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Кафедра иностранных языков №1

Обучение деловому письму на английском языке

Пособие для магистрантов, аспирантов,
научных работников

Written Business Communication

for post-diploma students

Минск БГУИР 2009

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О-26

Авторы:

Т. Г. Шелягова, С. И. Лягушевич, И. И. Илюкевич,
Ю. М. Амелина, И. Г. Маликова,
Н. П. Сержан, Н.Ф.Смольская

Рецензент

канд. филол. наук, доц. В. Н. Билан

О-26 **Обучение** деловому письму на английском языке: пособие для магистрантов, аспирантов, научных работников / Т. Г. Шелягова [и др.]. Минск: БГУИР, 2009. – 80 с.

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Настоящее пособие охватывает основные виды письменной бизнес-коммуникации на английском языке: деловую переписку, устройство на работу, подготовку резюме. Содержит широкий диапазон практических и справочных материалов в виде выражений, ситуативно обусловленных фраз и рекомендаций, важных при трудоустройстве. Состоит из пяти разделов, каждый из которых может служить самостоятельной единицей для изучения.

Предназначено для магистрантов, аспирантов и научных работников, а также широкого круга лиц, желающих повысить культуру письма делового английского языка.

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Unit I

Letter Layout

Изучение делового английского языка, используемого при деловой переписке, лучше всего начинать с чтения и написания самых простых коммерческих писем, с усвоения особенностей английской корреспонденции.

Деловая переписка на английском языке осуществляется в соответствии с определенными правилами, закрепленными традициями. Основными требованиями к стилю делового письма на английском языке являются ясность, сжатость, вежливость, а также стандартизованность, официальность и точность. Деловое письмо на английском языке обычно содержит следующие обязательные части:

- | | |
|---|---|
| 1. The Letterhead | Заголовок (включающий место написания письма) |
| 2. The Reference Line | Указание на ссылку |
| 3. The Date | Дата отправления письма |
| 4. The Inside Address | Внутренний адрес |
| 5. The Greeting/Salutation | Обращение/приветствие |
| 6. The Body of the Letter | Содержание письма |
| 7. The Ending/
The Complimentary Close | Заключительная формула вежливости |
| 8. The Signature Block | Блок подписи |

При необходимости и возможности в письме указываются четыре дополнительных элемента:

- | | |
|--------------------------------|-------------------------------------|
| 1. The Attention Line (if any) | Указание на отправителя |
| 2. The Subject Line (if any) | Указание на общее содержание письма |
| 3. The Enclosure (if any) | Приложение |
| 4. CC Notation (if any) | Указание на рассылку копий |

Интерес представляют и особенности расположения «обрамляющих» и «основных» элементов на бланке письма. Все элементы письма начинаются с линии левого поля. При этом каждый элемент размещается компактно, в виде отдельного блока (Block Letter Style). Такое «блоковое» композиционное решение структуры письма получило широкое распространение в деловой практике последних лет. Кроме того, в оформлении письма обращает на себя внимание отсутствие пунктуации, в основном запятых, что также стало часто практиковаться в деловой переписке. Помимо «блоковой» композиции существуют и другие варианты расположения элементов структуры письма, например, композиционное решение *с отступом* (Indented Letter Style).

Block Style

17 (,) Scarlet St.,
Greyling,
Cheshire,
England.

Indented Style

17 (,) Scarlet St.,
Greyling,
Cheshire,
England.

Study Section

Read this business letter and pay attention to its main parts.¹

AGRICO	DENMARK
Telex: 4254 AGR	Telephone: 05270 - 3985
Telefax: (056)043 – 075	1
Your Ref.	2
Our Ref.: DA/st	3
15 February 20...	
Farmers Fruit Products	4
45 Leadenhall Street	
London E.C. 3	
England	
Attention: Mr. N. Harper	5
Dear Mr. N. Harper	6
Re: Offer No 387/5117	7
Thank you for your letter of 9 March 20 ...	8
I have pleasure in sending you our brochure with details of our new models.	
I look forward to hearing from you soon.	
Yours sincerely	9
<i>D.Ashen</i>	
D. H. Ashen	10
Manager	
Encl.	11
CC J. C. Hammond	12

1. The Letterhead

The printed Letterhead is usually centered at the top of the page.

It includes the name
address
telephone number
telefax
telex

of the sender

It may also contain

the company's trademark,
its telegraphic address,
its branches and
the description of the business.

¹ Письма обычно пишутся только на лицевой стороне бланка. Если письмо не помещается на лицевой стороне бланка, то его пишут на двух или нескольких листах, используя одну сторону каждого листа. В качестве дополнительных листов можно использовать как бланки с названием организации, где в правом верхнем углу должны быть напечатаны слова Continuation Sheet No ..., так и дополнительные листы без такой надписи. В этих случаях на дополнительных листах ставят номера страниц. В нижнем правом углу каждой страницы текста, за исключением последней, пишется слово Continued или сокращенно Contd.

Look at the examples of the names of companies:

A. Smith & Co.¹, Limited²

A. Robinson & Sons

Bennet Bros.³

The American Mining Corporation

James Smith and Company, Incorporated⁴

Vneshnetorgovoye OBJEDINENIJE “Machino-export”⁵

The Letterhead does not only provide identification of the writer’s company, its design helps to project the company’s image. It is for these reasons that many firms engage professional artists to design attractive Letterheads.

2. The Reference Line

It is usually below the Letterhead, very often in the top-hand part of the sheet. The addressee’s reference – if it is known – is typed first. It may be the number of the letter or some abbreviation. The sender asks the addressee to refer to that number or abbreviation in the answer.

The Reference Line contains the initials of the sender and the addressee.

Have a look at the sample letter on page 6 and find the Reference Line. Notice that the letters DA stand for D.Ashen. Mr. D.Ashen has signed the letter and his initials in capital letters come first in the Reference Line. They are followed by the initials – not necessarily in capital letters – of his secretary or typist.

Now let’s decipher the Reference Line:

Your Ref: DA / st

Your Reference

David Ashen

Susan Thompson

3. The Date

The Date, like the Reference Line, is placed below the Letterhead. It is often very important to know when the letter was written – important both to the reader and the writer.

There are four commonly used dateline styles, for example:

¹ Знак & - так называемый ampersand – часто употребляется в названиях фирм вместо and - & Co. – и читается: and Company.

² Слово Limited (сокращенно Ltd.) представляет собой сокращение выражения limited liability company “компания с ограниченной ответственностью”, означающее, что ответственность членов компании ограничивается номинальной стоимостью приобретенных ими акций.

³ Bros. является сокращением от слова Brothers “братья”. Bennet Bros. – “братья Беннет”.

⁴ Corporation означает “соединение лиц”, “корпорация”. В названиях американских фирм, банков и т.д. это слово чаще употребляется вместо stock corporation “акционерная корпорация”. Incorporated (Inc.) означает “зарегистрированный как корпорация”.

⁵ Названия белорусских внешнеторговых объединений не переводятся на английский язык. При их передаче на английском языке используется прием транслитерации, т.е. русские слова пишутся буквами латинского шрифта.

BE:

2 March, 2007

2nd March, 2007

AE:

March 2, 2007

March 2nd, 2007

The following style may be confusing: *2/03/2007. It is either the second of March or the third of February. Try to avoid confusion.

At present people do not usually write *-th, -rd, -st, -nd* after the day. Sometimes the months (they are written with capital letters) are abbreviated, but not all of them:

January	–	Jan.	July		
February	–	Feb.	August	–	Aug.
March			September	–	Sept.
April	–	Apr.	October	–	Oct.
May			November	–	Nov.
June			December	–	Dec.

4. The Inside Address

Have a look at the recipient's address on the envelope. The Inside Address is the repeated recipient's address. It contains the name and address of the firm or individual to whom you are writing. Notice that the English address should be written in the reverse way, i.e. first – the recipient and the name of the company you are writing to, then – the house number, the street, the town/city, the state/county, the country. Mind the order in which the address is usually written.

To a firm in Great Britain:

Messrs¹ Peterson and Sons
106 Knightsbridge
London SWL 96C
England

To a firm in United States of America:

Worldwide Dealers Inc.²
16 Sixth Avenue
New York, N.Y. 11015
USA

To an anonymous official in the firm:

Managing Director
Office Equipment Inc.
344 Rue Road
Chicago, IL³
USA

¹ Messrs [mesɔs] – abbreviated from 'Messieurs' (Fr.); it is used if the name of the firm includes surnames of people

² Inc. – abbreviated from 'Incorporated'. (Also Co. and Ltd. are the usual abbreviations for Company and Limited.)

³ IL – Illinois (a state in the USA).

To an individual in a firm:

Mr. John K. Style
Export Division
Wellhead Builders Ltd.
5 Fen Road¹
London EC3 7AP
England

Use one of these when addressing a woman:

To a married woman:

Mrs. Rosemary Jones
Mrs. C. Green

To an unmarried woman:

Miss Mary White
Miss R. Crage

To a woman whose marital status you do not know or you do not want to stress it:

Ms. P. Stevens

5. The Attention Line

You will not see the Attention Line in every business letter. When writing to a company or a department within a company you might need to attract the attention of a specific person. The following are various styles of attention lines:

Attention: Mr. Edward Brown
Attention of the Traffic Manager
For the attention of ...

6. The Salutation

There are several accepted forms of *Salutations*:

Dear Sirs,	(British)	when you are addressing a company
or		or
Gentlemen:	(American)	an organization

Dear Sir, Dear Mr. Stone,	when addressing a man
------------------------------	-----------------------

¹ Road, Street, Avenue - these words start with capital letters in addresses.

10. The Signature Block

It consists of	a) the writer's handwritten signature; b) the writer's identification; c) the typed name of the company.
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The typed name of the company is usually considered an optional part of the Signature Block as it is already given in the Letterhead. When identifying the writer you must give his/her name and his/her title or position in the company. Sometimes it is necessary to write the development.

11. The Enclosure

When you enclose something with the letter in the same envelope, do not forget to indicate this fact in the Enclosure Notation, for example:

Enclosures: 1. Contract Encl. (2)
 2. Cheque Encl.: Invoice (счет)

Practice

1. Name each element in the letter frame given below. Say what you know about them.

1

2

3

4

5

6

7

8

9

10

11

2. Read the following letter. Name its main elements. Which parts of the letter are missing?

RICHMOND PETROLEUM Inc.

12 June, 2007

Membrane Systems Ltd.

20, Wellesley Road

Cleveland Ohio 4456

USA

Dear Sirs,

Thank you for your letter of 9 June, 2007 asking for an up-to-date list of addresses of our branches. We have pleasure in enclosing this brochure, showing the location of all our branches and agencies at home and abroad.

Yours faithfully

Encl.

3. Are these addresses correct? What changes should be made?

Atlantic Hotel
London W1
10, Fen Road

10, Garston Road
Worldwide Dealers Ltd.
Mr. R. Stevenson
Australia
Melbourne

Mathews & Wilson
Ladies' Clothing
General Manager
75, High Street
Glasgow
Scotland

Chicago, Illinois,
USA
300, Lincoln Place
The Modern Machine Tool
Corporation

4. Think of your own address and write it down.

5. Read these two letter messages. What subject headings would you suggest?

Letter 1

Dear Sirs

Re: _____

Thank you for your inquiry of 21 March, 2003. We are pleased to send you our samples as you requested. We can offer you this kind of label paper on our usual terms. We would appreciate your order and promise you prompt service at all times.

Yours faithfully

Letter 2

Dear Mr. T. Wilson

Re: _____

We wish to inform you that Mr. P. Peterson will visit you on the morning of 15 May in your office. This visit will allow us to discuss matters of mutual interest and explore the possibilities of further developing our business relations. We would appreciate a prompt confirmation of this appointment.

Yours sincerely

6. a) What will you start your letter with, i.e. what Salutation will be appropriate in each case, if you are writing a letter to

- a British firm you do not know very well;
- Mr. J. Blake, your old trade partner;
- the company's President who is a woman;
- the head of the Export Department of Sport Shoes Manufacturers whose name is Barbara Doe;
- International Office Equipment Inc., an American corporation.

b) How will you finish your letter, i.e. what Complimentary Close will you choose?

7. All the parts are mixed up in this letter. Put them in order. Rewrite the letter in block style with open punctuation.

Yours sincerely
 Attention: Mr. N. Conshiwan
 Please send us your catalogue with sizes and colours of female and male national clothes of Thailand.
 Re: Enquiry for National Dresses
 We are opening a shop of national Asian dresses and fabrics in one of our hotels.
 International Trading Company Bangkok
 3 August, 2005 Thailand
 Dear Mr. N. Conshiwan
 P. Morgan
 Manager
 Intercontinental Hotel Group
 Telephone: 487-6591
 Telex: 79436 inho
 Telefax: (039) 3673

Your Ref:
 Our Ref: PM/ma

12. Abbreviations

There are many abbreviations that you may come across in business letters. Here are some of them:

L/c	=	letter of credit;
d.d.p	=	delivered duty paid (доставленные с оплатой пошлины);
B.A.	=	Bachelor of Arts;
B.L.	=	Bachelor of Law;
B.Sc.	=	Bachelor of Science;
Bros	=	Brothers;
Co.	=	Company;
D.C.L.	=	Doctor of Civil Law;
D.M.	=	Doctor of Medicine;
D.Phil.	=	Doctor of Philosophy (Ph.D.);
Ed.	=	Editor;
G.P.	=	General Practitioner;
H.O.	=	Home Office;
Hon.	=	Honorary, Honourable;
H.Q.	=	Headquarters;
M.A.	=	Master of Arts;

CA	=	Canada;
FR	=	France;
IT	=	Italy;
JP	=	Japan;
G	=	Germany;
USD	=	US Dollar;
GBP	=	Pound Sterling;
FRF	=	French Franc;
CAD	=	Canadian Dollar;
ITL	=	Italian Lira;
JPY	=	Yen;
DM	=	Deutsche Mark;
SFR	=	Swiss Franc;
SK	=	Krona Sweden;
Ltd.	=	limited liability company;
PLC (plc)	=	public limited liability company;

M.Sc.	=	Master of Science;
GB	=	The United Kingdom of Great Britain and Northern Ireland;

Inc., Corp.	=	corporation having limited liability.
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Unit II

Informative Letters

All letters are informative in a way. But when you start writing a letter that informs it means that you want to inform – not ask or answer, not apologize or remind, but inform. These letters are written when you:

- send something (a sample, a document, etc.) which must be accompanied by a short letter of transmittal or covering letter (письмо-сопровождение, в котором пишущий сообщает своему корреспонденту о том, какие документы, материалы, образцы и т.д. он ему направляет);

- acknowledge the receipt of this sample or document – in an acknowledgement (письмо-подтверждение, в котором сообщается о получении посланных документов, материалов, образцов и т.д.);

- announce something – in an announcement or notification (письмо-извещение/объявление, информирующее получателя о каком-либо факте или событии, например, готовности товара к отгрузке или визита г-на X в Лондон, или изменении адреса или названия компании);

- introduce something or someone – in a letter of introduction (письмо-представление, которое пишут для сообщения разных сведений о компании, причем информативные сведения переплетаются с элементами рекламы).

2 A. Covering letters

Study Section

A cheque, a contract or any other business paper sent by mail should always be accompanied by a letter. The letter says what is being sent so that the recipient knows exactly what you intended to send. When you plan a covering letter, remember:

1) to state what is being sent; mention the quantity enclosed or make a brief listing;
 2) to specify any action necessary on the part of the recipient;
 3) to end with a courteous note offering additional assistance. The following phrases may be helpful when:

1. Stating what is being sent:

- We are pleased to enclose ...
- We have pleasure in enclosing/sending ...
- We enclose .../ We are sending ...
- Enclosed you will find ...
- Please find enclosed/attached ...
- We send/are sending you herewith ...
- Enclosed are the original and one copy of the contract ...

2. Specifying actions of the recipient:

- Please sign both copies, return the original to me, and retain the carbon.
 - Please mail the statements to these individuals/your branches in ...
3. Ending with a courteous note:
- If you require any additional information, please let me know.
 - Any questions should be addressed to me (to this department).
 - Should you have any questions or require any additional information, please do not hesitate to contact me ...
 - For further details, please contact me at ... (address/phone number).
 - If you have any questions or comments, please let me know.
 - If you need any further details/have any questions, please call me.

Practice

1. Look at the sample letter, read and translate it:

TOYDANO MOTOR SALES CO., LTD.
 Fax: 665-7896
 Telex: 3567 TOD
 Telephone: 5374-396

Your Ref:
 Our Ref: TY/ng
 16 April 2007

V/O Machinoimport
 32/34 Smolenskaya pl.
 Moscow 119325
 Russian Federation
 Att: Mr. S. Smirnov

Dear Mr. Smirnov,
 We are sending you herewith our brochure about the latest models of motors we manufacture.
 Should you require any additional information, please do not hesitate to contact me.
 Yours sincerely
 Tasaburo Yomo
 Manager

Technical Service Section,
 Industrial Vehicle Dept.

2. In the following letter some words are missing. Fill in the blanks with the necessary words or phrases:

Lancer Sales Limited

Telephone: 143-3448
 Fax: (015) 38518

Your Ref:

Our ... : SE / mj
10 June, 2007

Mr. S. Samuels
Wadley Stationery Company
14 Garden Street
Liverpool
W.C. 3 England

... Mr. ...

Please find ... three (3) copies of the addresses of our branches.

Any questions should be ... to this department.

...

Sydney Erwin
Manager
Export Department

3. Complete the following letters with the correct prepositions:

a) Dear Mr. Smith,

(1) _____ reply (2) _____ your letter (3) _____ August 25 we have the pleasure (4) _____ informing you that we have considered your request and found it valid and convincing. Attached (5) _____ this letter you will find all the data. (6) _____ the subject you are interested (7) _____

b) Dear Sir/Madam,

We are a large engineering company exporting machine parts worldwide, and we have set up contracts (1) _____ Middle Eastern Customers (2) _____ the next two years.

As these parts are similar (3) _____ nature and are going (4) _____ the same destination over this period, we thought it might be less expensive if we insured them, (5) _____ an all risk basis, (6) _____ a time policy.

We would appreciate it if you could give us any information (7) _____ this type (8) _____ cover and how it operates.

Yours faithfully,

Jack Turner

4. Write a covering letter to NTG Industries stating the draft contract as enclosure. NTG is an English firm located in Edinburgh, Mortemer Street, 191. In your letter, ask the firm to consider the draft and to make the necessary alterations.

5. You are sending samples of fabrics dyes to the Alex Textile Company in Greece. The company's address is 162 Omonia Square, Athens. Write a covering letter.

2 B. Acknowledgements

Study Section

You have just received an important document and a covering letter from your

partner. Naturally you must answer it and write a letter of acknowledgement. The main idea of a good letter of acknowledgement is just saying “thank you” to your partner.

Why do we write acknowledgements?

1. To show courtesy: the recipient need not worry – you have received what he sent.
2. To avoid misunderstanding: you know what you have sent and the quantity.
3. To provide a record: just look it up in your file and you will immediately know whether you have sent it or not. What do we acknowledge? – The receipt of
 - a) documents (contracts, orders, invoices, etc.);
 - b) samples, goods;
 - c) money.

You may use this plan for writing it:

1. State what you have received and the amount if necessary.
2. Express thanks for sending you money, samples, etc.
3. Mention any special instructions or actions required on the part of the recipient if necessary.
4. Offer further service or think of any other courteous note. You may use the following helpful phrases when:

1) *you acknowledge receipt:*

- We acknowledge (the) receipt of your letter/your order № 24/256 of 17 May, 2003.

- We duly received your Invoice № 135 ...

- We have received your letter of ... enclosing ...

- We are pleased to acknowledge your order of 30 March which is receiving attention;

2) *you express thanks:*

- (We) thank you for your letter dated 1 May ...

- We are obliged for your letter of 5 December ...

- (We have received your samples) for which we thank you;

3) *you “round off” the letter or write the conclusion of the letter in a form of a polite wish or courteous notes:*

- I hope this will be the beginning of a mutually profitable cooperation.

- We appreciate your promptness in making your payments /carrying out our order and we are always pleased to serve you.

- We sincerely hope that this will be a successful transaction for you and will lead to further orders.

- We appreciate your placing this order with us ...

- If we may be of service to you, please call us.

- Please do not hesitate to write if you require further information.

Practice

Exercise 1. Read the following letter:

DHARAMTALA and Co. Ltd.
Delhi Bombay Madras
Telex: 39675 dharm Fax: (095) 657-3956
Phone: 123-4567

Your Ref:
Your Ref: BD/mw
10 May 2007

Sean O'Connell Bros. Ltd.
132 Park Avenue
Dublin 2
Attention: Mr. B. Show

Dear Sir,
We thank you for your letter of 4 May, inquiring about our range of carpets.
We have sent you under separate cover a comprehensive selection of our latest patterns.
We enclose herewith our catalogue and price list.
Should you have any questions, please do not hesitate to contact me.
Yours faithfully
B. Damicrishna
Mr. B.Damicrishna
Production Manager

Exercise 2. Rewrite the previous letter using other synonymous phrases.

Exercise 3. Guided Letter Writing Parties

Mr. T. Soames
Engine Exporters Ltd

Mr. K. Smirnov
Interface J.V.

Addresses

51 Market Road
Hull
Yorks
England

Brovka Street
Minsk 220013
Belarus

3.1. Mr. T. Soames is sending Mr. K. Smirnov some brochures and catalogues about their new types of office equipment. Help Mr. T. Soames to write a covering letter to Mr. K. Smirnov:

- a) first state what you are enclosing with the letter;
- b) write a courteous note of goodwill.

3.2. Mr. K. Smirnov receives Mr. T. Soames' covering letter and his advertising materials. Write a letter of acknowledgement for Mr. K. Smirnov:

- a) say that you have received the promotion literature Mr. T. Soames has sent you. Do not forget to thank Mr. T. Soames for that;
- b) write that as soon as you have examined the materials you will get in touch with Mr. T. Soames again to arrange a visit to their company and see the equipment in operation.

Exercise 4. This is an extract from a conversation between two businessmen: Mr. T. Trade and Mr. J. Blake:

Mr. J. Blake: And we have received that order from the Russian School of Business from Moscow. It also came with yesterday's mail.

Mr. T. Trade: Fine. I've been expecting it. Send them an acknowledgement and let's see what we can do for them.

Exercise 5. Now it is Mr. J. Blake's task to write an acknowledgement to the Russian School of Business. Help him do it. The firm's address is 30 Korablyov Street, Moscow, 107140, Russia.

2 C. Notifications, Announcements and Introductions Study Section

When sending a notification or announcement the sender's intention is to inform the recipient about something. They notify their partners:

- that the goods are ready for shipment;
- that they have carried out the order;
- that their representative is arriving on 20 May to take part in the tests, etc. A letter of announcement will be written when the sender announces the change of the company's name/ the firm' address /the appointment of the branch manager, etc. If you want to introduce your firm you should write the letter of introduction. They do not characterise, they advertise your company. The purpose of this kind of the letter is to persuade the addressee that you are the best in business.

Read the following examples of Notifications and Announcements.

Sample 1. Notification of readiness

Dear Sirs,
We wish to inform you that the goods you ordered under contract No. 347/bm are ready for shipment.
Enclosed you will find our pro forma invoice.
We would be very pleased to be of service to you again.
Yours faithfully

Sample 2. Notifying of Mr. W. Wallace's visit to London

Dear Sirs,
We wish to inform you that Mr. W. Wallace will visit you on the morning of 15 November in your office.

Mr. W. Wallace is fully authorized to act in the firm's name. We would appreciate a prompt confirmation of this appointment. If unsuitable, please suggest an alternative date to us.

Yours faithfully

The above letters start with the phrase "We wish to inform you that..." It is quite natural because the purpose of these letters is to inform. There also may be other optional points:

- some additional information about the main subject of the letters;
- certain courteous phrases finishing the letter (Sample 1).

It would be appreciated to send a letter of acknowledgement in reply to the Notification (Sample 1). Sample 2 requires a letter of confirmation in response.

Sample 3. Announcing new appointments

We are writing to inform you that Mr. Karl Yorden has been appointed the head of Information Technology of our company.

Mr. K. Yorden intends to visit Berlin early next month and discuss business matters with you.

Yours faithfully

Sample 4. Announcement of the opening of a branch office

Dear Sirs,

We have pleasure in informing you that we have now opened a branch office in your city. The address of the branch office is Australia, Sydney, 10 Bond Street. Our branch office is headed by Mr. R. Collins. Please refer all your requests to him. We hope this new office will serve to promote our business relations.

Yours faithfully

Sample 5. Change of the company's address

Dear Sirs,

We would like to inform you that our company has changed its location. As from 1 September 2007 our address is

We should be obliged if you would inform the appropriate departments of these changes.

Yours faithfully

The next Sample 6 is a letter of introduction. Match the following tasks of the sender with the appropriate points of the sample letter:

- provide some general information about your company, name the field of business, describe the structure of the company and its location;
- give a description of the products you are manufacturing and try to persuade the reader that yours are the best in the field;
- specify the services you are especially good at;

d) mention the material you are enclosing with the letter.

Sample 6. A letter of introduction

Olympia Heavy Industries, Ltd.	Your Ref: Our Ref: TM/ng 20 July, 2007
Asia Bank 23 Soi Saladaeng Bangkok	
Dear Sirs, Olympia today is one of the largest internationally famous industrial and financial groups in the USA. Olympia Heavy Industries, Ltd. is America's leading manufacturer of ships and material handling equipment, construction machinery, iron and steel making equipment, presses, chemical plants, speed variators and reducers, prime movers and steel structures and bridges as well as many other kinds of machinery and equipment for various industries. Olympia Heavy Industries, Ltd. at present has modern manufacturing faculties in seven states of the USA, each specialised in the manufacture of different products. In order to give you an idea of the capacity of our organisation, we are enclosing our comprehensive illustrated brochure.	
Yours faithfully T. Merchant President Enclosure	

Practice

Exercise 1. Read the letter and answer the questions given below.

VALMET	Valmet - KMW AB, P.O. Box 1C 14, S – 651 Karlstadt, Sweden
KMW	Telephone: 54 17 10 00 Telex: 66181 vkkk. S, Telefax:54181577 Your Ref: Our Ref: NV/sk 3 October, 2007
Collins Paper Supplies 7 Bond Street London England	

Dear Sirs,

Finnish Valmet and Swedish KMW-Two of the world's leading paper machine manufacturers have joined hands to form Valmet-KMW AB. A superb partnership in the area of tissue, board and pulp drying machines as well as the multilayer technique.

Comprehensive research facilities and product know-how, a wide range of experience and efficient facilities are some of the advantages which will directly benefit the customer. We aim to be equally effective with new deliveries and with optimisation of existing equipment.

Please find enclosed our new catalogues and do not hesitate to contact us at the above address.

Yours faithfully

Nils. Vicstrom

President

Enclosure

Questions:

1. What have you learnt about Valmet KMW AB from the above letter?
2. What type of proprietorship have they formed?
3. What is the main idea of the letter?
4. What products are advertised in the letter?
5. What will the plan of the letter look like? Write it out and discuss it in class?

Exercise 2. Translate from Russian to English.

1. Мы получили Ваше письмо, датированное 10 февраля.
2. Подтверждаем получение Вашего письма от 26 сентября, посланное электронной почтой.
3. Мы искренне ценим то, что Вы разместили Ваш заказ у нас.
4. Благодарим Вас за Ваше письмо от 15 мая, с которым Вы послали нам Ваш каталог электронного оборудования.
5. Мы хотели бы информировать Вас о том, что продукция, заказанная Вами по Контракту № 347/SL, готова к погрузке на борт корабля.
6. В приложении Вы найдете примерный счет (фактуру) (pro forma invoice).
7. Нам приятно сообщить Вам, что теперь мы открыли филиал нашей компании в Вашем городе по адресу: ...
8. Пожалуйста, отсылайте все Ваши запросы менеджеру филиала, господину Д. Стюарту.
9. Нам приятно сообщить Вам о слиянии нашей компании с финской группой «Кемира».

Exercise 3. Mr. N. Petrov started writing the following letters but he did not finish them. Try to finish these letters.

№1

Dear Sirs,

We wish to inform that the goods you ordered under Contract № 71/59 are ...

№2

Dear Sirs,

We wish to notify you of the visit of our representative Mr. D.K. Laptev who ...

№3

Dear Sirs,

We are pleased to announce that our present manager Mr. N. Dolgov has been appointed ...

№4

Dear Sirs,

We have pleasure in informing you of the merger of our company with Sony Co. ...

№5

Dear Sirs,

We are pleased to inform you that our company has set up a trade representation in your country. Its address is...

Exercise 4. This is the address of your partner in Italy:

117 Via Veneto

Neapol

Italy

Write a letter to your partner: a) to notify them that pítsa components are ready for shipment; b) to inform them that the trial test will take place on 20 May; c) to inform them that a representative of your company Mr. S. Petrov will go to Italy to take part in the tests on 30 June.

Exercise 5. You have just received the following telex from Yobi Co.:

ACKNOWLEDGE RECEIPT YOUR LETTER 18 JUNE INFORMING OF MR. D. YOMSUREN'S VISIT TO BELARUS. EXPECTING HIM AND INTEND TO DISCUSS DETAILS OF OUR ORDER FOR CARPETS AND WOOL ITEMS. BEST REGARDS
--

Remember the letter you sent Yobi Co on the 18 June. Write it out.

Exercise 6. You are Managing Director of the Philips Company. Write out a letter introducing your company, organization etc. Advertise your goods and/or your services. Persuade your partner that the goods manufactured by Philips meet the demands of the customers and the prices you sell them at are in line with the world prices.

Unit III

Telexes, Faxes, Telegrams, E-mails

Telegrams and cables can be sent from the Post Office or telephoned. But there can be short delays between sending the message and its arrival. Telex is as direct as using the telephone. The telex has all the advantages of sending a cable and it offers a direct line, with immediate reply. It is available twenty-four hours a day, and can send cables as well as telex messages; moreover, the message can be corrected immediately if there is an error. As with the telephone, there is a subscribers' directory listing telex users' numbers. There are more than 70,000 UK and 900,000 worldwide lines.

The word telex can be used as a verb, noun or adjective:

e.g. Please telex us as soon as you have the information.

I will send you a telex.

We have received a telexed reply.

Usually any telex consists of the following parts:

number

receiver's address

date

key number

message

sender's address

These are specimen telexes:

Advice of inability to supply order

In this telex, Satex of Rome are telling their customer, F.Lynch & Co., that they cannot supply the sweaters they asked for in their order - DR 5871 - and want to know if they can replace this with sweaters of catalogue number N 154. Notice the answerback and the collation.

341641 TR JMP CANNOT SUPPLY ITEM R 432 ON ORDER DR 5871 BUT N 154 AVAILABLE PLEASE CONFIRM ACCEPTANCE SATEX ROME R432DR5871N15 + ?
--

Acceptance of alternative supply

In their answer Lynch & Co. accept the alternative but want the terms confirmed.

285136 ML JRC
N 154 ACCEPTABLE ONLY ON SAME TERMS AS R 432 NAMELY
33 0/0 DISC CIF
F LYNCH BIRMINGHAM
N 154 R 432 0/0 CIF + ?

Instruction to stockbroker

Here is a telex from a client to his stockbroker asking him to buy shares on his behalf. Note the term at best, i.e. the best price the broker can obtain. Also, that a letter will follow.

881534 LM TB D
BUY REPEAT BUY 3000 THREE THOUSAND UNION SHIPPING
AT BEST CONFIRMATION FOLLOWS
DALE PRESTON
3000 UNION SHIPPING + +

Advice of bank credit

Here is a bank advising their customer that money has been paid into his account. Note that TT means telegraphic transfer of money.

901737 PN LTA
YOUR A/C CREDITED TT NINE HUNDRED AND EIGHTY
POUNDS STERLING
NATIONAL BANK OF JAPAN
980 POUNDS STERLING + +

Sometimes sender's and receiver's addresses are placed at the very beginning of the telex right after its number, for example:

to bank for foreign trade of Belarus Minsk
from city bank nyk
from: national wesminster bank
to: bank for foreign trade Minsk Belarus
this is the Philadelphia national bank Philadelphia
to bank for foreign trade of Belarus Minsk

If the key number isn't mentioned then its place is taken by one of the following words:

to test
untested
untested message

This is the way to indicate dates:

message date oct 21 91
date 4-23-96
date 4/23/98
date 4 23 99 time: 1530
sent jan 28

Sometimes the addressee is mentioned after the address at the very beginning of the telex, for example:

attn: 764/66
attn: dr v stove
attn non commercial operations dept

Reference to the previous correspondence is often given at the beginning of the telex, for example:

ref: 602/024
reffhto 1324
re your mailorder nbr 234/8
your 23 rd feb ref 34/9 our ref hj 38
letters of guarantee nos 34/6, 34/8

When the text covers several pages the following indications are given on the last page, for example: c)o)n(t)i)n(u)a)t(i)o)n), “Continued”, “Cont’d”. The very last page should have the following inscription: f(i)n)a(l). When you send copies of your telex to several addressees you indicate “c.c”. The entire text is written in small letters.

The language of telex doesn't differ from that of a business letter, for example:

we shall be most grateful if you will advise the name and page number in your book of authorized signatures of the officials who signed the letters of guarantee under the above reference in order that their signatures can be authenticated ...

we are presently preparing a proposal for handling your deposits of travellers cheques paid by you ...

Sometimes articles, prepositions and other auxiliary words are omitted, for example:

we have received copy your letter September 22 credit extended 30 may 1991
please airmail duplicate statement our account with you.

To stress the most important fact you can resort to repetitions, for example:
delayed till first repeat first November.

To correct mistakes in the text of telex you should use: XXXXXX or e e e.

For example: we are sed e e e sending the t/t

After figures you should spell their symbols and those of currencies and percents, for example:

fifty one pounds sterling

three percent

Full stops and commas are usually used in telexes but sometimes they use the word “stop” instead of full stops.

Telexes are concluded with laconic expression of gratitude:

Thanks

thank you

(best) regards

thanks and regards

thank you for your cooperation

Each telex message is finished with a + sign, if the end is not clear, and a ++ sign is used after the last message. The sign +? at the end of a message means either reply, confirm, or a further message will be sent, so that a new call does not have to be made.

Figures or unusual words are sometimes repeated at the end of the message. This is known as collation.

Abbreviations used in telexes:

ABS	- absent subscriber, office closed ...
acct, a/c	- account
amt	- amount
asap	- as soon as possible
attn, atten	- attention
aug	- August
b/c	- bill of collection
b/e	- bill of exchange
benef(y)	- beneficiary
BK	- I cut off
bkg corp	- banking corporation
bk to bk	- bank to bank information
b/l	- bill of lading
caf	- cost and freight
cfm	- please confirm/I confirm
cif	- cost, insurance and freight
coil	- collation please/I collate
dec	- December
dept	- department
der	out of order
dd, ddt	dated
df	you are in communication with the called subscriber
d/s	days sign
dt	date
earliest	as early as possible

eee	error
exp	export
feb	February
fin	I have finished my message(s)
f/o	in favour of
ga	you may transmit/may I transmit?
inf	subscriber temporary unobtainable, call the information service
jan	January
l/c	letter of credit
lowest	as low as possible
mms	minutes
mom	wait/waiting
msg	message
mut	mutilated
na	correspondence to this subscriber is not admitted
nc	no circuits
nch	subscriber's number has been changed
np	the called party is not, or no longer a subscriber
nr	indicate your call number/my call number is ...
nbr, no	number
nov	November
occ	subscriber is engaged
oct	October
OK	agreed/do you agree?
Ourtel	our telex
p/o	payment order
ppr	paper
r	received
rap	I shall call you back
relet	referring to letter
rept	receipt
retel	referring to telex
rpt	repeat
sep	September
tax	what is the charge?/the charge is...
test msg	please send a test message
t/c	1) travellers' cheque 2) time character
thru	you are in communication with a Telex position
tlx	telex
tpr	teleprinter

urtel	your telex
w	words
wru	who is there?
XXXX	error

Telex details

All the points about brevity and clarity in sending cabled messages are relevant to telexing. But there are a number of other points:

Fractions should be typed with a shilling': 1/2 for ½; 1/4 for ¼; 15/16 for 15/16; 211/3 for 211/3.

Figures, especially large sums, should be repeated in words: 60,000 SIXTY THOUSAND.

Symbols should be written in words: FIFTY ONE POUNDS STERLING for £51.00; AT for @; 0 0 or PER CENT FOR %.

Faxes

The word 'fax' can be used as a noun or a verb, e.g. a fax. To fax someone. It comes from the word facsimile, meaning the exact copy or reproduction. As its name suggests a fax machine will send a duplicate of the message, document, design, or photo that is fed into it.

There are various models of fax machine which connect to a telephone socket and which work on a system similar to the telephone system. The different models of fax machine offer a wide range of facilities, including automatic paper feeders, deferred transmission (taxes are sent during cheap- rate periods), automatic redialling if the receiver's machine is engaged, and pre-programmed keys for instant dialling.

A document can be relayed from one source to hundreds of other receivers, for example, if the head office of a chain store wants to circulate a memo or report to its branches.

Faxes and letters are very similar. But information about the receiver appears at the top of the fax message so there is often no greeting. Also people often say "Regards" or "Kind regards" at the end.

On the top of the title sheet one can see:

ZERO SHEET or LEAD

SHEET or LEADER

SHEET or HEADER

SHEET or HEADING

SHEET or COVER

SHEET

At the end of the message one can see:

THE END

A zero sheet has the indication of the number of sheets, for example:

Pages to follow: 7 + cover sheet or

or 7 including cover sheet

or 7 cover sheet excluded (included)
or Pages: Page 1 of 7 pages
or 1 to 7

At the end of zero sheet there can be a footnote, for example:

“If you don’t receive all pages of this message, please contact Mr. X

Phone:

Fax:“

or “In case of any troubles feel free to contact.. “

or “ For more information please contact...“

There are no full stops after titles. Commas are used only before “which” and never before “that”.

Ordinal numerals, fractions and round brackets are written in the following way: 1st 2nd, 3rd, 3.25; (This is what he said.) Variants 1-st, 2-nd, 3-rd and 3,25 and (This is what he said) are avoided.

Sample of good fax.

This fax is an example of an informal message from a sales representative, who needs something to be done urgently by his Head Office. Notice that the fax is kept brief and clear.

Perfect Office Suppliers Limited
Canal Street, Manchester M14 2KQ

Fax transmission

From: Mike Wilson

To: Sue Franks

Sue

I’ve been in Bournemouth now since yesterday, and our clients seem to be most enthusiastic about our new range of notepaper. Can you send some more samples and about twenty more catalogues? Please send them Datapost, then I’ll definitely get them tomorrow.

Also, just to let you know I’ll be in Norwich on Thursday 24th and Friday 25th, and back at the office on the Monday.

Thanks, and see you next week.

Read this fax. What is it about?

NIHON INFORMALINK KK

INFORMALINK BLDG, 5995 3801/4 telefax: (6) 5995 3919

TO: Darworth Enterprises Attention: Janet Jeffries

From: Masahiro Nakagawa Re: My inspection visit

Date: 10 June Pages including this one: 1

Thank you for fax of 1 June.

I will be arriving on Flight n.o JL 401 at Terminal 3 Heathrow on 16th June. Could you book hotel accommodation for three nights in the city centre? Also, I

would be grateful if you could arrange a meeting with Data Link for me on June 17th if possible. I look forward to seeing you on the 16th.

Kind regards.

Nasahiro Nakagawa

Practise writing some fax. Work in two groups

a) Information for group 1.

You are Janet Jeffries. Write a fax in reply to Mr. Nakagawa's fax (one person in the group should write and the others should dictate and check spellings. Thank him for his fax. Tell him you will meet him at Heathrow at 16.35 on June 16. As requested, you booked a single room for him in the Dorchester Hotel for two nights. Check this is OK (if his wife coming too, you need to change the booking). You also arranged his meeting with Data Link for June 17th. Say you'll see him next week, send your regards and sign the message from "Janet Jeffries".

b) Information for group 2.

Use this information to answer your partner. You are Mr. Nakagawa. Write a fax or telex to Janet Jeffries changing your flight arrangements. Apologize and tell her you must change your plans. You are now arriving on June 15th, not June 16th. Your new flight number is BA0018 and you expect to arrive at 18.55, Terminal 4, Heathrow. Ask her to change the meeting with Data Link to June 16th. (You need to know if she can't.) Say thank you, send your regards and sign the message from "Nasahiro Nakagawa".

Telegrams and cables

The word *telegram* and *telegraph* are usually associated with internal communication, while *cable* generally refers to overseas messages.

Telegram is a noun and *telegraph* can be used as a verb or an adjective:

We received your telegram.

Please telegraph your reply.

A telegraph line.

Cable can be used as a verb, a noun, or an adjective:

I cabled him yesterday.

Please send a cable.

We received a cable message.

Telegrams are very laconic because they are more expensive than telexes and faxes. Telegrams consist of the following parts:

- telegraphic address of the receiver
- major text
- telegraphic address of the sender

Articles, pronouns, prepositions and other auxiliary words are omitted in telegrams, for example:

OVERLAYD BIRMINGHAM

DO NOT REPEAT NOT PAY ORDER 258 STOP
LETTER FOLLOWS
CHABANK

Specimen telegram

Quotation of shipping rates

Here is a reply to an exporter from a shipping company telling him that a vessel is available and quoting rates.

LEBATS HONG KONG
SS ORIENT ACCEPTING GARGO 3 MAY WHEN SAILING
STOP DUE TILBURY 3 JUNE STOP RATES THIRTY
ONE POUNDS STERLING PER TONNE
FREAST HONG KONG

Make comparisons of the following telegrams and corresponding sentences from letters:

ONLY IRREVOCABLE CONFIERMED L/C ACCEPTABLE CIF ACCEPTABLE STOP PAYMENT B/E 30 D/S PLEASE REPLY SOONEST	Only irrevocable letters of credit which have been confirmed by a bank will be acceptable. We are prepared to accept your offer on a Cost Insurance Freight basis with a payment by bill of exchange at 30 days' sight. We would be grateful if you reply as quickly as possible
---	--

Numerals are spelled in telegrams, for example:

HAVE BEEN QUOTED TWENTY SEVEN THOUSAND POUND
STERLING STOP SHOULD WE BUY

The word *stop*

Although there can be full stops in telegrams and cables, sentences are often broken up with the word stop. Occasionally, however, the word stop can create confusion if the cable is carelessly worded.

The word *repeat*

This word is often used in cables to emphasize a negative: DO NOT REPEAT
NOT SEND ORDER 18551

OR to emphasize an important detail: FLIGHT DELAYED BY SIX REPEAT
SIX HOURS

Abbreviations

You can use abbreviations in cables, e.g/ L/C (letter of credit), B/L (bill of lading) etc., but you must make sure that they are internationally recognized.

Brief but clear

Economy of words saves money, but if too few words are used, the message becomes confused and will cost more money in the long run. For example, if you received this message from Melbourne, Australia, would you know what to do about it? JOHN REED ARRIVING STOP MEET AT AIRPORT

The message does not tell us which airport John Reed is arriving at, or which flight he is on. A few more words would have made a difference.

JOHN REED ARRIVING 12 MAY A.M. STOP FLIGHT 441 QANTAS HEATHROW TERMINAL 3 PLEASE MEET

It is possible to omit certain words in cables, provided the meaning remains clear. Articles, pronouns, and prepositions can be left out:

/ will send you a copy of the contract on March 1st.

WILL SEND COPY CONTRACT MARCH FIRST

Participles or nouns can be used to replace clauses:

We have received the consignment you sent us last week to replace the damaged goods.

HAVE RECEIVED REPLACEMENT CONSIGNMENT DESPATCHED LAST WEEK

Will you please inform us of the date when the SS Marina arrives in Liverpool?

PLEASE INFORM ARRIVAL SS MARINA LIVERPOOL

Words to remember

телеграфное требование	-	cable of request
заявка	-	application
телеграфный запрос, напоминание	-	cable-reminder

E-mail

Electronic mail—often abbreviated as **e-mail** or **email**—is any method of creating, transmitting, or storing primarily text-based human communications with digital communications systems. Historically, a variety of electronic mail system designs evolved that were often incompatible or not interoperable. With the proliferation of the Internet since the early 1980s, however, the standardization efforts of Internet architects succeeded in promulgating a single standard based on the Simple Mail Transfer Protocol (SMTP), first published as Internet Standard 10 (RFC 821) in 1982.

Modern e-mail systems are based on a store-and-forward model in which e-mail computer server systems accept, forward, or store messages on behalf of users, who only connect to the e-mail infrastructure with their personal computer or other network-enabled device for the duration of message transmission or retrieval to or

from their designated server. Rarely is e-mail transmitted directly from one user's device to another's.

While, originally, e-mail consisted only of text messages composed in the ASCII character set, virtually any media format can be sent today, including attachments of audio and video clips.

Spelling

The spellings *e-mail* and *email* are both common. Several prominent journalistic and technical style guides recommend *e-mail*, and the spelling *email* is also recognized in many dictionaries. In the original RFC neither spelling is used; the service is referred to as *mail*, and a single piece of electronic mail is called a *message*. The plural form “e-mails” (or emails) is also recognised.

Newer RFCs and IETF working groups require *email* for consistent capitalization, hyphenation, and spelling of terms. ARPAnet/DARPAAnet users and early developers from Unix, CMS, AppleLink, eWorld, AOL, GENie, and HotMail used *eMail* with the letter *M* capitalized. The authors of some of the original RFCs used *eMail* when giving their own addresses.

Donald Knuth considers the spelling “e-mail” to be archaic, and notes that it is more often spelled “email” in the UK. In some other European languages the word “email” is similar to the word “enamel”.

In society

There are numerous ways in which people have changed the way they communicate in the last 50 years; email is most certainly one of them. Traditionally, social interaction in the local community was the basis for communication – face to face. Yet, today face-to-face meetings are no longer the primary way to communicate as one can use a landline telephone or any number of the computer mediated communications such as email.

Research has shown that people actively use email to maintain core social networks, particularly when alters live at a distance. The results suggest that increases in Internet usage are associated with decreases in other modes of communication, with proficiency of Internet and email use serving as a mediating factor in this relationship.

In business

E-mail was widely accepted by the business community as the first broad electronic communication medium and was the first ‘e-revolution’ in Business communication. E-mail is very simple to understand and like postal mail, e-mail solves two basic problems of communication: logistics and synchronization. LAN based email is also an emerging form of usage for business. It not only allows the

business user to download mail when *offline*, it also provides the small business user to have multiple users email ID's with just *one email connection*.

Much of the business world relies upon communications between people who are not physically in the same building, area or even country; setting up and attending an in-person meeting, telephone call, or conference call can be inconvenient, time-consuming, and costly. E-mail provides a way to exchange information between two or more people with no set-up costs and that is generally far less expensive than physical meetings or phone calls.

Пользователям электронной почты на английском языке следует знать, что в электронных сообщениях используется большое количество сокращений, например:

ASAP	as soon as possible	как можно скорее
BTW	by the way	между прочим
FYI	for you information	для вашего сведения
RSVP	repondez s'il vous plait (франц.)	пожалуйста, ответьте
-:)	smile	улыбка
-:(frown	сдвинутые брови выражение недовольства
Mon	Monday	понедельник

Пользуясь электронной почтой, учитывайте следующие рекомендации:

1. Своевременно отвечайте на все полученные сообщения (Respond to all personal messages promptly)

Даже если Вам нечего ответить по существу, просто напишите, что Вы получили отправленное сообщение (message), например:

Thank you for your message. I will get to you ASAP.

Спасибо за Ваше сообщение. Я свяжусь с Вами в ближайшее время.

Thank you for your suggestion. I am thinking about it.

Спасибо за ваше предложение. Я обдумываю его.

2. Будьте осторожны насчет рассылки личных сообщений (Be careful about forwarding personal messages)

Помните о том, что полученное Вами сообщение было адресовано Вам лично. Прежде чем переслать его кому-либо, подумайте, одобрил бы это отправитель данного сообщения.

3. Проверяйте написанные сообщения, прежде чем отправлять их (Check outgoing messages before posting them)

Особенности электронной почты состоят в том, что, нажав на иконку (отправить), Вам уже нельзя отменить эту команду, чтобы что-либо исправить. Поэтому нужно внимательно вычитать текст сообщения, прежде чем его

отправлять.

4. **Используйте строку «тема сообщения»** (Use the subject line to indicate the topic)

Указание темы сообщения особенно важно, когда Вы обмениваетесь с партнером по бизнесу целым рядом сообщений. В этом случае ни Вам, ни Вашему партнеру не придется искать нужное сообщение среди многих других. Это также помогает выдерживать краткость и сжатость при написании сообщения, например:

Subject: Board meeting	Тема: Заседание Совета
The next board meeting will be held on Thursday at 10:30 am. Please confirm your participation.	Следующее заседание совета состоится в четверг в 10 час. 30 мин. Пожалуйста, подтвердите свое участие.
Thank you.	Благодарю Вас.
J. Morgan, Secretary	Дж. Морган, секретарь

5. **Не злоупотребляйте разговорными фразами в начале и конце сообщения** (Do not overuse conversational openings and closings)

Несмотря на то, что язык электронной почты – это гибрид фраз устной речи и предложений письменной речи, необходимо чувство меры в употреблении непринужденных приветствий и заключительных фраз. В электронных сообщениях можно вообще обойтись без них (см. предыдущий пример, где отсутствуют формулы обращения и прощания).

6. **Будьте вежливы при выражении «деловых» просьб** (Express “business” requests politely)

Имейте в виду, что даже в бизнес-коммуникации стиль электронных сообщений – скорее непринужденный или нейтральный, чем официально-деловой. Это позволяет устанавливать и поддерживать дружеские отношения людям с разным социальным статусом. Однако в случае, если, например, студент или подчиненный направляет **просьбу** профессору или администратору, непринужденный стиль неуместен. Здесь скорее необходим нейтральный или официально-деловой стиль. Чтобы

- (1) избежать навязчивости,
- (2) дать получателю возможность выбора,
- (3) создать у него благоприятное впечатление.

7. **Используйте общеупотребительные сокращения** (Learn common abbreviations)

Многие термины и выражения сокращаются в электронных сообщениях. Список сокращений достаточно большой. Главное, чтобы адресат понял Вас. Допускается набирать текст сообщения без заглавных букв, опускать артикли и

вспомогательные глаголы. Однако, если Ваш английский (в частности, грамматика) «хромает», лучше избегать этого и пользоваться стандартным, полным текстом. Сравните два вида одного и того же сообщения:

<u>Standard English:</u>	I have read your message regarding (about) John's presentation. I will try to read his paper as soon as possible and return it to your mailbox. Thank you again.
<u>E-mail style:</u>	Read yr message re john's pres. will try to read his paper ASAP and return it to yr mailbox. Thanx again.

Exercises:

Formal or informal?

1. First, read the information about writing emails then match the informal phrases (1-15) with the neutral/formal phrases (a-o)

Three different writing styles are often identified, although in real life the differences are not so clear:

Formal This is the style of an old-fashioned letter. Ideas are presented and politely and carefully, there is much use of fixed expressions and long words. The language is impersonal. Grammar and punctuation are important. This style is not common in emails, but you can find it if the subject matter is serious (for example a complaint).

Neutral/Standard This is the most common style in professional/work emails. The writer and reader are both busy, so the language is simple, clear and direct. Sentences are short and there is use of contractions (*I've* for *I have* etc.). The language is more personal. However, the style is not similar to speech - it is too direct.

Informal This is the most common style for emails between friends. Sometimes the email can be very short or it could include personal news, funny comments etc. This is the style that is closest to speech, so there are everyday words and conversational expressions. The reader will also be more tolerant of bad grammar etc.

Informal

1. What do you need? ...d...
2. Thanks for the email of 12 Feb.
3. Sorry, I can't make it. ...
4. I'm sorry to tell you that... ...
5. I promise
6. Could you ...?....

Neutral/Formal

- a) With regard to ... (*or* With reference to)
- b) I can assure you that...
- c) We note from our records that you have not...
- d) Please let us know your requirements.
- e) I was wondering if you could ...
- f) We would like to remind you that...

- | | |
|----------------------------|---|
| 7. You haven't... .. | g) I look forward to meeting you next week. |
| 8. Don't forget... .. | h) Thank you for your email received 12 February. |
| 9. I need to... .. | i) I am afraid I will not be able to attend. |
| 10. Shall I...?... | j) Would you like me to ... ? |
| 11. But .../Also .../So... | k) I would be grateful if you could ... |
| 12. Please could you... .. | l) Please accept our apologies for ... |
| 13. I'm sorry for... .. | m) It is necessary for me to ... |
| 14. Re... .. | n) We regret to advise you that... |
| 15. See you next week. .. | o) However ... /In addition ... / Therefore ... |

Note: with business emails you can mix styles to some extent, but don't mix styles at the two extremes. If in doubt, follow the style of the other person.

2. Rewrite the emails below by substituting the phrases in italics with more informal phrases. Use contractions (e.g. I'll) where appropriate

Email 1

I am afraid I will not be able to attend the meeting on Friday. As I will miss the meeting, I was wondering if you could send me a copy of the minutes? I will write to Anita as well, to inform her that I will not be there. Once again, please accept my apologies for this, and I can assure you that I will be at the next meeting.

Sorry I can't make it on Friday.....

Email 2

Thank you for your email of 25 January where you requested assistance on how to order on-line. It is necessary for me to know your a/c number before I can deal with this. I would be grateful if you could also provide details of which version of Windows you are using.....

.....

Email 3

With reference to your order number J891 - we received it this morning, but you have not filled in the sections on size and colour. Please let us know your exact requirements. These products are selling very well at the moment, and we regret to advise you that the medium size is temporarily out of stock. However, we are expecting more supplies in the near future. Would you like me to email you when they arrive?

3. Match the words of Latin origin in box A with the shorter words in

box B.

Box A

- | | | |
|--------------|------------------|-----------------|
| 1 assistance | 6 information | 11 repair |
| 2 due to | 7 obtain/receive | 12 request |
| 3 enquire | 8 occupation | 13 requirements |
| 4 further | 9 possess | 14 reserve |
| 5 inform | 10 provide | 15 verify |

Box B

- | | | |
|----------------|------------|--------------|
| a) ask | f) facts | k) help (n) |
| b) ask for | g) fix (v) | l) job |
| c) because of | h) get | m) more |
| d) book (v) | i) give | n) needs (n) |
| e) check/prove | j) have | o) tell |

I k. 2..... 3.....4..... 5.... 6..... 7..... 8 9 10..... 11..... 12 13..... 14..... 15.....

Note: longer words of Latin origin sound more formal, and shorter words sound more informal.

Missing words and abbreviations

4. Read the information below. Then match the sentences (a-l) to their descriptions.

Missing out words is common in emails and informal speech. It happens where the people know each other very well and the situation is relaxed and friendly. The meaning is clear from the context so the full grammatical form is not necessary.

- | | |
|--|--|
| a) (That's a) good idea! | 1. The subject I can be left out, especially with mental verbs like <i>hope, think etc. ...c.</i> |
| b) (Did you) get my last email? | 2. In a question, the subject 'you' and the auxiliary can be left out. /..... |
| c) (I) think your idea is great. | 3. The subject I and the auxiliary (be, have, will) can be left out. /..... |
| d) (It) sounds like fun! | 4. The words 'That' or 'It' can be left out, often with a form of 'be' as well. /..... /..... |
| e) (I am) looking forward to seeing you. | 5. A form of 'be' can be left out on its own. /..... |
| f) (I'll) speak to you later. | 6. The word 'the' can occasionally be left out.... |
| g) Just read (the) email about relocation. | |
| h) Your suggestion (is) good, but needs clarification. | |
| i) (Are you) coming with us on Friday? | |
| j) (I) hope you're well. | |
| k) (It's a) pity we missed you yesterday, | |
| l) Next week (would be) better than this week. | |

5. Put the missing words back into the email below.

It was a /Great evening, wasn't it! Really enjoyed the meal, and nice to see Mary and Roger again. Had a chance to speak to Lucy yet? Don't worry if you haven't, will be seeing her tomorrow.

About next week - film you suggested sounds great. Been talking to some colleagues at work about it. Not sure about the day, though. Tuesday might be difficult. Perhaps Wednesday better? Let me know.

Going to my parents at weekend - looking forward to it. They live in Chichester. Ever been there?

Sometime soon we need to talk about holiday plans for next summer. Things still a bit uncertain at work.

Might be possible to take two weeks off in July, but can't be sure. Three weeks impossible. A pity.

Anyway, got to go now. Hope you're well. See you next week.

6. Match the abbreviations (1-4) with the meanings (a-d).

- | | |
|-----------------------------|---|
| 1. i.e. (id est).... | a) I am going to give an example. |
| 2. e.g. (exempli gratia)... | b) I am going to explain what I mean using different words. |
| 3. NB (nota bene)..... | c) I am adding some information at the end that I forgot. |
| 4. PS (postscript)..... | d) I want you to give special attention to this next point. |

7. First, read the information about abbreviated forms. Then write out the emails in full.

In some emails you can find very abbreviated forms. The writer wants to write very quickly and the meaning is clear from the context. There are three techniques:

1. using a letter to stand for a sound ('c' = *see*)
2. making a short form of a common word ('yr' = *your*)
3. writing the first letters of a well-known phrase ('asap' = *as soon as possible*).

Email 1

Subject: Yr order ref no KD654

In relation to yr order rec'd today, we cannot supply the qty's you need at this moment. PLS confirm asap if a part-delivery wd be acceptable, with the rest to follow L8R. Rgds, Stefan.

Subject: Your order reference number KD 654

Email 2

Subject: Thx for yr msg

Re your msg left on my ans machine - yes, I'm free 4 lunch on Wed next wk.

Btw, good news about yr interview. Hv 2 work now. CU, Jane.

Subject:.....

Email 3

Subject: Options for Tech Help

We have a Tech Assistance section on our website, with an extensive list of FAQs. Customers find this v convnt as it is avail 24/7. Otoh, if you need to spk to sb in person, you can call during wkng hours.

Bw, Alan.

Subject:.....

Opening and closing

8. Match the email beginnings (1-8) with the endings (a-h).

	Beginnings Endings
1.	I am writing with regard to your recent email. We regret to inform you that there are no double rooms available for the nights you require. ...c....	a) Anyway, thanks again for inviting me, and I'm really looking forward to it. Do you want me to bring anything?
2.	Thanks so much for the wonderful present. It's exactly the book that I wanted - how did you know? I'm really looking forward to reading it.	b) You know you can count on me if you need any support. I'll call you at the weekend to see how things are.
3.	Patricia, I've just read your email. I'm so sorry to hear about what happened.	c) Should you need any further information about room availability, we will be happy to assist you.
4.	Sorry, I can't make it to your birthday party at Fishers restaurant, as I'm away on that day.	d) I look forward to receiving this information as soon as possible.
5.	I am mailing this via the 'Contact Us' link on your website. I'd like to know a few more details about the anti-virus software that's listed on the site.	e) It really is great news, and I'm sure that it's only the beginning of our work in the French market.

6. I am writing with reference to our order number GH67. The goods arrived this morning, but you only sent 200 pieces instead of the 300 that we ordered....	f)	Please deal with this matter urgently. I expect a reply from you by tomorrow morning at the latest.
7. Yes! Great! I'd love to come to the party...	g)	Thanks again for the gift, and give my regards to your family.
8. I've just heard from Antonio about the Paris contract. It's fantastic news – you worked really hard on this and you deserve the success....	h)	Anyway, sorry again that I can't come, but have a great time. I hope we can meet up soon. What about going to see that new Spielberg film?

9. Read the following sentences. Decide whether they are beginnings or endings. Then decide whether they are neutral or informal.

- The computer network will be shut down for maintenance at 5 pm on Thursday. Beg/End Neut/Inf
- Oh, yes – I'll be back late tonight. Can you do the shopping and buy something nice for dinner? Thx. Beg/End Neut/Inf
- I look forward to receiving your advice on this matter. Beg/End Neut/Inf
- What a surprise - how nice to hear from you! Beg/End Neut/Inf
- Bye for now. See you soon. Beg/End Neut/Inf
- I hope that everything is okay, but do not hesitate to contact me if you need any clarification. Beg/End Neut/Inf
- Please find attached my report, as promised in Friday's meeting. Beg/End Neut/Inf
- I'm so happy for you! Write again soon and tell me how it's going. Beg/End Neut/Inf
- We are writing to advise you about some changes in our price list. Beg/End Neut/Inf
- If you'd like any more details, just let me know. I'm away all next week but Andrea is dealing with this in my absence. Beg/End Neut/Inf
- Just a quick note to say I really enjoyed last night. Beg/End Neut/Inf
- Simon and I have been talking about your holiday plans for next August. It looks like we won't be able to join you. I'm really sorry. Beg/End Neut/Inf

Complaints

10. Complete the sentences typical of emails of complaint with the pairs of words from the box.

appreciate/replaced

attention/problem

complain/quality

connection/attitude	delivered/urgently	dissatisfaction/received
entitled/replacement	matter/inconvenience	purchased/standard
Refund/further	terms/treatment	unless/cancel

- I am writing in _____ with the negative _____ of a member of your staff.
- I hope that you will deal with this _____ promptly as it is causing me considerable _____.
- The equipment I ordered has still not been _____, despite my phone call to you last week to say that it is needed _____.
- Although you advertise yourself as a top-quality brand, the product I _____ was well below the _____. I expected.
- I am writing to draw your _____ to a _____ in your customer services section.
- I would _____ it if the faulty goods could be _____ as soon as possible.
- I wish to complain in the strongest possible _____ about the _____ I received from a member of your staff.
- I believe that I am _____ to an immediate _____.
- I am writing to express my strong _____ with the goods I _____ this morning.
- _____ I receive the goods by the end of this week, I will have no choice but to _____ my order.
- I am writing to _____ about the _____ of a product I purchased on-line from your website.
- I insist on a full _____, otherwise I will be forced to take the matter _____.

11. Complete each phrase with one word. Some letters have been given to help you.

- | | |
|--|--|
| 1. To write in <i>connection</i> with sth. | 6. to be below the expected <i>st.....d</i> |
| 2. to need sth. <i>ur.....y</i> | 7. to complain in the strongest possible <i>te.....s</i> |
| 3. to take the matter <i>fu.....r</i> | 8. to express strong <i>dis ion</i> with sth. |
| 4. to demand a full <i>red</i> | 9. to demand an immediate <i>repl t</i> |
| 5. to draw sb's <i>at.....n</i> to sth. | 10. to cause sb. considerable <i>inc.....e</i> |

12. Linking words and phrases are used in complaints to explain your case clearly and carefully. Complete the table with the words/phrases from the box.

Above all	As a result	Even though	Finally	Firstly	Furthermore
However	In addition	In conclusion	In fact	In particular	In reality
In spite of the fact	that				
Nevertheless	Taking everything into consideration	Therefore			

- | | |
|--|-------------------------|
| Adding another point (like <i>and</i>): | 1 ...Furthermore. ./... |
| Listing points: | 2/., |
| Making a contrast (like <i>but</i>): | 3/., |

Making a contrast (like <i>although</i>):	4...../.,
Giving the consequence (like <i>so</i>):	5...../.,
Giving the most important <i>example</i> :	6...../.,
Saying what the real situation <i>is</i> :	7...../.,
Introducing the final paragraph:	8...../.,

13. Underline the most appropriate words or phrases in the email.

I am writing to complain about the poor service we have received from your company.

⁽¹⁾*Firstly/Therefore*, the goods you sent were not the ones that we ordered. Our order dated 16 September clearly stated that we wanted 1,000 t-shirts. ⁽²⁾ *In particular/However*, we only received 800.

⁽³⁾*Nevertheless/Furthermore*, we asked you to print our company logo in the top left corner of the shirts and you have printed it in the centre.

To make matters worse, your staff were very unhelpful when I called. ⁽⁴⁾*Even though/Above all*, no-one took responsibility to sort out the problem - I was simply passed from person to person. ⁽⁵⁾*In fact/In addition*, after 30 minutes I gave up in frustration and ended the call.

The whole matter was treated by your staff as though it was completely unimportant, ⁽⁶⁾ *In spite of the fact that/therefore* we have been your customers for more than five years. ⁽⁷⁾ *In particular/As a result*, we are considering stopping all future business with your company.

⁽⁸⁾ *Taking everything into consideration/In reality*, we must insist on an immediate replacement order, to reach here within 14 working days, at no cost to ourselves.

Unit IV

Устройство на работу (Job application)

Пакет документов для подачи заявления на работу

В Великобритании и в Соединенных Штатах Вы посылаете потенциальному работодателю пакет документов для устройства на работу. Состав этих документов не зависит от того, обращаетесь ли Вы по собственной инициативе или по конкурсу на замещение вакантной должности.

Пакет документов должен содержать:

- сопроводительное письмо,
- Ваше резюме,
- данные о поручителях, рекомендательные письма и, возможно, сертификаты.

При подготовке вашего пакета документов убедитесь, что все документы оформлены единообразно.

Распечатывайте все документы на одинаковой бумаге и найдите время сделать копии Ваших сертификатов на этой же бумаге.

Разложите Ваши документы, например, по типу шрифта и его размеру, по разметке страниц и шапке документов. Все эти параметры должны быть одинаковыми.

Без резюме и сопроводительного письма (cover letter), Вас просто не пригласят на собеседование (interview) с работодателем (employer), а именно оно и является последним этапом в процессе бизнес-коммуникации перед получением желаемого места работы.

В этом разделе представлены различные типы англо-американского резюме, основные требования к их составлению, а также их различные виды в зависимости от целей и особенностей трудоустройства.

Для начала познакомьтесь с наиболее типичными ошибками при составлении резюме:

Yes, it's worth while having a look at the *ten most common résumé writing mistakes*:

1. Too long (preferred length is one page).

Слишком длинное предложение (предпочтительный объем резюме – одна страница).

2. Disorganized – information is scatted around the page – hard to follow.

Плохо продумано (информация разбросана по странице, что затрудняет следить за ее изложением).

3. Poorly typed and printed – hard to read – looks unprofessional.

Плохо набрано и распечатано. Такое резюме тяжело читать, и оно выглядит непрофессионально.

4. Overwritten – long paragraphs and sentences – takes too long to say too little.

Перебор с длиной абзацев и предложений. Слишком много времени уходит на то, чтобы сказать слишком мало.

5. Too sparse – gives only bare essentials of dates and job titles.

Слишком мало написано, даны лишь даты и занимаемые должности.

6. Not oriented for results – doesn't show what the candidate has accomplished on the job.

Не ориентировано на представление результатов. Не видно, что конкретно достигнуто претендентом на данное место.

7. Too many irrelevances – height, weight, sex, health, marital status are not needed on today's résumés.

Слишком много ненужных деталей. Нет необходимости сообщать свой рост, вес, пол, состояние здоровья и семейное положение.

8. Misspellings, typos, and poor grammar – resumes should be carefully proofread before they are printed and mailed.

Ошибки в орфографии, опечатки, слабое знание грамматики. Резюме должно быть как следует вычитано и проверено и лишь после этого

распечатано и отправлено по почте.

9. Tries to hard – fancy typesetting and binders, photographs and exotic paper stocks distract from the clarity of presentation.

Слишком много усердия. Вычурный шрифт с виньетками, фотографии и экзотическое канцелярское оформление лишь отвлекают от ясного изложения.

10. Misdirected – too many résumés arrive on employer’s desks unrequested, and with little or no apparent connections to the organization – cover letters would help avoid this.

Направлено не по адресу. Многие резюме поступают работодателю без всякой востребованности с его стороны и не имеют прямого отношения к данной организации. Сопроводительные письма помогают избежать такой ситуации.

Если Вашему работодателю понравится Ваше сопроводительное письмо, то он прочтает и Ваше резюме. Ваше резюме наряду с Вашим сопроводительным письмом – это единственные документы, составленные Вами, по которым Ваш работодатель составляет первое впечатление о Вас. Только на основании этих документов он решает, пригласить Вас на интервью или нет. Следовательно, Вы должны обдумать заранее, как Вы хотите представить себя в профессиональном и личном плане. Попробуйте представить ваши профессиональные и личные качества наиболее благоприятно и правдиво.

Исходите из реальных фактов. Назовите Ваши профессиональные и личные качества, которые имеют отношение именно к этой вакансии:

- Почему Вы являетесь идеальным кандидатом на это место?
- Почему данная организация должна принять на работу именно Вас?
- Какие у Вас преимущества перед другими кандидатами?
- Что Вы можете предложить работодателю?
- Чего Вы уже достигли? Сможете ли Вы справиться с новой должностью?

Эти вопросы должны быть в Вашей голове постоянно - от написания сопроводительного письма и резюме до интервью.

После того как Вы получили информацию о должности и организации, Вы можете начинать составлять Ваше резюме.

Различия между англо-американским и западноевропейским резюме

В британском английском резюме называется Curriculum Vitae (CV), в американском английском –résumé или resume.

Различие между англо-американским и западноевропейским резюме состоит в том, что англо-американское резюме содержит меньше личной

информации. В Великобритании и в США большое внимание уделяется принципу равных возможностей (*equal opportunity policy*). Например, прежде всего в США, к документам по устройству на работу не прикладывают фотографии, чтобы исключить возможность дискриминации. Также не сообщают о семейном положении, вероисповедании, о родителях (включая профессию). Если претендент считает, что его возраст и национальная принадлежность могут представить его в невыгодном свете, то он может их не указывать. В английском резюме не указывают дату и не ставят подпись.

Дальнейшее различие касается рекомендательных писем. В Великобритании и в США рекомендательные письма (*testimonials*) не являются обязательным компонентом пакета документов. Если работодатель важное лицо или у Вас отличные рекомендации, их все же целесообразно приложить. Как правило, указывают двух-трех человек, которые могут дать рекомендацию. В британском английском их называют *referees*, в американском – *references*. Лица, которые готовы дать Вам рекомендацию, должны быть обязательно предупреждены заранее, так как работодатель часто действительно с ними связывается! Хороший вариант, который все чаще используется, это пометка в резюме: *References available upon request* (=Предоставлю рекомендации по требованию).

Как правило, в англо-американском резюме Вы не найдете:

- фотографии
- даты и места рождения (указывается в BE)
- указания возраста (указывается в BE)
- сведений о родителях
- указания семейного положения
- этнического происхождения
- вероисповедания
- национальности (указывается в BE)
- отзыва с прежнего места работы
- указания желаемой заработной платы
- даты и подписи

Типы резюме

- Существует три типа англо-американского резюме:
- *Chronological CV* (или *Reverse Chronological CV*)
 - *Functional CV*
 - *Customized CV* (также называется *Combination CV*)

(Reverse) Chronological CV

В *Chronological CV*, традиционном типе резюме, перечисляются личные данные соискателя, его образование и места работы, а также его достижения. Все более популярным становится *reverse chronological CV*, которое начинается с указания настоящего места работы и продолжается в обратном

хронологическом порядке. Этот тип резюме можно порекомендовать уже немолодым соискателям. Здесь главное внимание уделяется опыту работы. *Chronological CV* особенно подойдет для тех, у кого не было перерывов в работе

Functional CV

Этот тип резюме появился в 70-е и 80-е годы. Однако, некоторые работодатели в Западной Европе все еще относятся к нему скептически. *Functional CV* представляет собой не хронологическую последовательность, а виды трудовой деятельности кандидата. Здесь главное внимание уделяется квалификации и работе трудоустраивающегося. Этот тип резюме подойдет, если были случаи профессиональной переориентации/переквалификации, смены места работы или перерыва в работе (которые могли быть вызваны потерей работы, семейными обстоятельствами, болезнью, творческим отпуском). Например, профессиональная деятельность кандидата может быть разбита на группы, озаглавленные *marketing, business management, sales*. Трудоустраивающийся перечисляет свои профессиональные успехи в этих областях.

Третий тип резюме, *Customized* или *Combination CV*, совмещает в себе признаки *chronological* и *functional CV* и поэтому называется также *chrono-functional CV*. Здесь в хронологическом порядке перечисляется профессиональная деятельность соискателя и описываются его успехи в различных областях. Этот тип резюме подойдет имеющим солидный опыт и желающим выделить свои особые успехи и таланты.

Вы должны основательно обдумать и решить, какой тип резюме подходит именно Вам. Ваше решение должно зависеть от того, с помощью какого типа резюме вы сможете наилучшим образом продать на рынке труда ваши способности и квалификацию.

Структура Curriculum Vitae

Личные данные (Personal Details)

В англо-американском резюме, как и западноевропейском, приводятся личные и профессиональные данные кандидата на должность. Все же некоторые личные данные, прежде всего в Соединенных Штатах, необязательны. Можно не указывать возраст, дату и место рождения, сведения о родителях, семейное положение, гражданство, происхождение и вероисповедание. Фотография также не обязательна.

<i>Personal Details</i>	Личные данные
<i>name (first name and last name)</i>	Имя (имя и фамилия)
<i>date of birth</i>	Дата рождения (может опускаться в американском резюме)

<i>address</i>	Адрес
<i>telephone number</i>	Телефон (с международным кодом)
<i>fax number</i>	Факс
<i>E-mail address</i>	E-mail

Профессиональные цели (Career-/Job Objective)

В американских и все чаще в британских резюме можно встретить четкое определение профессиональных целей кандидата (*career objective*). Определитесь, к чему Вы стремитесь!

Career objective:

- *An entry-level position in marketing at A&B Company ...*
- *A challenging position as a sales manager at A&B Company ...*
- *A challenging position in which I can use my intercommunication and language skills ...*

Образование и профессиональные данные (Education and Qualifications)

Укажите Ваше образование, название учебного заведения, города, дату окончания и присвоенную ученую степень (с переводом или объяснением). О своих оценках следует упомянуть, только в том случае, если они очень хорошие. Если у Вас есть многолетний опыт работы, например, руководящего работника крупного предприятия, тогда вы можете рассказать о Вашем образовании кратко – для вас более важен Ваш профессиональный опыт с присущими ему успехами! Недавний выпускник учебного заведения, напротив, должен более подробно рассказать о своем образовании: предметах, специализации, теме экзаменационной работы или диссертации.

Дополнительно назовите Ваши особые достижения, например, публикации или награды. Упомяните о своей деятельности в свободное от учебы время.

Дополнительные навыки (Additional Skills)

Перечислите Ваши дополнительные навыки.

Примеры:

Languages (языки)

Written and verbal skills in ... (язык)

Native ... (язык) speaker

Good/basic knowledge of ... (язык)

Fluent in ... (язык)

Computer Skills (навыки работы на компьютере)

Good knowledge of various programmes...

Личные интересы (personal interests)

Хобби (*hobbies*) часто опускаются в англо-американских резюме. Их все-таки можно назвать, если это поможет Вам занять должность, на которую Вы претендуете, или представит Вас в более выгодном свете. Вы можете привести членство в кружках (*clubs*), профессиональных или благотворительных обществах (*associations*) и упомянуть другую интересную деятельность.

Общественная деятельность (Extracurricular Activities)

Студенты могут дополнительно упомянуть общественную деятельность. Сюда относится любая серьезная внеаудиторная деятельность, например, в политической, общественной сфере или в спорте.

Публикации (Publications)

Если Вы автор или составитель публикаций, Вы должны указать их. Особенно это касается научной сферы. Сообщите название, год издания и издательство или газету/журнал, где была публикация:

The Development of Trade Fairs in Duesseldorf, Duesseldorfer Zeitung, December 1999

Поручители/Лица, дающие рекомендации (Referees [BE] / [AE] References)

В англо-американских документах по трудоустройству, как правило, отсутствуют сами отзывы (рекомендации). Вместо них приводятся данные поручителей. Можно посоветовать называть поручителей на дальнейшем этапе трудоустройства и делать пометку в резюме: *References available upon request*. Поручителей нужно обязательно предупредить заранее, так как американский или английский работодатель часто действительно с ними связывается!

Задание 1. Познакомьтесь с образцами резюме для различных профессий.

Образцы резюме для различных профессий

Пример 1: Reverse Chronological CV: Accounting Manager (AE)

<p style="text-align: center;">Janet Leigh 2222 Manatee Rd, Boston, Mass. 86534, Phone: 683-888-222, Fax 683-888-221</p> <p>Objective: To use my accounting and analytical skills as an accounting manager</p> <p>Summary: 10 years of accounting experience Extensive knowledge in auditing and tax accounting</p> <p>Professional Experience: Senior Accountant, Boston Tax Co., Mass. 1995 - 2007 Head of tax department: Supervised 10 junior accountants Implementation of new accounting software program successfully used in company, reducing accounting costs by \$ 80.000 annually</p> <p>Junior Accountant, BBO & Associates, Concord, Mass. 1990-1995 Responsible for all tax documents in company Submission of tax documents on monthly basis</p> <p>Education: M.A. in Finances, 1994 Boston University, Boston, Mass.</p> <p>Additional Skills: Languages: Excellent written and verbal skills in Spanish Computer: Knowledge of various software programs</p> <p>Further Activities: "The Tax Society", New York, N.Y., member since 1994, Vice President since 1999</p> <p>Other interests: Swimming</p> <p>References: Available upon request</p>
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Пример 2: Functional CV: Accounting Manager (AE)

Janet Leigh

2222 Manatee Rd, Boston, Mass. 86534,

Phone: 683-888-222, Fax 683-888-221

E-mail: jleigh@internet.com

Objective:

To use my accounting and analytical skills as an accounting manager

Summary of Qualifications:

10 years of accounting experience

Extensive knowledge in auditing and tax accounting

Extensive management and supervisory skills

Management and Supervisory Skills:

Head of Tax Department in renowned tax company: Supervision of 10 junior tax accountants

President of "The Tax Society", New York, N. Y.

Computer and Project Skills:

Implemented new accounting software program successfully used at Boston Tax Co., reducing costs by \$ 80.000 annually

Knowledge of various software programs

Accounting Skills:

Responsible for tax documents at private tax company and

Submission of tax documents on monthly basis

Education

M.A. in Finances, Boston University, 1994

Languages:

Excellent written and verbal skills in Spanish

Further Activities:

Membership in "The Tax Society", New York, N.Y., since 1994

Other Interests:

Swimming

References

Available Upon Request

Пример 3: Combination CV: Accounting Manager (AE)

Janet Leigh 2222 Manatee Rd, Boston, Mass. 86534, Phone: 683-888-222, Fax 683-888-221 E-mail: <u>jl Leigh@internet.com</u>	
Objective:	To use my accounting and analytical skills as an accounting manager
Summary:	10 years of accounting experience Extensive knowledge in auditing and tax accounting
Accounting Skills:	Responsible for tax documents at BBO Company, Concord Mass., 1990 – 1995 Submission of tax documents on monthly basis, BBO & Associates, Concord, Mass., 1990 - 1995
Management Skills:	Head of Tax Department: Supervision of 10 junior tax accountants, 1995 - 2000
Project Work:	Implemented new accounting software program successfully used at Boston Tax Co., reducing costs by \$ 80.000 annually, 1998
Work Experience:	1995 - 2000 Senior accountant, Boston Tax Co., Mass. 1990 - 1995 Junior accountant, BBO & Associates, Concord, Mass.
Education:	M.A. in Finances, Boston University, 1994
Additional Skills:	Knowledge Excellent written and verbal skills in Spanish of various software programs
Further Activities:	“The Tax Society”, New York, N.Y.: Member since 1994, Vice President since 1999
Other Interests:	Swimming

Пример 4: Reverse Chronological CV: Teacher (BE)

Janine Müller
Kastanienallee 12
D-60789 Frankfurt
Phone: + 49(0)69-2226090

Objective:

To use my pedagogical, interpersonal and language skills as a teacher
in a language school

Summary:

Certified teacher of German as a foreign language 10 years of
teaching experience

Experience:

International School Frankfurt, 1991 to date

Teacher of German language and literature for 10 to 18 year olds

Advisor and counsellor for students and parents

Successfully introduced new bilingual learning programme

Duesseldorf Evening School, 1989 - 1991

Teacher of German language, part-time

Trained foreign adult students in German language

Implementation of language evaluation tests

Education:

MA in German and English (linguistics and literature), 1988,

University

of Cologne, Germany

Studied abroad for one term in London, 1986

Certificate: "DAF" (German as a foreign language), 1989

Languages:

Mother tongue: German

Excellent knowledge of English

Memberships:

Member of the "German Literary Society", Cologne, since 1987

References:

Available upon request

Пример 5: Reverse Chronological CV: Public Relations Manager (BE)

Joseph Bakker

Kastanienallee 80, D-60345 Frankfurt

Tel.: +49-(0)69-787 787, E-mail: jbak@internet.de

Objective:

A managing position in Public Relations which challenges my communicational and organisational skills

Summary of Qualifications:

Highly developed interpersonal and communication skills
5 years of experience in project work including budget responsibility

Employment History:

1997 - 2000:

Assistant PR-Manager, Starling Public Relations, D-Frankfurt

Acquired 5 new clients

Developed Public Relation campaigns

Created company brochures and wrote press material

Organisation of press conferences and trade-fair presentation

Managed annual Public Relations budget of J400.000

1995 -1997

Assistant Public Relations, Q & Q Company, D-Stuttgart

Assisted in promotion and special events

Drafted press releases, texts for brochures, direct mailings

Updated client database

Responsible for Client Press Books

1994

Intern at CBD Network, Communications Dept., D-Stuttgart

Responsible for Customer Care and Service

Education: M.A. in Media and Communications, February 1994,

University of Stuttgart, Germany, magna cum laude

Computer Skills:

Macintosh, Microsoft Office 2000

References:

Available upon request

Пример 6: Reverse Chronological CV: Internship (BE)

Tim Waschkowiak
Poppelsdorfer Allee 11
D-53111 Bonn Phone: +49-228-63 88 65

Objective:

A Summer Internship in the Publishing Industry

Personal Profile:

A fast learner with a positive attitude. Excellent communicator. Hard worker. Enjoy developing and implementing new ideas.

Summary of Qualifications:

Proofreading and copyediting

German mother tongue, fluent in English, intermediate level

French

Good writer

Computer Skills: Microsoft Word

Education:

Since 1997 - Bonn University: English and New American Theatre Summer

1998 - Drama Summer Course at UCLA, Los Angeles, CA

Work Experience:

1999 - Tutor for Evening Courses in Writing

1997 - Internship at DDDO Advertising Agency, Communications
Dpt., Cologne

1995 - Military Service

1992 till 1995 - Shop Assistant at P & M Supermarkets, Bonn / Bad
Godesberg

Пример 7: Reverse Chronological Resume: Pediatrician (AE)

Linda Montenario, M.D.

66 Pasadena Street

Bronxville, N.Y. 10701

U.S.A.

LindaMont@internet.com

Professional Objective

A position as senior pediatrician in the children's division of the HIV ward.

Summary of Qualifications

13 years of professional experience in pediatrics and emergency medicine. Supervision experience, specialization in child care and HIV patients.

Professional Experience

1996-2000:

Pediatrician, New York General Hospital, New York City, N.Y. NICU (neonatal intensive care unit) and children emergency room services; supervised four interns and ten medical students with responsibility for infant HIV patients.

1990-1996:

Pediatrician, children's medical centre, Boston, Mass. Health care for infants, children and adolescents.

1987-1989:

St. Christopher's Hospital, New York: Emergency room physician handled emergency patient care and emergency visits.

Education

1988:

Children's Hospital, New York City, N.Y.: Pediatric Internship/ Residency

1986:

American University, Washington, D.C.: Doctor of Medicine

Columbia University, New York City, N.Y.: BA Biochemistry

Professional Associations and Activities

Member of American Medical Society

Member of the American AIDS Awareness Society

Оформление резюме

Бумага

Если Вы трудоустраиваетесь в традиционной сфере, Вы должны использовать бумагу белого или другого нейтрального цвета. Для руководящей должности или в сфере производства и сбыта предметов роскоши рекомендуется использовать дорогую бумагу высокого качества. Необходимо тщательно подумать, перед тем как отступить от этого правила. Чего Вы хотите этим добиться? Какое впечатление Вы хотите оставить о себе? В определенных профессиях или специальностях, например, в инновационных или

креативных/творческих профессиях, подача резюме на цветной бумаге или в другом формате, например, на CD-ROMe или по Интернету, может быть интересной альтернативой.

Длина

О длине резюме существуют противоположные мнения. Одни выступают за максимальный размер до двух страниц, другие рекомендуют описывать все навыки подробно. Оптимальным будет, несомненно, такой размер, который Вам необходим, чтобы представить то, что Вы можете предложить. Излагайте ясно и по сути. Поставьте себя на место получателя и читателя. Для читателя важнее не короткое или длинное, а ясное резюме, в котором легко ориентироваться и которое написано точно и убедительно! Краткое и ясное перечисление достижений принесет больше пользы, чем подробное описание занимаемой должности!

Орфография

Несмотря на то, что правильное написание подразумевается само собой, работодатели снова и снова получают небрежно составленные резюме или резюме с орфографическими ошибками. Установите проверку орфографии на Вашем компьютере или попросите Ваших друзей просмотреть Ваши документы еще раз.

Электронное резюме (*Electronic Resume*)

Электронная обработка данных играет все более важную роль в процессе трудоустройства. Резюме все чаще отправляют по электронной почте и обрабатываются в организации на компьютере.

У многих фирм на домашней страничке в Интернете есть специальная страница по трудоустройству. Здесь трудоустраивающийся может указать свои данные в электронной анкете (*fill-in-the-blank resume*) и отправить ее непосредственно в организацию. Пакет документов можно также отправить по электронной почте и потенциальному работодателю.

В США организация по ключевым словам (*key words*) сканирует резюме и сортирует их на компьютере. *Key words* чаще всего обозначают качества или опыт соискателя, которые организация хотела бы видеть в резюме желаемого кандидата. Резюме, которые плохо подходят для сканирования или не содержат необходимых ключевых слов, вообще не рассматриваются и оседают в электронной «корзине для бумаг».

Резюме, подходящее для сканирования

Резюме может быть на первоклассной бумаге и при этом плохо читаться в электронном виде. Также и электронное резюме может содержать ключевые слова, но не подходить для сканирования. Как оформить *scanner-friendly* резюме?

В *scanner-friendly* резюме должны быть ясные границы и хорошо

различимые знаки, такие, чтобы компьютер смог их распознать на сто процентов.

Бумага и шрифт:

- Используйте светлую бумагу и печатайте черными чернилами с одной стороны листа.

- Печать должна быть максимально четкая (лазерная печать).

Тип и размер шрифта:

- Шрифт должен быть четким и лучше всего без засечек (например, Arial).

- Отдельные буквы или знаки не должны сливаться.

- Идеальный размер шрифта 12 пт. Следует избегать шрифта 10 пт. и 14 пт., потому что сканеру труднее их прочесть, так же, как и специальные символы.

Разметка:

- Избегайте табуляции, картинок, подчеркивания, выделения, горизонтальных и вертикальных линий, скобок и таблиц.

- Сделайте простую ясную разметку с широкими полями.

- Внимательно следите, чтобы текст был сплошной, так как сканер не может прочесть, например, столбцы.

Длина страницы и внешний вид:

- Одной-двух страниц достаточно для вашего резюме.

- Документы не должны быть скреплены или свернуты.

Имя и адрес:

- Приведите Ваши имя и адрес по отдельности и укажите их на каждой последующей странице.

Сокращения:

- Принятые сокращения, например, *M.A.* или *MBA*, распознаются большинством сканеров. Несмотря на это, рекомендуется избегать сокращений и писать эти слова полностью.

Орфография:

- Обращайте внимание на правильное написание, потому что сканер может не распознать слово из-за одной маленькой ошибки.

Ключевые слова (Key Words)

Если Вам известно, что Ваши документы будут обрабатываться на компьютере, то Вы должны включить соответствующие *key words* в ваше резюме. *Key words* и *key phrases* - это так называемые ключевые слова или

предложения, чаще всего существительные или короткие предложения, которые сканер специально ищет в Ваших документах. Вы описываете опыт, образование и знания, которые особенно важны для данной должности. Вам могут пригодиться следующие примеры ключевых слов:

- *marketing executive*
- *MBA*
- *knowledge of Word and Excel*
- *good communication skills*

Если в Вашем резюме есть ключевые слова, которые ищет данная фирма, то у Вас есть шанс, что выберут именно Вас.

Можно посоветовать тщательно выбирать ключевые слова. Так как все-таки нельзя предугадать искомые ключевые слова, имеет смысл точно узнать о профессиональных данных и навыках, обязательных в данной сфере, а также о требованиях к вакансии. Один из вариантов - это проанализировать текст объявления: какие слова используются здесь?

В Вашем резюме Вы можете, например, после указания имени и адреса сделать пункт *key-word summary*, т.е. список ключевых слов, перечислить собственные навыки и знания.

Образец: Electronic Resume: Computer Programmer (AE)

<p>Jonas Müller Auf der Schanze 28 60256 Frankfurt am Main Germany Phone: +49 (0) 69 238 4574 E-mail: <u>jmueller@internet.de</u></p> <p>Objective A position in Computer Programming in the U.S.</p> <p>Key Word Summary Computer Programmer with three years of experience in office settings. Precise, accurate and highly motivated. Good time management, implementation of diverse projects. Excellent degree in Computer Science.</p> <p>Hardware Compaq, Apple Plus II, IBM 678, 386</p> <p>Software Cobol I-III, Pascal, Basic, D++, BGH</p> <p>Career History Siemens, Frankfurt: Programming Dpt., Project Manager, 2000 Siemens, Frankfurt: Programming Dpt., Project Assistant, 1997 - 1999 Vobis Computers, Frankfurt: Sales Assistant/Customer Care, 1996</p> <p>Education</p>

MSS High-Tech-Akademie, Frankfurt: Courses in BGH Programming, 1997
 University of Frankfurt: Diploma in Computer Sciences, 1994
 Abitur (Final School Examination comparable to High School
 Diploma), Goethe-Gymnasium, Frankfurt, 1989

Further Activities

Member of the German Internet Society

Важнейшая лексика к теме «Резюме»

achievements	успехи, достижения
additional skills	дополнительные навыки
applicant	кандидат, соискатель
association	объединение, корпорация
business	бизнес, коммерческая деятельность
career objective	профессиональные цели
citizenship	гражданство
Curriculum Vitae (BE), resume, résumé (AE)	резюме
department	отдел
documents in support of an application	пакет документов для устройства на работу
education	образование
electronic resume	электронное резюме
email	E-mail (электронная почта)
equal opportunity policy	принцип равных возможностей
experience	опыт
extracurricular activities	внеучебная (внеаудиторная деятельность)
internship	стажировка, практика
key words	ключевые слова
key word summary	список ключевых слов
knowledge	знания
language	язык
link	ссылка (в Интернете)
membership	членство
military service	военная служба
nationality	национальность, гражданство
occupation, job	профессия
personal details	личные данные
personal profile	профессиональные данные
position	должность, место
publication	публикация
qualifications, skills	профессиональные данные, навыки

referees (BE), references (AE)	человек, дающий рекомендацию, поручитель
to be responsible for	быть ответственным за
stamp	почтовая марка
trade	занятие, профессия
unemployed, jobless	безработный
vocational training	профессиональная подготовка
vocational, professional, occupational	профессиональный
working, employed	работающий, трудоустроенный
writing paper	почтовая бумага

Контрольные вопросы и задания

1. Что такое резюме и в чем состоит его основная функция?
2. В чем различие резюме и CV (Curriculum Vitae)?
3. Какие форматы резюме вам известны?
4. Какой формат резюме больше подходит для человека, который много лет проработал в одной сфере деятельности?
5. Какой формат резюме подошел бы специалисту с прерванным стажем?
6. Какой формат резюме выбрать человеку, которому нужна конкретная работа в определенной фирме?
7. В каком порядке в резюме должны быть расположены даты, относящиеся к образованию и опыту работы?
8. Составьте наиболее подходящий для вас вариант резюме.

Unit V

Сопроводительное письмо (Cover Letter)

Covering Letter (BE) или *Cover Letter* (AE) - это документ, который прилагается к резюме.

Хорошее сопроводительное письмо является гарантией того, что Ваше резюме прочитают. *Covering letter* должно быть ясно и кратко написано (не более одной страницы формата А4).

Не рекомендуется переводить сопроводительное письмо на английский с родного языка. *Covering letter* должно отвечать требованиям стилистики и внешнему виду английского делового письма. Оно должно быть хорошо сформулировано, а не казаться нескладным переводом.

Основная информация

План

По своей разметке *Covering letter* повторяет британское или американское деловое письмо.

- Адрес отправителя, если он еще не указан в шапке, указывают в правом верхнем углу. Под ним дата.

- Ниже, с левой стороны, указывают адрес получателя, как он указан на конверте. Тримя строками ниже следует обращение. По желанию первую строку первого абзаца можно набрать с отступом, нажав на клавишу табуляции.

Примерный план

	Horst Felke Peter-Jansen-Str.85 D-60377 Frankfurt/Main Tel: +49-(0)-69-12 34 56 <u>hfelke@internet-online.de</u>
ABS Recruiting Centre 354 Knightsbridge London SW1 6ZT GB	Дата
Dear Madam or Sir (обращение), Первый абзац (введение) Второй абзац (рассказ о себе) Третий абзац (полезность для фирмы) Четвертый абзац (договоренность о дальнейших шагах) Yours sincerely (формулировка в конце письма), <i>Horst Felke</i>	
Horst Felke Enclosures (приложение)	

- В конце письма двумя-тремя строками ниже в правой или в левой части страницы используют принятую формулировку с подписью черными или синими чернилами. Если у Вас разборчивая подпись, то ее одной достаточно.
- В левом нижнем углу указывают сокращение Encl или пишут полностью слово Enclosures (приложение).

Внешний вид сопроводительного письма

Так же как и при составлении резюме, при написании сопроводительного письма (Covering Letter) Вы должны обратить внимание на некоторые моменты:

- Составляйте Ваше сопроводительное письмо на компьютере, если, конечно, специально не требуется написанного от руки, и распечатывайте, используя черные чернила.
 - Посылайте только оригиналы. Ксерокопия будет выглядеть непрофессионально. Это может создать впечатление, что Вы посылаете одно и то же сопроводительное письмо в несколько фирм одновременно.
 - Используйте качественную бумагу формата А4 (90-95 г/м²), по возможности с водяными знаками.
 - Используйте для Вашего пакета документов конверт А4, чтобы не сгибать Ваши документы.
- Сопроводительное письмо должно соответствовать резюме по своему оформлению.
- Covering Letter должно быть без ошибок. Попросите кого-нибудь, прочитать его на грамотность еще раз?

Обращение

Если контактное лицо неизвестно, то письмо начинают словами Dear Sir или Dear Sirs. Также употребительны формы обращения Dear Madam или Dear Sir or Madam. Если имя контактного лица известно, письмо начинают с Dear Mr. ...

Письма к незнакомым женщинам на всякий случай начинают с нейтральной формы обращения Dear Ms.; Mrs. используется исключительно при обращении к замужним женщинам, Miss - к незамужним. Ms. - это нейтральная форма, которая может использоваться при обращении как к замужним, так и к незамужним женщинам. Письма к хорошо знакомому деловому партнеру (или начальнику отдела кадров!) начинают с обращения по имени (Dear David или Dear Karen, etc.). После обращения ставится запятая, и следующее за ней слово всегда пишется с большой буквы. В США вместо запятой может ставиться двоеточие.

Адрес

В английском адресе номер дома всегда пишется перед названием улицы. Английские дома иногда имеют собственное название без номера. Поэтому важно названия всегда указывать полностью. Почтовый индекс (postcode или zipcode) всегда пишется в последней строчке, в Англии после названия города (например, London W1 6YT), в США - после города и штата (например, New York, N.Y. 10010).

Дата

При указании даты нужно обратить внимание на то, что американцы указывают месяц перед днем. То, что мы пишем как «27 июня 2000», в Америке пишут June 27, 2000. То же происходит и в краткой форме: мы пишем «27.06.00», американец пишет 06/27/00. В британском письме может

использоваться привычная нам краткая форма или просто 27 June 2000.

Принятая формулировка (в конце делового письма)

- Если адресат Вам не знаком и Вы использовали обращение Dear Madam or Sir и т.п., письмо обычно заканчивается словами Yours faithfully.

- Если Вы обращались к конкретному лицу (Dear Mr. Jones), то Вы заканчиваете письмо словами Yours sincerely.

- Если речь идет о деловом партнере, которого Вы давно знаете (или о начальнике отдела кадров, с которым Вы уже пару раз говорили по телефону), то Вы также можете закончить письмо словами Best regards или Kind regards.

После заключительной формулировки ставится запятая, затем подпись.

То, что пишут между обращением и заключительной формулировкой, зависит от типа сопроводительного письма. Как и везде, в английском языке существует два типа трудоустройства: трудоустройство по собственной инициативе (*exploratory* или *introductory letter*) и трудоустройство по объявлению (*response to advertised openings*). Далее мы рассмотрим оба типа. Окончательная форма остается за Вами.

Трудоустройство по собственной инициативе (Exploratory or Introductory Letter)

Часть 1:

Так как письма не ждут, уже первое предложение должно заинтересовать адресата. Есть разные предложения, которые могут привлечь внимание англоязычного читателя:

а) Письмо написано по рекомендации знакомого лица:

Mr. Jones suggested that I should make an application...

Или:

Mr. Peterson suggested that I should apply for...

б) Информация о недавней деятельности или последних результатах исследований потенциального работодателя, на основании которых подается заявление о трудоустройстве:

After reading about some of the innovative steps your organization has taken, especially in the tackling of the Y2K problem, I became interested in learning how I may be able to take an active part in your organization...

в) Личный или профессиональный успех (публикация, практика, работа по специальности и т.п.), который может заинтересовать читающего:

The successful preparation and presentation of a budget proposal was one of the most rewarding and challenging experiences of my financial work to date...

д) Вариант, который требует немного смелости, - это показать фирме непосредственную выгоду от приема Вас на работу:

Here's what I will bring to/ can offer ... (название фирмы) as a... (название

должности).

Дальше перечисляйте! Подходит также и для трудоустройства по объявлению.

е) После захватывающего начала следует основная информация:

Настоящая или последняя занятость или окончание учебного заведения и специальность.

Эта часть завершается обозначением круга обязанностей и сферы деятельности:

I am currently employed at...

Или:

Presently, I am employed here in Berlin by TeleData as Product Manager...

Или:

In my last position as Customer Care Advisor I was responsible for...

Часть 2:

Подумайте, какие качества требуются для выполнения указанной в конце первой части работы. Докажите, что у Вас есть эти качества, перечислив свои профессиональные данные и навыки. Ваша задача - убедить работодателя в Вашей пригодности в профессиональном плане, в плане образования и в личном плане. В целом это может выглядеть так:

As a result of personal research and formal studies of the banking industry, I am well aware of the duties and responsibilities that come with working in this field. My qualifications will be very useful in the functions of financial analysis, research, planning and control. I know it can be a high pressure environment, but I am up to the challenge!

Часть 3:

Сосредоточьтесь на своих положительных сторонах и проиллюстрируйте их всем тем, что Вы не упомянули во второй части. Закончите третью часть уверением, что фирма получит выгоду от Вашего сотрудничества:

I am confident in my ability to contribute to the successful running of the film department.

Или:

I believe that your company can greatly benefit from my detailed knowledge of frogs and flies.

Часть 4:

Как и в любом резюме, в последней части речь идет о том, как можно связаться с адресатом или фирмой (встреча или телефон). Можно спросить об этом напрямую, например: *Naturally, I would welcome an interview to discuss the background I have outlined on the enclosed CV.*

Или:

I realize that as a head of the personnel department your time is limited,

however, I would appreciate meeting you in person to discuss my application.

Также возможно:

I am planning a trip to New York next month and I am anxious to talk with you further about the job vacancy. I will call you during the first week of July to see if we can set up a mutually convenient meeting time.

Укажите на Ваше резюме, например:

Please find enclosed my Curriculum Vitae. If you require any further information please do not hesitate to contact me. I would be delighted to meet with you to discuss my application.

Также можно написать:

If there is any further information you would find helpful toward making a decision regarding my employment, please contact me.

Эта часть чаще всего заканчивается словами:

I look forward to hearing from you.

Некоторые люди, у которых мало времени, в конце прибавляют ... *in the near future*. Затем следует или *Thank you* или одна из заключительных формулировок. (Yours faithfully/ Yours sincerely)

Образец: Introductory Letter

Пример 1: Introductory Letter (BE)

<p>Mr. Austin Hart Gordonson Telecommunications Ltd Bavariastr, 28 D-80766 München Dear Mr. Hart,</p> <p>Following a telephone conversation with a colleague of yours at your London headquarters I am writing to you today to enquire about career opportunities within Gordonson's new Munich office.</p> <p>I took great interest in an article which I read in a paper about the recent opening of your office. I am currently employed at AP&P in London as an assistant sales manager. As a native German I would like to work in a German speaking country again some time in the near future. I see the combination of working for</p>	<p>Janine Grim 34 Hampstead Gardens London NW5 9ZT GB</p> <p>1 December 1999</p>
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a British company in Germany as an ideal option for me.

I graduated from Cologne University in 1996 with a degree in Economics. Since my graduation I have had the chance to gather experience in many different fields of the financial world, international trade and stock markets. I am proficient at speaking to large groups of people, and have taught University tutorials in Business Studies and first year Economics. I have also had several articles published in economic journals.

As a native German speaker with an international background I see a position in Gordonson's German office as a chance to further a challenging career, in which I can use my languages as well as my business expertise. I feel confident that I can contribute to your company.

Please find enclosed my CV and several references for your information. Should you have any queries please do not hesitate to contact me. I will be in Munich the week beginning 18 December and would be delighted to have an opportunity to meet with you and to answer any questions you may have concerning my application. I look forward to hearing from you in the near future,
Yours sincerely,

Janine Grün
Janine Grün

Трудоустройство по объявлению (Response to Advertised Openings)

Заявление о трудоустройстве по объявлению очень похоже на заявление о трудоустройстве по собственной инициативе. Части 2, 3 и 4 последнего повторяются и в заявлении о трудоустройстве по объявлению. Первая часть должна соответствовать новому типу заявления, и поэтому начало будет немного изменено. Можно либо сразу переходить к описанию вакансии, либо составить бросающийся в глаза заголовок. Если ссылаются на объявление, то это выглядит приблизительно так:

I am writing in response to your advertisement in last Saturday's edition of "The Times".

Или:

I read your company's description in "The Job Paper" and would like to enquire about employment opportunities in your management training programme.

Еще один вариант:

I am writing with regard to the advertisement you placed in the "Evening Standard".

И еще:

I took great interest in the position of Management Consultant, which I saw advertised in the job section of your Internet home page.

Если Вы затем изложите части 2-4, как это описывалось ранее, то у Вас

все получится!

Образец: Response to Advertised Openings

Пример 1: Response to Advertised Openings (AE)

Oscar Fleeman 145 Vineyard Drive
Syracuse, NY 13211 (315)333 243 888

Mr. Peter Lemons Director of
College Recruiting Paterson
Mercantile Company 4622
Rowland Ave. Chicago,
IL 60601

July 16, 2008

Dear Mr. Lemons,

I read your company's description in "Jobs Today" and would like to inquire about employment opportunities in your management training program. After graduating from Columbia University last year with a degree in retailing and business studies, I would like to pursue a career in retail management.

My interest in retailing started in high school and developed further through a variety of sales and retail positions held during college. My internship with Myers and Brown during the past year convinced me to pursue a career in retail. When I researched the top retailers in the field, Paterson Mercantile Company emerged as having a very strong market position, an excellent training program and a very good reputation for outstanding client service. In short, you provide the kind of professional retail environment that I am looking for.

I enclose my resume for your consideration. In addition to my education and work experience which I feel match the qualifications you seek in your management trainees, I also possess the interpersonal skills and motivation to succeed.

I realize that you must be very busy, but I would appreciate a few minutes of your time. I will call you during the week of July 26 to discuss employment possibilities. Thank you very much for your time and consideration.

Yours sincerely,

Oscar Fleeman
Oscar Fleeman

Идеальный кандидат (Perfect Match Letter)

Особая форма обращения по объявлению - это *Perfect Match Letter*. Этот тип сопроводительного письма требует смелости и уверенности в себе.

Перечислите в Вашем письме ключевые требования из объявления и

кратко объясните, почему Вы идеальный кандидат на эту должность.

Часть 1:

Первое предложение может звучать так:

I have read your advertisement for a Marketing Consultant in the “Financial Times”. I feel my qualifications match your requirements.

Часть 2:

Далее Вы можете сопоставить требования организации с Вашими знаниями и умениями:

You need

Excellent Marketing skills

An in-depth understanding of Asian market

I offer

Degree with First Class Honours in Business and Financial Studies (1,4) from the University of written Herdecke, Germany

7 years experience in trade shipping and marketing with Sim Star & Co., Singapore

Highly refined leadership qualities supervised the Marketing Dept. Of Paul & Peters CmbH, Cologne, Germany

Часть 3:

Последняя часть может звучать так:

I enclose my CV for your information. I would like to meet with you to speak more in depth about my qualifications and experience.

Затем часть 4, как было показано ранее:

Образец: Perfect Match Letter

Пример 1: Perfect Match Letter (AE)

**Julia Heinemann
Konig-Karl-Str. 12
D-80456 München
0 89-4 56 67 87**

January 8th,
2007

Ms. Fiona Temple
Director Human Resources
Patterson Media & PR
46 New Port Avenue
Naples, FL 34102

Dear Ms. Temple,

I recently came across the advert which you placed in Saturday's edition of *The Naples Morning Sun*. You indicated that you were looking for someone with the following qualities:

- Experienced in the development of public relation strategies
- Excellent interpersonal and communication skills
- Experienced in budget management

My professional experience and skills match your requirements perfectly:

- Successfully developed PR strategy for *Daddidas Sports*, including the organization of events and promotion campaigns
- Coordinated communication between PR staff and management. Drafted press releases and speeches, maintained media relations
- Successfully handled annual budget of \$500.000

I will be in Naples throughout February and would be glad to meet with you then. Should you have any further questions concerning this matter please do not hesitate to contact me.

Yours sincerely,

Julia Heinemann

Пример 2: Perfect Match Letter (BE)

Stephanie Sezzlar
265 Bartholomew Lane
Brighton BN1 7JA

Ms, Alexandra Laitnor
Springfield Medical Centre
3522 Queens Avenue
Brighton BN3 7HJ

2 May 2007

Re: Administrative Assistant Position

Dear Ms. Laitnor,

Your advertisement in the "Brighton Journal" indicated your search for a person who possesses:

- Highly refined office supervisory skills
- An in-depth understanding of Microsoft Word computer operations
- Excellent skills in public relations work

My qualifications match your requirements precisely. I have:

- Supervised a staff of 12 clerical workers and medical personnel
- Operated Microsoft Word computer software in a variety of settings for 8 years and am familiar with all the major business and medical-office application software.
- Interacted with the general public face-to-face and via telephone contact, including resolving difficult patient complaint situations successfully.

My Curriculum Vitae is enclosed. I would like to meet with you to discuss how I can further help your company. I look forward to hearing from you.

Yours sincerely,
Stephanie Sezzlar
 Stephanie Sezzlar
 Enclosures

Важнейшая лексика к теме «Сопроводительное письмо»

advertisement	объявление
background	квалификация, подготовка
challenge	вызов, требование, притязание
company description / profile	краткая характеристика компании
covering letter (BE) / cover letter (AE)	сопроводительное письмо
documents in support of an application	пакет документов
enclosures	приложение
experience	опыт
exploratory/introductory letter	заявление о трудоустройстве по собственной инициативе
highly refined	отличный
in-depth understanding	очень хорошие знания
innovative	новаторский, передовой
leadership qualities	способности к руководству
offer	предложение
opportunity	возможность, шанс
personnel department	отдел кадров
postcode/zipcode	индекс
proposal	предложение
requirement	требование
response	ответ
sample of one's work	образец работы

skills	навыки
to apply for a job as...	подать заявление на вакансию/должность ...
to be employed	работать, быть занятым
to employ	принимать на работу
to match	соответствовать, подходить
to suggest	предлагать, советовать
with regard to	в отношении, относительно

Exercises:

1. Look at the plan and draft-resume Mr. Green has written recently. Use it as an example to write your own resume.

PLAN

- 1) Name, address, phone/fax/e-mail
- 2) Particular position, company (job objective)
- 3) Experience (achievements, skills)
- 4) Education and additional courses, specific company training programs, language courses
- 5) Personal data

RESUME

Mr. Paul Green

112 Kingston Road
3377 London,
Great Britain
Phone 22335 - 65

October, 12, 2000

fax 22335 - 70

JOB OBJECTIVE: Finance and Administration Manager

COMPANY: Jaar International Inc.

EXPERIENCE:

Recent position: 2007 - 1995 Finance and Administration Manager.

Supervised Development of Management Information systems.

Coordinated development of Logistics. Proved to have management skills.

International Trade Company 'MARS', Great Britain.

Previous jobs: 1995 - 1990 Finance Manager. IBM computers Inc.

Analyzed budgeting and forecasts programs. Evaluated as having problem-solving skills.

French Branch, IBM computers Inc., France. 1990 - 1988

Bookkeeper. Glaxo International Co.

Coordinated costing, budget programs, branch department.

Belarusian office, Belarus.

EDUCATION: 1988 Degree with Honors in Finance and Economy, Oxford University, Finance and Administration.

1987 - 1988 Special training program (Glaxo International Co.)

1985 - 1987 Special language courses (French: Finance and Economy in France)

1983 - 1985 Computer systems for Finance and Economy

PERSONAL DATA: age 34, fluent in French, Belarusian.

Travel history: France, Belarus.

Profound computer skills: WinWord, Excel, Finance programs.

Now the time comes to deal with APPLICATION FOR WORK, When writing your job application, remember the following simple rules:

- Start with how you learnt about the vacant position (work you are setting for), you might refer to the source of information.
- Your sentences and paragraphs should be short.
- When you describe your work experience and qualification stress your advantages (how your firm advanced because of your activities).
- The tone of your application should be sincere and pleasant, never pushing or imposing but its style must definitely be formal (official).
- You must indicate how you can be reached.
- Enclose the resume or your CV. There must be NO MISTAKES in your application!

2. Look through the model resume and job application. Analyse them, talk about them with your partner, say whether they are correct in structure and appropriate in style and tone.

Resume

Robert Simon

Address (include zip code)

Phone (include area code)

Objective: trainee-typist position

Education: Attending Central High School, Center City, (State and Zip)

Grade: 12. Expect to graduate June 2009

Major: Business education

Subjects taken: accounting, bookkeeping, computer programming, stenography, word processing, English, and social studies.

Work experience

September 2001 - present: Center City Supermarket, Main Street, Center City (state and zip)

Job: Part-time assistant (after school, on Saturdays, and during vacations)

Duties: Maintain stock and replace inventory, receive cash, check register, bag merchandise.

July-August 2001: Lakewood Camp, Lake Elsinor, California.

Job: Counsellor and waterfront specialist.

Duties: Worked with 12-year-old boys; taught swimming, boating, and canoeing
October 2000 - June 2003: Served as Part-time secretary to Mr. McCaffert, Assistant Principal, Business Education, Central High School. Typed, used word processor and copier, filed, took telephone messages. Extracurricular activities.

Teams: baseball team, swimming team, won award for swimming

Clubs: computer club, Future Business Leaders, Boy Scouts. References on request.

Simon's Job Application

Simon's house number, street, apt. No.

Town, state, zip code

Date

Suite 1200
2000 Madison Avenue
New York, NY 100032

Dear Sir or Madam:

In answer to your advertisement in the Tribune for a secretary/receptionist, I would like to submit the following information:

In June, I will be graduating from Central High School, where I have majored in business education. I can type 85 wpm and operate a word processor. I believe that the business skills courses I have taken will enable me to perform the duties of the job advertised.

I have enclosed a copy of my resume and will be available for an interview at your earliest convenience. I can be reached at the above address or by phone at (phone number).

Sincerely yours,

Robert Simon (the name is first signed and then

Typed beneath the signature)

3. In the following exercise, imagine that you are applying for a job at Quality Clothes, Inc. Using your own job interests and personal qualifications, complete the model letter of application below.

(Address) (Date) Mr. Roger Stone, Office
Manager Quality Clothes, Inc. 1417 South First
Street

Boston, Massachusetts 02107

Dear Mr. Stone:

....., my Secretarial Studies teacher, has told me that a vacancy exists in your stenographic staff for the summer months. Please consider me an applicant for this

position.

I am..... years old and a student in theclass at.....High School. I have taken thecourse of study. I have had classes in,,,.....,, andI can take dictation at the rate ofwpm.

During the past year, I have worked for, located at.....

In addition, I have worked for....., located at , in the capacity of..... I believe that my interest in stenographic work makes me especially suited for the full-time summer position with your company. I plan to continue my studies in the fall.

I have permission to give you the following references:

....., Teacher High School

....., Office Supervisor

May I have a personal interview at your convenience? My telephone number is

Very truly yours,

(signature)

(typed name)

4. Put the parts below into the correct order to make a complete email for someone applying for a job.

- (a) the summer programme where I worked last year. I am available for interview in Naples any weekday afternoon, and you can email
- (b) as a Word document. You will notice that I have supervised children on a range of sports and cultural activities as well as dealing
- (c) Dear Sir/Madam //With reference to your advertisement on the JobFinders.com website, I am interested in applying
- (d) as I enjoy working with young people. I have a lot of energy and enthusiasm and am also responsible and reliable. I have attached my CV
- (e) First Certificate grade A. I would be grateful if you would consider my application. You will see
- (f) the travel industry. During the last few summer holidays I have
- (g) for the post of tour leader for Italian school students. I am 26 years old and am currently studying
- (h) me or telephone me on the number below. I look forward to hearing from you soon. Yours faithfully
- (i) for a diploma in Tourism at Naples University. After that I hope to follow a career in
- (j) in the job of tour leader, taking students to London. I feel that I would be well-suited for job
- (k) to do something more varied and challenging, and for this reason I am interested
- (l) with transport arrangements and tickets. You will also notice that my English is good and I have
- (m) from my attached CV that two people can be contacted as references, one is a

university professor and the other is from

(n) worked as a youth leader in Italy, and I enjoyed the work very much. Next summer I would like

1.a... 2..... 3..... 4..... 5..... 6..... 7.....
8..... 9..... 10.... 11..... 12..... 13..... 14.....

Application for Study

You want to continue your studies abroad or participate in the work of an international conference. For this you should fill in a special application form. Any application form is a special form developed by University, Institute, College, Conference to provide more specific information about the applicants and to formalize all the information about them for better data processing.

The application form usually includes the following sections: general information about the institution, benefits, responsibilities, applicants' criteria, closing date for applications.

The application form contains usually:

- PERSONAL DATA: Family name/Legal name (last, first, middle)

Title (Mr. Mrs. Miss. Ms. Dr. etc.)

Sex (male, female)

Permanent home address, phone/fax number, e-mail or present address

Place and date of birth

Marital status (single, married, divorced, widowed)

Military status

- ACADEMIC BACKGROUND

It usually includes all academic qualifications obtained since completing secondary education, stating the institutions attended, the main subjects of study and when the main courses started and finished. Usually the applicants attach photocopies of all relevant academic certificates or transcripts, with accompanying translations into English, if they are issued in another language.

- PROFESSIONAL BACKGROUND listing all positions held since completing secondary education.

- RESIDENCY ISSUES (citizenship, permanent residence status, previous country of residence).

- PROPOSED COURSE OF STUDY: What qualifications would you like to obtain, in what subjects? At which institution would you like to study or conduct research? Are you applying for a fully funded scholarship? Often the applicants are asked to attach LETTERS FROM TWO REFEREES (both of whom should be professional or academic) in support of the application, sometimes it's necessary to attach the PERSONAL ESSAYS. The Personal Essay provides individualized information about the applicant, his/her ambitions, interests.

- At the end you can find applicant's OBLIGATIONS while studying.

All the application forms should be filled in clearly or typed.

5. Ms. West filled her application form in. But she has forgotten to fill in

some sections. Do it instead of her.

APPLICATION FOR GRADUATE ADMISSION

Texas A & M International University Office of Admission and Advisement

a) Tell us about yourself:

Male Female...+..... Social Security Number 122345

Legal name: Kate Mary
Last First Middle

Permanent home address:

City: Laredo State: Texas Zip code..... Country.....

Telephone-Home 44552-47 Office:

Place of birth: Laredo Date of birth

Legal Residence: Texas Resident..... Non-ResidentForeign

Military status: Veteran .. .NO ... Dates of service

Marital status: Single.. .YES Married... Divorced/separated.. .Widowed... If unmarried, provide information on your parent or closest living relative. If married, please provide information on your spouse:

Name: West Relationship: father

Last First Middle

Permanent Mailing Address

City: Laredo... State..... Zip code..... Country: The USA

Telephone-home Office: 44595 - 21...

b) Tell us about your plans:

Will you seek teacher certification from TAMIU? ...+... Yes .No

Applying for ...2 (year) Admission for.. .Winter...+.. .Fall.....Spring
... Summer

Are you enrolled at another University/College?..... Yes No

If Yes, where? Alabama Finance University

c) Tell us about your educational background:

Please list all Colleges and Universities you have attended beginning with the most recent:

.. .Alabama Finance University Alabama.1999 - 1996.....

..... Degree in Finance and
Economy

...Texas Administration College..... 1994-1996

What exams have you taken?

Exam	Date Taken	Mark
1) Economy and Finance	Excellent
2).....
3).....

Please attach photocopies of all relevant academic certificates or transcripts, with accompanying translations into English, if they are written in another language.

d) Residency Issues:

1)..... Are you a US Citizen?...+...
Yes (Go to 2)..... No (Complete 1) Do you have
U.S. Temporary Resident status? Yes No If Yes, Visa type:
Date issued:

2)..... Are you a resident of the
State of Texas?...+.. Yes No

3) Will you have been residing in Texas for 12 consecutive months prior to
your first enrollment at TAMIU? ...+... Yes No.. (go to 4)

4) Upon whom are you basing your claim for residency:

.....Parent/Legal Guardian

.....Spouse

Кафедра иностранных языков №1

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