“Business correspondence.

The structure, content and execution of business writing.

Letters of request”

Підготував

викладач іноземної мови

(за професійним спрямуванням)

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**1*. Checking hometask:***

*Asking some questions:*

1. What “golden rules” is the person to be guided by before starting to write a business letter?
2. What kinds of sentences are used in a business letter?
3. What characteristics of a letter are obliged to make it available to read and to

understand?

1. What are the seven steps in planning a business letter?
2. What are the structural components of it? Enumerate them.

*The main tasks (checkins into orally form ).*

1. Prepare for a vocabulary dictation.
2. To make and analyze each business letters in accordance with the basic requirements of writing (structure, content, sty le, grammar and spelling).
3. ***Processing of a new material:***

*Read and discuss the texts with the help of topical words. Write out the unknown words.*

|  |  |
| --- | --- |
|  |  |
| Topical words: |  |
| heading | заголовок |
| irrelevant | недоречний |
| draft | чернетка |
| to include | містити (в собі) |
| essential | необхідний, обов'язковий |
| concise | короткий,стислий |
| courteous | ввічливий, чемний |
| letterhead | друкований бланк (установи) |
| addressee | адресат |
| range | низка, ряд |

to enclose

up-to-date

p.p. ("per procuretionem")

ene, ("enclosure")

advertisement

to cancel

quality

commodity

on the average

to reduce

concession

letter of intent

execution

exclusive right

вкладати (в пакет), прикладати до листа

сучасний

за дорученням

вкладка, додаток

оголошення, реклама

анулювати, скасувати

якість

товар

у середньому

зменшувати, знижу вати

поступка

лиcт-зобов'язання

виконання

виключне право

1. ***Teamwork****:*

Remember:

"Golden Rules" for Writing Business Letters

!. Give your letter a heading if it helps the reader to see at a glance what you are writing about.

1. Decide what you are going to say before you start to write.
2. Use short sentences.
3. Put each separate idea in a separate paragraph.
4. Use short words that everyone can understand.
5. Think about your reader. Your reader ...

... must be able to see exactly what you mean: your letters should be CLEAR;

... must be given all necessary7 information: your letters should be COMPLE FE;

…is a busy person with no time to waste: your letters should be CONCISE;

... must be addressed to in a polite tone: your letters should be COURTEOUS;

... may get a bad impression if there are mistakes in grammar: your letters should be CORRECT.

**Writing:**

**Seven Steps in Planning a Business Letter**

1. Write down your aim: Why are you writing this letter?
2. Assemble ail the relevant information and documents.
3. Arrange the points in order of importance. Make rough notes.
4. Write an outline and check it through, considering these questions:

* Have you left any important points out?
* Can the order of presentation be made clear?
* Have you included anything that is not relevant?

1. Write a first draft, leaving space for additions and changes.

6.Revise your first draft by considering these questions:

**Information:**

* Does it cover all the essential points?
* Is it correct, relevant and complete?

English:

* Are the grammar, spelling and punctuation correct?

Style:

* Does it look attractive?
* Does it sound natural and sincere?
* Is it the kind of letter you would like to receive yourself?
* Is it clear, concise and courteous?

- Will it give the right impression?

1. Write, type or dictate your final version.

*2. Look Through the structure of a business letter* Structure of the Letter

1. Sender's address / Date.
2. inside address (receiver’s address).
3. Attention line.
4. Salutation.
5. Body of the ietter.
6. Complimentary close.
7. Signature.
8. ***Individual work:***

*Analyze the following letter according to its structural points.*

1 GIMBEL& CO Ltd *The address of the firm sending the letter (the*

21 High Street. Blackheath,  
London SE3B 5HY

*letterhead) is often printed on the paper*

Tel: 01-564-8843

*The date*

7th Mav 2002

2 M.Lawson Esq, Manager, Filbury & Johns,

*The name, position, firm and address of the addressee*

20 Shaftsbury Avenue,

London W1A 4 WAV

3 Ourref: DM/SK

*The reference (the initials of the person writing*

the letter and the person who types it)

Dear Mr Lawson,

1. Thank you for your letter of 4th *The first paragraph says why you are writing*

May enquiring about our range oi

office equipment.

1. I enclose an up-to-date price list *The second paragraph says what you want or*

and our latest catalogue which 1 *what you are doing (the real reason for writin*

hope includes something of interest the letter)

to you. You will notice that we offer very favourable terms ol payment.

1. I look forward to hearing from you The final paragraph is a polite ending again.
2. Yours sincerely *You write 'Yours sincerely", if you know the*

*name of the addressee and ’Yours faithfully" ij*

*VOU don't*

8 David Eipley The signature

Sales Manager *The person writing the letter*

*His position in the firm*

9 Enos *Here the enclosures are the catalogue and the*

*list*

**V. Control.**

*Read and discuss the structure of the following letter according to the given statements and rules.*

D. Clark,

Sales Manager,

Priston & Co Ltd,

28 Kolas Court,

North Middletown, NJ

Oct. 21,2000

JACKSON & MILES

118 Regent Street

London WIC 37D

\*

UK

Gentlemen:

We saw a collection of women’s dresses in your October catalogue. The lines you showed would be most suitable for our market. Would you kindly send us your quastion for clothing that you could supply to us by the end of November? We would require 1,000 dresses in each of the sizes 10-14, and 500 in sizes 8 and 16.

We propose the payment made by Letter of Credit.

I thank you for an early reply.

Very truly yours

P. PRATT, Jr

(P. Pratt)

Buyers

*4 Answer the questions:*

1. What do the Buyers ask for in their enquiry letter?
2. What quantities of goods do they require?

3. What terms of payment do the Buyers propose?

*VIIL Hornet ask*

/. *Fill in the missing pronouns: somebody, anybody': nobody, everybody\ anything*,

*something nothing*, *everything*

1. The question is not difficult and ... can answer it. 2. ... called yesterday but he

left no message. 3. Can ... help me? 4. It is too late. 1 think there is ... in the office

now. 5. There is ... interesting in this letter. 6. Is there ... here who knows English?

You must find ... who can offer it to you. 8. ... knew the time of briefing. 9. Please, write to us if you want to order ... else. 10. There is ... in the office. I don’ t know him. 11. Please, tell us ... about your obligations. 12. Is there ... you want to offer me? 13. We have ... new in our catalogue. 14. There is ... interesting in this offer.

*2 Study new business proverbs :*

* A man is known by the company he keeps.
* Failing to plan is planning to fail.
* From those to whom much is given, much is expected.
* If ifs and ands were pots and pans there’d be no work for tinkers.
* Money can't buy everything, but everything needs money.
* Never let the right hand know what the left hand is doing.
* Not until just before dawn do people sleep best; not until people get old do they become wise.