate)

Copy Personnel Department

Fax messages

Fax messages may be sent between branches of the same company or to external business associates.

Many companies have a standard printed form for use when sending fax messages. Here is an example of how a printed fax form or a template might be designed.

Fax	
To	From
Company	Date
Fax No	No of Pages

When a pre-printed form is not available, the fully blocked style may be used in preparing a fax message, as shown in this example.

<i>Garner Communications</i>	<i>Mobile Phone Specialists</i>
<i>35 Durnbey Drive</i>	<i>Tel. +441142571112</i>
<i>Greenfield</i>	<i>Fax. +441142571113</i>
<i>S27 3 ES</i>	<i>Email: GarnerComm@intl.uk</i>

Include the main heading

FAX MESSAGE

These headings are important so that all the essential details can be inserted alongside

To	Doris Feld, General Manager
Company	Thailand Communication
Fax Number	676565777
From	Li Chi Long, Managing Director

It is important to state the number of pages being sent	Ref Date Number of pages	LCL/DA 2 February 200_ 1
A salutation may be included if preferred		

the heading should state the main topic of the fax message

VISIT TO THAILAND

Thank you for calling this morning regarding my trip to Thailand next month. I am very grateful to you for offering to meet me at the airport and drive me to my hotel.

The body of the fax message should be composed similarly to a business letter

I will be arriving on flight MV77 on Monday 5 March at 1730 hours Accommodation has been arranged for me at the High International Hotel, Fine Road.

A complimentary close is not necessary

I look forward to meeting you.

Li Chi Long

E-mail

Electronic mail is possibly one of the greatest inventions. It has become an essential tool in business, a fundamental part of the way which we work.

For formal e-mail, REMEMBER:

- 1) Write a SMART subject line after you've written your message.
- 2) Include an appropriate greetings and closing section.
- 3) Use modern business language and simple sentences instead of old-fashioned, long-winded writing.
- 4) Never use ALL CAPITALS for any part of your message.
- 5) Learn the importance of structuring your messages logically.
- 6) Write as if you are having a conversation with the recipient.
- 7) Consider the other person's feelings and make sure you use appropriate tone.
- 8) Format messages attractively, using full words, full sentences, and with a space between each paragraph.
- 9) Use e-mail as a tool to enhance communication – not as a replacement for communication.
- 10) If an e-mail exchange is getting rather long or complicated, it may be more effective to pick up the phone.

Here is an example of formal e-mail.

From Henry.Nil@piano.co.my
Date 27:7:08 15:07:30
To mary@marygreen.com
CC

Here is a SMART subject line Subject Book signing in India

Hello Mary

A nice opening paragraph,
and clear line spaces between
paragraphs

I hope things are well with you.

No abbreviations and no code

I was pleased to hear that you will be back in
India again in September to hold your seminar
on business skills.

The message is structured in
accordance with the 4 point plan

Some bookstores are interested in seminars
I hope you will agree to take part.

A nice close finishes off the
message nicely

See you soon

Henry

In conclusion, REMEMBER:

- a well structured business document is the core of effective communication;
- use a subject heading to give the main gist of your message;
- refer to a previous letter, contact or document in the first paragraph – the Introduction;
- compose the central section (details) so that each point follows in a sensible order, and make sure the information flows logically from point to point;
- separate the message into paragraphs, leaving one blank line between each section;
- conclude your message by stating what action you expect the reader to take after reading your message;
- be sure to include a deadline for any response, if this is appropriate;
- your close may simply be a one-liner, whatever is relevant to the situation;
- proofread your message carefully and take a while to consider whether it is structured appropriately and that all the details are arranged logically;
- read through your final message as if you were the reader – imagine how the reader will feel when receiving it. If anything is not right, make the necessary changes.

Practice

Task 1. Answer the following questions:

1. What do you think of: a) fax message; b) e-mail?
2. What are the advantages and disadvantages of fax and e-mail messages?
3. What special features of memo do you know?

Task 2. Write down a formal text of:

- a) memo
- b) fax message
- c) e-mail

APPENDIX

СПИСОК НАИБОЛЕЕ УПОТРЕБИТЕЛЬНЫХ В ДЕЛОВОЙ ПЕРЕПИСКЕ АББРЕВИАТУР И СОКРАЩЕНИЙ

A		
ACCA	Association of Certified and Corporate	Ассоциация дипломированных бухгалтеров
A/c,	account	счет
ack.	acknowledgement	подтверждение
add(r)	address	адрес
ad(vt)	advertisement	объявление, реклама
A.D.	Anno Domini	нашей эры <i>лат.</i>
add.	addendum	приложение
ADP	automatic data processing	автоматическая обработка данных (АОД)
ad val.	ad valorem (according to the value)	с объявленной стоимости <i>лат.</i>
AG	Aktiengesellschaft (German public company)	общественная компания в Германии
AGM	annual general meeting	ежегодное общее собрание
a.m.	ante meridiem (before noon)	до полудня <i>лат.</i>
amt.	amount	сумма, количество, итог
anon	anonymous	анонимный
appro	approval	одобрение
approx	approximately	примерно
Apr	April	апрель
arr	arrival	прибытие
a.k.a. АОБ	also known as any other business	так же известен, как и прочие вопросы
appx	appendix	приложение
ASA	Advertising Standards Authority	отдел рекламных стандартов

assoc.	association	ассоциация
asst	assistant	помощник, ассистент
Attn	attention в	вниманию
Aug	August	август
AV	audio-visual	звучко-зрительный
av.	average	средний
Av(e)	avenue	авеню
AWOL	absent without leave	находящийся в самовольной отлучке
B		
B.A.	Bachelor of Arts	бакалавр гуманитарных наук
BA	British Airways	Британские авиалинии
b	born	родившийся
B&b	bed and breakfast	ночлег и завтрак (для постояльца)
BBC	British Broadcasting Corporation	Британская радиовещательная корпорация
BC		
BC	before Christ	до нашей эры
BC	British Council	Британский совет
bs	balance sheet	балансовый отчет
bc	blind copy	пометка в письме, которую ставит автор, если он не желает упоминать имя другого адресата
B.Com.	Bachelor of Commerce	бакалавр коммерции
b.e.	bill of exchange	переводной вексель, тратта
BIM	British Institute of Management	Британский институт менеджмента
bk	bank: book	банк: книга
bldg(s)	building(s)	здание, строение(я)
B/L	Bill of Lading	коносамент, транспортная накладная
BR	British Rail	Британская железная дорога

BSc	Bachelor of Science	бакалавр (естественных) наук
BST	British Summer Time	британское летнее время
B/S	bill of sale	купчая
BSI	British Standards Institute	Британский институт стандартов
BT	British Telecom	Британские телекоммуникации
C		
cat.	catalogue	каталог
C	centigrade	по стоградусной шкале (температур)
c.	circa (roughly this date)	примерно, приблизительно, около
c.	cent(s), century	цент(ов), век
Cath	Catholic	католический
cc	chapters	главы
cc	centuries	веков
cc	carbon copy	машинописная копия
CD	Corps Diplomatique Diplomatic Service	дипломатический корпус <i>фр.</i>
C&D	Collection & Delivery	инкассо и доставка
C&F	cost & freight	стоимость и фрахт
cap.	Capital	капитал
CB	cash book	кассовая книга
CC	County Council	совет графства
CEO	chief executive officer	исполнительный директор
cf.	confer (compare)	сравни
ch (ap)	chapters	главы
CIA(US)	Central Intelligence Agency	Центральное разведывательное управление, ЦРУ
QD (GB)	Criminal Investigation Department	отдел уголовного розыска, уголовно-следственный отдел
CGT	capital gains tax	налог на доход от реализации
chq	cheque	чек

c/o	cash order	предъявительская тратта
Co.	company	компания
COD	cash on delivery	оплата при доставке
contd	continued	продолжение следует
cont	contents	содержание
Cons.	conservative (GB)	консервативная партия
Corp	corporation	корпорация
CV	curriculum vitae	жизнеописание
D		
dd	dated; deadline date	датированный
D.D.	Doctor of Divinity	доктор богословских наук
deg	degree	степень
dep	depart; departure; deputy	отъезжать; отъезд депутат
Dept	department	департамент
diff	difference	разница
Dip	diploma	диплом
Dir	director	директор
do	the same as before	так же как и раньше
dos	disk operating system	дисковая операционная
DP	data processing	обработка данных
Dr.	Doctor	доктор (ученая степень)
E		
E&OE	errors and omissions excepted	исключая ошибки и пропуски
EC	European Community	Европейское сообщество (ЕС)
ECS	echantillons commerciaux (commercial samples)	коммерческие образцы <i>фр.</i>
EDP	electronic data processing	электронная обработка данных

e.g.	exempli gratia (for example, for instance)	например <i>лат.</i>
EEU	European Economic Union	Европейский экономический союз (ЕЭС)
EFTA	European Free Trade Association	Европейская ассоциация свободной торговли
enc.	enclosed	прилагается
Eng	engineer (ing)	инженер, инженерное искусство 1
etc	et cetera (and the rest)	и так далее <i>лат.</i>
Esq	Esquire	эсквайр
eta	estimated time of arrival	расчетное время прибытия
Etd	estimated time of departure	расчетное время отбытия
eve	evening	вечер
excl	excluding	исключая
F		
f	foot, feet; female; feminine	фут, футы; женский, женского пола
fac.	facsimile	факсимильный
fax		факс
FBI	Federal Bureau of Investigation	Федеральное бюро расследований, ФБР (США)
Feb	February	февраль
Fed	Federal	федеральный
ff	following (pages)	следующие (страницы)
fig	figure	цифра
fl	floor	этаж
FO	Foreign Office	МИД Великобритании
Fri	Friday	пятница
fwd	forward	отослать

G		
GB	Great Britain	Великобритания
Gen	General	генерал
Gk	Greek	греческий
gm	gram(s)	грамм(ов)
GMT	Greenwich Mean Time	среднее время по Гринвичу
GP	General Practitioner	врач общей практики
gt	great	здорово
H		
h	height	высота
ha	hoc anno	в текущем году лат.
HC	House of Commons	палата общин в Великобритании
HM	His/Her Majesty	его/ее величество
Hon.	the Honourable	достопочтенный
hosp	hospital	больница
HQ	headquarters	штаб
HP	hire purchase	покупка в рассрочку
hr	hour	час
i.e.	id est (which is to say, in other words)	другими словами <i>лат.</i>
Inc.	incorporated	зарегистрированный
incl.	including	включая
info	information	информация
IMF	International Monetary Fund	Международный валютный фонд
Inst	Institute	институт
intro	introduction	вступление
mv	invoice	счет-фактура
IOU	I owe you	долговая расписка
IT	Information Technology	информационная технология

ital	italic	курсив
J		
Jan	January	январь
Jr	Junior	младший
Jul	July	июль
Jun	June	июнь
K		
kg	kilogram(s)	килограмм(ов)
km	kilometre(s)	километр(ов)
L		
L/A	Letter of Authority	доверенность
Lab	Labour party (GB)	трудова́я или лейбористская партия
Lib	Liberal party (GB)	Либеральная партия
lang	language	язык
L/C	letter of credit	аккредитив
M		
Mar	March	март
max	maximum	максимум
mdse	merchandise	товар
memo	memorandum	записка
Messrs	Messieurs (Gentlemen)	господа <i>фр.</i>
min	minimum	минимум
misc	miscellaneous	разное
mkt	market	рынок
ml	mile(s)	миля(ей)
mm	millimetre(s)	миллиметр(ов)
mgr	manager	руководитель
MS	manuscript	рукопись
mtg	meeting	собрание

N

NB	nota bene (take special note of)	обратите внимание <i>лат.</i>
no(s)	number(s)	номер(а)
NIS	not in stock	не быть на складе, в
NL	no liability	не нести обязательства
про	non-profit making organization	некоммерческая организация
Nov	November	ноябрь

O

ob.	obit (deceased)	поминальная служба; некролог
Oct	October	октябрь
ОHP	overhead projector	диапроектор
oos	out of stock	не иметь на складе
OZ	ounce(s)	унция(и)

P

P	page; penny; per	страница; пенни;
ра	per annum — (each year)	каждый год, ежегодно
РА	personal assistant	личный помощник
para(s)	paragraphs	параграф(ы)
PAYE	pay-as-you-earn	платите по мере того, как зарабатываете (уплата налогов при получении заработной платы)
PC	personal computer	персональный компьютер
p/d	postdate	датировать более поздним числом или более поздняя дата
pd	paid	оплачено
PG	paying guest	квартирант

Ph.D.	Doctor of Philosophy	доктор философии
pie	public limited company	общественная компания с ограниченной ответственностью
pkt	packet	пакет
P&L	profit & loss	прибыль и убыток
p&p	postage and packing	пересылка и упаковка
PM	Prime Minister	премьер-министр
p.m.	post meridiem (after noon)	после полудня лат.
p.m.	per month	ежемесячно
pop	popular	популярный
PO	Post Office	почтовое отделение
pp.	post procurationem (for and on behalf of)	по доверенности лат.
PP	pages	страницы
PR	public relations	общественные связи
Pres.	President	президент
pro	professional	профессиональный
Prof.	Professor	профессор
pron	pronunciation	произношение
PS	postscriptum	постскрипtum
pt	payment	платеж
PTO	Please turn over.	Пожалуйста, переверните страницу.

Q

Qu	queen;	королева;
question		вопрос
quod vide (which may be		смотри там-то лат.

referred to)

R

R	Royal	королевский
rcd	received	получено
ref	refer to with reference	ссылаться на; со ссылкой на
retd rev	retired revolution	ушедший в отставку
RSVP	repondez s'il vous plait (please reply)	ответьте, пожалуйста <i>фр.</i>

S

sae	stamped addressed envelope	конверт с обратным адресом
SAVE	save-as-you-earn	сберегайте по мере получения дохода
sch	school	школа
sec	secondary; secretary	вторичный; секретарь
Sen	Senate	сенат
Sept	September	сентябрь
sgd	signed	подписанный
Sr.	senior	старший
Soc	society	общество
Sq	square	площадь
St	street	улица
Sun	Sunday	воскресенье
sub	subscription	подписка
SRL	societe a responsabi-lite limitee (limited liability company)	компания с ограниченной ответственностью <i>фр.</i>

T

Tech	technical	технический
tel.	telephone	телефон
tbc	to be confirmed	будет подтверждено
temp	temporary	временный
trans	translated	переведенный
Tue	Tuesday	вторник
Thurs	Thursday	четверг
TV	television	телевидение
TOPs	training opportunities	возможности обучения
tsvp	toumez S'il vous plait (turn over)	переверните, пожалуйста <i>фр.</i>

U

UAE	United Arab Emirates	Объединенные Арабские Эмираты
ult.	ultimo (last)	прошлого месяца
UNESCO	United Nations Educational, Scientific and	Комитет Организации Объединенных Наций по
UNO	United Nations Organisation	Организация Объединенных Наций, ООН
UK	United Kingdom	Соединенное Королевство
UFO	unidentified flying object	неопознанный летающий объект, НЛО
UHF	ultra high frequency	Ультравысокая частота
Univ	university	университет
urgt	urgent	срочно

V

V	victory	победа
vac	vacation	каникулы, праздник
VAT	value added tax	налог на добавочную стоимость
VC	Vice Chairman	заместитель председателя

VIP VDU	Very Important Person Video Display Unit	особо важная персона видеомонитор
VP	Vice President	вице-президент
vol	volume	том; объем
vs	versus	против <i>лат.</i>
V.S.	videsupra	смотри выше <i>лат.</i>
W		
W	west	запад
wk	week; work	неделя; работа
w/o	without	без
w.p-m.	words per minute	слов в минуту
WP	word processing	обработка текста
wt	weight	вес
X		
Xmas	Christmas	Рождество
Y		
yr	year; your	год; ваш(а, е, и)
yf	yours faithfully	с совершенным почтением,
yrsty	yours truly	искренне Ваш
ys	yours sincerely	искренне Ваш
&	and	союз
@	at	коммерческое at в адресе электронной почты
№	number	номер

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В 2009 году Университет стал победителем многоэтапного конкурса, в результате которого определены 12 ведущих университетов России, которым присвоена категория «Национальный исследовательский университет». Министерством образования и науки Российской Федерации была утверждена Программа развития государственного образовательного учреждения высшего профессионального образования «Санкт-Петербургский государственный университет информационных технологий, механики и оптики» на 2009–2018 годы.

The Department of Foreign Languages

The department of foreign languages was established on 20 September 1931. At that time the first new structural subdivision was singled out and the first head of the department, the associate –professor Falk K.I. (1931-1941) was assigned.

13 teachers worked at the department, namely, 7 teachers of English and 6 teachers of German.

The department of foreign languages was headed by:

1941-1951 senior teacher Mitskevich Z.P.

1953-1973 senior teacher Lisikhina B.L.

1973-1993 senior teacher Dygina M.S.

Professor Markushevskaya L.P. has headed the department since 1993.

At present the department consists of four sections: English, French, Russian and German, 30 teachers working in the staff.

More than 60 manuals were published at the department. The electronic versions of English Grammar, Computer in Use, Studying Optics have been produced. It helps students to improve their knowledge working on computers. Much attention is given to working out different tests for distance education.

**Лариса Петровна Маркушевская
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