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М.О. Кучма

English

Business Correspondence

Навчальний посібник

Видання друге, перероблене і доповнене



ТЕРНОПІЛЬ
НАВЧАЛЬНА КНИГА – БОГДАН

УДК 811.111
ББК 81.2 Англ
К96

Рецензенти:

доктор педагогічних наук, доцент кафедри англійської мови
та методики її викладання Тернопільського національного педагогічного
університету імені Володимира Гнатюка
І.П. Задорожна,

кандидат педагогічних наук, доцент кафедри іноземних мов
Тернопільського національного педагогічного університету
імені Володимира Гнатюка
Р.М. Роман

Кучма М. О.

К 96 **English. Business Correspondence** : навчальний посіб-
ник : Вид. 2-ге, перероб. і доповн. / М.О. Кучма. — Тернопіль :
Навчальна книга — Богдан, 2015. — 40 с.

ISBN 978-966-10-3592-7

Мета пропонованого методичного посібника — поглибити знання
сучасного англійського ділового мовлення.

Наведені приклади допоможуть у веденні ділових паперів,
зокрема, під час написання офіційного чи дружнього листа, резюме
чи автобіографії (с. v.), у проведенні інтерв'ю, підкажуть поведінку під
час нього чи при влаштуванні на роботу тощо.

Зразки листів та документів містять базові терміни та граматичні
структури, притаманні діловому мовленню.

Посібник призначений для викладачів, студентів та всіх, хто
вивчає англійську мову та займається бізнесом.

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LETTERS AND FORMS


Addressing an Envelope

Whether you're writing a personal letter or a business letter, you'll need to address an envelope. On your envelope, put your name and address in the top left-hand corner. The **receiver's address** is centered on the envelope. Use the **postal abbreviations** for the state and include the ZIP code (post code). The ZIP code should appear on the last line of the address, following the city and state, with a **double** space left between the last letter of the state and the first **digit** of the code. A comma should not be **inserted** between the state name and ZIP code, as well as between the number of your house (flat) and the name of your street.

For letters in or going to the UK, the postcode is usually written on a line by itself at the end of the address, and the name of both the town and the country are written **in capital letters**.

Each line of the address is followed by a comma, except the last line. But the **majority** of firms now prefer open **punctuation** that is without any commas.

Tanya Ivanova 10 Kulisha Street Ternopil 46016 Ukraine	<i>your name and address</i>	
	[- - -] [- - -]	

	[- - -] [- - -]	
<i>receiver's address</i>	Silverton Tapes, Inc. 403 Kipp Ave Hasbrouck Hts, NJ 07604 USA	

Brownlow & Co.
600 Grand Street
LONDON
WIN 9VZ
UNITED KINGDOM

Tanya Ivanova
10 Kulisha Street
Ternopil 46016
Ukraine

or

Tanya Ivanova,
10 Kulisha Street,
Ternopil 46016,
Ukraine

receiver's address – адреса одержувача
is centered – розміщується по центру
postal abbreviations – поштові скорочення
post code (ZIP code) – поштовий індекс
double – подвійний

digit – цифра
insert – поміщати
in capital letters – великими буквами
majority – більшість
punctuation – пунктуація

Tanya Ivanova
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Ternopil 46016
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Writing Informal or Personal Letters

The personal letters you write are an important way of **communicating** to others your ideas, updating on events in your life, or your feelings. Sometimes an informal letter is the best way to communicate a personal message.

Informal or personal letters include thank-you, invitation letters, letters of regret, of congratulation and others.

Thank-you letters. These are letters that you send to tell someone that you **appreciate** his or her taking time, trouble, or **expense** to do something for you. Always **respond promptly**, and try to say something in your letter **in addition** to thanking the person. You might mention that you **are aware of** the person's effort, or tell why the person's present is special to you.

Invitations. In an informal invitation, include specific information about the occasion, the time and place, and any other special details your guest might need to know (such as that everyone is expected **to bring a friend**, dress casually, or **donate** food).

Regrets. The letter of regret is written to inform someone that you will not be able to accept an invitation. You should especially respond in writing to invitations that include the letters R.S.V.P. (in French, an abbreviation for "please reply").

to communicate – повідомляти
to appreciate – високо цінувати
expense – витрати, видатки
to respond promptly – дати відповідь негайно

in addition – на додаток до
to be aware of – знати, усвідомлювати
to bring a friend – привести друга
to donate – дарувати

Congratulations. Letters of congratulation as well as **condolence** should never be written in the third person, i.e. be someone else **on your behalf**.

The parts of a friendly letter are the heading, the **salutation**, the body, the closing, and the **signature**.

The heading includes your full address with ZIP (post) code. Write out the name of the **state** or use the abbreviation. Always include the date after address.

The salutation is your friendly greeting and is followed by a comma. **Capitalize** the first word and any **proper nouns**.

In *the body* of the letter include your conversational message. **Indent** the first word in each paragraph.

Closing. End your letter with a brief, personal closing, followed by a comma. Capitalize the first word of the closing.

Signature. Your signature should be **handwritten** below the closing.

Correct Form for a Personal Letter

heading

10 Kulisha St.
Ternopil 46016
January 5, 2014

salutation

Dear Aunt Florence,

body

Thank you for the beautiful ski sweater — it's exactly what I wanted. I know how much effort went into making it, and I appreciate your thoughtfulness.

When we go visiting next month, I'll be sure to wear it and show it off to all my friends. Thank you again for the lovely gift.

*closing
signature*

Love,
Andrea

condolence – співчуття
on your behalf – від вашого імені
salutation – вітання
signature – підпис
state – штат (in the USA)

to capitalize – писати з великої букви
proper nouns – власні назви
indent – робити відступ (абзац)
handwritten – написане рукою

Writing Business Letters

A letter speaks for you in your absence. To do its job of representing you well, it must be *clear*, **appropriate** in tone and attractive in appearance. Let us consider these three important qualities individually.

Clarity. Remember that you will not be present when your letter is being read to explain what you **mean**. The reader will not be able to ask you to **clarify**. Obviously, then, you must make your **message** unmistakably clear. **It goes without saying** that your letter should be easily **legible**, whether handwritten or typewritten.

Tone. When speaking face-to-face with someone, you use your tone of voice to reflect shades of meaning and attitude. Writing, too, has a tone, reflected largely in the words you choose. What will your letter sound like to the **recipient**? First, be sure that it sounds like you — that it speaks with your voice. Second, be sure that the tone will neither anger nor **offend**. Unlike spoken words, which are often readily forgotten, letters are permanent records of what you have said. An angry letter may make you feel better at the time of writing, but a few weeks later you may be sorry that you **mailed** it.

A letter that is neat, free of errors, and in good form will do a fine job of representing you — just as your speech and personal appearance do in a face-to-face relationship.

The Parts of a Business Letter.

There are six parts of a business letter: the heading, the inside address, the salutation, the body, the closing, and the signature.

The heading or sender's address of a business letter is the same as the heading of a friendly letter. It usually has three lines:

- 1) your street address
- 2) your city, state, and ZIP code
- 3) the date the letter was written

*heading
(sender's
address)*

10 Kulisha St.
Ternopil 46016

5th January, 2014

Date. The date is written below the sender's address, sometimes separated from it by a space. In the case of correspondence with a printed **letterhead**, it is also usually written on the right-hand side of the page.

appropriate – відповідний

mean – мати на увазі

to clarify – з'ясувати

message – повідомлення

it goes without saying – зрозуміло без слів

legible – чіткий, розбірливий

recipient – одержувач

to offend – ображати

to mail – відсилати поштою

letterhead – автор документу