**Учебные материалы**

**ТЕКСТЫ ПО ДЕЛОВОМУ АНГЛИЙСКОМУ ЯЗЫКУ ДЛЯ 3 КУРСА**

**TEXT 1. PECULIARITIES OF BUSINESS CORRESPONDENCE**

Letters are divided into two categories, formal and informal. There are various types of formal and informal letters, for example: letters asking for or giving information, letters asking for or offering advice, letters of invitation, letters accepting or refusing an invitation, letters of complaint, letters of apology, letters expressing thanks/ regrets/congratulations, letters giving or asking for directions, letters of application, narrative/descriptive letters, transactional letters, letters telling the news etc.It is important to think about the person who you are writing to before you begin writing a letter. If the wrong style is used, the letter will look impolite, silly or odd. For example, if you used formal language to write to a close friend, the letter would look odd, or if you used informal language to write a letter to a company, the letter would look impolite.

**There are certain characteristics** which allow us to distinguish between formal and informal letters. In Formal business letters they are:

1. The salutation (e.g. Dear Sir/Madam, Dear Bill, Dear Mr Dobbins).
2. The style or language (e.g. use of formal language for formal letters, or the use of slang and idioms for informal letters).
3. The closing remarks (e.g. Yours faithfully, Lucy Cohen / Yours sincerely, Lucy Cohen / Steven Hill)

In formal letters your address and the date as well as the recipient's address are included in the letter. When you do not know the name of the recipient, you should include their title in the address, e.g. The Director of Studies, St Michael's School, 15, Pine St., London. You should begin the letter with *Dear Sir/Madam,* and end with *Yours faithfully, Peter Jones.*

When the name of the recipient is known, his name and title should be included in their address, e.g. MrWitkins, Accounts Manager, RockdellFinancial Services, 15, Stockdale Ave., London. The letter should begin with *Dear MrWitkins,* and end with *Yours sincerely, John Smith.*

In semi-formal and informal letters the recipient's address is not included in the letter. In a semi-formal letter showing respect for the recipient with whom you are on friendly terms, begin the letter with *Dear Mr/Mrs Smith* and end with *Love/Regards/Best Wishes/Yours, Anna.*

In an informal letter, begin with *Dear John* and end with*Love/Regards/Best wishes/Yours, Mike.*

Remember that it is not necessary to write addresses if you take an Exam in Business English.

The following Paragraph Plan is used for writing business letters:

**Salutation**

**Paragraph 1:** reason (s) for writing

**Paragraphs 2, 3:** development

**Final paragraph:** closing remarks

**Name**

The techniques in formal and informal letters differ in

1. style (impersonal/personal)
2. complex sentence structure
3. frequent use of Passive Voice
4. single word verbs
5. non-colloquial English
6. formal language
7. each paragraph develops one specific topic
8. only facts
9. infrequent use of descriptive adjectives
10. no use of short forms

Informal letters are characterized by the following specific features:

1. personal, short, zappy style
2. use of slang or colloquial English
3. use of idioms/phrasal verbs
4. pronouns are often omitted
5. chatty, wide use of descriptive adjectives
6. use of short forms

Different business situations require model letters ranging from inquiries, descriptive letters, letters of apology, letters of application, narrative-descriptive letters, letters of complaint to all types of transactional letters. Narrative or descriptive letters are written when, for example, you may need to write to the Lost Property Office of a hotel describing a briefcase whichyour tourist has lost. In this situation, you must write in a formal style and give a complete description of the item you are looking for, using descriptive techniques. Or you may need to write to a friend describing your summer holidays. Then you must write in an informal style using narrative techniques (where you went, when, how you spent your time there, any particular incidents, etc.)

Paragraph plan for narrative or descriptive letters consists of the following points:

**Salutation**

**Paragraph 1:** reason (s) for writing

**Paragraphs 2, 3:**description of the event/person/object

**Final paragraph:** closing remarks

**Name**

A formal or informal style can be used when writing transactional letters.They require a reply which may be based on advertisements, other writing input, letters, etc. For example, a letter which is asking for further information about a summer camp based on an advertisementis a transactional letter.

When writing a transactional letter you should choose an appropriate style (formal or informal). Then it is advisory to include all the factual information provided in the rubric, using your own words. You are recommended to check that each paragraph has a topic. Make sure every paragraph deals with a single topic. Begin each paragraph with a topic sentence – or main point – that shows what the paragraph is about. A short simple topic sentence is stronger and easier to remember than a long one. In fact, a lengthy topic sentence may blur the intended message, and effectiveness may be lost. A one-idea topic sentence limited to 1 and a half typed lines stays in reader’s mind.

Once you have written your topic sentence, turn to the rest of the paragraph. The remaining sentences should relate to and support the point in the topic sentence. Usually, a topic sentence is more general than the sentences which support it. It may be helpful to think of the topic sentence as a generalization which needs supporting evidence. Other sentences in the paragraph will supply that evidence by providing detail or back-up material.

The purpose of a letter of complaintis to complain about a specific problem. The style is normally formal and the letter should be written with a dignified tone. The reason for the complaint is stated in the first sentence. The language used depends upon whether you want to complain in a mild or strong manner, e.g. **MILD** - / *am writing to complain about a fridge I purchased from your shop last June.* **STRONG** - / *was shocked by the inferior quality of the fridge which was sold to me at your shop last June.* Linking words are used to give reason(s) for a complaint, *e.g.* ***Even though*** *the control switch is at its highest setting, the freezer does not keep food frozen.* A suggestion or request (which can be mild or strong) is included in the conclusion, **e.g. MILD** - / *hope this matter will be resolved.* **STRONG** - / *insist that you replace the item at once.*

Paragraph plan for letters of complaint consists of the following points:

**Salutation**

**Paragraph 1:** reason (s) for writing

**Paragraphs 2, 3:** complaint with justification

**Final paragraph:** closing remarks

**Name**

It’s quite clear that any person working in tourism must know how to write business letters on different occasions. That’s why it’s necessary to know model letters and phrases on typical business matters, as well as on those semi-social occasions that create goodwill in international contacts.

**TEXT 2. THE PECULIARITIES OF BRITISH AND AMERICAN BUSINESS LETTERS**

Business letters are sometimes rather difficult to write. There are some rules that will help you to begin doing it. First of all choose good quality paper. Best of all is plain white as it goes well with matching envelopes. It’s also good to write in black ink as many companies need to photocopy letters and blue is too pale to read. It’s sometimes very difficult to start a letter and so the best way out is to write down briefly the points you wish to make, put them in a logical order so that the subject matter flows, then build on those points. Often a heading will bring the reader’s attention immediately, for example: Cover Letter – trainee travel Consultant. This can be used when enclosing a cover letter. Never enclose any original certificates or diplomas as they can easily go astray and will be very difficult to replace. So the body of the letter should

* 1. State what the letter is about
  2. Continue with the necessary information
  3. Keep to the purpose of the letter
  4. Keep the language simple, polite and clear

We can begin a letter by referring to the one we have received and start our letter as the following: “Thank you for your letter of the 25th of March requesting…”. We should continue to reply to each topic in the same order of preference.

To end the letter it is best to use one of those stereotype expressions such as “hope you will consider my application” or “looking forward to hearing from you in the nearest future”. Sometimes it is good to end your letter with an action sentence if appropriate, for example: “Please, let me know whether Tuesday 24 May will be convenient for you”.

Having finished the text of your letter you should write “Dear Mr. White” if you have met the person or have spoken to him over the telephone. If not, write “Dear Sir”. If you are not sure of the sex, do not write Dear Sir or Madam, but still write Dear Sir. If a woman has signed a letter not giving her title, you assume the title as Miss. You can also use the expression Ms which is equivalent of Mrs or Miss but does not distinguish the marital status.

Setting out the letter you should write the name and address of the person to whom you are writing at the top left-hand side of the letter above the salutation.

The letter should carry the reference number found in the advertisement in the newspaper; this will encourage a speedy reply.

The date can be written on the right-hand side of the paper below your own address, or on the left-hand side immediately below the reference. It should give the day of the month, the month, and then the year, e.g. 13 July 2005.

Addressing a person with “Dear Sir” you should close it with “Yours faithfully”. If you address your letter with “Dear Mr. Jones” you should close it with “Sincerely yours”.

You should always keep a copy of all business letters.

**TEXT 3. WRITING TELEGRAMS, TELEXES, FAXES**

In business, planning and writing reports, making summaries, taking notes, writing business letters, telegrams, telexes and faxes are important skills which may be expected of everyone. Business letters are messages sent by mail or by any other special occasion, f.e. by courier. Memos are short notes to remind a partner of something. For fast action a written communication may be sent to your correspondent within hours by fax, telegraph, or telex. Faxing is an electronic sending of pictures, print, etc., as over telephone lines. There exist special devices for such sending based on the telephone communication. Telexes are very short messages sent by telex. All electronic messages have a tendency towards being non-redundant. Faxes as well as telegrams contain special abbreviations which are constantly used and quite understandable. Many companies have a short telegraphic address or a telex number to save words in addressing the message. Those sending wires frequently use one of the recommended codes (Bentley, ABC). For general purposes normal language is used, omitting the shorter, less important words and making use of these abbreviations.

Many people are afraid of writing business correspondence. There is no good reason for this. It is usually a question of practice. It is important to remember that there are several types of business correspondence. They can be, formal or informal letters, memos, telexes, faxes, special forms, separate documents of several pages. They may be long and short, and they can be spoken or written.

Business correspondence can serve various purposes. It can inform, provide background information to help someone make up their mind about something and there are letters, memos, telexes, faxes which in themselves make recommendations or indicate a course of action.

There are many things people should do before they think about writing or drafting a report, a business letter, a memo, a telex or a fax, . First they should prepare or assemble the material and then plan how they are going to write the message. The preparation and writing a report or a business letter falls into four stages:

1. Assembling the material
2. Planning the report or the letter
3. Drafting the report or the letter
4. Editing the report or the letter

Any written message has three main parts which must include four (sometimes five or even six) essential elements:

Parts Elements

|  |  |
| --- | --- |
| 1. Introduction | Terms of reference or objective Procedure |
| 1. Body of the report or a letter | Findings |
| 1. Final section | Conclusions  (Recommendations if asked for)  (Appendices) |

This structure should be evident in every report or a letter. In some cases you may need to have elements such as appendices, etc., at the end. So, the three main parts can have these headings: 1. Introductions, 2. Facts, 3. Conclusions.