

## FORMAL WRITTEN COMMUNICATION – REQUESTS AND SUGGESTIONS, BUSINESS E-MAILS

I. Look at the list of sentences and expressions below. What do you notice about those in the left-hand column?

### Send me a brochure.

I want a ticket for tonight's show.  
I think you should employ more staff.  
You should give up smoking.  
In my opinion you should improve your service.  
I want to get a place at your school.  
I can't stand your car alarm.  
You park your car too close to mine.  
Why is your information always out-of-date?

### I would like to ...

I am very interested in ...ing  
Could I suggest that ...  
Please avoid ...ing  
Wouldn't it be better if you ...  
I would be grateful if you/I could ...  
Please would you ... / Could you please ...  
I would recommend that you ...  
I would appreciate it if ...

II. Rewrite the phrases in a formal style.

Informal (spoken) language:

- |  |  |
|--|--|
| 1. Thanks for your letter              | 7. What exactly do you need?                                 |
| 2. I've just seen your advert in ..... | 8. Just send the stuff back. We'll pay.                      |
| 3. Can you tell me about ...?          | 9. I've got some bad news. There's no more until next month. |
| 4. because                             | 10. Good news! I've just heard that ....                     |
| 5. Sorry I can't make the meeting.     | 11. There isn't much left. You better move fast.             |
| 6. Here are ....                       | 12. If you'd like any more details, just let me know.        |

III. Study the following text to know the basic steps in a business transaction:

### A BUSINESS TRANSACTION

Buying a bus ticket or calling at the butcher's to buy a beefsteak are matters of everyday life, but in each case the buyer and the seller have entered into a **contract**, i.e., into a legally binding agreement. In these two cases the transactions are, however, so simple that there is little room for mistake.

But in business, transactions are usually much more complex. The task of obtaining supplies for a company is therefore usually placed in the hands of specialists in the purchasing department. Similarly, the sales department is in charge of selling the products of the company on home or foreign markets. These departments co-operate with a number of others such as the advertising dept., cost dept., invoice dept., transport dept., etc.

Most business transactions start either by an **enquiry** on the part of a **buyer** who is in need of some products, or by an **offer** on the part of a **seller** who wants to sell because he wants to get back the money he had invested in the manufacture or in the purchase of some commodities. Both the enquiry and the offer usually state the price of the goods and the terms on which the transaction is to be concluded.

If the price and the selling conditions are acceptable to both parties, the buyer places an **order** with the seller, who in turn sends the buyer a **confirmation of his order**. In the confirmation he expresses agreement with the terms of the order and binds himself to fulfil them.

When nothing goes wrong, the seller gets the goods ready for dispatch when the time of **delivery** approaches, he arranges for the **insurance** and transportation of the goods if this has been agreed

upon, and he **dispatches** the goods to the **place of destination**. He then sends the necessary documents to his bank, which presents them to the buyer's bank for **payment**.

Sometimes the buyer is not satisfied with the execution of the order, and he makes a **complaint**. In such a case it is in the interest of both parties to examine the matter and settle it to their mutual satisfaction as quickly as possible.

*IV. Rewrite the following phrases as sentences for a business letter. Some words have been given to help you:*

1. It's about that ad we saw in Marketing Monthly. (*writing, reference to, recent edition*)
2. Can you send us something about what your company sells? (*grateful, information, range*)
3. Thanks for your letter of March 12 asking about what we sell. (*dated, enquiring, products*)
4. I have some bad news. I'm afraid your order is going to be late. (*regret, inform, delayed*)
5. See you in Frankfurt next month! (*look forward*)

*V. Rewrite the sentences below in a clear, simple, positive style appropriate for a business letter:*

1. Thanks for your letter – sorry I didn't get in touch until now. Well, about your problem with the machine – it's not our fault. You obviously didn't follow the instructions – that's why it's broken.
2. You want to claim for it under your guarantee? Don't remember – you didn't renew your maintenance contract last year. Anyway, someone from our Service Dept. will contact you some time to talk about when our engineers are coming.
3. I'll be here if you want a chat.

*VI. In each of the following sentences, choose the correct word to fill the gap:*

1. I would be ..... if you could send me details of your PS/2 engines. (*thankful / please / grateful*)
2. You were ..... to us by our associates. (*suggested / recommended / informed*)
3. We were given your .....by the Chamber of Commerce. (*identity / company / name*)
4. Thank you for your letter .....19 June. (*on / of / from*)
5. Please ..... enclosed our current catalogue and price list. (*find / look / receive*)
6. We would appreciate .....you could send us further information on your range of non-impact printers. (*it that / this / when / it if*)
7. I would be grateful if you could arrange for your Technical Director .....on me. (*will call / is calling / to call / calls*)
8. We look forward .....from you. (*hear / to hear / hearing / to hearing*)
9. We would be grateful ..... an early reply. (*to / of / for / with*)
1. Should you require anything further at this time, please do not .....to contact me. (*avoid / hesitate / delay / prevent*)

## USEFUL PHRASES FOR FORMAL AND BUSINESS LETTERS

## Expressing feelings in formal letters

Dissatisfaction/dislike	Regret/apology	Needs/wants/desires
I am unhappy about / do not like...	I am sorry that I	What I am looking for is...
I am not comfortable about/with...	I regret that I...	What would suit me best is...
... is not what I expected /was expecting	Please accept my apologies for ...ing	I am very keen to...
... does not suit me / my needs	Please forgive me for...	I would very much like to...
... is too + adjective	Unfortunately / Regrettably I...	I would be grateful if you could...
Gratitude	Annoyance	Pleasure/satisfaction
Thank you very much for...	Although I stated that...	I was delighted about/by...
I very much appreciated...	Despite my request for...	I thoroughly enjoyed...
I am grateful to you for...	Even though I telephoned you about...	... was very impressive/enjoyable

VII. Business letter 1 - enquiry

Read the following letter. Fill in each gap with the correct word from the offer:

**attention - based - faithfully - forward - graphics - Madam - Project - protecting - sell - send - together**

**PHYSIOLOGICA**

17 Princess Street

London

Telephone 071 982 7111

Fax 071 982 7712

Our ref: AN/JS

1 July 2000

DISPRO SA  
251, rue des Ramonieres  
F – 86256 Poitiers Cedex  
France

For the ..... of the Sales Manager

Dear Sir or .....

We are a software company ..... in London and are currently developing a Windows – based scientific ..... package for use in universities and research laboratories. We are interested in ..... the programs we ..... from unauthorized copying and duplication.

Could you please ..... us more information about your RSP-11 software protection system ..... with your current brochure and price list?

We look ..... to hearing from you.

Yours .....

Anne Newson  
.....Director

VIII. Business letter 2 – reply to enquiry

Complete the following letter by filling in the correct prepositions. Some of them will be used more times.

**for - from - in - of - on - to - with**

**DISPRO SA**

Tel. 331 9968 031  
251, rue des Ramonieres  
F – 86256 Poitiers Cedex  
France

5 July 2000

Ms Anne Newson  
Project Director  
Physiologica  
17 Prince Street  
London EC1 7DO  
UK

Dear Ms Newson

Thank you ..... your letter ..... 1 July ..... which you expressed an interest ..... the RSP 11 software protection system. Please find enclosed our latest brochure and price list.

From the information ..... your letter, I can confirm that the range of products we supply would be ideal ..... your needs. .... particular, I would like to draw your attention ..... the RSP 11W ..... page 3 which is designed for software protection in both Windows and O/S environments.

As you will see, our protection systems are tailored ..... individual programs. Please let me know whether you would like to arrange a meeting ..... our Technical Director, Mr Michael Gerard, to prepare a more detailed report ..... your program and particular requirements. He will be in London during the week beginning 15 July.

I look forward to hearing ..... you.

Yours sincerely

P. Varenne  
Sales Manager

## CAREER - CURRICULUM VITAE (CV) / RESUME\*

A good curriculum vitae [kə'ɾɪkjʊləm 'v i:tai] or resume ['rezjʊmeɪ] **should**

- ✓ always be targeted
- ✓ include only relevant facts
- ✓ provide all the necessary facts
- ✓ be true
- ✓ have a proper layout (usually within 1 page only)

A good CV will contain:

### Personal Details/Personal Data

- First name + surname
- (Date of birth, Place of birth, Nationality, Marital status)
- Address -present and permanent
- Telephone number
- E-mail address

### Education

- time + name and location of school + type of course + branch of study, specialization (+ final examination)

*N. B. Usually a reverse chronological order is used.*

*Primary (basic) education is not included.*

*Specialized courses may be included.*

### Work Experience/Professional Experience

- time + name and location of institution + kind of job + position + duties performed

### Additional Skills/Relevant Skills/Special Skills

- knowledge of languages (level, examinations)
- computer skills
- driving licence
- other (certificates, diplomas)
- abilities

### Interests

- professional (related to the job or profession or position)
- other

### References/Referees

- name of referee + institution + position + contact

*N. B. Often only a phrase "available upon request".*

\* curriculum vitae = British English; resume = American English

**Useful vocabulary**

obor	branch
specializace	specialization ( <i>NOT specialty</i> )
praxe	hands on training ( <i>NOT practice</i> )
(při studiu; např. ve firmě; v „reálném“ prostředí)	
brigáda	summer job, holiday job / part-time job ( <i>NOT brigade</i> )
exkurze	field trip (= 1 day), extended stay at... (longer than 1 day) ( <i>NOT excursion</i> )

**EXERCISES – CV, APPLYING FOR A JOB**

*I. This is an example of a CV written by a job applicant. Fill in the headings and organize it in a correct order.*

2003 – 2004	London Chamber of Commerce and Industry Diploma in Public Relations
2000 – 2003	London School of Economics and Political Sciences B.A. in Media and Communications
1993 – 2000	Fettes College, Edinburgh A-levels in English (A), German (A), History (B), and Geography (A)

environmental issues, reading, orienteering, cross-country skiing, swimming

available upon request

fluent in German  
working knowledge of Italian  
driver's licence (car and motorcycle)  
ski instructor (grade 3)  
orienteering national champion

Name: Sheila Britton  
Date of birth: 2nd August, 1981  
Place of birth: Edinburgh  
Address: 2 Endon Drive  
Chorlton, Manchester M21 7TE  
Telephone: 01612477403  
E-mail address: [britton@aeol.com](mailto:britton@aeol.com)

Responsible for writing articles on the Trust's activities and for distributing them to the press.  
Editing the Scottish Wildlife Magazine and educational publications and preparing the 2007 SWT calendar.  
Maintaining relations with international environmental agencies.

2004 to present Scottish Wildlife Trust (SWT)  
Department of Public Relations

summer 2001, 2002 Training period as assistant editor with the Guardian



*II. Look at the curriculum vitae below. What can be improved there?*

## Alan Turing

**Home Address:**

33 Union Street,  
Bletchley Park,  
B6 3AE.

**Term Address:**

6 Farthings Court, Parkwood  
Canterbury  
CT2 8NP

**Tel.** (0161) 351 4039

**Nationality:** British

**Email:** at5555@kent.ac.uk

### EDUCATION AND QUALIFICATIONS

**University of Kent BSc (Hons.) Computer Science 2010 - 2013**

**Subjects include:**

Software Engineering, Compiling Techniques, Cryptography, Digital Systems, Operating Systems and Robotics.

I obtained 62% in my 2nd year exams equivalent to a 2:1

My project involved the development of a Linux-based code breaking system and required independent research skills

**Sherborne College 2008 - 2011**

'A' Levels: Mathematics A, Physics C, Chemistry D.

**St. John's Boys School, Hastings. 2003 - 2008**

8 GCSEs including Mathematics, English and German.

### WORK EXPERIENCE

**Tourist Information Office, Canterbury Summer 2011**

Assisting customers from all over the world with a wide variety of enquiries, working in the Bureau de Change, booking theatre and concert tickets.

**Hastings City Council Summer 2009**

Temporary Accounts Clerk in City Treasurer's office. Responding to customer enquiries, using computerised accounts systems.

**Simple Simon's Public House, Canterbury. Sept. 2011 - present**

Part-time barwork throughout the year serving customers and cashing up.

### ACTIVITIES AND INTERESTS

- Secretary of the Cryptography Society, involved booking speakers.
- Helped to organise a charity fun run for Rag Week
- Have fundraised for the World Land Trust who buy and save endangered rainforests.
- With a passion for finding eye-catching images, photography has become an interest of mine. With self-motivation, I have taught myself how to use Photoshop, and I have created my own website
- Other interests include current affairs and reading sci-fi novels.

## ADDITIONAL INFORMATION

- **Computing Skills:** Knowledge of Linux and Windows 7. Programming skills in Java, Haskell and Modula 3. Good knowledge of SQL and XML.
- Good level of spoken German.
- Full, clean driving licence.

**REFEREES :** I am happy to supply these on request.

Source: <http://www.kent.ac.uk/careers/cv/cv1.htm>

---

III. Insert the following words in the gaps in the text below:

***applicant - application - application form - apply for - candidate - CV - employment agencies - interview - job description - job vacancies - references - short-listed***

Many people looking for work read the ..... advertised in newspapers by companies and .....  
 To reply to an advertisement is to ..... a job. (You become a .....or an .....). You write  
 an ....., or fill in the company's ....., and send it, along with your ..... and a covering  
 letter. You often have to give the names of two people who are prepared to write ..... for you. If  
 your qualifications and abilities match the ....., you might be ....., i.e., selected to attend an  
 .....