МИНИСТЕРСТВО ОБРАЗОВАНИЯ И НАУКИ РОССИЙСКОЙ ФЕДЕРАЦИИ

Федеральное государственное бюджетное образовательное учреждение высшего профессионального образования «Дагестанский государственный технический университет»

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ДЕЛОВОЙ АНГЛИЙСКИЙ ЯЗЫК

Учебное пособие для всех направлений подготовки магистров

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Учебное пособие предназначено для студентов всех направлений подготовки магистров. Цель пособия – контроль умений и навыков письменной речи в сфере деловой переписки и употребления соответствующего языка на разных этапах ведения деловых переговоров.

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А.М.Исмаилова
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To the student

The book has eight units. Each unit is divided into three different sections.

Section A is the Study section. At the beginning of the section, you can do a self-test in the form of a letter-or email-writing exercise. You can then learn phrases for writing business correspondence. At the end of the section, there is another writing exercise. These beginning and end exercises will show you how much you have learned in the section.

Section B is the Activity section. This helps you to practice writing in a ‘real’ situation. Here, you can use everything you learned in Section A.

Section C is the writing process section. This shows you how you can develop your abilities in writing, how you can plan and revise letters and help yourself to write better English.

Each unit is followed by the test
Unit 1 Making enquiries

1A Study section
- emails
- opening and closing a message
- subject headings
- asking for and sending information
- email style
- being polite

Test yourself
You want a new printer for your computer. You have seen an advertisement for the Solar EX43. Write an email to Computer World, sales@computerworld.com, and ask them how much the printer costs and how long they would take to deliver it. Write a complete email, with a subject heading, names, etc. (Invent any details you need.) When you have finished, put the message away until the end of this section.

1.1 Intercity Bank ask for catalogues

Read this message and the one on page 8.

a) Why does Jennifer Long want the catalogues?
b) Mr. Basuki is sending something in the post and something with his email. What?
c) Why do you think Jakarta Furnishings offer a 5% discount for web sales?

---

To: jakarta Furnishings <sales@jakartafurnishings.com>
From: Jennifer Long <jlong@ktc.intercitybank.com>
Subject: Request for catalogues
Cc: Michæl Loff <mlof@ktc.intercitybank.com>

Dear Sir or Madam

We are expanding our offices in Jakarta and we will need extra desks, lights, chairs and filing cabinets.

Please can you send us your catalogues with prices, sizes and colours for these items?

Yours faithfully

Jennifer Long
Office Manager
Intercity Bank plc
Jalan Thamrin 58
Jakarta 11196
Indonesia
Tel. 021 6376008
Fax 021 6376733
www.intercitybank.com/indonesia
1.2 Email: the basics

1. Look back at the two emails and match each item (1–7) to the correct meaning (a–g).

1. To: a: A document or other file you want to send with the email
2. From: b: The name and email address of the person you are writing to
3. Subject: c: The name and email address of someone you want to send a
4. Cc: ‘blind copy’ to (i.e. the other people who receive the message
can’t see that this person has also received a copy)
5. Bcc: d: Your full name, address and other details that are automatically
put at the end of your email
6. Attached: e: The topic you are writing about
7. Signature g: The name and email address of someone you want to send a
   copy to

2. Notice the layout of the email messages.
   a) Where does each paragraph start?
   b) How are the paragraphs separated?
   c) How does the email open and close?
1.3 Dear … / Yours …
Here are some ways to start your message.

Dear Sir or Madam  to a company
Dear Sir          to a man if you do not know his name
Dear Madam        to a woman if you do not know her name
Dear Mr Smith     to a married or unmarried man
Dear Ms Smith     to a married or unmarried woman
Dear Mrs Smith    to a married woman
Dear Miss Smith   to an unmarried woman
Dear John         to a friend or someone you know well

Writing tip
Be careful how you open a message.
• Do not use Mr/Mrs/Ms with a first name (e.g. Dear Mr John is not correct).
• Unless you know that a woman prefers to be called Miss or Mrs, use Ms.

The way you close a message depends on how you open it.
Dear Sir or Madam      Yours faithfully
Dear Mr/Ms/Mrs/Miss Smith Yours sincerely
Dear John              Best wishes

Choose the correct close from the box for each of the openings (a–g)

<table>
<thead>
<tr>
<th>Opening</th>
<th>Close</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Dear Mrs Wilson</td>
<td>e) Dear Mr González</td>
</tr>
<tr>
<td>b) Dear Madam</td>
<td>f) Dear David</td>
</tr>
<tr>
<td>c) Dear Ms Hemsuchi</td>
<td>g) Dear Sir or Madam</td>
</tr>
<tr>
<td>d) Dear Susanna</td>
<td></td>
</tr>
</tbody>
</table>

1.4 Subject headings

Writing tip
Many businesses receive hundreds of emails every day. Unfortunately, a lot of these messages are ‘junk mail’, usually advertising. Many people do not even open these messages – they delete them straight away. For this reason, it is important that your emails have a short, clear subject heading which encourages the reader to open the message. This can also help to ensure that the message goes to the right person.

What subject headings can you put for these messages (a–d)?
1.5 Practice

What’s wrong with this email? Look at 1.1–1.4 again and write it out correctly

1.6 Asking for and sending information

You can ask for information in different ways.

Please can you tell me ...
Please can you send me ...
Please can you send me details of ...

If you are replying, you can first thank the person for their message.

Thank you for your email.
Thank you for your email, dated 6 June.
Many thanks for your message, dated 6 June.
Thank you for your enquiry.

You can then send the information they want.

I am attaching details of ...
I have pleasure in attaching ...
I attach some information, which I hope you find useful.
I attach our price list and look forward to hearing from you.

You work for a company that sells mobile phones. What can you write in these situations?
1.7 Message style

Writing tip

There are many different styles of writing. For a student of English, this can be a problem, because if you use the wrong style, you can cause offence or give the wrong impression. For this reason, in Company to Company you will learn a style that you can use in most situations.

• Write in a natural style. Do not use an old-fashioned, very formal style. Say *Thank you for your letter, dated 14 June*, not *We have received your letter of the 14th of this month.*

• Do not use very informal language, unless you know the person well. Do not write *Hi! or Hello! or Ciao, John!* Write *Dear John (if you know the person) or Dear Mr Smith.*

• Do not use text-message abbreviations such as *I hope I can c u soon* or *Yr order is waiting 4 u.*

• Do not use slang. Write *Someone in the office can help*, not *A guy here can help.*

• Do not use ‘emoticons’. Emoticons are symbols which people often use in Internet chat, such as :-( (happy), :-( (sad).

What’s wrong with these messages? Write them correctly.

a) Hello, Steven!
   Thx for yr email. I’m gld u recvd the pkt OK. Great 2 hear u like the pics. :-)

b) Dear Mr Wilson,
   We are in receipt of your message, dated 15th of this month. I can confirm that we have despatched your order according to your instructions.

c) Hi there
   How r you? I’ve passed your msg to Bill, a guy in my office, and he’ll contact you soon. Bye.

d) Dear Ms Brown
   We are awaiting your instructions concerning the address for the despatch of your order.
1.8 Practice

There are two things missing and two style problems in each of these messages. Check 1.1–1.7 again and complete and correct each message.

To: NextTravel <info@nexttravel.com>
From: Renate Makosch <makosch@observer.org>
Subject: a ..............................................
Attached: pricelist.pdf

Dear Sir or Madam

This year, the Daily Observer newspaper will print a special report on travel agencies. We were wondering if you’d like to put an ad in it.

I attach our price list and look forward to hearing from you. :-) 

Renate Makosch
Advertising Manager

To: Ms. Morales <isabelMorales@iol.it>
From: Tom Lander <tlander@sportscar.co.uk>
Subject: c ..............................................
Attached: Swiftex.doc

Hi!

Thank you for your email about the Swift ZX series sports cars. I attach some information which I hope you will find useful.

Bye for now.

d ........................................................

1.9 Be Polite!

In business, if you are polite, you will usually get a better response and better service. Users of English often do the following to show politeness.

• Say please and thank you:
  Thank you for your email. Please can you send me your catalogue?

• Say more:
  Thank you for your order for 10 boxes of Sunlight Wallpaper. Our price for each box is $250, plus an additional $50 for postage. Our normal delivery time is 3–5 days, not We got your order. The cost is $250 per box plus $50 for delivery. Delivery is 3–5 days.

• Avoid being very direct:
  We think your prices are rather high, not Your prices are not acceptable.

• Ask rather than order:
  Please could you send it as soon as possible? not You must send it straight away.

• Use indirect questions:
  I was wondering if you could help me, not Can you help me?

• Avoid blaming or accusing the addressee:
  I am afraid there is a problem with the order, not You’ve made a mistake with my order.

• Understate the point:
  It seems we have a small problem, not There is a problem.
There are many examples of polite letters and emails in *Company to Company*. As you read them, compare with what you would say in your language.

These messages sound impolite in English. Make them more polite.

a)  Dear Mr Brown  
    Your company delivered the goods very late. This is very bad service.  
    Please deliver on time in future.

b)  Dear Sharon  
    Let’s meet next Monday at 1 p.m. We can meet at The Mousetrap restaurant.  
    I have to leave at 2 p.m., so come on time.

c)  Dear Ms Mustapha  
    I received your letter. I have sent the goods. You will get them on Tuesday.

d)  Mr Smith  
    Send me your price list. I need it now, so send it immediately.

e)  What’s your price for a Delphi ZX45 modem?

1.10 Consolidation: a complete email

You are the Purchasing Supervisor at Green Supermarkets. Your manager has just sent you this email. Write a polite email to Corona (<sales@corona.com.nz>) with a copy to your manager.

![Email screenshot]

*What have you learned?*

Look back at the message you wrote to Computer World at the beginning of this section. Compare it with your message to Corona. Can you see an improvement? Think about:

- email layout
- opening/close
- subject headings
- how to ask for information
- style
- politeness.
1BAActivity section

Misplaced orders

1) Slembrouck BVBA, a wholesaler in Belgium, has problems. Business is not good, and they have dismissed a lot of staff. Their offices are now very disorganised. Here are some orders that their sales executive brought back after a trip to England. The orders are not clear. Answer the following questions.

a) What have ABC (Drinks Machines) Ltd ordered?
b) Who ordered the shampoo?
c) How can you improve the layout of the orders so that it is clearer?

wholesaler

a business that buys goods in large quantities from the manufacturer and then sells them in smaller quantities to shops, etc.
2) The accounts department made out these invoices for the orders. Look at them and answer these questions.
   a) Are the invoices correct?
   b) If the Court Hotel want to write to Slembrouck BVBA, who will they address their email to? How will they open and close the email?
   c) If ABC (Drinks Machines) Ltd want to send a similar message, what will they write?

3) Slembrouck BVBA have now delivered the orders to the Court Hotel and ABC (Drinks Machines) Ltd. Unfortunately, there are some problems with both orders. In three groups, write the messages between the three companies. The role cards at the back of the book will help you, but you must decide what to write. When you have written your message, ‘send’ it to the correct group. Then ask for a new card number. (There are three cards for each company.)
1C The writing process

Getting help

1. Use Company to Company
   There are three sections at the back of the *Company to Company* that can help you while you are writing. What are they? Look at these pages:
   - pages 117 to 121
   - pages 124 to 127
   - page 128

   a) In which section would you look if you wanted to find the following?
      1 - how to begin and end an email
      2 - where to write the date in a letter
      3 - the correct style for personal business letters
      4 - an example of a message or email asking for a refund

   b) Look in the correct section and find the page reference for each item 1–4 above.

2. Use your dictionary
   a) A good dictionary is a very useful tool when you are writing. You need one! Find *sell* in your dictionary. Does it have this kind of information?

   ![Dictionary information diagram]

   b) Sometimes, words have different meanings if you use them as a noun or as a verb. Find these words in your dictionary. What differences in the noun and verb meanings are there?
      *service*  *share*  *credit*  *trip*

   c) Some words have different spellings in British and American English, or a completely different word is used. Look in your dictionary and complete the tables.

<table>
<thead>
<tr>
<th>Spelling</th>
<th>British English</th>
<th>American English</th>
</tr>
</thead>
<tbody>
<tr>
<td>catalogue</td>
<td>1..............</td>
<td>2................</td>
</tr>
<tr>
<td></td>
<td>center</td>
<td>3................</td>
</tr>
<tr>
<td></td>
<td>check(money)</td>
<td></td>
</tr>
</tbody>
</table>
Test in Unit 1: letter layout, the date opening/closing a letter, subject headings

I. How will you open a letter to:
   a) a company
   b) a man if you do not know his name
   c) a woman if you do not know her name
   d) a man
   e) a married woman
   f) an unmarried woman
   g) a married or unmarried woman
   h) a friend or someone you know well
   Use the name John/Sarah Smith.

II. How would you write these dates in a letter to the UK?
   a) Jan. 15th, 2004 (UK)        c) 6/11/98 (UK)        e) 23.1.87(UK)
   b) 22nd March 1977(UK)        d) 09-07-99 (USA)        f) 03.02.05 (USA)

III. Join these openings to the right ending.
   a) Dear Miss Smith
   b) Dear Madam1.Peter
   c) Dear Miss Yamato
   d) Dear Sarah
   e) Dear Viktor
   f) Dear MrConstantinov
   g) Dear Sirs

<table>
<thead>
<tr>
<th>Best wishes</th>
<th>Yours faithfully</th>
<th>Yours sincerely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peter</td>
<td>Richard Sanders</td>
<td>SergheyTkachyov</td>
</tr>
</tbody>
</table>

IV. Translate.
1. схема, композиция  2. абзац  3. пунктуация  4. адресат  5. поля
6. обращение, название должности  7. подпись  8. приемлемый
9. подзаголовок10.вышеупомянутый

V. Matchthesynonyms.
   1. make bigger        a) extra
   2. want               b) block style
   3. additional         c) need
   4. modern style of business letters d) increase
   5. faithfully          e) pick up/take
6. helpful  
7. collect  
8. fall  

f) drop  
g) sincerely  
h) useful  

VI. Write the opposites.  
1. careless  a) present  
2. remember b) unmarried  
3. married c) wrong  
4. missing d) rise  
5. correct e) forget  
6. send f) disagree  
7. fall g) receive  
8. agree h) careful  

VII. Complete the boxes presenting the layout of a business letter by choosing appropriate words/expressions from the list below.  

a) Body of letter  b) Greeting  c) Position of sender  d) Subject heading  e) Ref.  f) Receiver’s name, title and address  g) Sender’s address  h) Complimentary closing  i) Signature  j) Date  k) Name of sender
Unit 2 Businessprospects

2A Study section
● attachments
● part of messages
● beginning and ending a message
● email conventions

Test yourself
You work for Water Sports Ltd. A woman telephoned your company and asked if you stock Sea world boat engines and accessories. She was particularly interested in the Wave 78 engine. You said you would send her an email with some brochures about Seaworld engines and tell her when the Seaworld agent is coming to your shop.
Write that email. (Invent any details you need.)
When you have finished, put the message away until the end of this section.

2.1 Interfon look for new agents
Interfon, Inc., Japan, are looking for new business, so they sent this email to an international bank in Bahrain. They received there ply shown on page18.

d) Why has Takayuki Aoyama written to Eastern Bank!
e) What has Husain Dhaif done with the attached catalogue!

---

Dear Corporate Section:
We are writing to inquire about agents for our products in Bahrain. Your branch in Osaka, Japan, told us that you may be able to help us.

We specialize in the manufacture of radio telephones. At present, we export to Europe and Latin America, but we would like to start exporting to the Arabian Gulf.

Could you please forward this email to businesses in Bahrain that may be interested in representing us? I attach a catalog.

Sincerely,
Takayuki Aoyama
Export Division
www.interfon.co.jp

---

Page 18 of the email is shown here.
Note that Mr. Aoyama is using American English spelling and expressions. These are covered in more detail in Unit3.

2.2 Attachments

As you saw in Unit1, if you want to send a file with your email, you can say:

I am attaching our cataloguetothismessage.Pleascontactmeifyouwouldlikemoreinformation.
Please find attached our report. Look forward to hearing your comments.
I have just received the photographs, which I have attached to this message. Please can you select the photographs you would like in the news letter?
If you have any problems opening the file, please let me know.

Sometimes, people have problems with attachments.

Thankyouforyouremail.lamafraidyouforgottoattachthereport.Couldyousendyourmessageagain, please?
Thank you for your message. Unfortunately, the attachment won’t open on my computer. Could you send it again in a different format? Sorry! I forgot to send the attachment.
What would you reply to these messages!

a) Thank you for your email. I can’t find an attachment, however. Did you send it?
b) Many thanks for your message. Unfortunately, when I try to open the attachment, my computer crashes.
c) Thank you for your reply. Please can you check that you have sent the correct file to me? I requested a copy of your brochure for the DF434 digital camera, but I think you have sent me photographs of your office party.
d) I am away from the office for three weeks, so I will not see there port until I get back. Can you send me a copy as an attachment?
e) Please find attached an application form for the conference. Please complete it in your word processor and send it back to me.

2.3 Arabian Electronics reply

Sometime later, Interfon received this message from Arabian Electronics. Mr. Aoyama wrote back straight away.

a) What did Arabian Electronics want to know, and what was Interfon’s answer?
b) Did Mr. Aoyama attach details of their products?
2.4 Part of a message

Most messages have three parts.

Dear...
1. **An opening**
   This says why you are writing.
2. **The main message**
   This gives the details.
3. **The close**
   This usually talks about the future.
   Yours faithfully/sincerely, etc.

1. Look back at 2.1 and 2.3. Find the three parts in each message. Each part is usually a separate paragraph, but the main message can have more than one paragraph if you are writing about more than one subject.
2. Look at 2.1 and 2.3 again. Which messages have more than one paragraph in the main message? What is the subject of each paragraph?

2.5 Beginning a message

Here are some ways to begin a message.

We are writing to enquire about
We are writing in connection with
We are interested in ... and we would like to know

1. **How would these messages start?**
   a) You want to know the prices of some air conditioners.
   b) You saw an advertisement in the newspaper yesterday and you want further information.
   c) You want to know if the company you are writing to organizes business conferences in Malaysia.

If you are replying, you can start:

Thank you for your email/letter/fax/call of (date)
We have received your email/letter/fax/call of (date)
asking if...
enquiring about...
enclosing ....
concerning ...

1. **How would you start your reply in these situations?**
   a) A company sent you an email on 23 July. They want to know if you sell photocopiers
   b) A company sent you a fax on 3 June. They want to know if you are going to a sales exhibition in London
   c) A woman telephoned you this morning. She wants to know if your shop is interested in distributing their range of musical instruments.
2.6 Ending a message

Here are some ways to end a message.

I look forward to receiving your reply/order/products/etc. Looking forward to hearing from you.

If you gave some information in your message, you can close:

<table>
<thead>
<tr>
<th>I hope that this information will help you.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Please contact me</td>
</tr>
<tr>
<td>Please feel free contact me</td>
</tr>
<tr>
<td>Please let me know</td>
</tr>
</tbody>
</table>

2.7 Practice

Below are the main messages from three emails. Choose the correct beginning and ending from sentences a-f and then add Yours faithfully/sincerely or Best wishes.

   a)  Thank you for your telephone call today enquiring about our prices.
   b)  Thank you for your letter of 16 February concerning Arabian Electronics.
   c)  I look forward to receiving your order.
   d)  Thank you for your telephone call today.
   e)  I hope that this information will help you.
   f)  Please feel free to contact me if you need any information about other branches.

Dear Madam
1
We are happy to tell you that the abovementioned company has always paid our bills on time. We have never had any problems with them.
2
Ms R J Smith
Manager

Dear Mr Hugo
3
We sell three kinds of water heaters. The prices are £ 1,500 (150 litres), £ 1,750 (200 litres) and £ 1,900 (250 litres). I enclose some brochures.
4
Jan van Goss
Sales Department

Dear Peter
5
I am sorry that I was not in the office when you rang, but here is the information that you wanted. The address of our branch in Singapore is 54 Liu Fang Road, Jurong Town, Singapore 2262. The manager is Mr S. Rushford.
6
John
John Blake
2.8 Email conventions

Although emails often have an informal style, there are some conventions that you should follow.

• Make sure your emails always open [Dear...] and close properly (Yours...). This is not only polite, it also tells the reader that the message is for them, and not just a copy (cc or bcc), and that the message has finished.
• Don’t write in CAPITALS. In email, capitals are the same as shouting! Similarly, don’t write all in lower case.
• If you are writing a reply to an email, don’t copy the original message back to the person who sent it, unless it is important to do so. However, make it clear what you are replying to. The person you are replying to will normally have a copy of their original message.
• Some email writers copy parts of the original message back to the addressee and then write their reply. Usually, the part that is copied has > in front of it. For example:

In general, try to avoid doing this, for the reasons given above. Many users of email also feel this makes an email look untidy, and it can give a poor impression.
• Divide your message into paragraphs. A long message in a single paragraph is confusing and tiring to read. Put an empty line between your paragraphs.
• Check your work before you send it! Most email programs have spelling: grammar checkers. Use them! A badly spelled, poorly written email can give a very negative impression.

Writing tip

• It is a good idea to send yourself an email first. That way, you can check that your name and address are correct, and that the message is displayed correctly.
• While you are working on an email, put your own address in the ‘To:’ field. That way, if you accidentally send it, it will come back to you!

What is wrong with these emails? Rewrite them correctly.
You work for Hudson Motors Ltd. Last week, a man called Stefan Polloni telephoned you and asked you to send him details of the Sodiac 456 and Sodiac 345i sports cars by email. He has just telephoned to say that he could not open the files you sent. He also wants to know when the two cars will be available (six months from now) and what financing arrangements you offer (special offer now: interest–free for one year, then 5% a year).

Write your message to Stefan Polloni, with the files he needs. First, make a plan for your message. Then compare it with the plan on page 122 before you write your email.

What have you learned?
Look back at the message you wrote about Seaworld engines at the beginning of this section. Compare it with your message to Mr Polloni. Can you see an improvement?
Think about:

- email conventions
- subject headings
- opening/closing a email
- beginning/ending a message
- sending attachments.
Jun Mizuno is a sales executive for Nagakura, a manufacturer of electrical equipment. He is planning a trip to South-East Asia and wants to visit Leefung Plastics Ltd in Hong Kong and their subsidiary in Singapore. Read his emails.

a) How exactly does he say he wants to meet the addressees?
b) What information does he want from Leefung in Singapore? How does he ask?
c) What would he write if he wanted to have dinner with the addressee?
d) What would he write if he wanted to know the name of a good hotel?
5) After he had sent the email to Leefung Plastics in Hong Kong, Jun Mizuno remembered that he needed some more information, so he sent another email. How does he mention the email he has already sent?

6) Jun Mizuno is now waiting for replies from Leefung Plastics in Hong Kong and Singapore. In three groups, write the correspondence between them. The role cards at the back of the book will give you some information, but you must decide exactly what to write. Remember to write neat, clear emails, showing names, dates and subject headings. When you have written an email, ‘send’ it to the correct group. Then ask for a new card number. (There are three cards for each company.)
3. Steps in writing

Imagine that you have received this letter. How would you write a reply? What steps would you go through?

Work with a partner. Copy the ‘cards’ below on to separate pieces of paper. Discuss with your partner the order that you think they go in. You can add any other cards that you need. When you are ready, stick your cards on to a piece of paper. Draw arrows to show the order. Compare diagrams with other students in the class.

4. Try it out!

Read the letter again. Follow your diagram and write a reply. You can invent any details you need.
Test in Unit 2: parts of a letter

I. Match the words with a similar meaning.

1. look for            a) Yours faithfully
2. receive            b) Dear Sirs
3. branch             c) ask
4. be able to         d) hesitate
5. forward            e) soon
6. contact            f) subsidiary
7. Gentlemen          g) get in touch with
8. Inquire            h) under separate cover
9. Sincerely yours    i) pass on to
10. reply             j) get
11. say that something is correct k) further
12. in another envelope l) search
13. shortly           m) confirm
14. additional        n) can
15. delay because you are not sure  o) answer

II. Match the opposites.

1. inquire            a) past
2. correct            b) close
3. feel free          c) answer
4. opening            d) hesitate
5. forth coming       e) wrong

III. Insert prepositions where necessary.

1. We are writing to enquire …(1) agents … (2) our products … (3) Bahrain. 2. We have passed your letter … (4) …. (5) the following companies who will contact you …(6) direct. 3. We are interested … (7) importing radio telephones. 4. I am pleased to send … (8) you some …(9) our brochures … (10) separate cover.

IV. Translate.

Letter 1

Мы рады были получить Ваше письмо от 10 апреля с приложенным к нему списком товаров, которые Вам нужны до конца мая. На отдельном листе мы назначили цены на эти товары (have quoted for these item). Заверяем Вас (We assure you), что назначенные цены - самые низкие, насколько это возможно.

С уважением.
Letter 2
Мы рады сообщить Вам об открытии нашей новой фабрики по производству офисной мебели.
Вы убедитесь, что наша современная производственная технология позволяет нам предложить мебель по значительно (considerably) более низкой цене, чем у наших конкурентов, и мы надеемся, что Вы воспользуетесь этой возможностью предложить своим заказчикам эти первоклассные товары.
Мы ожидаем Ваших будущих заказов, зная, что теперь мы сможем предложить лучшее обслуживание.

Letter 3
Мы благодарим Вас за Ваше письмо от 23 марта, в котором Вы сообщаете, что г-н Смит прибудет 25 апреля.
Мы договорились о деталях мероприятия (arrangement) и с нетерпением ожидаем приезда.

V. Name the parts of a letter.

1. Dear…. - ?
2. Please feel free to contact me if you need any further information. (This usually talks about the future) - ?
3. We are writing to inquire about … (This says why you are writing) - ?
4. I am visiting the Middle East soon… (This gives the details) - ?
Unit 3 Contacting Customers

3A Study section

- referring
- giving good/bad news
- saying what you can/cannot do
- giving reasons
- British and American English
- paragraphs

Test yourself

You work for Conferences Unlimited? A company which arranges conferences. Unfortunately, your office has made a double booking. IBN Computers have booked a conference for 2,000 people, and SJ Finance have booked a conference for 750 people on the same date. Write two emails: one to IBN Computers to confirm their booking. (Invent any details you need.)

When you have finished, put the message away until the end of this section.

3.1 Giving news

Read the messages on this and on the next page. What do the writers say when they want to:

a) refer to the last time that they contacted each other?

b) give some good or bad news?

c) give a reason for good/bad news?

Dear Ms Long

I am writing in connection with your order 2789 for office furniture and your telephone call on Friday.

We regret to inform you that we are unable to deliver the Linton filing cabinets on time. This is as a result of problems at our supplier’s factory. We have the cabinets on pages 45 and 46 in our catalogue in stock now, however, in four different colours (green, brown, black and white). You can see them in our city-centre showroom.

With regard to the lamps and desks, we will deliver the goods before 13 March, as agreed.

Yours sincerely

S. Basuki
Sales Executive
3.2 Referring

Here are some ways to introduce the subject of the message.

<table>
<thead>
<tr>
<th>With reference to ...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Further to ...</td>
</tr>
<tr>
<td>I am writing in connection with ...</td>
</tr>
<tr>
<td>With regard to ...</td>
</tr>
</tbody>
</table>

**Writing tip**

You should not usually start a letter or email *with with regard to*. This phrase is not used to introduce a topic initially, but to add information about another aspect of a topic. Look at the message from Jakarta Furnishings in 3.1. You can refer to a topic like this:

Dear Ms Jenkins

Re: invoice 14673

Re: stands for with reference to.

How would you start a letter about each of the following?

- c) An invoice (no. 679) for a photocopier
- d) a meeting you had with the addressee on 16 January
- e) an advertisement in *The Times* newspaper for the London Trade Fair
- f) an application for a post as secretary in your company
- g) a fax order for six computers that you received today
3.3 Giving good/bad news

**good news**

| I am | pleased | delighted | happy | to | tell | inform | advise | you that ... |

**bad news**

| We/ I | regret | are/am sorry | to | tell | inform | advise | you that ... |

We regret that ...

**Writing tip**

Writers often say ‘we’ to refer to the company, rather than ‘I’. This is especially true when giving bad news, as it makes it less personal.

Complete these sentences using phrases for referring and giving good or bad news.

a) ........................... your order for some cupboards, ........................., we have had to increase the price.

b) ........................... your application for a post as secretary, ........................., that we would like you to start work as soon as possible.

c) ........................... your application for a post as secretary; ........................., you were not successful.

d) ........................... Our telephone conversation last week, ........................., that your car is now ready for you to collect.

3.4 Saying what you can and cannot do

<table>
<thead>
<tr>
<th>We are unable to ...</th>
</tr>
</thead>
<tbody>
<tr>
<td>We are able to ...</td>
</tr>
<tr>
<td>We have been forced to ...</td>
</tr>
</tbody>
</table>

A company has written to you to ask you to reduce your prices and to ask you if you will accept payment in Egyptian pounds. How will you give them the following information?

a)  You cannot lower your prices.

b)  You have had to raise your prices because the government has increased the sales tax.

c)  However, you can give them a discount of 5% if their order is for more than $8,000 or €8,000.

d)  With regard to their second question, you cannot accept payment in Egyptian pounds, but you can accept US dollars or euros.
3.5 Giving reasons

<table>
<thead>
<tr>
<th>This is</th>
<th>Owing to ...</th>
<th>Due to ...</th>
<th>As a result of ...</th>
<th>Because of ...</th>
</tr>
</thead>
</table>

Writing tip

- Owing to is normally only used for bad news.
- If you want to use a verb after these phrases, add the fact that ..., e.g. This is due to the fact that the dollar has risen.
- If you don’t want to give the reason, you can say unforeseen circumstances or factors beyond our control, e.g. This is due to unforeseen circumstances. This is as a result of factors beyond our control.

Use the phrases from 3.4 and 3.5 and the information below to write complete sentences as in the example. Be careful with e and f (see Writing tips).

a) increase – fall of the dollar
   *We have been forced to increase our prices. This is owing to the fall of the dollar.*

b) delay the delivery of the goods – strike by airline pilots

c) increase all salaries by 10% - rise in sales

d) cut all salaries by 10% - fall in sales

e) cannot deliver your new order – we have not received your payment for the last order

f) cancel the meeting – a lot of staff have been ill
3.6 An American English writer

There are some differences between American and British English. Compare this email with the emails in 3.1. What differences can you see?

3.7 British and American English

The main difference between British English (BE) and American English (AE) is accent, but you do not need to worry about that when you are writing! There are, however, some important differences in written forms.

Style
AE writers often use a more informal style than BE. For example, an AE writer may open a letter Dear Steven where a BE writer would open with Dear Mr Brown unless he/she knows the person well. If an AE writer does not know the person’s name, they may use the job title – Dear Corporate Section Manager: - where a BE writer would write Dear Sir or Madam. Notice the colon (:) which AE writers sometimes use after the opening.

Spelling
-re in BE is often –er in AE: centre/center, theater/theater, metre/meter
-our in BE is often –or in AE: colour/color, favourite/favorite, labour/labor
-se in BE is often –ze in AE: analyse/analyze, criticise/criticize, recognise/recognize
-ogue in BE often –og in AE: catalogue/catalog, dialogue/dialog
Vocabulary
There are many vocabulary differences between BE and AE. For example:

<table>
<thead>
<tr>
<th>British English</th>
<th>American English</th>
</tr>
</thead>
<tbody>
<tr>
<td>curriculum vitae</td>
<td>resume</td>
</tr>
<tr>
<td>note (money)</td>
<td>bill</td>
</tr>
<tr>
<td>bill (in a restaurant)</td>
<td>check</td>
</tr>
<tr>
<td>ground floor</td>
<td>first floor</td>
</tr>
<tr>
<td>petrol</td>
<td>gas</td>
</tr>
<tr>
<td>postcode</td>
<td>zip code</td>
</tr>
<tr>
<td>property</td>
<td>real estate</td>
</tr>
<tr>
<td>shop</td>
<td>store</td>
</tr>
<tr>
<td>city/town centre</td>
<td>downtown</td>
</tr>
<tr>
<td>mobile phone</td>
<td>cell phone</td>
</tr>
</tbody>
</table>

Grammar
AE usually uses the past simple where BE uses the present perfect. For example:
BE  
I have spoken to Per about this. Have you asked Margareta?
AE  
I spok to Per about this. Did you ask Margareta?

Writing tip
You can use British English or American English. The most important point is that you are consistent, or it will look like a mistake. For example, do not write You can see the different colours in our catalog. Write colours and catalogue, or colors and catalog. Check in a dictionary if you are not sure.

1. Are these examples of British or American English? Change them into American/British English.
   a) You’ll find our offices on the ground floor.
   b) Please send us a copy of your resume.
   c) The theater is downtown, next to a large store.
   d) Please give your name, address and postcode, and we will send you a catalogue.
   e) We specialize in downtown real estate.

2. Correct the errors in this advert. Make it fully American or British.
3.8 Paragraphs

Most messages are divided into paragraphs. A paragraph can have just one sentence in it, or it can have many sentences. The most important point is that a paragraph should have one central topic.

1. Look at the messages in 2.1, 2.3, 3.1 and 3.6. What is the topic of each paragraph?

2. Divide these two messages into separate paragraphs. How many paragraphs do you need? Are the messages in British or American English?

![Message a](image1)

**A:**

To: Steven Brown <stbrown@Tshops.net>
From: Indu Sriwakai <indu@telewom.com>
Subject: Prices and the TW786

Dear Steve

Thank you for your message of 17 May. It was good to hear from you. You are correct about the increase in the price of our products. Unfortunately, due to circumstances beyond our control, we have increased our prices by 15%. However, because you have been a loyal customer, we can offer you a special 10% discount until the end of the year. We have a new product which I think you will find interesting. It is the TW786. This is our new mobile phone that is completely waterproof! Now you can talk while you swim and surf! I'm sending you some information about it. We are very proud of it. Beginning next year, we will have a new range of exciting products on the market. We're having a special launch party for this new range on 9 January. I will send you an official invitation soon, but please put this date in your diary. I look forward to seeing you. With best wishes Indu

Indu Sriwakai Project leader Telewom Ltd

![Message b](image2)

**B:**

To: Inge Weiss <ingeweiss@homenet.com>
From: Customer Service Desk <csd@net2net.com.tw>
Subject: Network installation

Dear Inge:

Good news! Following our conversation yesterday, I talked with our engineers. I am pleased to tell you that we can install your new wireless network one month earlier than we thought. Work can now begin on January 23. With regard to the printers, I need to speak to our manager to see if we can revise the price. We can supply five free cartridges for each printer. I checked the price for the scanners, but unfortunately we are unable to reduce the price on those. This is because our suppliers recently increased the price by 15%. Please can you confirm that January 23 is a good date for you for the network installation? Best regards Rebecca.

Rebecca O'Cu Customer Service Desk, Net2Net Services

3. How many paragraphs do you need for each of these messages? What would you say in each paragraph?

a) You have to write to all your customers, telling them that your office has moved.

b) You have to write to all your customers, telling them that your manager has left and that a new woman now has the job. You can tell them something about where she has come from and what her experience is.

c) You work in a car motor supplies company. A customer has written to complain about your service, your prices and the low quality of your products. You have to write back, apologising for the customer's bad experience and explaining what went wrong in each case. You can give the customer a €500 credit as compensation.
3.9 Consolidation: a complete email

You are the sub-manager of a bank. There has been a change in government regulations. Interest rates have increased to 12 % for deposits and 14% for loans. Write short messages to:

a) customers who have deposit accounts with you
b) customers who have a loan from you
Western Travel have to arrange a trip to Mexico in July for a group of 25 people. The group organisers want a tour with a small company, not one of the larger travel companies. They have selected two tours, but want to keep the costs down.

a) Which company is cheaper if the group is travelling in July and wants twin-bedded rooms and insurance?

b) Do both companies use the same airline?
2. Western Travel called Sun Express to ask them if they could offer a group discount. They received this email. Which company is cheaper now?

Dear Charlotte,

Further to your call, I have spoken to my supervisor about discounts to Mexico. We can offer you a special discount of 10% on the basic price (including insurance) for a group of 20 or more. However, we cannot give this discount on the single-room supplement, unfortunately. I hope this information is helpful for you, and I look forward to receiving your bookings.

Yours,
Renate Weiss
Bookings Supervisor

3. As Sun Express were now cheaper than Golden Holidays, Western Travel made the bookings with Sun Express.

Re: Tour 5210

To: Reservations <reservations@SunExpress.co.uk>
From: Charlotte McEvoy <C.McEvoy@westerntravel.co.uk>
Subject: Re: Tour 5210

Dear Renate,

Thank you for your email concerning the Mexico Tour 5210 and the group discount. Please reserve 25 places in the name of Mr Daniel Thomas on the tour departing 15 July. I will contact you with names of all group members in the next few days. I look forward to receiving your confirmation.

Best wishes,
Charlotte
Charlotte McEvoy
Western Travel

Western Travel are now waiting to receive confirmation from Sun Express. In three groups, write the correspondence between Western Travel, Sun Express and Golden Holidays. When you have written an email, ‘send’ it to the correct group. Then ask for a new card number. (There are three cards for each group.)
3C The writing process

Writing a plan

1. The writing plan

Before you write an email or letter, it is usually a good idea to make a plan. A plan can help you organize your ideas.

Look at the emails in 2.1. Match these plans to the correct email.


Here are some business situations. Write a plan for each one (invent any details you need). Then, when you are ready, compare your plans with other students in your class.

a) You have seen an advertisement in the newspaper for an underwater camera. You want to know if they also sell underwater video cameras.

b) You work for a manufacturer of sports clothes. You are travelling to Los Angeles next month and you want to know if it is possible to meet the managing director of Number One Sports Shops there. You will telephone next week to confirm.

c) You have to book hotel rooms for 40 people for three nights. You want to send an email to four different hotels to ask them what they charge.

d) This morning you found a message on your answering machine. A woman left an order for 35 boxes of paper towels. She left her name and email address. Unfortunately, your company makes furniture, not paper towels. She telephoned the wrong number. Your number is 273456. The number she needs is 237456.
Test in Unit 3: referring, giving good/bad news, saying what you can and cannot do, giving reasons

I. Translate.
1. to refer to
2. to give bad news
3. to give reasons
4. in the name of
5. special rates for groups
6. to offer
7. supplementary charges
8. a letter of confirmation
9. to accept
10. to make sure

II. Match the words with a similar meaning.
1. in connection with a) inform
2. regret b) get
3. as a result c) be sorry
4. advise d) with regard to
5. receive e) owing to
6. be forced f) organize
7. increase g) have to
8. arrange h) rise
9. carrier i) reduce
10. cut j) airline

III. Match the opposites.
1. can a) base
2. regret b) destination
3. increase c) be unable
4. departure d) be delighted
5. supplement e) reduce
IV. Translate.

1. Я пишу в связи с вышеупомянутым заказом на офисную мебель. 2. Что касается Вашего заказа, мы доставим товары до 1 мая, как договаривались. 3. В дополнение к нашему телефонному разговору вчера, я счастлив сообщить Вам, что мы теперь можем снизить цены на наши компьютеры. 4. Относительно Вашего заявления на должность секретаря, мы рады сообщить, что вам следует начать работу как можно раньше. 5. Я пишу, чтобы подтвердить подробности нашего вчерашнего разговора относительно групповой поездки в Италию.

V. Translate the following letters.

Letter 1

Относительно Вашего счета-фактуры № 2106 от 23 июля, мы с сожалением сообщаем, что Вы сделали ошибку в итоговой сумме (in your total).

Наш чек на предыдущую сумму (amount) прилагается, и мы были бы благодарны, если бы Вы исправили счёт-фактуру.

Искренне Ваш.

Letter 2

Большое спасибо за Ваше письмо от 25 апреля, в котором Вы просите нас стать Вашими постоянными поставщиками.

Мы рады слышать, что Вы предполагаете (propose) увеличить Ваш бизнес с нами, и мы рады удовлетворить вашу просьбу.

Мы с нетерпением ждём, что мы начнём обслуживать Вас, и рады слышать, что вы удовлетворены (satisfied) товарами, которые мы поставляем.

Letter 3

Мы сожалеем, что Вы не ответили на наше письмо от 25 апреля, в котором мы просим Вас прояснить сумму (to clear the amount) в $1006, невыплаченную по (against) счёту-фактуре № 25. Мы были бы признательны, если бы сообщили нам, что есть какие-либо разумные основания Вашей неуплаты.

Искренне Ваш.
Unit 4 When things go wrong

4A Study section
- letter layout
- the date
- making mild complaints
- making a point
- warning
- making strong complaints

Test yourself
Six months ago, you sent an invoice to a company, Tiger Transport Ltd. You have reminded them twice, but they have still not paid you. Write a letter (not an email) to them, reminding them again that credit is only available for 30 days, and that if they do not pay, you will take legal action. (Invent any details that you need.)
When you have finished, put the letter away until the end of this section.

4.1 Intercity Bank write to complain
Intercity Bank ordered some office furniture from Jakarta Furnishings. The filing cabinets did not arrive, so Ms Long wrote to complain. To make her complaint more formal, she decided to write a letter. She received a reply from Mr Basuki. As you read the letters on this page and the next, find the answers to these questions.

d) How does Ms Long complain?
e) What does Mr Basuki want Ms Long to look at?
f) Will Mr Basuki refund the bank’s money?

---

Intercity Bank plc
Jalan Thamin 58
Jakarta 1196
Indonesia
Tel 021 6576008
Fax 021 6576733
www.intercitybank.com/indonesia

30 May 2006

Mr S. Basuki
Jakarta Furnishings
Jalan Ajiuna 7
Jakarta 1190

Dear Mr Basuki,

Order 2789

I am writing in connection with your email of 24 February concerning the above order for some office furniture.

Unfortunately, we have not yet received the filing cabinets which were a part of this order. We would be grateful if you could deliver these as soon as possible or refund our money.

We look forward to hearing from you.

Yours sincerely,

Ms Jennifer Long
Office Manager
4.2 Letter layout: block style

There are many ways to lay out a business letter. The letters from Intercity Bank and Jakarta Furnishings are examples of the most common way. Look at the Letters and complete the description with the correct words from the box.

top    bottom    right    left    after    under

f) The address of the sender (the person who is writing) is at the .........., on the ...........
g) The name and address of the addressee (the person you are writing to) is at the .........., on the ...........
h) The date is at the .........., on the .........., .......... The address.
i) The subject heading is ............... Dear .......
j) The paragraphs start at the ............... margin. Between the paragraphs, there is a space.
k) The signature is ............... Yours ...
l) The name and title of the sender is at the .........., .......... the signature.
m) There is no punctuation in the addresses or ............ Dear ... or ............ Yours faithfully/sincerely.
4.3 Giving good/bad news

Writing tip

Be careful with the date! In British English, they write the day first, but in American English, they write the month first. This means that 12-06-2006 is the twelfth of June in Britain, but in the United States it is the sixth of December! So, write the date like this:

12 June 2006

and then everybody will know what you mean. Remember to use a capital letter for the month. You do not have to write st, nd, rd or th after the day.

How would you write these dates in a letter?

h) 16th January, 2006
i) 23rd March 2007
j) 6/11/08 (UK)
k) 09-07-06 (USA)
l) 21.01.07
m) 24.08.02 (USA)

4.4 Practice

Look at this letter. What’s wrong with it? (Look back on what you have learned in Units 1-3.) Write out the letter correctly, in “block style”.

Ms Susan Benton
Island World Holidays
181 North Street
London W1M 2EF

Dear Sir,

I am writing in connection with my booking with you for an adventure holiday to Peru.

On the nineteenth of May I sent you a cheque for £260 as a deposit. Unfortunately, I have not yet received a receipt for this. I would be grateful if you could send me this as soon as possible.

I look forward to hearing from you.

2006, July 21st
Your ref. PER23/675
Best wishes
Margareta Lindell
4.5 Making a mild complaint

To make a mild complaint you can say:

Unfortunately, we have not yet received the filing cabinets.

and then request some action.

Please could you deliver them soon

We would appreciate it if you could

We would be grateful if you could

2. Match sentences a-d to sentences e-h to make four separate complaints.
   a) Unfortunately, one of the machines you sent us was damaged.
   b) Unfortunately, we have not yet received your payment.
   c) Unfortunately, your driver took the goods to the wrong place.
   d) Unfortunately, you forgot to mention the cost of your products.

   e) Please could you send us your cheque before 30 June?
   f) We would be grateful if you could send us a replacement.
   g) We would appreciate it if you could collect them and bring them to our offices.
   h) Please could you send your price list as soon as possible?

3. What would you write in these situations? In each case, decide what action you want the company or organization to take
   d) A company has sent you a bill for the wrong goods.
      Unfortunately, you sent us a bill for the wrong goods. Please could you send us the correct bill as soon as possible?
   e) Your new photocopier has broken down five times in the last week. You have to write to the company who sold it to you.
   f) Two temporary secretaries do not speak English. You have to write to the agency who sent them to you.
   g) You keep receiving letters for someone else. You have to write to the post office.

4.6 Letter practice

The accountant in your office has just passed you this invoice and note.

Write a full letter to Minachi complaining about the photocopier. First, make a plan. Then compare it with the one on page 122 before you write the letter.
4.7 Making a point
If you want someone to take note of something, you can use phrases such as:

I should like to draw your attention to (the fact that) ...
I should like to point out that ...

If you are saying something that they already know (and you are a little bit angry), you can write:

I should like to remind you that ...
I hope that it is not necessary to remind you that ...

You have been passed these messages. What will you write?

a

From: S. Patel
Date: 8/10

Terry Spencer keeps parking his car in front of the main door.
I have told him before that this space is reserved for the Managing Director. Can you tell him again?

b

Inter-Office Memo

From: RJR  To: DA  Date: 9/10

Muriel McIver arrives half an hour late for work every day. (She should start at 9.30.)
We now need to give her a written reminder.
Please can you write to her?

c

Steve,
The photocopier has broken down again. Can you send them an email? This is the third time it has broken down this month. The last time, they promised it wouldn’t happen again.

A.
4.8 Intercity Bank have to write again

Three months later, Intercity Bank had still not received the filing cabinets. Jennifer Long decided to write again.

a) Is Ms Long still making a mild complaint? How do you know?

b) What will she do if she does not get a reply to her letter?

4.9 Warning

One way to warn somebody is to say:

Unless … ,
If … (not) … , we will be forced to …

What warnings would you give these people?

a) a company that has not paid your bill
b) another company that is using your company’s car park
c) an employee who always arrives late for work
d) a builder who has left a lot of tools in your office
4.10 Making a strong complaint

To make a strong complaint, you can:

• say exactly what is wrong

It is now over nine months since we placed this order and we are still waiting for the cabinets.

• make a point connected with this

I should like to point out that we have already paid for these cabinets.

• demand immediate action

We must insist, therefore, that you deliver them immediately.

If you think that it is necessary, you can also:

• give a warning

Unless we hear from you within seven days, we will take legal action.

The Letters on this and on the next page are mixed up. Put the sentences in the correct order and divide each one into three paragraphs.
4.11 Consolidation: a complete letter

You work at Central Business Consultants, 16 Hyde Towers, Hong Kong. The people who rent the offices next to you play very loud music all day, every day, even though the contract says that ‘music is not allowed’. It is impossible for you to work.

Write a full letter to them, making a strong complaint. First, make a plan for your letter. Then compare it with the plan on page 122 before you write your letter.

What have you learned?

Look back at the letter you wrote to Tiger Transport Ltd at the beginning of this section. Compare it with your letter about the problem with music in 4.11. Can you see an improvement? Think about:

- letter layout
- the date
- mild and strong complaints
- warning
4BAActivity section

Who’s responsible?

4. Read this newspaper article about an explosion in a clothes factory and answer these questions.
   c) How much was Perfecta’s stock valued at?
   d) What are Perfecta going to do now?
   e) Who are Bauer AG?
   f) What have Aqua Warm done?

Expansion destroys factory

A huge explosion caused extensive damage to a multimillion-euro factory last night. The explosion ripped through the state-of-the-art premises of Perfecta Ltd, the well-known clothes designer. There were no injuries. A spokesman for Perfecta said that the central-heating system had exploded, destroying most of their stock and blasting a hole in the factory roof. ‘Our entire spring stock has been destroyed. We have lost close to a million euros worth of clothes,’ he said. He claimed that they wrote to Bauer AG, who installed the heating system, on 9 December last year, because of unusual noises in the system. They received no reply. He said Perfecta will be claiming compensation from Bauer AG. Meanwhile, Perfecta have been forced to close the factory because of the damage and low temperatures. In addition to their stock losses, factory closure will cost them €50,000 a day in lost production, according to the spokesman.

Amsterdam: Aqua Warm BV, the manufacturers of the heating unit, said last night that they have been making central-heating systems for over 25 years with no previous complaints. They have asked a surveyor to report on the Perfecta explosion.

5. Perfect a now want compensation from Bauer AG and also to get the factory working again. In three groups, you must write the correspondence between them. When you have written a letter or an email, ‘send’ it to the correct group. Then ask for a new card number. (There are three cards for each company.)
3. **Read!**

Before you write a reply to a letter, it is best to carefully read the letter you received. This will help your reply. Match the numbers 1-6 to comments a-f.

- a) Mention the date.
- b) Notice the style (formal/informal).
- c) Copy the address carefully.
- d) Read the main part of the message carefully.
- e) Use subject headings and references.
- f) Notice how the writer refers to him/herself.
Dear Jennifer,

Thank you for your letter.

I'm sorry you are unhappy with the Linton filing cabinets. I can't refund your money, I'm afraid, as you have had these cabinets for seven months. I don't think there is much point in you taking legal action, as you are unlikely to succeed. We do try to advise customers to get what they need, but the final decision is always the customers.

I am sorry I cannot be of more help.

Yours faithfully,

S. Basuki
Sales Executive
Test in Unit 4: requesting action, apologizing, requesting information, telexes (Version 1)

I. Match the opposites.

1. mild                                     a) send
2. unfortunately                           b) expected
3. receive                                 c) in the correct order
4. bring                                   d) strong
5. wrong                                   e) constant
6. temporary                               f) suited
7. apologize                               g) luckily
8. unforeseen                              h) take
9. mixed up                                i) thank
10. inconvenient                           j) right

II. Match the words with a similar meaning.

1. in connection                           a) ask
2. be grateful                             b) ruin
3. damage                                  c) concerning
4. request                                 d) appreciate
5. soon                                    e) buy
6. take note of                            f) continue
7. keep doing                              g) pay attention to
8. purchase                                h) shortly
9. available                               i) awful
10. terrible                               j) accessible

III. Translate.

1. запрос информации
2. на чьё-либо имя, в чью-либо пользу
3. организовать отправку
4. непредвиденные обстоятельства
5. без дальнейшей задержки
6. выдать паспорт
7. в особенности
8. подрядчик, фирма-исполнитель, разработчик
9. требование принять меры
10. причинить кому-либо неудобство
IV. What would you write in the following situations?

1. You have heard from The British Embassy in Paris the firm *Founier Et Cie* produces for export hand-made shoes and gloves in natural materials. You want their catalogue, full details of their export prices and terms of payment, together with the samples of leathers used in their article.

2. You have seen the advertisement in *The Metal Worker*. You ask for details of their aluminium fittings and quotations for the items listed on the enclosed enquiry form. Prices CIF Melbourne.

3. Your customers are opening a new hotel next spring and they have asked you to submit quotations for furniture and fittings in accordance with the attached list. Ask for these items.

4. Ask for patterns of cloth for men’s suits.

5. You have seen an advertisement in the trade press for a small electric motor made in England. Write to the manufacturer, asking for full details and offering your services as an import agent.

V. What do these abbreviations stand for?

1. ATTN.  2. ASAP  3. PLUS  4. INFO  5. PLS  6. DTD  7. THKS  
8. CLD  9. LTR  10. YR
Unit 5 Getting things done

5A Study section

- requesting action
- apologising
- faxes

Test yourself

You work for Sunshine Airways. You have just received a letter from a customer who says she had a terrible fight, that her bags did not arrive until two days later, and that one of her bags was broken. Write a letter to send by fax, apologizing and asking for further information so that you can arrange compensation. (Invent any details you need.)

When you have finished, put the letter away until the end of this section.

5.1 Construcciones Jimenez ask about delivery

Construcciones Jimenez SA, Spain, ordered some drills from Haga Verktyg, Sweden. They arranged a letter of credit, but after two months, Haga Verktyg had still not sent the goods. As Construcciones Jimenez wanted to get an immediate reply, they decided to send a fax. As you read their fax and the reply, find the answers to the questions.

\( g \) What do Construcciones Jimenez want Haga Verktyg to do?

\( h \) How exactly do Haga Verktyg apologise?

\( i \) Why haven’t Haga Verktyg sent the goods?
5.2 Requesting action

Here are some ways to ask people to do something for you.

If it is urgent, add:

<table>
<thead>
<tr>
<th>Please could you ...</th>
<th>send us ...</th>
<th>as soon as possible.</th>
</tr>
</thead>
<tbody>
<tr>
<td>We would be grateful if you could ...</td>
<td>arrange ...</td>
<td>without delay.</td>
</tr>
<tr>
<td>We would appreciate it if you could ...</td>
<td>give us further details about ...</td>
<td>immediately.</td>
</tr>
<tr>
<td></td>
<td>let us know (about/if) ...</td>
<td></td>
</tr>
<tr>
<td></td>
<td>inform us (about/if) ...</td>
<td></td>
</tr>
</tbody>
</table>

Writing tip

*Please could you ...* is the most direct. You can use this phrase when you are asking for something in a neutral way. The other two phrases are more polite and forceful.

1) These requests are mixed up. Put the words in the correct order.

   a) please / arrange / for ten o clock / could / an appointment / you
   b) we / send / as soon as possible / would / if you / the goods / be grateful / could
   c) we / without delay / appreciate it / you could / pay our bill / would / if
   d) confirm / please / you / are the same / could / tell us / you will arrive
   e) we / exactly when / appreciate it / if you / would / could / tell us / you will arrive
2) What would you write in these situations?
   a) You sent a message to someone and they haven’t replied. You want to know if they received it.
   b) A businessman is coming to your country. He wants you to get a visa for him. You need his passport details (nationality, date of birth, date of issue and expiry).
   c) You want to know about the same man’s flight number, date and time of arrival.
   d) The office photocopy has broken down. You want to have it repaired quickly.

5.3 Apologising

| We must apologise for ...
| We apologise for ...
| We are extremely sorry for ...
| Please accept our apologise for ...

Note: Use the –ing form of a verb with these phrases, e.g. We are extremely sorry for losing your order.

Writing tip

It is usually polite to apologise at the start, give the reason for the problem, and then apologise again at the end of the letter. (See Mona Stenlund’s letter in 5.1.)

Please accept our apologises once again.
We hope that this has not caused you any inconvenience.
With apologises once again, …

You received this email. How can you reply? (Apologise and give a reason.)
5.4 An unexpected reply
Sr. Munoz wanted more information from Haga Verkyg, so he sent another fax. Read his message and the reply, and answer the questions.

a) What exactly did Sr Munoz want to know? Why did he ask?
b) Sr Munoz received an unexpected reply. Why can’t Haga Verkyg supply the drills?
c) What do you think Sr Munoz should do now?

5.5 Faxes
Messages sent by fax are similar to normal business letters. Some companies use their headed paper and write a normal letter which they then send by fax, whilst other companies use fax “cover sheets”, which show all the necessary information. The message is normally typed, but when the message is very short (such as a hotel booking confirmation), fax messages are sometimes handwritten in less formal English.
4. Look at the fax cover page from Construcciones Jimenez (5.1.) and find this information. What does each one refer to?
   i) 0
   j) 16:04
   k) +46 31 638420
   l) Jose Munoz
   
   m) Manager, Purchasing
   n) Export Manager
   o) 01
   p) Haga Verktyg

5. You work in the general office of a shipping company which transports goods all over the world. On this page is a blank fax cover sheet which you use in your office. What information would you write in the numbered spaces for each of these situations?
   h) You received an email yesterday from Ms D. Gentsler, EuroCargo, Haidelstrasse 26, 6477 Limeshain, Germany (fax +49 6047 4894) asking for a list of your agents in Europe. The list is four pages long.
   i) Your company wants to buy a Pantronic XP567 printer. You want to know what price RS Computer Supplies would charge for this (their total price including tax and delivery) and when they could deliver it. Their address is: 9 Charles Street, Perth, WA. Fax +9 474 1278.
   j) You received a fax this morning from Toivonen Shipping. Unfortunately, the message was not clear and you could not read it. You want them to send it again. Their address is Laivanvarustajantatu 26, 00140 Helsinki, Finland. Fax +358 0 56 56 34.
   k) You sent an email to Ms Zainab Badawi at ClearPrint Ltd this morning concerning a new design for your headed paper. You now want to fax three pages of design ideas to her. The address is 117 Chong Yip Street, Kwun Tong, Kowloon, Hong Kong. Fax +852 2878 7786.
5.6 Consolidation: a complete fax cover letter

Your company, EverLite Ltd, a large electrical supplier, recently advertised for a new store manager. Unfortunately, you have lost the application from someone called Bernard Lange. You can find the letter he wrote with the application itself or the CV and photo he sent with it. You now need to ask Mr Lange to send his complete application to you again. Interviews are next week, so, to save time, you can fax the application forms (five pages) to him and ask him to fax everything back to you. Write a fax cover letter to Mr Lange explaining the situation. First, make a plan. Then compare it with the one on page 123 before you write.

What have you learned?
Look back at the letter you wrote from Sunshine Airways at the beginning of this section. Compare it with your letter from EverLite Ltd in 5.6. Can you see an improvement?
Think about:
• letter layout
• fax information
• ways to apologise
• ways to request action

5BAActivity section

From quote to sale?

6. Tavridis are electrical contractors in Athens, Greece. They are working on some new houses and they now need 20,000 metres of 15-amp cable. To get a quotation, they sent the following email to a manufacturer.
A few days later, the building manager said that they needed the cable urgently. Mr Amatzidi therefore sent a message to another manufacturer for the same type of cable. He decided to send a fax, as he hoped it would receive immediate attention. Read his fax on the next page and answer these questions.

a) Is Mr Amatzidi asking for the quote as soon as possible, or the cable as soon as possible?
b) How could he have written the message more clearly?
8. Tavridis are now waiting for replies from the two manufacturers. In three groups, write the correspondence between them. When you have written an email, fax or letter, ‘send’ it to the correct group. Then ask for a new card number. (There are three cards for each company.)

5C The writing process

Drafting

Very few people can write a message without first making draft versions, which they correct and revise. In this section, you can try two ways of writing a draft: accurate writing and free writing.

5. Accurate writing
In ‘accurate writing’, you only write what you know is correct, or you correct things immediately. You have ten minutes. You need to write the following email.

Your work in a watch-repair centre. People return watches to you for repair under guarantee. A woman has returned a watch to you, but it is not manufactured any more. Under the terms of the guarantee, she is entitled to a replacement. You have a similar one available. Does she want that one instead? Describe it (invent the details).

Make some notes, and write the main paragraph. Try not to make any mistakes. Only write what you think is correct. When you have finished, put your paper to one side and do Exercise 2.

Dear Mrs Brown
Thank you for returning your watch to us.

6. Free writing

In ‘free writing’, you write what comes into your head, without thinking about grammar, spelling, etc. Afterwards, you check and change what you have written. You have seven minutes. You need to write the following message.

You have received a watch from a man. It arrived with the back of the watch open. You can see that the tried to repair it himself. Your guarantee does not cover that situation.

Make some quick notes and then write as much as you can. Don’t worry about mistakes. Just write! After seven minutes, stop. You have three more minutes to check and change what you have done.

Dear Mr Grey
Thank you for returning your watch to us.

Compare what you wrote in Exercises 1 and 2. Which worked best for you? Compare with other students in the class.
Test in Unit 5: making a mild/strong complaint, making a point, warning

I. Match the words with a similar meaning.

1. completely  a) unluckily
2. leave, go away  b) commodities
3. appreciate  c) cause to come to a certain place
4. unfortunately  d) entirely
5. complete  e) one who keeps the money accounts
6. goods  f) depart
7. collect  g) ask
8. bring  h) be grateful
9. accountant  i) whole
10. request  j) pick and take away

II. Translate.

1. make a strong complaint
2. give sb a warning
3. break down
4. temporary
5. cause extensive damage
6. cancel a contract
7. be forced to
8. demand immediate action
9. place an order
10. insist

III. Translate.

1. вернуть назад деньги  2. арендовать офис  3. замена
(оборудования)  4. подчеркнуть что-то, доказать положение
5. рядом, по соседству  6. требовать компенсации от

IV. Insert prepositions where necessary.

1. You sent ... (1) us a bill ... (2) the wrong goods. 2. I am interested ... (3) purchasing ... (4) a large quantity ... (5) your Simplex cameras. 3. She arrives half an hour late ... (6) work every day. 4. I have not yet received a reply ... (7) my letter. 5. It is now over seven months since we placed the above order ... (8) you and we are still waiting ... (9) the Linton filing cabinets. 6. I am writing in connection ... (10) your contract to clean our offices.
V. Translate the phrases.
1. Все эти проблемы совершенно вне нашего контроля. 2. Я бы хотел указать, что мы уже заплатили за эти товары. 3. Мы были бы благодарны, если бы Вы смогли доставить столы быстро. 4. К сожалению, Ваш шофёр отвёз товары не туда. 5. Мы продолжаем получать письма для кого-то другого. 6. Чехол отсутствует. 7. Я бы хотел привлечь Ваше внимание к тому факту, что Вы продолжаете парковать машину перед главным входом. 8. Если мы не получим известий от Вас в течение 7 дней, мы будем вынуждены обратиться в суд. 9. Я бы действительно хотел напомнить Вам, что реклама говорила «превосходный (superior) отель».

VI. What warning would you give in the following situations?
   1. The goods have been delayed.
   2. The packing was damaged.
   3. A person who is always late.
   4. A company that has not paid your bill.

VII. Use:
   1) suitable phrases if you want someone to take note of something;
   2) if you say something that they already know.
Unit 6 Maintaining contact

6A Study section

- personal business letters and emails
- opening/closing
- inviting, accepting and declining

Test yourself

Last month, you met Lars Stenbok, from Sweden. He told you about his company’s telecommunications products. You also met his colleague, Xu Cheng, who had a broken arm. You now want to invite Mr Stenbok to a dinner and presentation of your products. Write a full letter/email inviting him. (Invent any details that you need.)

When you have finished, put the message away until the end of this section.

6.1 Michael Kennedy sends out some brochures

Michael Kennedy from EuroCom went to dinner with Khalid Al Jalahma from Arabian Electronics in Bahrain. Later, he sent Mr Al Jalahma details of a new product. He also sent the details to Ms Bugarini, who had written to him.

Look at message a and b. Put ✓ (yes) or ✗ (no) for each point.

Is a or b more friendly? Why?

<table>
<thead>
<tr>
<th></th>
<th>a</th>
<th>b</th>
</tr>
</thead>
<tbody>
<tr>
<td>The message opens with the main subject.</td>
<td>✓</td>
<td>✗</td>
</tr>
<tr>
<td>The message mentions the last time they met.</td>
<td>✓</td>
<td>✗</td>
</tr>
<tr>
<td>The message mentions personal information.</td>
<td>✓</td>
<td>✗</td>
</tr>
</tbody>
</table>

Dear Mr Al Jalahma

It was a pleasure to have dinner with you while I was in Bahrain. I think we had a very useful discussion and I am sure that we can come to some worthwhile agreements.

I thought you might be interested to hear about a new wireless amplifier that we are producing – the ER28. I am sending separately a brochure that gives all the important details, but if you would like any further information, please contact me.

Thank you once again for a very pleasant evening. Please give my regards to Peter Smith and tell him I’ll be in touch with details of the Italian hotel I mentioned.

I look forward to seeing you again when I visit Bahrain in September.

With best wishes

Michael Kennedy

Export Sales Manager, Eurocom
6.2 Making a letter or email more personal

If you know the person that you are writing to and have met him/her socially, you will probably want to be less formal and more friendly. Less formal letters or emails often have a different structure from formal business letters or emails.

Dear Mr/Ms/Mrs/Miss ...

An opening
This mentions your feelings about the last contact you had with each other.

The main message
This says why you are writing now and gives the details.

The close
This talks about the future and often mentions some personal information.

Best wishes

Writing tip
If you have not recently had contact with each other, you can open by saying why you are writing.

6.3 Personal business letters and emails: the opening

Here are some ways to open a less formal letter/email. You can talk about the last time you contacted – or could not contact – each other.

Thank you for your letter/telephone call/email/fax.
It was a pleasure to see you again at/on ...
It was good to hear from you again.
It was a pity that we did not have more time to talk at/on ...
I am sorry that I missed you when you visited my office.
After each phrase you can add a comment.

Thank you for your letter. It was very interesting to hear about the new developments at Wentol. It was good to talk to you on the telephone today. I was sorry to hear that you had not been well. Thank you for your fax. I was pleased to hear that you will visit us next month.

1. What opening would you write in each of these situations?
   a) You meet the addressee on Thursday. She told you that she had been ill.
   b) You had dinner with the addressee last week at his house. He told you about his holiday in Iceland.
   c) You meet the addressee in her office last week. She could only talk for five minutes.

2. Fill in the gaps in the letter and email.

6.4 Personal business letters and emails: the close

Less formal letters and emails often close by mentioning something personal.

I look forward to seeing you again next time I am in Taipei.
If you are ever in London, please give me a ring or stop by my office

Sometimes, you can mention somebody that you both know.

Please give me regards to Diana Smith.
Please pass on my best wishes to Mr Lund. I hope that he has now recovered from the flu.
6.5 Practice

This message is mixed up. Put the sentences in the correct order and divide the message into paragraphs.

Dear Ms Weinburger

Please give my regards to Steven Hill.

It was interesting to hear your views on our new products.

I would be very grateful, therefore, if you could recommend any agents to me. We have found lots on the Internet, but it is difficult to know which ones are reliable or well established.

As you know, our company is planning to open a branch in Los Angeles.

I was wondering if you could help me.

It was a pleasure to meet you at the Trade Fair last month.

We are now looking for office space in the town centre and we need to know the names and addresses of some property agents.

Yours sincerely

Hans Seitz
Divisional Director
6.6 Michael Kennedy receives some invitations

A few days after he wrote to Arabian Electronics, Michael Kennedy received this reply. He also received an invitation from SpyFi Communications, so he checked his digital diary. What replies should he give to each invitation? Who should he write to?
6.7 Michael Kennedy replies

Michael Kennedy replied to each invitation. What did he say to accept or decline each invitation? What did he say about the future in each reply?

6.8 Inviting, accepting and declining

If you want to invite someone by letter, email or fax, you can:
   a) say what the event is and when
   b) invite them
   c) ask for a reply.

To accept the invitation, you can:
   a) thank them
   b) accept and say you look forward to the event
   c) thank them again.

To politely decline the invitation, you can:
   a) thank them
   b) decline by giving a reason; apologise and say you are disappointed
   c) apologise again.
6BActivity section

Repair or replace?

9. Jarritos is a small company in Spain that makes bottles soft drinks. The General Manager, Raul Sanchez, wants to modernize their equipment. He saw this advertisement on the Internet. Read it and answer these questions.

a) Does the Alpha Rapid Bottler use disposable bottles?

b) Can it bottle fizzy soft drinks?

Mr Sanchez decided to ask Alpha to visit his company. He sent this email to the Sales Consultants.

Dear Sir or Madam

We have seen your advertisement on your website and we are interested in the Alpha Rapid Bottler.

We are a small company manufacturing soft drinks in the south of Spain. At the moment, we use a Wesco Bottler, but we are interested in hearing more about your equipment.

We would be grateful if you could arrange a visit to our factory in the near future. Our address is: Jarritos SA, Plaza Domingo, Murcia, España. Tel: +34 968 28952, fax: +34 968 28950, email: jarritos@iberianet.es.

Yours faithfully

Raul Sanchez
General Manager, Jarritos SA
10. Shortly after Mr Sanchez wrote to Alpha, Jarritos’ own bottling machine started causing some problems. He therefore wrote to Wesco. Read the email he wrote and answer the following question.
What is the main difference between the Wesco bottler and Alpha Rapid bottler?

![Email from Mr Sanchez to Wesco](image)

11. Within the next few days, consultant from both Wesco (Mr Tony Smith) and Alpha (Ms Francoise Molet) made separate visits to Jarritos. Mr Sanchez showed them round the factory and introduced them to Cristina Barrios, Technical Manager. Latter, they had dinner at Mr Sanchez’s home. The consultants told him they would send him quotations soon. Jarritos is now waiting to hear from Wesco and Alpha. In three groups, you must write the correspondence between the three companies. When you have written an email, fax or letter, ‘send’ it to the correct group. Then ask for a new card number. (There are three cards for each company.)
**6C The writing process  Checking your work (1)**

Before you send a message, it is always useful to check it! You can ask yourself three questions.
- **Is the English accurate?**
- **Is the style and level of formality appropriate?**
- **Is it clear?**

The first question is addressed in this section. The second and third questions are addressed in Sections 7C and 8C.

7. **Is the English accurate?**

There are three main areas you can check.

![Image](image_url)

Work with a partner. What things can you check under each area? Make a list. When you are ready, compare with other students in the class and the list on page 123.

8. **Your frequent mistakes**

What are your most frequent mistakes? Look carefully at your past work in English and make a list of the mistakes you make. You can try to make a mnemonic – a word that will help you remember what to check. For example:

```
S I P P A
'S at the end of verbs (‘She works’)  
-Ing after some verbs (‘stop making’)  
Past simple (‘did’) and present perfect (‘have done’)  
Prepositions (‘on’, ‘at’, ‘in’, ‘by’)  
Adjectives before nouns
```

You can use your mnemonic to check everything you write in English.
Test in Unit 6: personal business letters

I. Match the opposites.
1. personal  a) pity
2. helpful b) reduce
3. sure c) demote, lower
4. worthless d) be ill
5. pleasure e) formal
6. be sorry f) unsuitable
7. be well g) worthwhile
8. appropriate h) be pleased
9. promote i) uncertain
10. increase j) useless

II. Match the words with similar meanings.
1. developments a) fail to catch
2. It was good b) fair
3. miss c) events
4. hesitate d) get a message about
5. pass on e) raise
6. property f) appreciate
7. exhibition g) It was a pleasure
8. be grateful h) possession of any kind
9. increase i) give
10. hear from j) be uncertain

III. Insert prepositions where necessary.
1. I thought you might be interested to hear ... (1) a new amplifier that we are producing.  2. Thank you once again ... (2) a very pleasant evening.  3. Please give my regard ... (3) Peter Smith.  4. Thank you ... (4) your letter ... (5) 26 June, asking ... (6) details of our new amplifier.  5. I have pleasure ... (7) enclosing our brochure.  6. It was good to talk ... (8) you ... (9) the telephone today.  7. Owing ... (10) increased costs, we have been forced to increase our prices ... (11) our customers as shown ... (12) the enclosed list.  8. Hoping that we can continue to be ... (13) service ... (14) you.  9. I hope that you have recovered ... (15) the flu.
IV. Translate.
1. Я пишу в ответ на Ваше объявление в The Times. 2. Спасибо ещё раз за очень приятный вечер. 3. Пожалуйста, передайте привет Петру. 4. С наилучшими пожеланиями. 5. Приятно было повстречаться с Вами снова. 6. Жаль, что у нас не было достаточно времени поговорить. 7. Я с сожалением узнал, что Вы были нездоровы. 8. Приятно было узнать, что Вы получаете удовольствие от своей новой работы. 10. Я был рад узнать, что Вас повысили. 11. Надеемся, что можем оставаться полезными для Вас.

V. Translate.
1. We are interested in hiring a word processor and we would like to know if you rent them. 2. I was wondering if you could help me. 3. In our last order from your company we asked for six water filters. 4. We would be grateful if you could give us a quotation for the cost of repairing the machine. 5. We would be interested in hearing more about your computer controlled equipment.

VI. Write the appropriate phrases when you want to:
1) give information
2) request information or action
3) complain
4) give bad news
5) mention feelings about the last time you had contact.
Unit 7 Customer service

7A Study section
- informal business letters
- informal writing style
- replying to complaints
- advising customers

Test yourself
Four years ago, you worked with Adriana Lima. Last week, you met her again. She has started a new job as the CEO of a large software company. Your company, an electrical contractor, recently installed the lights in her office. She told you that the lights keep overheating and burning out. You have investigated this and have discovered that there is a fault with the ventilation on those types of light. You will send a technical to correct the problem next week. Write to Adriana Lima and tell her this. (Invent any details that you need.)

When you have finished, put the message away until the end of this section.

7.1 Michael Kennedy writes to some business friends

Michael Kennedy is now friends with many of the people he meets on his business trips. Here are some emails and a fax he wrote to them about his company’s new amplifier.

1. Which letter or message is:
   a) giving advice?
   b) accepting a complaint?
   c) rejecting a complaint?

Dear Piero,
Thank you for your email. It’s a pity we couldn’t meet the last time I was in Milan. It would have been good to have exchanged news.

I’m sorry to hear that one of your customers has had some problems with our new wireless amplifier. Unfortunately, in this case I don’t think the problem is caused by the amplifier. The ER26 is designed for short distances, up to approx. 50 metres. Your customer is using the amplifier for longer distances, and that’s probably why he’s experiencing poor sound quality. In this case, I’m afraid that we can’t offer him a refund.

If he wants to use the ER26 for distances up to 100 metres, he can use our Relay 50. I can offer a special 12% discount for this.

I hope you have now settled into your new house. I’ll be visiting Milan again in August, so perhaps we can meet then.

Best wishes,
Mike
Michael Kennedy
Dear Jan

Thanks for your email. It was good to hear from you again.

You asked if it was possible to use our new wireless amplifier for live music. I'm sorry to say that I wouldn't recommend it. The ER26 is mainly intended for speech. If you are looking for an amplifier similar to the ER26 but with a wider frequency range, I suggest you contact Meltronics (meltronics@compunet.co.uk) in Birmingham. They make several good-quality amplifiers, similar to the ER26. Unfortunately they are all more expensive.

Alternatively, you might prefer to use our TD354 amplifier and connect it to our Jump 2 wireless broadcast system. I have attached some more details for you.

If you are ever in London, please don't forget to give me a call. Perhaps we can meet for lunch.

Regards

Mike

Michael Kennedy

---

15-07-2006 15.37 Eurocom — Abdullah Al Harrasi + 44 20 1763 7876

EuroCom
European Communications Company
18 Bedford Way London W1 1HV
Tel: 020 1783 9576 Fax: 020 1763 7876
www.eurocom.co.uk

FAX

Abdullah Al Harrasi
Fax: 00 968 793 286
Total: 1 page

Dear Abdullah

Thank you for your fax.

I was sorry to hear that one of your customers has had problems with the ER26. We do all we can to make sure that our products leave our factory in perfect condition, but unfortunately mistakes sometimes do occur. I believe there's a problem with the transmitter.

I've arranged to send you a replacement immediately. I've also included a free B3 wireless microphone to compensate your customer for the inconvenience.

The courier will collect the defective model from you so that you're not inconvenienced any further.

With apologies once again, and hoping that you're keeping well.

Regards

Michael Kennedy
2. Look at the three messages on a previous pages. Put ✓ (yes) or ✗ (no) for each point.

<table>
<thead>
<tr>
<th>contractions (e.g. I’m)</th>
<th>message 1</th>
<th>message 2</th>
<th>message 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>✗</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>first names to open and close</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>full name and title of the writer</td>
<td>✗</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

7.2 Informal business letters and emails

If you are a friend of the person that you are writing to, you will want to make your letter informal, as Michael Kennedy has done. Notice how he:

- opens with the addressee’s first name
- uses contractions
- uses short, direct phrases
- uses a friendly style and makes personal comments
- sings with his first name (i.e. not this title).

Writing tip: The use of first names varies from culture to culture. In Europe and in English-speaking cultures, first names are frequently used in business correspondence. In other cultures, this may cause offence. If you are in doubt, use the same style that the addressee.

7.3 Informal language: short phrases and contractions

Informal written language is much closer to spoken English than the Language used in formal letters. For example, in spoken English we often use contractions, like this:

I’m going for a walk.             I’d like a cup of coffee

In the same way, contractions are often used in informal written language.

It’s a pity that we couldn’t meet.       I’m enclosing some brochures.

3. Look at Michael Kennedy’s messages in 7.1. What does he use?

Here is a very simple rule that is usually (but not always!) true: "Longer phrases are more formal than shorter phrases."

For example:

I would be grateful if you could tell me your prices.

Is more formal than:

Please could you possibly tell me your prices?

and that is more formal than:

Please can you tell me your prices?
4. Look at the following twelve sentences and group together those which have a similar meaning. You should have four groups. Then put the sentences in each group in order according to how formal they are, with the most formal first.
   a) If you need any more information, please feel free to ask me.
   b) I am in receipt of your letter dated 16 March.
   c) When do you think the goods will get here?
   d) I am writing in connection with your advertisement in The News.
   e) I have just seen your advert in The News.
   f) Thanks for your letter of 16 March.
   g) Please could you tell me when the goods will arrive?
   h) If you’d like any more details, please ask me.
   i) I would appreciate it if you could tell me when the goods will arrive.
   j) Thank you for your letter dated 16 March.
   k) If you require any further information, please do not hesitate to contact me.
   l) I am writing with reference to your advertisement in The News.

7.4 Informal language: vocabulary

Some words sound more formal than other words. For example:

I regret to advise you that our prices have increased.

sounds more formal than:
I am sorry to say that our prices have gone up.

In the same way:
We have not yet received your invoice.

sounds more formal than:
We have not yet got your bill

1. Read these sentences, and match the words in italics with the words in the box below.
   a) I am writing to enquire about your prices.
   b) This is due to the fact that our costs have risen.
   c) If you require any further information, please contact me.
   d) I regret to advise you that the delivery will be delayed.
   e) Unfortunately, I have to inform you that I will not be able to attend the meeting.
   f) Please find enclosed some brochures describing our products.
   g) We have been forced to increase our prices.
   h) We have opened a letter of credit in your favour.

   cannot come to more here are tell for you
   because tell need am sorry ask had to
2. **Now rewrite these sentences so that they sound less formal.**
   a) I have pleasure in enclosing a cheque in your favour.
   b) I am pleased to inform you that your application for a post as secretary was successful.
   c) I regret to advise you that we will not be able to deliver the goods on time.
   d) I would be grateful if you could advice me of your prices.
   e) Please find enclosed our invoice.

### 7.5 Practice

Here is a formal business letter. Rewrite it so that it sounds more friendly and informal. Remember to look back at 7.2 and 7.3 and Unit 6A.
7.6 Replying to complaints

If you want to accept a complaint, you can:
- apologise for the problem
- explain what caused it
- say what action you will take
- apologise again.

If you want to reject a complaint, you can:
- say you are sorry they had problems
- explain why you think it is not your fault
- say what you can do (optional)
- offer a solution (optional).

1. Look back at 7.1. Can you find the same structure in Michael Kennedy’s letters?
2. Read these two complaints. Are they formal or informal? Do you think you should accept them or reject them? What would you write?
7.7 Advising customers

Sometimes, you may need to give customers advice. You can:
- say you are sorry you cannot help them directly
- say why
- suggest what they can do instead.

Look at Michael Kennedy’s second email in 7.1.
To suggest, you can say:

<table>
<thead>
<tr>
<th>I recommend that you ...</th>
<th>contact ...</th>
</tr>
</thead>
<tbody>
<tr>
<td>You cold ...</td>
<td>try ...</td>
</tr>
<tr>
<td>You might prefer to ...</td>
<td>use ...</td>
</tr>
<tr>
<td>I suggest you ...</td>
<td>email ...</td>
</tr>
</tbody>
</table>

What would you write to these people?

a) Your company stopped making Sun Yellow paint last year. A man telephoned you today because he wants a small quantity of paint to repaint a wall. You have now found out that he can make the same colour by mixing your Corn Yellow with your Lemon Yellow.

b) Ben emailed you to ask for your help. You have known Ben for three years (he is married to a friend of yours). He has knocked over a tin of your paint on his wooden floor and he cannot get the paint off. Your paint is a permanent paint. The only answer is to replace the wood.

c) A woman applied by letter for a job in your office. There are no vacancies now, but you may have some jobs available next January.

7.8 Consolidation: a complete letter or email

Last week, you meet Silvio Puchetti, a business friend whom you had not seen for years. You talked for a long time about a new bakery that he has started, which is now very successful. Silvio told you that your company installed the ovens that he uses.

Unfortunately, he complained that the ovens very frequently burn the bottom of the bread. You have investigated this and have discovered that he is putting too many loaves into the oven at the same time. The only solution is to put fewer loaves in the oven or buy a larger oven. You can give him a discount for this.

Write to Silvio and tell him this. First, make a plan. Then compare it with the plan on page 123 before you write the message.

What have you learned?
Look back at the message you wrote to Adriana Lima at the beginning of this section. Compare it with your message to Silvio Puchetti in 7.8. Can you see an improvement? Think about:
- language in informal letters
- accepting/rejecting complaints
- advising.
12. Wainman (Printers) Ltd want to order some paper on credit. Harold Wainman, one of the owners, telephoned Paula Robinson at Northern Paperworks to ask if this was possible. She asked him to put the request in writing. This is the letter he faxed to her.

c) Does Harold Wainman know Paula Robinson? How do you know?
d) Why does Harold Wainman want the paper on credit?

---

Wainman Ltd

Paula Robinson
Northern Paperworks
Old Mill
Horwich
Lancs BL6 5JA

Castle Street
Kendal LA9 5YY
Tel/Fax 01539 486783
wainman@networld.co.uk

13 November 2006

Dear Paula

This is to confirm the details of my telephone call this morning.
As I explained, we've received some very large orders for printing which need to be done within the next two weeks. As we won't receive payment for these orders until much later, I asked if Northern Paperworks would be able to supply us on credit. I've attached details of the materials that we require to complete these orders.

If you need a credit reference for your files, you could write to Pelican Paper Ltd, College Court, College Road, London, email pelican@pelicanpaper.co.uk.

I hope that you're keeping well. Please say hello to David for me. I look forward to hearing from you.

Best wishes

Harold Wainman.
13. Northern Paperworks emailed Pelican Paper to ask for a reference. Their correspondence is shown on the next page. Do Pelican Paper think Wainman are reliable?

14. Wainman Ltd are now waiting for a reply from Northern Paperworks. Meanwhile, Northern Paperworks decided they wanted another credit reference, so they contacted Claire Brown at Lumino Inks. In three groups, you must write the correspondence between the three companies. Decide if you need a formal or informal style. When you have written a letter, email or fax, ‘send’ it to the correct group. Then ask for a new card number. (There are three cards for each group.)
9. **Levels of formality in writing**

When you are writing a letter or email, you need to decide how formal it needs to be. It is important to think about who you are writing to.

**Do you know the person you are writing to?**

- No: A formal style is the safest
- Yes, but not very well: Use a personal semi-formal style.
- Yes, quite well. I can be quite relaxed with him/her: Use an informal style.

10. **What makes a message more or less formal?**

In Units 6A and 7A, you saw some ways to make messages less formal. Can you put each of the following under the appropriate heading? Some items can go under two or more headings.

- Use formal, written language
- Use contractions
- Use exclamation marks
- Use first names
- Use job titles
- Use long sentences
- Use Mr/Mrs/Ms + surname
- Use shorter sentences
- Use spoken English forms
- Mention personal information/feelings
- Mention the last time you met
- Mention something personal to the addressee

11. **Some examples**

Are these messages formal, semi-formal or informal? How do you know?
Test in Unit 7: informal business letters

I. Match the words with a similar meaning.

1. informal                                   a) may be, possibly
2. complete                                    b) establish a home
3. provide                                    c) best wishes
4. settle down                                 d) be certain to do something
5. perhaps                                     e) casual, without ceremony
6. intend                                      f) a word put before a person’s name
to show rank or profession
7. give a call                                 g) design for a specific use
8. regards                                    h) supply something needed or useful
9. make sure                                   i) come
10. promptly                                  j) fill in
11. title                                      k) because
12. advise                                     l) in another envelope
13. attend                                      m) soon
14. due to                                      n) phone
15. under separate cover                      o) inform

II. Match the opposites.

1. informal                                       a) drop
2. below                                          b) be afraid
3. ever                                           c) not secret
4. forget                                         d) stop
5. incomplete                                   e) reassuring
6. disappointing                                 f) full
7. continue                                     g) remember
8. confidential                                 h) never
9. be sure                                       i) above
10. go up                                        j) carefully following the rules
III. Match the parts of the following set expressions.

1. settle
2. slip
3. by
4. make
5. go
6. due to
7. in
8. a post
9. be low
10. as soon

a) into liquidation
b) as secretary
c) your favour
d) as possible
e) the fact
f) down
g) on stocks
h) through
i) return
j) sure

IV. Insert prepositions where necessary.

1. This amplifier is really intended … (1) music only.  
2. He decided to see if he could buy some paper … (2) credit … (3) Peter Robinson.  
3. We won’t receive any money … (4) our customers have paid us.  
4. We would be very grateful … (5) any comments that you may have … (6) your experience … (7) this company.  
5. I look forward … (8) hearing … (9) you.  
6. We have been dealing with this company … (10) over six years.

V. Translate.

1. высококачественный;  
2. особенно;  
3. проскочить, проскользнуть;  
4. взамен;  
5. замена;  
6. держать в строгой секретности;  
7. сокращение, стяжённая форма;  
8. разговорный английский;  
9. из наших запасов;  
10. рекомендации относительно кредитоспособности:  
11. оплатить счёт;  
12. оплата почтовых услуг;  
13. вселиться, водвориться;  
14. в отличном состоянии;  
15. Надеюсь, что дела у вас идут хорошо.

VI. Rewrite these sentences so that they sound less formal.

1. I am writing to enquire about your prices.  
2. If you require any further information, please do not hesitate to contact me.  
3. This is due to the fact that our costs have risen.  
4. I am writing with reference to your advertisement in The News.  
5. I regret to advise you that the delivery will be delayed.  
6. We have been forced to increase our prices.  
7. I have pleasure in enclosing a cheque in your favour.  
8. I am sending a brochure under separate cover.  
9. I am in receipt of your letter dated …  
10. I am pleased to inform that your application for a post as secretary was successful.  
11. Unfortunately I have to inform you that I will not be able to attend the meeting.
Unit 8 Product promotion

8A Study section
- arranging and confirming meetings
- placing orders
- circulars
- revision and consolidation

8.1 Introducing new products
Universal Books Ltd is a small publisher. They have just published two new books. Nigel Westwood is a sales executive and he has written letters to bookshop managers to introduce the books and to make an appointment to visit.

d) Put the paragraphs of his letter in the correct order.
e) If a shop had one copy of each of the new items (books and disks), how many items would it have?

Your ref: NW/lea
Our ref: NW/lea

Ms M. Russell
Ashworth Bookshops Ltd.
254 Holton Road
Bristol BS7 3XS

23 July 2006

Dear Ms Russell:

a) Both of these books are very competitively priced, and we offer attractive discounts to booksellers. I enclose sample sections from both titles for you to review.

b) After years of research, we have now produced THE WORLDWIDE ENCYCLOPAEDIA, an important new work for the home and schools, containing information on thousands of subjects. It is available as a set of three volumes, as a one-volume shorter edition and as a multimedia DVD, with built-in links to the Internet.

c) On 21–22 August, I will be in your area and I would be very grateful if I could meet you and show you our new books. Would Tuesday, 22 August at 11.30 a.m. be convenient for you?

d) I am writing to introduce two important new titles just published by Universal.

e) I will telephone you next week to confirm. I look forward to meeting you.

f) Our second new title is THE COMPLETE COLLECTION OF BUSINESS LETTERS, containing 3,000 ready-to-use letters. All a business person has to do is choose the letter that they want, make a few small changes and then print it off or click to send it by email. It is available in hardback and paperback, each with an accompanying CD-ROM.

Yours sincerely,

Nigel Westwood
Sales Executive
8.2 Arranging a meeting

Here is Margaret Russell’s digital diary entry for 21 and 22 August.

- Can she meet Nigel Westwood on the day and at the time he suggested?
- Write her reply to Nigel Westwood. Suggest some other days and times for them to meet.

7.3 Informal language: short phrases and contractions

After their meeting, Nigel Westwood wrote to confirm the details of their discussion and to tell Ms Russell that he was waiting for her order. Here is part of his email.

5. Write the beginning and ending of Nigel Westwood’s email. (Remember that he has met Margaret Russell, so his email will be more personal.)
6. What does Margaret Russell have to send with her order?

7. How will Universal Books Ltd help Ashworth Bookshops to promote the books in their area?

8.4 Placing an order

Some days later, Margaret Russell made out her first order for the books.

Write Ms Russell’s letters to Nigel Westwood, placing the order. Remember that she must also send the deposit.

8.5 Writing a circular

Margaret Russell’s next task was to write a circular sales letter to send to local schools. First, she made notes about the encyclopedia from the information that Nigel Westwood had given her.

1. Read her letter and find answers to these questions.
   a) Is Margaret Russell’s letter formal business letter?
   b) Why did Margaret Russell write the letter like this?
   c) Did she use all her notes?
8.6 An invitation

After she sent her order to Universal Books, Ms Russell received a formal invitation to the launch of *The Worldwide Encyclopaedia*. She checked her diary. Can she attend the launch? Write Ms Russell’s reply.

8.7 Some bad news

Some days later, Margaret Russell received some bad news from Nigel Westwood. Fill in the missing words or phrases.
8.8 Complaining

When Margaret Russell received Nigel Westwood’s email, she was very angry. She decided to write a strong complaint and send it by fax. Write her fax, using these notes.

- when he visited me, he guaranteed delivery within one week of my order
- his email of 23 August confirmed this
- I have already paid 50% of the total cost!
- demand immediate delivery
- warn him about legal action

8.9 Consolidation: a complete letter or email

The next day, Margaret Russell received this fax. What has happened to her deposit?

Universal Books Ltd

PO Box 379 Jersey, Channel Islands
Tel. 01534-797201
Fax 01534-797407
books@universal.net
www.universal.net

3 09-2006 FROM: UNIVERSAL BOOKS, JERSEY 01534 797407

FAX MESSAGE

To: M. Russell
Manager, Ashworth Bookshops
Fax: 01272 782422
3 September 2006

Thank you for your fax.

I regret to tell you that Nigel Westwood is no longer working for us, and I can find no record of the money you say you have paid to him. I have passed your fax to the Jersey Police who are investigating a number of other cases concerning Mr Westwood. Mr Westwood himself seems to have disappeared, although the police believe he may be somewhere in France.

I suggest you contact the police yourself and register your claim against Mr Westwood. I am sorry I cannot help you more.

Yours sincerely

[Signature]

Pablo Engl
Director, Universal Books.
15. Paolo Fellini and Carolina Lambardo, from Massari Tractors Ltd, recently visited their agent in India, Sujit Singh of Agricultural Supplies Ltd. They talked about the low sales of Massari Tractors. Mr Singh said he would put his ideas in an email. Read the message he sent Paolo Fellini and answer these questions.

e) Who does Mr Singh think that a drop in price of 8% is enough to increase sales?

f) Why does he want Massari Tractors to pay for advertising?

g) How does Mr Singh ask if Massari can lower their prices? What would he write if he wanted them to do the following?
   i give a greater discount
   i increase the length of the guarantee
   i give a free gift with every tractor

---

Dear Mr Fellini,

It was good to meet you when you came here last month. I hope that you had a safe journey back to Italy. I am sorry that I have not written before now, but I have been rather ill and I have only just returned to the office.

I have now had a chance to think about the problem of low sales of Massari tractors. I feel that the biggest problem is price. At present, most of the business in India goes to Japanese manufacturers, who not only produce a high-quality product, but whose prices are much cheaper than Massari's. However, Massari has a very good name, and I am sure that a drop in price of 8% would be enough to attract many new sales. Would Massari be prepared to lower its prices by this much?

A second problem is publicity. Many landowners and farmers here do not know about the new Massari tractors. Our competitors often put large advertisements in agricultural magazines. Unfortunately, our low sales mean that we are unable to pay for any publicity. If Massari could pay for advertising, we would be prepared to arrange it.

These are some of our ideas. I look forward to hearing your comments. Please give my regards to Corina Lombardo.

Yours sincerely,

Sujit Singh
16. Shortly after he sent the email, both Agricultural Supplies and Massari Tractors received this circular email about a New Delhi fair. Read it and answer these questions.
   a) Why is it necessary to book early?
   b) How can the organisers help overseas companies to come?

   **Email Content:**
   
   Dear Agriworld member,
   
   THIRD NEW DELHI AGRICULTURAL EQUIPMENT FAIR
   
   On 4–11 April, the highly successful New Delhi Agricultural Equipment Fair will again take place. This Fair attracts manufacturers and buyers from all over the world. Last year alone, over half a million visitors attended.
   
   We are now accepting provisional bookings of space. Each year, we receive more bookings that we can accommodate, so we advise you to book early if you want to take part in the Fair. For representatives from overseas, we are able to arrange visas.
   
   We are sure that your company would find it worthwhile to have a stand at the Fair. Prices start from US$250 per sq.m. (min. 15 sq.m.), and payments should be made to a/c 456767, National Bank, New Delhi Branch 23.
   
   For more information about the Fair and online booking, please visit www.indiatradefairs.net.
   
   Should you require any further information, please contact us at bookings@indiatradefairs.net.
   
   Yours faithfully,
   
   R.M. Ruby
   
   India Trade Fairs Ltd

17. Sujit Singh is now waiting for a reply from Massari Tractors. In three groups, you must write the correspondence between Massari Tractors, Agricultural Supplies and India Trade Fairs. When you have written a letter, email or fax, ‘send’ it to the correct group. Then ask for a new card number. (There are three cards for each group.)
In Section 6C, you looked at accuracy in your writing, and in Section 7C, you looked at style and levels of formality. Here, you can look at the way your message is written: Is it clear? Does it say what you want it to say?

12. A clear message
Even if a letter or email is in correct English, it can still be difficult to understand and follow. What can make a message unclear, do you think?
Brainstorm your ideas with other students, then compare with the points on page 123.

13. Are they clear?

Read these messages. Are they clear? What is the problem with each one? Can you write a better version of each message?
Test in Unit 8: revision and consolidation

I. Match the words with a similar meaning or their definitions
1. introduce                        a) soon
2. research                          b) think about
3. produce                          c) give proof of
4. contain                          d) complete
5. set                                e) a group of similar things
6. convenient                      f) a necessary item
7. contribute                       g) agreement to meet at a certain time and place
8. consider                          h) investigation
9. appointment                    i) join others in giving money
10. confirm                          j) manufacture
12. a must                          k) suited to one’s comfort
13. full                                 l) have within itself
14. shortly                            m) bring into use for the first time
15. maintenance                   n) keeping in repair

II. Match the opposites.
1. important                        a) helpful
2. available                          b) purchase
3. shortened                         c) retailing
4. complete                          d) lower
5. hardback                          e) formal
6. wholesaling                      f) lengthened
7. personal                            g) paperback
8. sell                                    h) inaccessible
9. useless                               i) insignificant
10. higher                           j) shortened

III. Translate.
IV. Insert prepositions where necessary.
1. The Worldwide Encyclopedia is an important new work (1) the home, containing information (2) thousands of subjects. 2. We are able to offer you 20% discount (3) price of our books. 3. We will deliver the books (4) you (5) one week (6) receiving your order. 4. We will provide you (7) a list of names and addresses.
5. First, she made notes (8) the encyclopedia (9) the information that the manager had given her. 6. There are two editions- a full three volume set and a shorter edition (10) one volume. 7. This is due (11) unforeseen circumstances (12) our printer’s. 8. We expect to be able to deliver the books (13) you (14) the end of the next month. 9. What has happened (15) her deposit? 10. Police are looking (16) him. 11. He thinks a drop (17) price (18) 8% is enough to increase sales. 12. They give a free gift (19) every set of cosmetics. 13. We give free maintenance (20) one year. 14. For representatives (21) overseas we are able to arrange visas.

V. Match the parts of set expressions or compound words.
1. book a) hand  
2. one- b) action  
3. ready- c) owner  
4. make d) quality  
5. by e) seller  
6. world f) place  
7. legal g) volume  
8. land h) to-use  
9. take i) wide  
10. high j) changes