

Практическое занятие № 8

Тема 9. Деловые письма, CV. Собеседование при приеме на работу. Ведение телефонных разговоров . Международный деловой этикет.

План занятия:

1. Letter writing.
2. The structure of a business letter.
3. Rules for business letter writing.

1.Letter writing.

1.1. Answer the following questions:

1. How can managers learn to communicate better?
2. Have you ever written a letter or email of complaint?
3. What advice would you give to people working with customers via email?

Letter writing is an essential part of business communication. A check, a contract or any other business paper sent by mail should always be accompanied by a letter. The letter says what is sent, so that the addressee should know exactly what you intended to send.

Nowadays many agreements are made in English, as English is a universal business language. Joint ventures agreements, bank loans, and trademark licenses are frequently written in English.

With the appearance of electronic mail, voice mail, and faxes, good letter writing is losing its importance. And yet, a well-written business letter can help a lot in your business relationships. A well-arranged letter will make a better impression on the reader, thus good letters make good business partners.

Business correspondence does not have to be dry and dull. Taking into account today's informational overload it is important to be short and to the point in most of your correspondence. There are two types of business letters: formal

business letters and informal business letters.

2.2 Say if the statements are true or false :

1. Letter writing is an essential part of business communication.
2. Nowadays many agreements are made in French, as French is a universal business language.
3. With the appearance of electronic mail, voice mail, and faxes, good letter writing is gaining its importance.
4. A well-arranged letter will make a better impression on the reader.
5. Business correspondence should be dry and dull.

2.3 Answer the questions:

1. Why do we need business letters?
2. What is a universal business language?
3. Why is letter writing losing its importance?
4. Why should a letter be well-arranged?
5. What types of business letters do you know?

2.4 Complete the sentences using the information from the text.

1. A check, a contract or any other business paper sent by mail...
2. Nowadays many agreements are made in English, as...
3. A well-arranged letter will make a better impression...
4. Taking into account today's informational overload...
5. There are two types of business letters: ...

2.5 Your office printer has broken down and you decide to replace it. Write an email to the Head of Purchasing:

- describing the reason for not repairing the old one
- explaining what you need from a new one (e.g. colour, paper size)
- suggesting where to buy a new one.

Write 40-50 words.

2.The structure of a business letter.

2.2Answer the following questions:

2.1Which methods do people use most often for communicating with colleagues?

What does it depend on?

2.Do you think it is always necessary to use formal language when dealing with customers via email?

3.Why is it important to establish your credibility when communicating via business letters?

The structure of a business letter includes the sender's address. The sender's address is written on the top right-hand side of the page if the sheet of paper does not have a printed letterhead.

The date is written on the right-hand side of the page below the sender's address, sometimes separated from it by a space. If paper has a printed letterhead, the date is also usually written on the right-hand side of the page.

The month in the date should not be written in figures, as they can be confusing. For example, 10.05.2004 means 10th of May 2004 in Britain, but in the US it stands for 5th of October 2004. Months are usually written not abbreviated.

There are two rules with business letters: keep them brief but make them good. Writing business letters has two purposes: to inform, and to organize. You have to be clear, and by means of your letter you have to make things happen.

In the first instance, the letter has to be functional. In the second instance, let every letter be at least readable, and then see if you can add some extra quality.

Resort to common sense, express yourself simply and directly. Remember you are writing either to tell somebody something or to ask somebody to do something. Bear your readers' interests in mind. You have your own aims to accomplish, but there are ways of saying things which keep the relationship positive. And you know what your reaction is when you receive a frightful letter, badly written or carelessly

phrased. Poor letters cost orders and profits.

We often take the basic rules of business letters for granted. But their omission is glaring, especially the real basics, the beginning and ending, the grammar, the spelling, the orderly appearance.

Don't neglect the timing of your letters. Particular letters entail their own seasons — sales letters may be geared to setting up the pre-Christmas market; credit control letters go out according to a regular system. Other exchanges of letters may depend on other sets of rules. For courtesy, you reply by return. But to pick up a favourable contract you may want to delay writing.

If you are the employer, you are responsible for the letters written by your staff — that is, you are liable for the consequences. The business letter can achieve a great deal. Out of the blue you can write to strangers and strike up acquaintances, set up deals, correspond for years.

Naturally you know that when you don't know the name of the person you're writing to, often when it is to an impersonal head of department, a government official or a bank officer, you begin: Dear Sir. When you begin with Dear Sir, you finish with: 'Yours faithfully'. When you have the name of the person you are writing to and the letter is on a personal level, you write: 'Dear Mr...' (or Mrs, or Miss, or Ms).

If you don't know the person's name but you want to write a personal letter, you ring up his firm and ask his name (and initials). As far as you are able or aware, never get a name wrong. People get annoyed when they are misspelt. It's a good way to lose the order before they've read the letter. If you are writing to a woman, especially in the USA, you can write 'Ms' (pronounced miz), but in the UK it is still politer (except in feminist circles) to find out whether she is 'Mrs' or 'Miss'.

When you begin with Dear Mr . . . or Dear Ms . . . etc, you finish with: Yours sincerely. In the USA the usual formal or semi-formal ending is: Yours truly. There a good friendly informal ending is: Cordially, or: Cordially yours.

It is often done, if you feel kindly disposed towards your recipient, to add at the end of your letter, and before the yours sincerely, the formula 'best wishes' or 'kind

regards'. There are many variants on this practice, with varying nuances of meaning. In certain spheres of management, it is virtually obligatory to end your letter with kind regards even though you detest the person. It is a kind of inflationary effect at work which is progressively devaluing the coinage used to convey amicable greetings between business acquaintances.

If you wish to be extra personal you conclude your letter with, 'Remember me to Marge and the family. We must have another get-together round the pool soon.' Or if you are locked into American-style correspondence and thereby wish to signal that you are friendly but moving fast, you simply say: Best, and sign your Christian (or first) name. The standard British formula All the best.

Your letter should state its business at the outset and draw a suitable conclusion at the finish. If you are given to courtesies at the beginning and end of your letters, keep them brief if they are hypocritical; or if they are elaborate, keep them sincere. If you are replying to someone, it is conventional to say, Thank you for your letter of . . . ' and the date. This sometimes looks like perfunctory routine, and you should sharpen up on your opening.

The first sentence or so should indicate the letter's content. A specific and detailed letter can often carry an underlined heading, following the greeting but over the text, which instantly conveys the topic following. If the text is long and dense, give each point a heading — and, if necessary, each sub-point a subheading. Attend closely to the sequence of events — the sense of logic — in your letter. If you are presenting an argument you want your recipient won over by the time you get to the best wishes. You can judge from the circumstances whether point 1 is the key issue and points 2 -9 are subsidiary factors.

The conclusion of your letter may be a statement summarising "I look forward to hearing from you". Conventional ending which isn't worth saying if the letter is any good "May we hear from you soon".

Different ways of concluding a letter the position reached, or an expression inviting a reply or further discussion. Try to finish your letter with a positive turn of words which will bring about action.

If you forget something you meant to say in the letter, put it in a PS at the bottom of the page rather than retype the whole thing.

2.2 Say if the statements are true or false:

1. The structure of a business letter doesn't include the sender's address.
2. The date is written on the left-hand side of the page below the sender's address.
3. There are three rules with business letters.
4. People get surprised when their names are misspelt.
5. Your letter should state its business in the end.

2.3 Answer the questions:

1. What are the rules with business letters?
2. What is the purpose of writing business letters?
3. Why aren't months usually abbreviated in business letters?
4. What should the first sentence of a business letter indicate?
5. What can you achieve by writing business letters?

2.4 Complete the sentences using the information from the text.

1. If paper has a printed letterhead, the date is...
2. The month in the date should not be written...
3. You have your own aims to accomplish, but...
4. If you don't know the person's name but you want to write...
5. If you wish to be extra personal...

2.5 Give a summary of the text.

3.Rules for business letter writing.

3.1 Answer the following questions:

1. Why is it always necessary to use formal language when dealing with customers via email?
2. What is the impact of technology on business communication?
3. How can effective communication build success in today's business environment?

You can pin up a few ground rules for the effective business letter: be brief, be clear — and be courteous. You can • Plan your letter • Be brief • Be clear • Be courteous • Be pleasant • Check your spelling • Get names and addresses right • Check your punctuation • Reject scruffy typing • Remember the date • Remember the enclosures • Remember to sign it.

Sample Letter of Reply

Dear Mr Beare,

Thank you for your enquiry of 21 May asking for the latest edition of our catalogue. We are pleased to enclose our latest brochure. We would also like to inform you that it is possible to make purchases online at abc.com.

We look forward to welcoming you as our customer.

Yours sincerely,

John Smith

Business letter doubtless accomplish certain aims by being lengthy, vague and rude, but we assume you can judge the effects of what you are doing. Courtesy is particularly important when you are writing overseas. Best wishes and pleasant remarks sent to foreign business contacts often bring warm responses, and a gratifying sense of truly bridging frontiers. Some would say you should be sincere, but that depends on the circumstances.

In most business letters the transactions are depersonalised and questions of ethical standards do not arise in humdrum everyday correspondence. But in a few situations your personal integrity may be on the line. You may have choices in the expressions you use, the pressures you apply, the reasons you give.

3.2 Say if the statements are true or false:

1. Courtesy is not important when you are writing overseas.
2. Best wishes and pleasant remarks sent to foreign business contacts often bring warm responses.
3. In most business letters the transactions are personalised and questions of ethical standards arise.
4. In most situations your personal integrity may be on the line.
5. You may have choices in the expressions you use when writing a business letter.

3.3 Answer the questions:

1. What ground rules for letter writing do you know?
2. Should Business letters be lengthy?
3. Why is Courtesy particularly important when you are writing overseas?
4. What causes warm responses when writing business letters?
5. Are business letters completely depersonalized?

3.4 Complete the sentences using the information from the text.

1. Business letter doubtless accomplish certain aims by...
2. Courtesy is particularly important when...
3. In most business letters the transactions are...
4. Best wishes and pleasant remarks sent to foreign business contacts often bring...
5. Some would say you should be sincere, ...

3.5 Write an email applying for a job you would like to do.

СПИСОК ИСПОЛЬЗОВАННОЙ ЛИТЕРАТУРЫ

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