ФЕДЕРАЛЬНОЕ АГЕНТСТВО ЖЕЛЕЗНОДОРОЖНОГО ТРАНСПОРТА
ИРКУТСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ ПУТЕЙ СООБЩЕНИЯ

Ю.А. Метелькова, О.В. Березовская

Writing Letters

Английский язык

УЧЕБНО-МЕТОДИЧЕСКОЕ ПОСОБИЕ ПО ДЕЛОВОЙ ПЕРЕПИСКЕ
ДЛЯ СТУДЕНТОВ ЭКОНОМИЧЕСКИХ СПЕЦИАЛЬНОСТЕЙ
ДНЕВНОЙ ФОРМЫ ОБУЧЕНИЯ

Иркутск 2012
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Учебно-методическое пособие предназначено для студентов экономических специальностей дневной формы обучения.
Пособие Writing Letters дает возможность ознакомиться с основными видами и стилями писем, особенностями оформления и написания деловых писем и других видов деловой корреспонденции. Данное пособие содержит практические сведения для изучающих деловой английский: структуру и образцы деловых писем и документов, словарь деловых терминов, перечень сокращений, принятых в деловой корреспонденции. Отличительной особенностью пособия является тренировка навыков по различению формального и неформального (официального и неофициального) стилей написания писем. В пособие включены аудио- и видео-материалы
Пособие может применяться для аудиторной работы; рекомендуется для подготовки к занятиям и самостоятельной работы студентов высших учебных заведений.

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<td>Ошибка! Закладка не определена.</td>
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<td>Интернет-ресурсы</td>
<td>84</td>
</tr>
</tbody>
</table>
Formal and Informal Letters

Types of Letters

There are various types of letters such as: letters of complaint, letters asking for/giving information, letters of request, letters asking/giving advice, letters of invitation, letters accepting/refusing an invitation, letters expressing congratulations/thanks/regret/sympathy, letters giving news, letters of apology, letters of application for a job and letters to the editor providing solutions/suggestions.

Parts of Letters

A good letter should consist of:

| Return address | Full name, address, city, state and ZIP code, e-mail, telephone, fax | address of letter writer |
| Date | | |
| Inside address | Full name, title, company, address, city, state and ZIP code | address of recipient (who you are writing the letter to) |
| Salutation | (Dear Peter, Dear Mr Ford, Dear Sir/Madam) | an appropriate greeting |
| Introduction | Paragraph 1 | clearly stating the reason(s) for writing |
| Main body | Paragraph(s) 2-3 | • development of the subject • begin a new paragraph for each main point |
| Conclusion | Final Paragraph | • summing up the topic |
### Style in Letters

The characteristics of **formal style** in letters are:
- the greeting (Dear Mrs Lee, Dear Sir,)
- frequent use of the passive
- formal language (complex sentences, non-colloquial English)
- no abbreviated forms
- the ending (Yours sincerely, / Yours faithfully, Jason McNeil)

The characteristics of **informal style** in letters are:
- the greeting (Dear Alex, Dear Dad,)
- informal language and style (idioms, colloquial English)
- abbreviated forms (isn’t, won’t, it’s, I’ve)
- pronouns omitted (Hope to hear from you soon; Wish you were here; Having a great time here)
- the ending (Yours / Love / Best wishes / Regards, Anthony)
### Notes

<table>
<thead>
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<th>Informal letters</th>
<th>Formal letters</th>
<th>Semi-formal</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>address</strong></td>
<td>have only one</td>
<td>have two</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(yours)</td>
<td>(yours and the recipient’s)</td>
<td></td>
</tr>
<tr>
<td><strong>begin</strong></td>
<td>Dear + first name</td>
<td>Dear Sir / Madam</td>
<td>Dear Mr / Mrs + surname</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Dear Mr / Mrs + surname</td>
<td></td>
</tr>
<tr>
<td><strong>end</strong></td>
<td>Love / Yours / Best wishes + first name</td>
<td>Yours faithfully + full name</td>
<td>Yours sincerely + full name</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Best wishes / Yours + first name / full name</td>
</tr>
</tbody>
</table>

### Salutation

<table>
<thead>
<tr>
<th>Salutation</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dear Sirs</td>
<td>if you are writing to a company or organisation</td>
</tr>
<tr>
<td>Dear Sir/Madam</td>
<td>if you know the position, but not the name</td>
</tr>
<tr>
<td>Dear (name)</td>
<td>if you know the person’s name</td>
</tr>
</tbody>
</table>

### Common titles

<table>
<thead>
<tr>
<th>Title</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr</td>
<td>for men</td>
</tr>
<tr>
<td>Mrs</td>
<td>for married women</td>
</tr>
<tr>
<td>Miss</td>
<td>for unmarried women</td>
</tr>
<tr>
<td>Ms</td>
<td>for women, if you don’t know or prefer not to specify marital status</td>
</tr>
</tbody>
</table>

### Endings

<table>
<thead>
<tr>
<th>Endings</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yours sincerely</td>
<td>if you know the person’s name</td>
</tr>
<tr>
<td>Yours faithfully</td>
<td>if you don’t know the person’s name</td>
</tr>
</tbody>
</table>

1. Look at the different layouts. Which are used to write a formal letter and which an informal letter? Which layout would you use to write a letter to a teacher? / a friend? / a company manager whose name you don’t know? / a company manager whose name you know?

<table>
<thead>
<tr>
<th>Layout</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Dear Sir/Madam, ... Yours faithfully, Simon Rogers</td>
</tr>
<tr>
<td>B</td>
<td>Dear Carol, ... Love, Jessy</td>
</tr>
<tr>
<td>C</td>
<td>Dear Mrs Parker, ... Best wishes, Kate Wilson</td>
</tr>
<tr>
<td>D</td>
<td>Dear Mr Smithers, ... Yours sincerely, Alex Matthews</td>
</tr>
<tr>
<td>E</td>
<td>Dear Mum, ... Love, Alison</td>
</tr>
</tbody>
</table>
**Writing Letters**

*Match the beginnings with the endings, and then identify the type and the style of each pair.*

<table>
<thead>
<tr>
<th>BEGINNINGS …</th>
<th>ENDINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 I am writing with regard to your recent correspondence. We regret to inform you that there are no places left on the accountancy course …</td>
<td>A Anyway, wish them a happy anniversary from me. I’m looking forward to hearing about how it went.</td>
</tr>
<tr>
<td>2 Thanks so much for your thoughtful gift. The jumper fits perfectly. It will really come in handy this winter when I go skiing …</td>
<td>B Let me know if my advice was of any help. I hope everything turns out fine.</td>
</tr>
<tr>
<td>3 I just received your letter and I’m sorry to hear that you’re having trouble …</td>
<td>C Should you need any information about courses which will be held next term, I would be happy to assist you.</td>
</tr>
<tr>
<td>4 Sorry I can’t make it your parents’ 25th anniversary party, but I’ll be away on the day of the celebration.</td>
<td>D I look forward to meeting you to discuss the possibility of employment. Please contact me regarding any queries you may have.</td>
</tr>
<tr>
<td>5 I am writing to inquire about the special weekend trips …</td>
<td>E I look forward to receiving the information and would appreciate it if you could send it as soon as possible.</td>
</tr>
<tr>
<td>6 I am writing with regard to your advertisement in the Daily News of May 2nd. I would like to apply for the teaching position at Beacon Street School …</td>
<td>F Thanks again for the gift and please give regards to your family.</td>
</tr>
<tr>
<td>7 I just wanted to let you know that I’d love to come to your party on the 24th.</td>
<td>G Anyway, thanks again for the invitation. I’ll see you then.</td>
</tr>
<tr>
<td>8 It is with great pleasure that I am writing to congratulate you on your promotion.</td>
<td>H I am confident that you will carry out your new duties with your usual conscientiousness and dedication.</td>
</tr>
</tbody>
</table>

**Formal and Informal Letters**

7
2. Read the following sentences. Which are formal and which are informal? Which sentences beginnings and which are endings of a letter? What kind of letter does each sentence belong to?

1. We would be honoured if you could attend a reception for Ambassador Sarah Jacobs.
2. I can’t wait to see you again, and don’t forget to let me know if there’s anything I should bring to the barbecue.
3. I am writing to inform you about some changes in the schedule for next term’s courses.
4. We’re organising a party and would be really glad if you could come.
5. Once again, I can’t tell you how awful I feel about missing your birthday party.
6. I am writing to complain about the products I received from your company.
7. I look forward to receiving your advice on this matter.
8. Looking forward to receiving your advice on this matter.
9. Your thoughtful gift was greatly appreciated. Once again, thank you for your generosity.
10. I am very sorry but unfortunately you won’t be able to use my summer house during the first week of August.
11. I’m so happy for you! Write back soon and tell me about your new job.
12. Hope this advice helps.
Letters of Complaint

- Letters of complaint are normally written in a formal style.
- Mild or strong language can be used depending on the feelings of the writer or the seriousness of the complaint, but abusive language must never be used.

**e.g.** **Mild Complaint:** I am writing to complain about a damaged DVD I bought at your shop.
I hope you will deal with this matter / resolve this matter quickly.

**Strong complaint:** I am writing to express my disgust at the appalling treatment I received while staying at your hotel.
I insist upon full compensation or I will be forced to take this matter further.

- Start a new paragraph for each different aspect of the topic. You can begin the sentence with one of the following linking words or phrases: what is more, in addition, furthermore, moreover, etc.
- You should state the reason for the complaint in the first paragraph.
- Any complaints you make should be supported with a justification.
- Complaints and justifications can be linked together as follows:

  *I still haven’t received the goods I ordered in spite of / despite the fact that I sent you a cheque three weeks ago.*
  
  *Although / Even though I have only used the automatic tin-opener once, it no longer works. I have written to you twice but you have not taken any action.*
  
  *I have already written to you twice. Nevertheless, / However, you have not taken any action.*

**Parts of Letters of Complaint**

<table>
<thead>
<tr>
<th>Introduction</th>
<th>Paragraph 1</th>
<th>reasons for writing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Body</td>
<td>Paragraphs 2-3</td>
<td>complaint(s) and justification</td>
</tr>
<tr>
<td>Conclusion</td>
<td>Final paragraph</td>
<td>• suggested action to be taken</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• closing remarks</td>
</tr>
</tbody>
</table>
1. Match the complaints with the justifications using appropriate linking words.

<table>
<thead>
<tr>
<th>Complaint</th>
<th>Justification</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) My 2-year-old daughter cut herself on the toy.</td>
<td>a) I sent you a cheque to renew it a month ago.</td>
</tr>
<tr>
<td>2) When we received the bill we realized we had been charged the full price.</td>
<td>b) I informed you of my change of business address.</td>
</tr>
<tr>
<td>3) The top rack of the dishwasher has broken.</td>
<td>c) I booked a room with a private bathroom.</td>
</tr>
<tr>
<td>4) You still keep delivering equipment to the wrong address.</td>
<td>d) I have only used it three times.</td>
</tr>
<tr>
<td>5) I received a letter saying my license has expired.</td>
<td>e) You claim it is safe for children over 18 months.</td>
</tr>
<tr>
<td>6) The shirt’s bright red collar has turned pink.</td>
<td>f) The label states that it can be washed at high temperatures without the colours fading.</td>
</tr>
<tr>
<td>7) I had to share a bathroom with other guests.</td>
<td>g) We were told there would be a 20% discount if we ordered before June.</td>
</tr>
</tbody>
</table>

Useful Language for Letters of Complaint

<table>
<thead>
<tr>
<th></th>
<th>Mild Style</th>
<th>Strong Style</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Opening Remarks</strong></td>
<td>I am writing to complain about ...</td>
<td>I was appalled at ...</td>
</tr>
<tr>
<td></td>
<td>I am writing regarding ...</td>
<td>I want to express my strong dissatisfaction with ...</td>
</tr>
<tr>
<td></td>
<td>I am writing because of ...</td>
<td>I feel I must protest ...</td>
</tr>
<tr>
<td></td>
<td>I am writing on the subject of ...</td>
<td>I feel I must complain about ...</td>
</tr>
<tr>
<td></td>
<td>I am writing to draw you attention to ...</td>
<td></td>
</tr>
<tr>
<td></td>
<td>I am writing to you in connection with ...</td>
<td></td>
</tr>
<tr>
<td><strong>Closing Remarks</strong></td>
<td>I hope you will replace ...</td>
<td>I insist you replace the item at once.</td>
</tr>
<tr>
<td></td>
<td>I assume you will replace ...</td>
<td>I demand a full refund.</td>
</tr>
<tr>
<td></td>
<td>I trust the situation will improve.</td>
<td>I hope that I will not be forced to take any further action.</td>
</tr>
<tr>
<td></td>
<td>I hope the matter will be resolved.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>I hope we can sort this matter out amicably.</td>
<td></td>
</tr>
</tbody>
</table>
2. **Read the letter and state the topic of each paragraph. Is it a mild or a strong letter of complaint? Then fill in the table below with the complaints and the justification.**

Dear Sir/Madam,

I want to express my strong dissatisfaction with the service I received during a visit to your restaurant on December 12th.

Firstly, I had booked a table for my wife and myself for 8.30, but it was 9 o’clock before we were seated. Such a delay seems to me inexcusable.

Then, in spite of the fact that I had repeated our order to check that the waiter had heard me correctly, he proceeded to bring us the wrong starters. Such careless service should not be tolerated in a restaurant which charges such high prices.

To make matters worse, the chocolate gateau we were served for dessert was quite stale. The menu claimed, though, that all desserts were freshly prepared that day.

My wife and I will not be dining in your restaurant again; however, as a manager, you would be wise to guard against such appalling treatment of your customers in future.

Yours faithfully,

Larry Dunman

3. **Read the following letter and correct the mistakes. Write S for spelling, G for grammar, P for punctuation, WO for word order, WW for wrong word.**

Dear Sir/Madam,

I wrote to complain for a washing machine who I recently took from your company.

When I used the machine for the first time properly it worked and the clothes come out clean and fresh. Also, when I used the machine the second time, it seemed to have been a malfunction while the rinse cycle. The clothes still had quite a lot of soap in them when I have taken them out.

Furthermore, when I tryed washing another load of laundry the same thing happened. In addition to this, the machine did not hit the water to the right temperature. Even though I had turned the dial to 50 °C the water in the machine remained cold throughout the entire cycle.

i assume you will replace the washing machine as it is obviously wrong. I hope the matter will resolve promptly.

Yours faithfully,

nancy Gillis
4. Punctuate the following letter of complaint and divide it into paragraphs. Then comment on the tone of this letter.

Dear Mr Haynes

I am writing to complain about the two Alsatian dogs that you own although I have repeatedly asked you to prevent the dogs from leaving your garden you have failed to do so as a result my front lawn has been dug up twice over the past three days furthermore their continual barking is extremely disruptive both to local residents and myself finally I feel that these dogs have a tendency to be aggressive as I have told you in the past nevertheless they are allowed to roam the streets of our neighbourhood which I consider unacceptable I hope that having made my feelings clear to you this matter can be resolved

yours sincerely
William penton

5. Read the letter and underline the correct linking words in brackets. Is the language mild or strong?

Dear Mrs Brosnan,

I am writing to complain about a waterproof jacket I purchased from your shop last week.

1) (However / Although) the jacket was supposed to be completely waterproof, I got soaked the first time I wore it in wet weather. 2) (Furthermore / But), when I tried to take the jacket off, the zip wouldn't open and when I tried to get it unstuck, the jacket tore.

I sent the jacket back to your shop after having been assured by one of the assistants that I would be sent a refund. 3) (However / In addition), I still have not received one.

As a regular customer of yours, I feel disappointed with the way I have been treated and hope that steps will be taken to rectify the situation.

I trust this matter will receive your immediate attention.

Yours sincerely,
John Wells
6. Write the following letters in the appropriate style using 120–180 words.

1 You stayed at a holiday resort recommended by your travel agent. However, you did not enjoy your stay due to a number of difficulties. Write a letter describing them and asking for action to be taken.

2 You have recently bought a mobile phone from a mobile phone company but after using it a couple of days it broke. Write a letter to the shop where you bought it asking to be given a replacement.
Letters of Apology

- A letter of apology can be either formal or informal.
- It can be written when someone has made a mistake, has failed to perform a duty or is not able to fulfill a promise.

Parts of Letters of Apology

<table>
<thead>
<tr>
<th>Introduction</th>
<th>Paragraph 1</th>
<th>reasons for writing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Body</td>
<td>Paragraphs 2-3</td>
<td>reasons to explain the inconvenience caused</td>
</tr>
<tr>
<td>Conclusion</td>
<td>Final paragraph</td>
<td>- express understanding / regret or promise to make up for the situation</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- closing remarks</td>
</tr>
</tbody>
</table>

1. Read the letter below and divide it into paragraphs. Then read it again and answer the following questions: 1) Why was the letter written? 2) What reason is given for the inconvenience? 3) What action will be taken to make up for the inconvenience caused? 4) What style of language has been used? 5) What is the topic of each paragraph?

SUNRISE TRAVEL AGENCY
25 Baker Street, London Tel: +41222345 Fax: +41583796

Dear Mrs Brown,

On behalf of Sunrise Travel, please accept my sincere apologies for your dissatisfaction with your Caribbean holiday in February. Due to a computer error we were forced to change your accommodation at the last minute to what we had been led to believe was a hotel of equally high standard. Sadly, it was not until later that we discovered the hotel in question did not meet the requirements demanded of Sunrise Travel accommodation. As a long established travel company, we are well aware of the upset that can be caused by problems experienced while on holiday. For this reason we would like to offer you a weekend for two in Paris at a top-class hotel as compensation. Once again, our sincere apologies for the inconvenience caused. We look forward to hearing from you.

Yours sincerely,
**Useful Language for Letters of Apology**

<table>
<thead>
<tr>
<th></th>
<th>Formal</th>
<th>Informal</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Opening Remarks</strong></td>
<td>I am writing to apologise for ...</td>
<td>I hope you will understand when I say that...</td>
</tr>
<tr>
<td></td>
<td>I must apologise for ...</td>
<td>What can I say, except I'm sorry that ...</td>
</tr>
<tr>
<td></td>
<td>Please accept my sincere apologies for ...</td>
<td>I'm sorry for...</td>
</tr>
<tr>
<td></td>
<td>How can I apologise enough for ...</td>
<td>I owe you an apology.</td>
</tr>
<tr>
<td></td>
<td>I must apologise profusely for ...</td>
<td>I'm sorry if I upset you in any way.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>I can't describe how sorry I am and how guilty I feel.</td>
</tr>
<tr>
<td><strong>Closing Remarks</strong></td>
<td><em>Once again, sincerest apologies for ...</em></td>
<td>I hope you believe me when I say how sorry I am.</td>
</tr>
<tr>
<td></td>
<td>I hope you will accept my apologies.</td>
<td>I can't tell you how sorry I am.</td>
</tr>
<tr>
<td></td>
<td>I hope my apologies will be / are accepted.</td>
<td>I beg you to forgive me for...</td>
</tr>
<tr>
<td></td>
<td></td>
<td>There is no excuse for... and I hope you'll forgive me.</td>
</tr>
</tbody>
</table>
Read the two letters below and fill in the gaps with the expressions from the list. Then answer the following questions: 1) Which letter is formal and which informal? 2) What is the reason for writing each letter? 3) What is the topic of the final paragraph in these two letters? 4) What complaint had been made in each situation? Finally, underline the opening and closing remarks then replace them with others from the table above.

1 to apologise / to say how sorry I am
2 bad behaviour / disgraceful conduct
3 I know / I realise
4 sort out the problem / resolve the matter
5 Due to my absence / Because I wasn’t there
6 but / However
7 severely reprimanded / properly told off
8 be sure / rest assured
9 what happened / this incident
10 put you off / deter you

A
Dear Mr Johnson,

I am writing to you 1) ... for the 2) ... of a member of our staff towards you on Saturday April 23rd. 3) ... how much this must have upset you, and I hope that we can 4) ... agreeably.

5) ... at the time, I was unable to apologise to you in person. 6) ..., I always take such incidents extremely seriously and, following your letter of complaint, the member of staff has been 7) ... . You can 8) ... that he will be treating our customers quite differently in future.

I hope that 9) ... will not 10) ... from using our store in future. In an attempt to make up for the inconvenience caused, we are sending you a complimentary gift.

Yours sincerely,
Peter Brown
Manager

B
Dear Belinda,

I'm writing 1) ... for my son's 2) ... last week. 3) ... how upset you were, and I thought I'd write to you to try and 4) ... .

5) ... when you called round, I didn't realise what happened straight away, 6) ... when I got your letter, I promise you that he got 7) ... . You can 8) ... he'll never speak to you like that again.

I hope 9) ... won't 10) ... coming round to our house again. I'd like to make up for my son's behaviour by inviting you to dinner on Thursday so that he can have the chance to say how sorry he is himself.

Love,
Joanne
3. Write the following letters in the appropriate style using 120–180 words.

1 You have promised your boss that you will work some extra hours next weekend. Due to a family problem, you will be unable to fulfill your promise. Write a letter of apology to your boss explaining your reasons and promising to make it up to him/her.

2 Your friend let you spend the weekend at his seaside cottage. While staying there you accidentally stained an expensive Persian rug. Write a letter apologising for the damage and offering to get it cleaned.
Writing Letters

Letters of Invitation

- Letters of invitation can be formal or informal depending on the situation and who we are writing to.
- They usually contain some additional information, for example: latest news, description of the event (party, wedding, etc.), place (hotel, house, etc.) and/or directions to the place.
- Directions can be introduced by using some of the following expressions: In case you don’t know the way, I’ll give you some directions / I have included some directions / Here are few directions so you don’t get lost / In case you do not know the exact location of the …, etc.

Parts of Letters of Invitation

<table>
<thead>
<tr>
<th>Introduction</th>
<th>Paragraph 1</th>
<th>reason(s) for writing (to invite)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Body</td>
<td>Paragraphs 2-3</td>
<td>details / directions</td>
</tr>
<tr>
<td>Conclusion</td>
<td>Final paragraph</td>
<td>closing remarks</td>
</tr>
</tbody>
</table>

Useful Language for Letters of Invitation

<table>
<thead>
<tr>
<th></th>
<th>Formal</th>
<th>Informal</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Opening Remarks</strong></td>
<td>We would be honoured if you … I cordially invite you to … Your presence would be appreciated at … You are invited to attend …</td>
<td>I’m writing to invite you … I’d love it if you could come to … We’re organising a … and would love if you could come.</td>
</tr>
<tr>
<td><strong>Closing Remarks</strong></td>
<td>We would be grateful if you could … Please indicate whether you will be able to attend …</td>
<td>I hope you’ll be able to make it. Hope you can come. Looking forward to seeing you then. Please let me know as soon as possible.</td>
</tr>
</tbody>
</table>
1. Read the letter below and answer the following questions. Who is going to read this letter? Is it formal or informal? What is the topic of each paragraph? Read the letter again and underline the opening and closing remarks, then replace them with other appropriate expressions.

Dear Ann and David,

We’re writing to invite you to our house-warming party on May 26th. Our new house is wonderful; it’s a semi-detached town house with three bedrooms and a small back garden. The kitchen is huge, and it’s fitted with wooden cupboards that make you feel as if you are in a country kitchen. All three bedrooms are rather small but very cosy. The living room is quite big and has lovely French windows which open onto a terrace.

You shouldn’t have too much trouble finding the house, but here are few directions so you don’t get lost. Take the A27 road for Lewes and turn right at the roundabout where there is a signpost for Hawkstead. Drive through the town until you get to the post office, then turn left into Potter’s Lane. Our house is number 23, on the right-hand side.

We hope you’ll be able to make it to our party. Looking forward to seeing you then.

Love,
Bill and Laura
Letters of Accepting / Refusing an Invitation

- Letters of accepting / refusing an invitation can be formal or informal.

**Parts of Letters of Accepting an Invitation**

- **Introduction**
  - Paragraph 1: thanks for invitation

- **Main Body**
  - Paragraphs 2-3:
    - acceptance of invitation
    - further comments
    - asking for more information

- **Conclusion**
  - Final paragraph: closing remarks

**Useful Language for Letters of Accepting an Invitation**

<table>
<thead>
<tr>
<th></th>
<th>Formal</th>
<th>Informal</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Opening Remarks</strong></td>
<td>I am writing to thank you for the kind invitation…</td>
<td>Thanks for the invitation to …</td>
</tr>
<tr>
<td></td>
<td>Thank you for the kind invitation which I would be honoured to accept.</td>
<td>…sounds lovely …</td>
</tr>
<tr>
<td><strong>Closing Remarks</strong></td>
<td>I look forward to seeing you. We await the event with great anticipation.</td>
<td>See you then. We’re really looking forward to it.</td>
</tr>
</tbody>
</table>
### Parts of Letters of Refusing an Invitation

<table>
<thead>
<tr>
<th></th>
<th>Introduction</th>
<th>Main Body</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Paragraph 1</strong></td>
<td>thanks for invitation</td>
<td><strong>Paragraphs 2-3</strong></td>
<td><strong>Final paragraph</strong></td>
</tr>
<tr>
<td><strong>Paragraphs 2-3</strong></td>
<td>refusal of invitation</td>
<td>giving reasons</td>
<td>closing remarks</td>
</tr>
</tbody>
</table>

### Useful Language for Letters of Refusing an Invitation

<table>
<thead>
<tr>
<th></th>
<th>Formal</th>
<th>Informal</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Opening Remarks</strong></td>
<td>We thank you for your recent invitation to … but …</td>
<td>Thanks for the invitation, but … Thanks for inviting me to…, but I'm afraid I can't come.</td>
</tr>
<tr>
<td><strong>Closing Remarks</strong></td>
<td>I am sorry to miss the opportunity of … Thank you again for the invitation. I hope we will have the opportunity to meet…</td>
<td>I hope we can get together some other time. I'm really sorry we'll have to miss it.</td>
</tr>
</tbody>
</table>
Read the letters below and answer the following questions: a) What kind of letters are they? b) What style is used in each? c) What is the topic of each paragraph in these letters? Read the letters again and underline the opening and closing remarks, then replace them with other appropriate expressions.

**MODEL A**

Dear Richard and Judy,

Thanks for the invitation to your Christmas party on December 18th. John and I were really pleased to receive it and we’d love to come. It’s lucky for us that you chose the 18th, actually, as it’s the only day of that week that we’re free.

It’s been such a long time since we’ve seen each other so it will be great to get together and catch up on all the news. Please let us know if there’s anything I can bring or anything I can do to help.

Oh, one other thing. Will it be all right to bring Samantha? I’m not sure if we can get a babysitter on that day.

Thanks again, and see you on the 18th.

Love,
Ann and John

**MODEL B**

Dear Richard and Judy,

The Christmas party you invited us to on December 18th sounds lovely.

Unfortunately, we won’t be able to make it as it is John’s mother’s birthday on that day and she is having a small family party to celebrate. She’s almost eighty years old and still as strong as ever – it’s amazing!

It’s such a pity because we haven’t seen each other for ages. You must give us a call so we can arrange to get together another time instead. Perhaps we’ll throw a party on New Year’s Eve so we can see everyone. We’ll let you know.

Thanks for the invitation, and hope the party goes well.

Love,
Ann and John
Writing Letters

1. Match the beginnings with the endings, and then identify the style and type of letters they belong to.

<table>
<thead>
<tr>
<th>BEGINNINGS …</th>
<th>… ENDINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 I am writing to accept your kind invitation to the charity ball …</td>
<td>A … Let me know if you need any more information about other photography courses because I've attended quite a few.</td>
</tr>
<tr>
<td>2 Can you send me some information about the adventure holiday you went on last year? I'd like to go on one this summer…</td>
<td>B … I hope that this advice will prove useful. Please let me know what you decide to do.</td>
</tr>
<tr>
<td>3 I'm writing with the information you asked me for on the photography course.</td>
<td>C … Once again, thanks again for the invitation.</td>
</tr>
<tr>
<td>4 Please accept my apologies for not attending the board meeting on Tuesday.</td>
<td>D … Your advice would help me a lot. I know you've had similar problems and I'd like to know how you solved them.</td>
</tr>
<tr>
<td>5 Can you give me your advice about a problem I'm having with my roommates …</td>
<td>E … Please, send the details soon because I'm trying to plan my holiday and I can't decide where to go.</td>
</tr>
<tr>
<td>6 I am writing to congratulate you on your promotion. You certainly deserve it as you have been working very hard …</td>
<td>F … I hope you will accept my apologies. Perhaps we can meet on Friday to discuss the board’s plans.</td>
</tr>
<tr>
<td>7 With regard to your letter asking for advice on …</td>
<td>G … I am confident that you will be successful in your new position. I wish you every success in your career.</td>
</tr>
</tbody>
</table>

2. Write these letters in the appropriate style using 120–180 words.

1 You have received an invitation to a birthday party. Write a letter accepting the invitation and suggesting that you organise the music.

2 The head of your firm and his wife are celebrating their 25th wedding anniversary and have invited you to the event. Write a letter thanking them for the invitation and saying why you will be unable to attend.
Letters of Application

- Letter of application may be written when we apply for a permanent/temporary job or educational course.
- It is usually formal; therefore, the appropriate language and expressions should be used.

Parts of Letters of Application

<table>
<thead>
<tr>
<th>Introduction</th>
<th>Paragraph 1</th>
<th>reasons for writing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Body</td>
<td>Paragraphs 2-3-4</td>
<td>qualifications, training, previous experience, qualities and skills</td>
</tr>
<tr>
<td>Conclusion</td>
<td>Final paragraph</td>
<td>closing remarks</td>
</tr>
</tbody>
</table>

Useful Language for Letters of Application (for a Job)

| Opening Remarks | I am writing with regard to your advertisement...
| I am writing to apply for the post / job / position of / which I saw advertised in ... |
| Reference to Experience | ...for the last / past year I have been working as ... since / for ...
| I have experience of ...
| Two years ago I was employed as ...
| I worked as ... before ...
| Closing Remarks | I would appreciate a reply at your earliest convenience.
| Please contact me regarding any queries you may have.
| I enclose my CV and would be glad to attend an interview at any time convenient to you.
| I look forward to hearing from you in due course. |
1. Read the following letter and correct the mistakes. Write S for spelling, G for grammar, P for punctuation, WO for word order, WW for wrong word. Read the letter again and write down the topic for each paragraph.

Dear Sir/Madam,

I am writing to apply for the place of Physical Education teacher at the All Saints’ Girls’ school in Liverpool as advertising in The Herald of 24th May.

I am twenty-six year old and obtained a degree in Sports Science at liverpool University at 1991. I am presently worked as a teaching assistant in the P.E. department at highfield Grammar School in Manchester where I was for the last four years. Prior to this, I wasted two years as a swimming coach in Middlesex at the Regent Leisure Centre.

I am interested extremely in the post available as I am eager to upgrade my present status from teaching assistant to fully appointed P.E. teacher. I am patient and believe in encouraging the all pupils to reach their full potential.

If you wish me to attend an interview, I shall be glad to do so.

I am looking forward to hear from you.

Yours faithfully,
Barbara Winters

2. Read the CV and the letter. Then, say which information given in the CV has not been included in the letter. Finally, suggest alternative beginnings and endings to this letter.

A
Name: Miranda Beeton (single)

Address: 15 Oak Tree Drive, Southampton

Date of Birth: 28 October 1974

GCSE’s: Maths, Geography, English, Computing, History, French, Spanish
I am writing to apply for the position of Senior Tour Guide which was advertised in Monday’s edition of The Evening News.

I graduated from the University of East London in 1995 with a degree in Tourism studies. I have been working as a European Tour Guide since 1995 for Sunshine Tours, which is based in Spain. Prior to this, I worked as a Travel Agent for Sky High Tourist Agency during the summer season. I hold certificates in computer graphics and word-processing. I speak fluent French and Spanish and some German.

I am friendly, organised and patient and work well under pressure. As my references show, I have been very popular with many of the clients who specifically asked for me to be their tour-guide on tours they went on.

I have enclosed a copy of my CV. I would be glad to attend an interview at any time convenient to you.

Yours faithfully,

Miranda Beeton
3. Match the **qualities** with the professions. Some qualities can be used more than once. Then make sentences as in the example.

patient, alert, skilful, open-minded, dedicated, organised, approachable, understanding, calm, imaginative, logical, creative, knowledgeable, kind, confident, able to cope with the crisis, good communication **skills**, able to work under pressure, sense of humor, polite, conscientious, tolerant

e.g. A teacher has to be patient because children need time to learn certain things.
Useful Language for Letters of Application (for a Course)

| Opening Remarks | I would like to apply for admission to the ... beginning ...  
|                 | I would like to be considered for ... |
| Reference to Experience | I hold a certificate / degree in ...  
|                     | I am due to take examinations in ...  
|                     | I have taken / passed the ... examination.  
|                     | I hold the following qualification ...  
|                     | I have completed the following courses / degree course ...  
|                     | My degree is in English. |
| Closing Remarks | I would appreciate a reply at your earliest convenience.  
|                  | I look forward to meeting / hearing from you.  
|                  | Please contact me regarding any queries you may have.  
|                  | I enclose further details of my education and qualifications to date.  
|                  | I hope you will consider me for entry...  
|                  | I look forward to receiving your response in the near future. |

4. Read the letter below and underline the formal expressions. Then replace them with similar expressions from the table above. Finally, give the topic of each paragraph and say what kind of letter it is.

Dear Sir/Madam,

I am writing to apply for the place on the Archeology MA course which commences this September at Macbriney University.

I am 25 years old and I have completed a Bachelor’s degree in Archeology at Drakemann University, where I received first class honours. Prior to this I was a pupil at Barkeley Comprehensive, where I obtained 9 GCSEs and 3 A levels in History, Geography and Latin.

Since the completion of my BA I have spent two years working as assistant archeologist on a site in Egypt. During this expedition I have assisted in discovery of several interesting artifacts. This work was extremely enjoyable and I am now anxious to specialize by gaining further qualifications before embarking on my chosen career in this field.

I enclosed a detailed curriculum vitae in the hope that you will consider my application for entry. I look forward to receiving your response in the near future.

Yours faithfully,
Jill Holland

Letters of Application  
28
5. Write the following letters in the appropriate style using 120–180 words.

1. You want to go to Winston University to do a degree in History. Write a letter applying for a place on the course.

2. You have decided to spend some time working this summer. You have seen an advertisement in one of the local papers to work for a month on one of the most popular beaches in Sussex. Write a letter asking to be considered for one of the positions.
Transactional Letters

- Transactional letters are letters which respond to writing input (advertisements, other letters, notes, invitations, etc.) and/or visual prompts (maps, drawings, etc.).
- They can either be formal or informal, depending on who you are writing to.
- Transactional letters can be of any type (complaint, application, invitation, asking for/giving advice/information, etc.).
- When you write a transactional letter you should include all the relevant factual information given in the rubric, using your own words.
- You should also make sure that each paragraph deals with only one topic.

Useful Language for Letters Requesting Information

<table>
<thead>
<tr>
<th></th>
<th>Formal</th>
<th>Informal</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Opening Remarks</strong></td>
<td>I am writing to inquire about ...</td>
<td>I want you to tell me...</td>
</tr>
<tr>
<td></td>
<td>I am writing in connection with ...</td>
<td>Can you let me know...</td>
</tr>
<tr>
<td><strong>To introduce first request</strong></td>
<td>Could you possibly send...</td>
<td>Can you send me ...</td>
</tr>
<tr>
<td></td>
<td>I would be grateful if you could ...</td>
<td>Can you tell me ...</td>
</tr>
<tr>
<td></td>
<td>Would it be possible for you to tell me / send me ...</td>
<td>I want to know ...</td>
</tr>
<tr>
<td></td>
<td>I would appreciate some information about ...</td>
<td></td>
</tr>
<tr>
<td><strong>To introduce further requests</strong></td>
<td>Could you also please send me ...</td>
<td>Can you also find out ...</td>
</tr>
<tr>
<td></td>
<td>Another matter I need information on is ...</td>
<td>I also want to know ...</td>
</tr>
<tr>
<td></td>
<td>I would also like some information on ...</td>
<td></td>
</tr>
<tr>
<td><strong>Closing remarks</strong></td>
<td>I look forward to receiving ...</td>
<td>Please, let me know...</td>
</tr>
<tr>
<td></td>
<td>I would appreciate if you could inform me as soon as possible...</td>
<td>Send me the details...</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Tell me soon ...</td>
</tr>
</tbody>
</table>
1. Read the advertisement and the two letters, then decide which model is good and which is bad, giving reasons for your answer.

**MODEL A**

Dear Sir/Madam,

I am writing to inquire about your advertisement in the September issue of Favourite Pets magazine. I am interested in dog obedience classes but I would be grateful if you could send me further details.

Firstly, I would like to know what breeds of dogs are accepted for the classes and whether the dog must be a certain age in order to take part. I have a six-month-old male cocker spaniel which I am anxious to train. He is very excitable and especially needs to learn how to walk without pulling on his lead.

I also require information on the cost of the course, when it will commence and how long it is likely to last.

I look forward to receiving details about the dog obedience classes. Thank you in advance for your help.

Yours faithfully,
Kristen Miller

**MODEL B**

Dear Sir/Madam,

I was reading the September issue of Favourite Pets magazine when I saw an add for your dog-training school, so I decided to drop you a line. I need some information, you see.

My puppy is only six months old. Will you accept him at this age, or is he too young? He’s really sweet. It would be great if you could let me know about this.

I’m sure that after taking your course my dog will be much easier to control, so I can’t wait for it to start. When exactly do classes begin and end?

I’m looking forward to your reply. Thanks a lot.

Best wishes,
John Riley
2. Read the instructions and the model letter. Have all the points been covered in the letter? What kind of letter is it? Replace the underlined examples of useful language with similar ones from the table above.

**Instructions**
You belong to an activity club at school. At the last meeting, it was decided that the group would arrange a river-rafting trip. Your friends, Danny and Kim, went river-rafting last with a school group, and you want to ask them about it. Read the notes and then write a letter to Danny and Kim, telling them about your plans and asking for information.

**Notes**
- about 30 people
- one-day trip
- travel by coach

**Questions to ask:**
- How many were in your group?
- How much was coach hire?
- Price of full day of river-rafting per person?
- Any safety precautions taken?

Dear Danny and Kim,

How are you both? Our school activity club is planning a river-rafting trip next month and I want you to tell me a few things since you went on a similar trip a little while ago.

Can you tell me how many students went on your trip? There are about thirty planning to go in our group. Do you think that's too many? Like you, we will probably just go for a day. Can you remember what the price per person for a whole day of rafting?

I also want to know what it costs to hire a coach for one day. This would be helpful as that is how we intend to travel there.

Finally, did you have to take any special safety precautions to go rafting? Obviously we will want to be properly prepared and equipped before we start.

I hope you can help me with these details. Please let me know as soon as you can.

Love,
Sue
## Useful Expressions for Letters Giving Information

<table>
<thead>
<tr>
<th></th>
<th>Formal</th>
<th>Informal</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Opening Remarks</strong></td>
<td>I am writing to reply to your letter asking for information about...</td>
<td>This is what I found out ...</td>
</tr>
<tr>
<td></td>
<td>I am writing to inform you about ...</td>
<td>Remember the information you wanted?</td>
</tr>
<tr>
<td></td>
<td>In reply to your query ...</td>
<td>You wanted me to tell you a few things about ...</td>
</tr>
<tr>
<td><strong>Closing Remarks</strong></td>
<td>I hope that I have been of some assistance to you.</td>
<td>I hope this will help you.</td>
</tr>
<tr>
<td></td>
<td>Please inform me if I can be of any further assistance.</td>
<td>Let me know if you need any more help.</td>
</tr>
<tr>
<td></td>
<td>I hope I have answered some of your questions.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Please do not hesitate to contact me if you require any further</td>
<td></td>
</tr>
<tr>
<td></td>
<td>information.</td>
<td></td>
</tr>
</tbody>
</table>

3. **First read the advertisement (a) and the extract from Megan Jones’s letter (b). Circle the key words in the extract which ask for information. Now, read Mr William’s letter (c) and check if all the information is given. Finally, write down the topic of each paragraph.**

(a)

Haf Hapus Summer Camp is looking for enthusiastic and energetic young people to be Camp Leaders at our North Wales camp this summer. If you enjoy being outdoors and have the qualities we are looking for, please contact Garreth William 22, Singleton Park Pen-y-Graig NORTH WALES
b

I would also like to know how long the summer camp lasts and what wages will be paid to the leaders. Could you also tell me what kind of accommodation is available and how many hours per day your leaders are required to work?

Yours sincerely,
Megan Jones

c

Dear Miss Jones,

I am writing to reply to your letter asking for information about our summer camp. The camp lasts from July 22\textsuperscript{nd} to August 30\textsuperscript{th}. Our staff are required to work during the whole of this period. Regarding payment, we are offering a weekly wage of £70 plus free accommodation and food. Accommodation includes a shared room with bathroom. There is a large on-site dining hall where campers and staff are provided with breakfast, lunch and dinner. As far as the working day is concerned, we ask our leaders to be available for duty ten hours a day, including supervision time. Leaders are allowed one day off per week, but this is not to be taken at weekends.

I hope that I have been of some assistance to you. Please do not hesitate to contact me again if you require any further information.

Yours sincerely,
Garreth William
# Memos

- Memos are usually for internal communication.
- Memo is a hard-copy (sent on paper) document.
- They should be short and include only relevant information.
- Points should be arranged in a logical order. In longer memos, it is common to number points.
- The tone of a memo may be **formal** or neutral.

## Parts of Memos

| ‘To’ section | (To: Andy/To: Mr. Bond/To: John Black) | receiver’s name |
| ‘From’ section | From: Bill/From: Mrs. Hapbert/From: Bernard Lane | sender’s name |
| ‘Date’ section | 11 January 2011 / 11 Jan 2011 | to avoid confusion between the British and American date systems, write the month as a word or an abbreviation |
| Subject Heading | | |
| Message | • subject (introduction, purpose)  
• problem (optional)  
• solution (optional)  
• action  
• polite end |
| Signature | (optional) |
1. **Read the memo and define the parts it contains.**

**MEMO**

To: Katherine Chu, Regional Manager  
From: Stephen Yu, Sales  
Date: 30 March 2011  
Subject: Notification of My Resignation

I am writing to inform you of my intention to resign from G & S Holdings.

I have appreciated very much my four years working for the company. The training has been excellent and I have gained valuable experience working within an efficient and professional team environment. In particular, I have appreciated your personal guidance during these first years of my career.

I feel now that it is time to further develop my knowledge and skills base in a different environment.

I would like to leave, if possible, in a month's time on Saturday, 30 April. This will allow me to complete my current workload. I hope that this suggested arrangement is acceptable to the company.

Once again, thank you for your support.

2. **Put the parts of this fax in the correct order. The first part has been done for you as an example.**

**MEMO**

Date: 3 Apr '11  
To: Health & Safety Committee  
Subject: Room change for next meeting  
From: Joe Chan, Chairperson, H&S Ctte
3. Read the memo that Mario Cumino, Managing Director of Caferoma, writes to Susanna Morelli, Caferoma Brand Manager. Then, using the notes she has made, write the memo that Susanna Morelli sends in reply.

CAFEROMA

MEMO

To: Susanna Morelli
From: Mario Cumino
Subject: Caferoma Decaffeinated; Premium Blend
Date: 5 September

I have recently received several letters of complaint from customers concerning our new decaffeinated product. It seems that they cannot find the product when they look for it on the supermarket shelves. Since we are testing it in these cities, I cannot understand what the problem is. Please look into the matter and let me have your thoughts as soon as possible.

I would also like to know what you have taken to improve sales of our Premium Blend brand. I am very concerned about the situation as this has been our best selling product for many years.

MC

NOTES FOR REPLY

Decaffeinated Product
Available in all supermarkets, but put on bottom shelves! Supermarkets make more money from their own brands.
Letter of complaint won't be effective. Better to offer managers cash to display our products properly.

Improving Premium Blend Sales
Not easy to increase sales. Price is too high. Packaging looks old-fashioned. Changes needed: price reduction; new packet design; new advertising campaign focusing on brand's qualities, image, etc.; special promotions, e.g. tasting sessions in big stores.
Faxes

- The style of the fax can be formal or less formal depending on the subject and recipient.
- Faxes are generally more direct than formal letters, but nevertheless – be polite.
- Points in the ‘message’ part can be numbered for clarity.

Parts of a Fax

| ‘To’ section       | (To: Andy/To: Mr. Bond/To: John Black) | receiver’s name |
| ‘From’ section     | From: Bill/From: Mrs. Hapbert/From: Bernard Lane | sender’s name |
| ‘Date’ section     | 11 January 2011 / 11 Jan 2011 | to avoid confusion between the British and American date systems, write the month as a word or an abbreviation |
| Attention          |                                            | who do you want to read this |
| Subject            |                                            | number of pages |
| Page(s)            |                                            | |
| Message            |                                            | |
1. Complete the two faxes with the words from the box.

<table>
<thead>
<tr>
<th>available</th>
<th>bath</th>
<th>confirm</th>
<th>cost</th>
<th>inform</th>
</tr>
</thead>
<tbody>
<tr>
<td>Please</td>
<td>book</td>
<td>sincerely</td>
<td>Thank</td>
<td>look</td>
</tr>
</tbody>
</table>

A

**Crawley Electronics**

**FAX**

**From:** Crawley Electronics  
**To:** Hotel Belfort, Crolles (France)

I would like to … **book** … (1) one single room with … (2) for Mr Paul Wilberg, our General **Manager**, for two nights from Wednesday 2 September.

… (3) let us know how much the room costs per night, including full breakfast.

... (4) you for confirming this by fax.

**Lit Stamford**

B

**Hotel Belfort**

**FAX**

**From:** Hotel Belfort, Crolles (France) Crawley Electronics  
**To:**  

Dear Ms Stamford

Thank you for your fax.

We are pleased to … (5) you that we have a single room with bath … (6) for two nights from 2 September. The … (7) is 85 Euros, inclusive of breakfast.

We can … (8) that the room is reserved for Mr Paul Wilberg.

We … (9) forward to seeing Mr Wilberg in September.

Yours … (10)

**Guy Lefranc**

Hotel Belfort
2. **Put the parts of this fax in the correct order. The first part has been done for you as an example.**

<table>
<thead>
<tr>
<th></th>
<th>13 November</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The White Lake Restaurant</strong></td>
<td>FAX</td>
</tr>
<tr>
<td>Dear Ms Stamford</td>
<td></td>
</tr>
<tr>
<td>The price for a three-course meal (vegetarian or standard) would be £40 per person, including drinks and 10% service. For first-time customers like you, there is a special offer: you can choose anything from our desserts menu completely free of charge, as well as tea or coffee. Could you please confirm your booking by 17 November? Thank you once again for your enquiry.</td>
<td></td>
</tr>
<tr>
<td><strong>From:</strong> J Richards, Restaurant</td>
<td>+44 (0) 1279 677 899</td>
</tr>
<tr>
<td><strong>To:</strong> Ms L Stamford, Crawley Electronics</td>
<td>+44 (0) 1865 896442</td>
</tr>
<tr>
<td>Thank you for your enquiry of 12 November. We are pleased to inform you that you can book our exclusive Viennese Dining Room for 22 November from 7 p.m. It can seat up to 25 people and has a beautiful view of the lake. On the next page you can find a sample menu. It has a lot of typical dishes, including some regional fish dishes and 4 vegetarian specialities. Please let us know what you think.</td>
<td></td>
</tr>
<tr>
<td><strong>Yours sincerely</strong></td>
<td></td>
</tr>
<tr>
<td>J Richards</td>
<td></td>
</tr>
<tr>
<td>We look forward to seeing you and your guests on 22 November.</td>
<td></td>
</tr>
</tbody>
</table>
Addressing Envelopes

There exists a common standard of writing addresses on envelopes. The envelope addressing can be of two types: hand addressed envelopes and machine addressed envelopes. According to the standard the information should be written or printed in the specific place. The general structure of addressing envelopes in the USA and Europe is as follows:

- addresser’s name
- number of apartment / house
- street name
- city name
- state / territory abbreviation
- ZIP
- country
- stamp
- way of **delivery** (Registered (mail) / Air mail/ Via air mail / Express (delivery) / If not delivered please return)
- addressee’s name
- (company or property name
- non-address information (Mr./Mrs./ Miss/Ms. )
- number of apartment / house
- street name
- city name
- state / territory abbreviation
- ZIP
- country

Sample of an addressed envelope

<table>
<thead>
<tr>
<th>J. Wilhelm</th>
<th>Stamp</th>
</tr>
</thead>
<tbody>
<tr>
<td>410 Lawrence Street, Apt. 5</td>
<td>REGISTERED MAIL</td>
</tr>
<tr>
<td>Ann Arbor MI 48105</td>
<td>AIR MAIL</td>
</tr>
<tr>
<td>USA</td>
<td></td>
</tr>
</tbody>
</table>

| Mr. J. R. Smith        |                        |
| 400 S 5th Avenue, Suite # 80 |                        |
| Detroit, MI 48202-2831  |                        |
| USA                    |                        |

Addressing Envelopes

41
Notes

- **Use the correct postcode** – don't guess it if you don't know it. The postcode should be the last item in the address.
- **Use clear print** – print clearly using dark ink, preferably black on white. Red, yellow or orange inks should be avoided.
- **Keep the address straight** – the address lines should be parallel to the bottom of the envelope.
- **Don't indent or stagger address lines** – each line of the address should start at the same point on the left hand side.
- **Space words correctly** – leave one or two character spaces between the place name or post office of delivery and the state or territory abbreviation, and the same amount of space between the state or territory abbreviation and the postcode.
- **Do not underline anything** – no words in the address should be underlined.
- **Include a return address** – place the sender's address in the top left corner, or on the back flap of the envelope. This ensures the letter can be returned if it can't be delivered.
- **No punctuation** – other than the ZIP + 4 code, punctuation may be omitted from the address block.
- **At least 10-point type.**
- **Simple type fonts.**

1. **Put the parts of addresses in the correct order.**

<table>
<thead>
<tr>
<th>A.</th>
<th>B.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) Great Britain</td>
<td>(a) 3500N 29th Street, Apt. 7</td>
</tr>
<tr>
<td>(b) 25 High Street, Petersfield</td>
<td>(b) Mr. Giles S. Leman</td>
</tr>
<tr>
<td>(c) Hants., GU 31 4LN</td>
<td>(c) USA</td>
</tr>
<tr>
<td>(d) Mr. John S. Smith</td>
<td>(d) Waco TX 76708-2642</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>C.</th>
<th>D.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) Karen G. Sullivan</td>
<td>(a) Director of Human Resources</td>
</tr>
<tr>
<td>(b) 408 Center Street</td>
<td>(b) 10 West Street</td>
</tr>
<tr>
<td>(c) Sullivan &amp; Barnes</td>
<td>(c) USA</td>
</tr>
<tr>
<td>(d) USA</td>
<td>(d) Mr. Lesley Nelson</td>
</tr>
<tr>
<td>(e) Kansas City, MO 64151</td>
<td>(e) Jewel Corporation</td>
</tr>
<tr>
<td></td>
<td>(f) Springdale, MO 64555</td>
</tr>
</tbody>
</table>
2. Match the information given on the envelopes with the items below.

<table>
<thead>
<tr>
<th>(1) JOHN SMITH</th>
<th>(4) Nildram Ltd</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 MAIN ST</td>
<td>Ardenham Court</td>
</tr>
<tr>
<td>PO BOX 1022</td>
<td>(5) Oxford Road</td>
</tr>
<tr>
<td></td>
<td>AYLESBURY</td>
</tr>
<tr>
<td>(2) SEATTLE (3) WA 98104 USA</td>
<td>BUCKINGHAMSHIRE</td>
</tr>
<tr>
<td></td>
<td>(6) HP19 3EQ</td>
</tr>
<tr>
<td></td>
<td>UNITED KINGDOM</td>
</tr>
</tbody>
</table>

(a) the addressee’s company name
(b) the town the letter comes from
(c) the street name in the mailing address
(d) the ZIP Code in the mailing address
(e) the ZIP Code in the return address
(f) the addresser

<table>
<thead>
<tr>
<th>JOHN JONES</th>
<th>(4) Post Denmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) MARKETING DEPARTMENT</td>
<td>International Post and Jetpost</td>
</tr>
<tr>
<td>10-123 1/2 MAIN STREET NW</td>
<td>Tietgensgade 37</td>
</tr>
<tr>
<td>MONTREAL (2) QC H3Z 2Y7</td>
<td>DK-1566 COPENHAGEN V</td>
</tr>
<tr>
<td>(3) CANADA</td>
<td>(5) DENMARK</td>
</tr>
</tbody>
</table>

(a) the recipient
(b) the province abbreviation
(c) the addresser’s company name
(d) the country the letter comes from
(e) the country name in the mailing address
(f) the street name in the mailing address
Notices

- The idea of writing a notice is to draw attention to something or some event that would take place. All the required information must be given in a simple, concise, attractive manner so that people notice it.
- Notices may relate to vacant posts, holiday arrangements, union matters or social events and are likely to be displayed on a notice board. Sometimes important notices are included with wage or salary slips.

Parts of a Notice

| Heading | • name of institution/organisation  
| Date of Issue | • the word ‘NOTICE’  
| Title | topic of the notice  
| Content | • should answer questions like What, When, Where, for Whom  
| Name and designation of issuing authority | • should not be more than 50 words  

Notes

- Try to make the object as clear as possible.
- Specify the date/time/place instructions very precisely.
- At the end of the notice, put the signature along with the designation.
- Pay due attention to the format and style of drafting a proper notice. A notice should be blocked in a box.
1. Put the parts of these notices in the correct order. The first part has been done for you as an example.

A  

**Auditions for Radio Show**

Vinay Srinivasan  
Secretary  
Cultural secretary  

2 May 2007  

Our school will be presenting the popular radio show “Children’s World”. Talented students willing to conjure up original items on the theme “Adventure” can appear for auditions by the famous radio presenter Sheila Ramesh.

B  

Dec 15, 2010  

The school is organizing a tour to Bharat Darshan during the Christmas Vacation. The students who are interested in joining this tour are requested to give their names to the undersigned by 22nd of Dec, along with a permission letter signed by their parents. Interested students are to deposit $400 also towards the expenses. The touring party will leave on 24th Dec and will back to New York at 31st of Dec. If there is any query in your minds you can contact to undersigned and we will be happy to assist you.

Bens Divana  
Head of Cultural and Fun Zone Activities  

I  

**St COLUMBIA SENIOR SECONDARY SCHOOL**  
NEW YORK CITY  
NOTICE
Study Check

1. Read the following topics. Then, say: a) what type and style of letter each one requires and b) which plan each letter should follow. How would you start and end each letter?

1 You had an unpleasant experience while travelling abroad. Write a letter to a friend describing your experience and explaining why you will think twice before going alone again.

2 Write a letter to a friend telling him/her about a party you have recently been to, describing an interesting person that you met there.

3 You are in Paris and want to hire a car when you realise that you have left your driving licence at home. Write a letter to your brother or sister asking for it to be sent to you by the post. You should explain in your letter where it can be found and why you need it.

4 You have to leave your present job due to your family problems. Write a letter to your boss explaining why you have to leave the job, expressing regret and asking for a reference.

5 While your next-door neighbour is away on holiday, burglars broke into his/her house. Write a letter to him/her saying what happened and giving advice on what he/she should do.

6 You and your friend have recently had a meal in an expensive restaurant. Write a letter to the manager of the restaurant expressing your satisfaction with the food but complaining about the service.

7 Write a letter to your classmates inviting them to the reunion party organised by a former high school. Give details of the event and directions to the place.

8 You have lost an important certificate which you need in order to apply for a job. Write a letter to the organization from which the original certificate was issued, giving enough information about it so that you can be sent a copy.
2. **Mark the statements True or False justifying your answers.**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1)</td>
<td>Letters are always formal in style.</td>
</tr>
<tr>
<td>2)</td>
<td>A letter beginning ‘Dear Sir’ must be signed ‘Yours faithfully’.</td>
</tr>
<tr>
<td>3)</td>
<td>Letters of application should include information about qualification and experience.</td>
</tr>
<tr>
<td>4)</td>
<td>The first paragraph of a letter usually states the reason for writing.</td>
</tr>
<tr>
<td>5)</td>
<td>Letters of complaint are always strong.</td>
</tr>
<tr>
<td>6)</td>
<td>A letter of apology should not include explanation and reasons.</td>
</tr>
<tr>
<td>7)</td>
<td>A letter beginning ‘Dear Mrs Perkins’ is normally signed ‘Yours sincerely’.</td>
</tr>
<tr>
<td>8)</td>
<td>Letters asking for advice should include reference to problems faced by the sender.</td>
</tr>
<tr>
<td>9)</td>
<td>Letters refusing an invitation need no reference to reasons why the sender cannot attend the event.</td>
</tr>
<tr>
<td>10)</td>
<td>Transactional letters respond to advertisements only.</td>
</tr>
<tr>
<td>11)</td>
<td>Transactional letters are always formal.</td>
</tr>
<tr>
<td>12)</td>
<td>The style of an application letter should correspond to the style of the job advertisement.</td>
</tr>
</tbody>
</table>
3. Look at the following characteristics of letters. Decide whether they apply to formal or informal letters or both.

<table>
<thead>
<tr>
<th></th>
<th>formal</th>
<th>informal</th>
</tr>
</thead>
<tbody>
<tr>
<td>begins with <em>Dear …</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>refers to reason for writing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>uses contractions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>uses abbreviations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>uses simple, short sentences</td>
<td></td>
<td></td>
</tr>
<tr>
<td>uses simple linkers, e.g. <em>then, later</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>has paragraphs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>is polite</td>
<td></td>
<td></td>
</tr>
<tr>
<td>could use slang</td>
<td></td>
<td></td>
</tr>
<tr>
<td>could use exclamation marks (!)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ends with <em>Yours sincerely, / Yours faithfully</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ends with <em>Best wishes / Write soon</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ends with a signature</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ends with a signature and a full name printed (or in capitals)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4. Listen to four letters. Which letters are formal and which are informal? What is the reason for writing each letter? How does each letter begin and end?

5. Read the following questions, then listen to the dialogue and answer them. You may take notes while listening.

**Letter 1**

a) Who did Pat send a letter to?
b) Is the letter formal or informal?
c) What is the reason for writing?
d) What problems does she describe in the letter?
e) How does Pat start and finish the letter?
Writing Letters

Letter 2

a) What is the reason for writing?
b) What advice is given?
c) How does the letter start and end?
d) Is it formal, informal or semi-formal letter?

Listen to the recording. What is the reason for writing? Is the letter formal or informal?

Listen to the recording again and fill in the missing information. What complaints did the client make? Why? What action did she ask to be taken?

<table>
<thead>
<tr>
<th>Complaint</th>
<th>Justification</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. I stayed in a huge multi-storey ...</td>
<td>I would be staying in a family-run ... house.</td>
</tr>
<tr>
<td>b. The resort was ... with tourists.</td>
<td>The resort was ... and unspoilt.</td>
</tr>
<tr>
<td>c. The beach was a ... bus ride away.</td>
<td>The beach was a ... walk away.</td>
</tr>
</tbody>
</table>

Read the following questions, then listen to the recording and answer them. You may take notes while listening.

a) Why has Dave written a letter?
b) What reasons does he give?
c) How does Dave’s letter end?
d) Is Dave’s letter formal or informal?

Read the following questions, then listen to the recording and answer them. You may take notes while listening.

a) What is the purpose of the letter?
b) How does the letter begin and end?
c) Is it formal or informal?
9. Read the following table, then listen to the recording and tick the correct information. Using the notes, say what details the person applying for job included in her letter of application. Is the letter formal or informal?

<table>
<thead>
<tr>
<th>Job advertised</th>
<th>full-time sales assistant</th>
<th>part-time sales assistant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applicant’s qualifications and training</td>
<td>two A levels in art and maths</td>
<td>two A levels in maths and geography</td>
</tr>
<tr>
<td>Applicant’s experience</td>
<td>six months/local corner shop</td>
<td>six months/central coffee shop</td>
</tr>
<tr>
<td>Applicant’s qualities and skills</td>
<td>responsible and trustworthy</td>
<td>decisive and energetic</td>
</tr>
<tr>
<td>Applicant’s additional information and reference</td>
<td>enclosed CV/available for interview</td>
<td>enclosed a photo/available for interview</td>
</tr>
</tbody>
</table>

10. Watch the video and say what the topic of the discussion is.

Watch the video once again and complete the gaps in sentences 1–11 below.

1) A cover letter is a letter of introduction that highlights your … that you would send to an employer for a job or internship.
2) The purpose of a cover letter is to … .
3) One thing to remember is to … when you are writing a cover letter.
4) If you can’t get the name of a person you are writing to, you can … .
5) A one-page format presupposes four items to follow, i.e. … .
6) With … , all you’re really doing is talking about the position you are applying for and how you found out about the position.
7) You can talk about your interest in … .
8) Fit is an opportunity for you to … .
9) Follow up, is the end paragraph, you would want to say something like … and give your information if they …
10) At the closing, you should continue to use the business format and use something like … .
11) And don’t forget to thank them for their … .

Study Check

50
Dear Valued Customer:

Our records show that you have been a customer of PJ Party Inc. since our grand opening last year. We would like to thank you for your business by inviting you to our preferred customer Spring Extravaganza this Saturday.

Saturday's sales event is by invitation only. All of our stock, including pajamas and bedding will be marked down from 50–80 % off.* Doors open at 9:00 AM sharp. Complimentary coffee and donuts will be served. Public admission will commence at noon.

In addition, please accept the enclosed $10 gift certificate to use with your purchase of $75 or more.

We look forward to seeing you at PJ's on Saturday. Please bring this invitation with you and present it at the door.

Sincerely,

Linda Lane

Linda Lane
Store Manager

pjpartyinc@shoponline.com

*All sales are final. No exchanges.

Enclosure: Gift Certificate #345 (not redeemable for cash)
General Manager
Pragati Event Management Ltd.
Hyderabad

Sales Manager
Latest Mobile Phones Limited
21, Park Lane
Hyderabad

Dear Mr. Patel,

It gives me great pleasure to invite you to the Latest Gadgets Expo to be held in Hi-Tech City Gardens from 4th to 6th November, 2004. For the convenience of everybody the timings have been fixed from 9.00 a.m. to 8.00 p.m.

This exhibition aims to provide an opportunity for everybody who is interested in latest gadgets to interact with one another.

We look forward to seeing you at the venue.
Sincerely,
Preeti Rao
Jennifer Brown,
General Manager,
Software Technologies Limited,
142, High Street,
Bristol.
14th June, '05.

Dear Mr. Brown,

This is with reference to your business proposal dated 10th July, '05. It is with great pleasure I wish to inform you that we accept your invitation for business.

We look forward to a mutually benefitting partnership between the two companies in the coming days.

With Best Wishes,

Sincerely,

Signature

Anna Smith
General Manager
Global InfoTech Ltd
Letters of Complaint

Val Haven, CT 95135
Customer Service
Cool Sports, LLC
8423 Green Terrace Road
Asterville, WA 65435

June 30, 2004

Dear Sir or Madam:

I have recently ordered a new pair of soccer cleats (item #6542951) from your website on June 21. I received the order on June 26. Unfortunately, when I opened it I saw that the cleats were used. The cleats had dirt all over it and there was a small tear in front of the part where the left toe would go. My order number is AF26168156.

To resolve the problem, I would like you to credit my account for the amount charged for my cleats, I have already gone out and bought a new pair of cleats at my local sporting goods store so sending another would result in me having two pairs of the same cleats.

Thank you for taking the time to read this letter. I have been a satisfied customer of your company for many years and this is the first time I have encountered a problem. If you need to contact me, you can reach me at (555) 555-5555.

Sincerely,

Signature

Ken Thomas
Anne Rice
689, Park View Apartments
New Jersey
Mr. Thomas Morgan
Customer Service Manager
ABC Company
New Jersey
23rd June, 2008.
Ref: Defective product
Dear Mr. Morgan,
I had bought the XYZ Baking Product, receipt number 123445 from your Company on 20th June. I regret to inform you that the product is defective and my numerous verbal complaints to your personnel have yielded no results.
I request you to either replace the product with a functioning new product or refund my money within one week.
I have never been let down by any of your products in the past and I look forward to your immediate action on this occasion.
I am enclosing a copy of the Receipt to help you initiate immediate action.
Thanking You,
Sincerely,
Anne Rice
Encl: Copy of Receipt
Turnpike Traders Ltd
Units 1-4
Greenman Industrial Estate
BLACKBURN
BB1 5 QF
7 December 2009
Dear Sirs

This morning we took delivery of the 50 boards of prime quality teak ordered as per our letter of 1 November (Order No WW-T1-11).

The quality of 2 of the boards is, however, unsatisfactory as they contain large, unsightly knots rendering them unsuitable for use.

We feel sure that this is an oversight on your part but, owing to the considerable number of orders in hand, we had no alternative but to return the goods in question to you, carriage forward, on the assumption that you will arrange for replacements to be sent to us by return to enable us to keep to production schedules.

We trust that you will be in agreement with this course of action and look forward to receiving replacements corresponding to your otherwise high standards.

Yours faithfully

WELLING & BURBURY LIMITED

William Welling

Chief Executive
Writing Letters

**Letters of Apology**

Manager
Hotel Sea View
Goa

Managing Director
Global Systems Software
Goa
28th December, 2006.

Dear Sir,

On behalf of Hotel Sea View, kindly accept our sincere apologies for not giving you the high standard of hospitality which is the general norm of our hotel. We sincerely regret the inconvenience caused to you because of this.

As a gesture of good will, kindly accept a free stay for two days. I am sure you would overlook the mistake on our part this time and would continue your business association with us.

We reassure you of our co-operation and look forward to a more positive association with you in the future.

Thanking You,
Sincerely,
Keshav Sen
Mr. Tom Atkinson,
Director,
AZG Pvt. Ltd.
Mumbai
Dear Sir,

We sincerely apologize for the inconvenience caused to you for the loss of the agreed purchase order. Our records indicate that your order was placed on 28-6-2010 and the shipment on 20-7-2010. As we were facing problems in the production of goods due to shortage of the raw material, we were unable to send them to you according to schedule.

We are sorry for the unexpected cancellation of your order and have taken the matter with our management and with our supplies department in order to ensure that a problem of this nature does not repeat.

Again, we apologize for the loss of the said order and the inconvenience that it has caused to you. As one of our valued customers, your satisfaction is our primary concern and we therefore hope that you bear with us on this occasion.

Assuring you of our very best services at all times hereafter.

Sincerely,
A. D. Jones,
Customer Service Manager,
Mandle Enterprises
Letters of Application for a Job

26 rue Washington
75008 PARIS
France
tel: +33 1 77 77 77 77
e-mail: rachelking@efnet.fr

4 April 2006

The Principal
Interplay Languages
77 bd Saint Germain
75006 PARIS

Dear Madam

Director of Studies

I am interested in working as Director of Studies for your organisation. I am an EFL language instructor with nearly 10 years' experience to offer you. I enclose my resume as a first step in exploring the possibilities of employment with Interplay Languages.

My most recent experience was implementing English Through Drama workshops for use with corporate clients. I was responsible for the overall pedagogical content, including the student coursebook. In addition, I developed the first draft of the teacher's handbook.

As Director of Studies with your organisation, I would bring a focus on quality and effectiveness to your syllabus design. Furthermore, I work well with others, and I am experienced in course planning.

I would appreciate your keeping this enquiry confidential. I will call you in a few days to arrange an interview at a time convenient to you. Thank you for your consideration.

Yours faithfully

Rachel King

Rachel King
15th June 2010

The Manager
Air Space Freight Forwarding
100 Thornbury Road
NEWCASTLE
NO2 6 ZE
England

Dear Sir or Madam

I am writing in reply to your advertisement in the European News of June 12th for the post of Sales Manager in your European Division.

I am aged 27, of German nationality, single, bilingual German/English and am currently employed as Freight Co-ordinator with Federal Express (Deutschland) in Dusseldorf where I am responsible for freight movements to and from the US and the UK. I have held this post for three years now and would welcome an opportunity to work in Britain.

I now have a total of 5 years’ work experience in freight forwarding, having completed a 2½-year training course as a freight forwarder with Kuhne&Nagel, Dortmund, where I stayed for a further two years after completing my training period before taking up my current post at Federal Express.

My current performance-related salary is in excess of £30K p.a.

I enclose a full curriculum vitae and the names of two referees as stipulated.

I look forward to your reply at your earliest convenience.

Yours faithfully

Peter Schulz
Letter of Refusing an Invitation

4 Longton
Exeter
Devon EX3 8NS

28 June 2010

John Tan
200 Broadway Av
WEST BEACH SA 5024
AUSTRALIA

Dear John

I am very happy to receive your letter inviting me to attend your birthday party. However, I regret to inform you that I am not in a position to attend your party.

In fact, my mother has been ailing seriously for the last fortnight and I have to devote my entire time in looking after her. Had Mother been all right, I would certainly not have missed such an auspicious occasion.

I hope you will excuse me for refusing the invitation. Accept my best wishes for your birthday. May God give you a long, happy and prosperous life.

Yours sincerely

David
Letter of Accepting an Invitation

Jennifer Brown
General Manager
Software Technologies Limited
142, High Street
Bristol

14th June, ’05

Dear Mr. Brown,

This is with reference to your business proposal dated 10th July,’05. It is with great pleasure I wish to inform you that we accept your invitation for business.

We look forward to a mutually benefitting partnership between the two companies in the coming days.

With Best Wishes,

Sincerely,

Signature

(Anna Smith)
(General Manager)
(Global InfoTech Ltd)
Dreamtime Movies Universal Ltd
54 Oxford Road, Skagnes SK3 4RG
Tel: 0223 123 4567 Fax: 0223 765 4321
Email: info@dreamtimemovies.com.uk

21 January 2010

Lingua Services Galactic Ltd
69 Milk Street
LONDON SW7 6AW

Dear Sirs

Translation Brochure

I should be grateful if you would send us your brochure and price list about your translation services.

We are currently developing our sales literature and web sites and are interested in translating these into five languages apart from English.

I look forward to hearing from you.

Yours faithfully

Andrea Philips

Andrea Philips
Marketing Manager
3 December 2010

Ms Andrea Philips
Dreamtime Movies Universal Ltd
54 Oxford Road
Skagnes
SK3 4RG

Dear Ms Philips

Translation Services & Fees

Thank you for your letter of 22 January enquiring about our translation services.

Lingua Services Galactic offer a full range of translation services to help you in the development of sales literature and web sites. I have pleasure in enclosing our latest brochures and price list from which you can see that our prices are highly competitive.

I look forward to calling you in a few days.

Yours sincerely

James Brown

James T Brown
Sales Manager

Enc: 3
**Memo**

MEMO
To: All Staff
From: Melanie Jury
Date: 15 July
Subject: Purchase orders

Please note that a purchase order (copy attached) must be completed for all purchases over €50.

Complete purchase orders should be passed to Christine Hantke to agree terms of payment with the supplier, and then send to the Manchester office for final approval.

Purchase orders under €50 can be paid for from the petty cash account.

Many thanks for your cooperation.

MJ

---

**Fax**

J.D. Kingsland Ltd
Fax Transmission

To: Jenny Dunean
From: Zofia Nadstoga
Fax No: 0044 1483 740675
Date: 7 April
No of pages: (including this) 1
Subject: Various

Jenny

Further to my message on your answering machine. I thought it might be helpful if I faxed you the points we need you to clarify on Monday:

1 **Contacts inside Sataier-Bucht AG**
We need to know what exactly we can say about your proposal to our contact inside the company. We have to ensure we do not breach any confidentiality agreements.

2 **Technical documentation**
Can you inform us about the technical documentation needed for the new equipment? Should it be in German as well as English?

3 **Translator**
Christine needs to give us more information about the technical writer required (French to English). The agency want an exact job description.

Regards

Zofia

Zofia Nadstoga
Office Manager
Dear Jane,
It was lovely to hear from you again. I received your letter this morning, and I thought I’d write back straightaway. I’ve got so much to tell you; quite a lot has happened since we last met.
My new school is great and I’ve made a lot of friends already. The teachers are very friendly and helpful, so I don’t feel at all strange or lonely here. Sometimes being the ‘new girl’ is frightening but everyone’s been so kind.
My biggest news is winning a competition. I entered one in a magazine and won a holiday for two in Venice. What are you doing in July and how’s your Italian? Let me know if you fancy a free trip to Venice. We could catch up on lost time and have a really nice holiday together.
Hope to hear from you very soon.
Love,
Sally

Dear Sir/Madam,
I am writing to complain about the dreadful service at the ‘Golden Goose’ fast-food restaurant in Stone Street.
I took my two young children there last Sunday as a special treat and I was very upset by the service we received. To begin with, we waited at the counter for over fifteen minutes before our order was taken. They then gave us something completely different to what we had ordered and the assistant got very angry when I pointed this out.
When we sat down, the table was full of empty cartons and dirty plates and, again, we waited another ten minutes before someone came to clear the table.
I was very disappointed and so were my two children, who had been looking forward to their meal. I feel very strongly that something should be done to make sure that customers who are paying for a service receive a little courtesy and respect.
Yours faithfully,
Jean Edwards (Mrs)

Dear Mark,
I’m writing to invite you to the barbecue we’re having at the rugby club next weekend.
As it’s the end of the rugby season, we’ve decided to celebrate this year by holding a barbecue. The club’s an ideal place as there’s plenty of room outside and we’re going to put up a tent for refreshments. This was the coach’s idea – he says if it rains we can cook the barbecue in the tent!

Each club member is invited to bring a guest, and knowing how much you love barbecues, I thought I’d ask you to join us as I’m sure it will be a lot of fun. There will be music and dancing later on, too.

It starts at 7.30 on Sunday and you’re welcome to spend the weekend at my place if you like.

Let me know if you can come.

Best wishes,

John

4 Dear Mr Evans,

I am writing to apply for the post of Personnel Manager as advertised in Monday’s ‘Daily Herald’.

I studied Business Management at Bracknelt Polytechnic, and also have a certificate in Media Studies. I have been working as a Department Manager for a large store for the past three years, and am responsible for the general running of my department. My duties include staff training and supervision and therefore I feel that I have the experience required for the position you advertise.

Please contact me regarding any queries you may have. I enclose my CV and look forward to meeting you should you require me to attend an interview.

Yours sincerely,

Caroline Edwards (Ms)

Ex. 5

Letter 1

A: Oh Jane, you wouldn’t believe the problems I’m having with Sarah just now. Since she turned sixteen, all we do is argue.

B: Really? Well don’t worry, Pat. It’s just a stage she’s going through.

A: Well, I even wrote to an agony aunt for advice. I didn’t know what else to do.

B: Did you? What did you tell her?

A: Hold on, I’ve got a copy of the letter here. ‘Dear Auntie Barbara, Please help me. My sixteen-year-old daughter and I can’t agree on anything. We argue about her friends, her clothes, her going out. Now she’s refusing to speak to me. She goes to her father if she needs permission to do something and he usually says yes to anything she wants, which makes me look like the bad one. Now she’s threatening to leave home. What can I do? Yours, Pat.’ That’s it. I’m waiting for the reply now.
Writing Letters

B: Well, I hope she can help you, I hate to see you all upset like this…
**Letter 2**
Dear Pat,
I’m sorry to hear that you’re having problems but I’d like to reassure you by telling you that most parents I know go through what you’re experiencing. If I were you, I would find a way of relating to her. How about sharing some of your own teenage problems with her and letting her know that she’s not alone in the way she feels right now?
Why don’t you speak to your husband too, and explain to him that it’s important he support you in what you’re trying to do?
I hope this letter will help you. The relationship between mother and daughter is very special, but it does need a lot of work on both sides.
Best of luck,
Auntie Barbara

**Ex. 6**
A: Good morning Janice. Has the post arrived yet?
B: Er… yes, Mr Greenway, it has, but…
A: Ah, good. Let’s have a look then. ‘Dear Mr Greenway, I want to express my extreme dissatisfaction with the Caribbean holiday I booked with your agency. I just got back and I have to say it was the worst holiday I have ever had. To begin with I found myself staying in a huge multi-storey hotel although I had been told that I would be staying in a family-run guest house. What is more, the resort was crowded with tourists but I had been told that it was quiet and unspoilt. Finally, I had to take a long bus ride every day to get to the beach. However, the brochure said that the beach was only a ten-minute walk away. I demand that I should be given a full refund, or I will be forced to take legal action. Mrs Joy Brown.’ Oh dear. Don’t tell me that the other letters are also going to be from angry customers?
B: I’m afraid they are, sir…
Ex. 7
A: What’s wrong, Julie?
B: Oh it’s Dave. I’m really fed up with him.
A: Why? What happened?
B: Well, we’d arranged to meet outside the cinema at 8 last night but he didn’t show up. I stood there an hour!
Delivery boy: Miss Julie Gall?
B: Yes.
Delivery boy: These flowers are for you.
B: Oh, thanks.
A: What a beautiful bouquet! Who are they from?
B: Let’s see… There’s a letter attached…
‘Dear Julie,
I’m writing to say how sorry I am for not turning up yesterday. Please give me a chance to explain and apologise.
I was just about to leave my house last night when I got a phone call from my Aunt Tina. It turned out that my grandmother had fallen and hurt her leg and I had to drive her to the hospital as she had no other way of getting there. It all happened so quickly that I didn’t have time to phone you.
Please forgive me and have dinner with me tonight.
Love, Dave’
A: Well, that explains everything.
B: Yes, maybe I should give him a call.

Ex. 8
A: Look, we got a letter from Richard and Judy.
B: What does it say?
A: ‘Dear John and Ann, I’m writing to invite you to our Christmas party on December 18th. We’re planning to have cocktails at about 8.30 and then at 10.00 a pre-Christmas dinner. I hope that you’ll both be able to come. It should be great fun. Looking forward to seeing you. Love, Judy and Richard.’ Oh! We haven’t seen them in ages!
B: Yes, sounds like fun. I can’t wait to see them again.
A: Now what am I going to wear… ?

Ex. 9
A: Listen to this ad, Laura. What do you think? ‘Fulltime sales assistant required for high street department store.’
B: That sounds good.

Audio scripts and Video script
A: I think I’ll apply. Pass me some paper, will you? Now, ‘Hello, I would like
the job as …’
B: You don’t state a letter of application like that. Let me show you. ‘Dear
Sir/Madam, I am writing in response to your advertisement in today’s
“Manchester Guardian” for a full-time sales assistant.’
A: Great, what shall I write next?
B: Well, you should tell them about any relevant qualifications and training that
you have.
A: How about this, ‘I have two A levels in maths and geography. For the last six
month I have worked as a Saturday sales assistant in my local corner shop.’
B: Yes, that’s fine. Now you should say something about your qualities and
skills.
A: Hmm … How about ‘I am a very responsible and trustworthy employee as
my present boss entrusts me with the task of closing the shop and depositing the
day’s money in the safe’?
B: Yes, that sounds really good! Now write a few things to end the letter.
A: Like this? ‘I have enclosed my CV which lists my educational background
and work experience. I am available for an interview at your earliest
convenience. Yours faithfully, Jane Burrows.’
B: That’s perfect, Jane!
A: Great. Thanks a lot, Laura. I’ll go and type it up and get a copy of my CV to
send them.

Ex. 10
Career Conversation: Cover Letter
Laura (right): Hi, we’re going to be talking about cover letters today. My name
is Laura Lane and I am with University Career Services and this is my
colleague, Emily Strader. So what is a cover letter? A cover letter is simply a
letter of introduction that highlights your qualifications that you would send to
an employer for a job or internship and the purpose is really to arouse the
employers’ attention so that they take a look at you.
Emily: You want your cover letter to be highly effective so you can nail that
interview. So one thing to remember is to use the business letter format when
you are writing it, to make sure you use spell check, to have your sentences be
short, articulate and to the point.
Laura: And it is also important when you’re thinking about who to send it to,
sometimes Emily, you know, they can’t get the name of the person.
Emily: What I suggest to do is to do some research, go online or call to find out
the name of who the human resources person is and this is for both for the inside
address and for the salutation to make sure that you have a person’s name, if not,
just ‘Dear Human Resources’ will work.
Laura: So, as you put this cover letter together, we recommend you a format that will help you to keep it to one page. That format is Attention, Interest, Fit and Follow-up. So with attention, all you’re really doing there is saying about the position you are applying for and how you found out about the position. Next, you want to talk about why you are interested…. are you interested in the organization, the position, the product or the services. This doesn’t have to be a separate paragraph, you can include it with the first but this is going to help you to stand out and opportunity to show them that you’ve done research.

Emily: Fit. Fit is an opportunity for you to articulate clearly and succinctly, exactly why you are the right fit for the position and for the job, take your job description and take your resume, pull them together. You can use your experiences, like your work experience, internships, related coursework travel, anything like that will help you to support your desire to work for the organization and why you would work well with them. Follow up, is the end paragraph, you would want to use, say, something like ‘I look forward to getting together with you soon, or hearing from you soon’ and give your information if they should have any questions and tell them that you’ll call them and then go ahead and call them in a week or so to find out the status. At the closing, you should continue to use the business format and which would be something like “Sincerely” or “Sincerely Yours”.

Laura: And don’t forget to say ‘thank’ for their time and consideration. So that’s cover letters, please come in and have a career counselor critique your cover, or look around on the website that you’re on now for cover letter samples.
Appendices

APPENDIX 1. International Mailing Address Formats

Abbreviations for Types of Streets/Roads/etc. (commonly used)

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<thead>
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<th>Description</th>
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<td>ALEY</td>
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<tr>
<td>ARC</td>
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State/Territory Abbreviations

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<td>ACT</td>
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Abbreviations for “Building/Complex Sub Unit”

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Abbreviations for Floor/Level

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<td>Lower Ground Floor</td>
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<td>Mezzanine</td>
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The US states and their abbreviations

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### British counties and their abbreviations

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<tr>
<td>Worcestershire</td>
<td>Worcs</td>
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<tr>
<td>Yorkshire</td>
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### Provinces and territories in Canada and their abbreviations

<table>
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<tr>
<th>Province</th>
<th>Abbreviation</th>
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<tbody>
<tr>
<td>Alberta</td>
<td>AB</td>
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<tr>
<td>British Columbia</td>
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<td>Manitoba</td>
<td>MB</td>
</tr>
<tr>
<td>New Brunswick</td>
<td>NB</td>
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<td>Newfoundland and Labrador</td>
<td>NL</td>
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<tr>
<td>Northwest Territories</td>
<td>NT</td>
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<td>Nova Scotia</td>
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<td>Nunavut</td>
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<td>Ontario</td>
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<tr>
<td>Prince Edward Island</td>
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<td>Saskatchewan</td>
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<td>Québec</td>
<td>QC</td>
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<tr>
<td>Yukon</td>
<td>YT</td>
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</table>

Appendices

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## APPENDIX 2. List of Abbreviations Frequently Used in Business Letters

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Al</td>
<td>first-class</td>
</tr>
<tr>
<td>a.a.r (A.A.R)</td>
<td>against all risks</td>
</tr>
<tr>
<td>a/c (acct.)</td>
<td>account</td>
</tr>
<tr>
<td>advt.</td>
<td>advertisement</td>
</tr>
<tr>
<td>amt.</td>
<td>amount</td>
</tr>
<tr>
<td>a/or</td>
<td>and/or</td>
</tr>
<tr>
<td>approx.</td>
<td>approximate, approximately</td>
</tr>
<tr>
<td>Apr.</td>
<td>April</td>
</tr>
<tr>
<td>arrvl</td>
<td>arrival</td>
</tr>
<tr>
<td>art.</td>
<td>article</td>
</tr>
<tr>
<td>A$</td>
<td>Australian dollar</td>
</tr>
<tr>
<td>Bros.</td>
<td>Brothers</td>
</tr>
<tr>
<td>B.S.</td>
<td>British Standard</td>
</tr>
<tr>
<td>Bxs.</td>
<td>boxes</td>
</tr>
<tr>
<td>Bdy</td>
<td>broadway</td>
</tr>
<tr>
<td>c.</td>
<td>1. cent 2. centimetre 3. cubic</td>
</tr>
<tr>
<td>c.c.</td>
<td>carbon copy</td>
</tr>
<tr>
<td>cent.</td>
<td>1. centigrade 2. centimetre</td>
</tr>
<tr>
<td>cert.</td>
<td>certificate</td>
</tr>
<tr>
<td>chges</td>
<td>charges</td>
</tr>
<tr>
<td>chq.</td>
<td>cheque</td>
</tr>
<tr>
<td>cir.</td>
<td>circa</td>
</tr>
<tr>
<td>Co (Comp., Cy)</td>
<td>company</td>
</tr>
<tr>
<td>Com(m)</td>
<td>commission</td>
</tr>
<tr>
<td>Confmd</td>
<td>confirmed</td>
</tr>
<tr>
<td>crs.</td>
<td>cars</td>
</tr>
<tr>
<td>d.</td>
<td>penny</td>
</tr>
<tr>
<td>dbl(s)</td>
<td>double</td>
</tr>
<tr>
<td>Dec.</td>
<td>December</td>
</tr>
<tr>
<td>dd. (d/d)</td>
<td>1. dated 2. delivered</td>
</tr>
<tr>
<td>Dep.</td>
<td>1. department 2. deputy</td>
</tr>
<tr>
<td>dis(c).</td>
<td>discount</td>
</tr>
<tr>
<td>do.</td>
<td>1. ditto 2. dollar</td>
</tr>
<tr>
<td>E.E.</td>
<td>errors excepted</td>
</tr>
<tr>
<td>e.g.</td>
<td>exempli gratia</td>
</tr>
<tr>
<td>encl.</td>
<td>enclosed, enclosure</td>
</tr>
<tr>
<td>enclo(d)</td>
<td>= encl.</td>
</tr>
<tr>
<td>E.P.</td>
<td>English Patent</td>
</tr>
<tr>
<td>Esq.</td>
<td>esquire</td>
</tr>
<tr>
<td>exc.</td>
<td>except</td>
</tr>
<tr>
<td>f.</td>
<td>1. farthing 2. foot(feet)</td>
</tr>
<tr>
<td>fact(s)</td>
<td>factory (factories)</td>
</tr>
<tr>
<td>f.e.</td>
<td>for example</td>
</tr>
<tr>
<td>Feb.</td>
<td>February</td>
</tr>
<tr>
<td>fgt.</td>
<td>freight</td>
</tr>
<tr>
<td>fig(s)</td>
<td>figure(s)</td>
</tr>
<tr>
<td>gds.</td>
<td>goods</td>
</tr>
<tr>
<td>G.M.</td>
<td>General Manager</td>
</tr>
<tr>
<td>gn(s)</td>
<td>guinea(s)</td>
</tr>
<tr>
<td>g(r). w(t).</td>
<td>gross weight</td>
</tr>
<tr>
<td>guar.</td>
<td>guarantee</td>
</tr>
<tr>
<td>h.</td>
<td>hour</td>
</tr>
<tr>
<td>ha.</td>
<td>hectare</td>
</tr>
<tr>
<td>hdbk.</td>
<td>handbook</td>
</tr>
<tr>
<td>h.p. (H.P., H/P)</td>
<td>horse-power</td>
</tr>
<tr>
<td>hrs</td>
<td>hours</td>
</tr>
<tr>
<td>id.</td>
<td>Idem</td>
</tr>
<tr>
<td>i.e.</td>
<td>id est – that is</td>
</tr>
<tr>
<td>in.</td>
<td>1. inch(es) 2. interest</td>
</tr>
<tr>
<td>Inc.</td>
<td>incorporated</td>
</tr>
<tr>
<td>inc.</td>
<td>including, inclusive</td>
</tr>
<tr>
<td>ince (ins)</td>
<td>insurance</td>
</tr>
<tr>
<td>int.al.</td>
<td>inter alia</td>
</tr>
<tr>
<td>inv.</td>
<td>invoice</td>
</tr>
<tr>
<td>Jan.</td>
<td>January</td>
</tr>
<tr>
<td>jnr. (jnr)</td>
<td>junior</td>
</tr>
<tr>
<td>jnt.</td>
<td>joint</td>
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<tr>
<td>jtr. (jtr.)</td>
<td>= jnr.</td>
</tr>
<tr>
<td>jt.</td>
<td>= jnt.</td>
</tr>
<tr>
<td>K.</td>
<td>1. kilogram 2. knot</td>
</tr>
<tr>
<td>kg(s)</td>
<td>1. keg(s) 2. kilogram(s)</td>
</tr>
<tr>
<td>kilo(g).</td>
<td>kilogram</td>
</tr>
<tr>
<td>kilom.</td>
<td>kilometre(s)</td>
</tr>
<tr>
<td>l.</td>
<td>1. pound(s) 2. litre(s)</td>
</tr>
<tr>
<td>l. a.</td>
<td>letter of advice</td>
</tr>
<tr>
<td>Ib.</td>
<td>pound</td>
</tr>
<tr>
<td>Ltd.</td>
<td>limited</td>
</tr>
</tbody>
</table>

Appeasement
m. 1. metre(s), metric 2. mile(s)
3. milli- 4. month
mag. magazine
man. manufacture
manfd. manufactured
med. medium
mem(o) memorandum
Messrs. Messieurs
mfd. manufactured
Mgr. manager
mill. million
mkt. market
mo month, monthly
Mr. Mister
Mrs. Mistress
Ms Miss
N. number
n. net
N.B. nota bene
 Nb. number
n/e not exceeding
Nos. numbers
Nov. November
n.p. net proceeds
nt. wt. net weight
n. wt. = nt. wt.
O.C. office copy
Oct. October
O/D (O.D., o/d) 1. on demand
2. overdraft
off. offer, offered
O.K. all correct
O/o order of
P. 1. patent 2. perishable 3. port
4. power
p. page
para(h) paragraph
pay(m)t (paym’t) payment
p/c (P/c) prices current
p.c. 1. per cent 2. post card
pel. parcel
pkg. package
pm. premium
P.O. 1. postal order 2. post office
P.O.B. post office box
P.O.D. pay on delivery
pp. pages
ppd. prepaid
P.S. 1. postscript 2. private secretary
ps. pieces
pt. 1. part 2. payment 3. point 4. port
p.t.o. please turn over
Q. 1. quantity 2. quarter 3. quintal
Qr. = Q. 2
qt. = Q. 1, 2
qtr. = Q. 2
qual. quality
R. 1. railway 2. rouble(s) 3. rupee(s)
r. 1. receipts 2. received
ret. = r. 1
rets receipts
rc(v)d received
re (re., Re., Re:) 1. regarding
2. with regard to
reed. received
ref. 1. refer 2. reference
regd. registered
remy referring to my
Rep. representative
resp. 1. respecting 2. respective,
respectively
retell referring to telegram
reulet referring to your letter
reur referring to your
Rly Stn railway station
R.M. registered mail
Rw. (Ry. Rw.) railway
S. 1. series 2. ship 3. south, southern
4. street
s. 1. shilling 2. second 3. section
sec(s) 1. second(s) 2. section(s)
Sept. September

Appendices

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Writing Letters

S.G. standard gauge
sg. 1. signature 2. signed
sgd. signed
Soc. society
St. 1. street 2. station
st. standard
stg. Sterling
Stn. station
tab. table
Tel. 1. telephone 2. telegraph, telegram
Tel. Add. telegraphic address
telg. telegram
tgm. = telg.
T.M. trade mark
T.W. total weight
tx taxe(s)
U. 1. union 2. universal

u. 1. unit 2. unpaid
undid undelivered
urtg urgent
V. 1. vessel 2. vice- 3. volume
voy. voyage
V.P. vice-president
v. 1. versus 2. via
vs. versus
val. value
W. west, western
viz. videlicet = namely
w. weight
vol. volume
whs. warehouse
vou. voucher
wkly weekly

Appendices
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## Glossary

### Short forms

<table>
<thead>
<tr>
<th>Short form</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>[C]</td>
<td>countable</td>
</tr>
<tr>
<td>[U]</td>
<td>uncountable</td>
</tr>
<tr>
<td>[pl]</td>
<td>plural</td>
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<tr>
<td>adj</td>
<td>adjective</td>
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<tr>
<td>adv</td>
<td>adverb</td>
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<tr>
<td>prep</td>
<td>preposition</td>
</tr>
<tr>
<td>sb</td>
<td>somebody</td>
</tr>
<tr>
<td>sth</td>
<td>something</td>
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**abusive** adj treating badly or cruelly; using bad language; containing curses and bad words

**account** noun [C] a record of all the money that a person or business has received or paid out

**advertise** verb 1. to put information on television, on a picture on the wall, etc. in order to persuade people to buy sth 2. to inform people publicly that a job is available and invite them to apply for it

**advertisement** noun [C] a picture, piece of writing, or film that tells people about a product or service in order to persuade them to buy it

**agenda** noun [C] 1. a list of the subjects to be discussed at a meeting 2. the things that sb considers important or that they are planning to do sth about

**amicably** adv friendly, peacefully

**application** noun [C] 1. a formal, usually written, request for sth, especially a job, a place at university, or permission to do sth 2. a practical use for sth 3. a piece of software for a particular use or job

**apply** verb 1. to make a formal, usually written request for sth, especially a job, a place at university, or permission to do sth 2. to use sth such as a law or an idea in a particular situation, activity, or process

**appoint** verb 1. to choose sb for a particular job

**appointment** noun 1. [C] an arrangement to meet sb at a particular place or time 2. [C, U] the act of choosing sb for a particular job, or the job itself

**appropriate** adj (appropriate for/to sb/sth) suitable or right for a particular situation, person, etc.

**background** noun 1. [C] someone’s past, for example their education, qualifications, and the jobs they have had 2. [C, U] information about events in the past that explain the current situation

**brand** noun [C] a name given to a product or group of products by a company for easy recognition

**board** also **board of directors** noun [C usually singular] the group of people who have been elected by shareholders to manage a company

**Chief Executive Officer (CEO)** noun [C usually singular] the manager with the most authority in the day to day management of a company,
especially in the US. The job of CEO is sometimes combined with others, such as that of president.

commission noun [C, U] an amount of money paid to sb according to the value of goods, services, investments etc. they have sold

complaint noun [C] a statement that you are not satisfied with or happy about sth

confirm verb 1. to say or show that sth is true 2. to make sth definite

covering letter noun [C] a letter containing extra information about yourself that you send with sth, especially a job application

curriculum vitae (CV) noun [C] a formal list of your education and work experience, often used when you are trying to get a new job

deliver verb 1. to take goods to a place 2. to produce results

dress code noun [C] the way that you are expected to dress in a particular situation, as an employee of a particular company etc.

designation noun 1. [U] appointing or being appointed (to a position or office) 2. [C] a name, title or description

earn verb to get money by working

earnings noun [plural] 1. the money that a person or particular group of people earn in a particular period 2. the profit made by a company in a particular period, or by companies in general

economic adj 1. relating to the economy, business etc. 2. if an activity is economic, it is profitable

economical adj using time, money, goods etc. carefully and without wasting any

economically adv 1. in a way that relates to the economy, business etc. 2. in a way that makes a profit 3. in way that uses time, money, goods etc. carefully and without wasting any

economy noun [C] the system by which a country’s goods and services are produced and used, and the people and organizations involved in it

employ verb to pay sb to work for you

employee noun [C] a person who is paid to work for sb else

employer noun [C] a person or organization that employs people

employment noun [U] the state of having a paid job

enclose verb to put sth in an envelope, package, etc. with sth else

experience noun [U] 1. the things that you have done in your life 2. the knowledge or skill that you get from seeing or doing sth

executive noun [U] sb with an important job as a manager in an organization

flexible adj 1. a person, plan etc. that is flexible, can change or be changed easily to suit any new situation 2. if arrangements for work are flexible, employers can ask workers to do different jobs, work part-time rather than full-time, give them contracts for short periods etc. Flexible working also includes job-sharing and working from home.
**Glossary**

**flexitime**  
*BrE* **flextime**  
*AmE*  
**noun**  
[U] a system in which people who work in a company do a fixed number of hours each week, but can choose what time they start or finish work within certain limits

**formal**  
**adj**  
1. formal behaviour is very polite  
2. formal qualifications are those you gain at school, university etc., rather than experience you get in your job

**goods**  
**noun**  
[plural] things that are produced in order to be used or sold

**guarantee**  
**noun**  
[C] a formal written promise to repair or replace a product if there is a fault within a particular period

**headquarters**  
**noun**  
[plural] the head office or main building of an organization

**human resources**  
**noun**  
[plural]  
1. an organization’s employees, with their abilities and **skills**  
2. (HR) the administration of a company’s employees, including **recruitment**, **salary** systems etc.

**income**  
**noun**  
[C, U]  
1. the amount that a person **earns** in a particular period  
2. the profit made by a company within a particular period

**insurance**  
**noun**  
[U] an arrangement where a company collects money from a person or organization and, in return, promises to pay them money if they are ill, have an accident, cause harm to others etc.

**join**  
**verb**  
if you join a company, you start working for it

**joint venture**  
**noun**  
[C] a business activity in which two or more companies have invested together

**launch**  
**verb**  
1. to show or make a new product available for sale for the first time  
2. to start a new company  
3. to start a new activity, usually after planning it carefully

**liability**  
**noun**  
1. [singular] an amount of money owed by a business to a supplier, lender, or other creditor  
2. [plural] the amounts of money owed by a business considered together, as shown in its balance sheet  
3. [U] a person’s or organization’s responsibility for loss, damage, or injury caused to others or their property, or for payment of debts

**licensing agreement**  
**noun**  
[C] an arrangement where one company gives permission to another to make products based on its ideas, usually in exchange for payment

**limited company**  
also **limited liability company**  
**noun**  
[C] a company where individual shareholders lose only the cost of their **shares** if the company goes bankrupt, and not other property they own

**logo**  
**noun**  
[C] a design or way of writing its name that a company or organization uses as its official sign on its products, advertising etc.

**manage**  
**verb**  
to direct or control in organization or part of one
**management** noun [U] 1. the activity or skill of directing or controlling the work of an organization or part of one 2. the managers of an organization considered together 3. the managers in charge of a particular activity, and the skills and knowledge that they need

**manager** noun [C] sb whose job is to manage all or parts of an organization

**managing director** (MD) noun [C usually singular] in the UK, the manager with the most authority in the day-to-day management of a company. The job of MD is sometimes combined with that of chairperson

**marketing** noun [U] activities to design and sell a product or service by considering what customers want, how much they are willing to pay, where they want to buy it etc.

**marketing mix** noun [C usually singular] the combination of marketing actions often referred to as a product, price, place, and promotion: selling the right product, through appropriate distribution channels, and at the right place in relation to other products so that the company makes a profit, with the correct support in terms of advertising etc.

**net** adj a net amount of money is the amount that remains after costs, taxes etc. have been taken away

**net** also Net noun [singular] the Internet

**network** noun [C] a group of people, organizations, offices etc. that work together

**outlet** noun [C] a shop or other organization through which products are sold

**overtime** noun [U] 1. time that you spend working in your job in addition to your normal **working hours** 2. time that a factory, office etc. is operating in addition to its normal hours 3. the money that you are paid for working more hours than usual

**parent company** noun [C] a company that owns more than half the **shares** in another. The other company is its subsidiary

**president** noun [C] in the US, the most important person on the board of directors of a company

**promotion** noun [C, U] 1. a move to a more important job or rank in a company or organization 2. also sales promotion advertisements, free gifts and other activities intended to sell a product or service

**qualification** noun 1. [C usually plural] an examination that you have passed at school, university, or in your profession 2. [C] a skill, personal quality, or type of experience that makes you suitable for a particular job

**quality** noun 1. [U] a high standard or level 2. [C] a thing that is part of a person’s character, especially sth good

**recruit** verb to find new people to work for an organization, do a job etc.

**recruitment** noun 1. [U] the process or the business of recruiting new people 2. [C] an occasion when someone is recruited
referee noun [C] (Brit) a person who gives information about your character and ability, usually in a letter, for example when you are hoping to be chosen for a job

representative noun [C] 1. sb chosen to speak or make decisions for another person or group of people 2. a sales representative

retail verb to sell goods to the general public in shops etc.

salary noun [C, U] the money that a person receives (usually every month) for the work he/she has done

schedule noun [C] a plan or timetable for doing sth

share noun [C] 1. one of the parts into which ownership of a company is divided 2. also market share the sales of a particular company in a market, expressed as a percentage of the total sales

skill noun [C, U] an ability to do sth well, especially because you have learned and practised it

smart adj 1. intelligent 2. attractive 3. well-dressed 4. relating to technology that does things in an efficient way

status noun 1. your social or professional rank or position 2. high social position that makes people respect you

target noun [C] 1. an organization, industry, country etc. that is deliberately chosen to have sth done to do it 2. a result such as a total, an amount, or a time which you aim to achieve

target market noun [C] the particular group of people that a product, etc. is aimed at

trainee noun [C] a person who is learning how to do a particular job

training noun [U] the process of learning the skills that you need in order to do a job

training course noun [C] a series of classes etc. in which you learn a skill or how to do a particular task

unemployed adj without a job

unemployment noun [U] 1. when you do not have a job 2. also unemployment rate the number of people in a particular area, country etc. who do not have a job

unskilled adj without training in the skills needed in particular jobs

vacancy noun [C] a job that is available

vice-president (VP) noun [C] (especially US) a person in charge of a particular part of a business company

wholesaler noun [C] a person or company that sells goods in large quantities to other wholesalers, or to retailers who may then sell them to the general public

workforce noun [C] all the people who work in a particular country, area, industry, company, or place of work
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Writing Letters


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Учебное издание

Метелькова Юлия Александровна
Березовская Ольга Владимировна

Writing Letters

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УЧЕБНО-МЕТОДИЧЕСКОЕ ПОСОБИЕ ПО ДЕЛОВОЙ ПЕРЕПИСКЕ
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