

**МИНИСТЕРСТВО ОБРАЗОВАНИЯ И НАУКИ РОССИЙСКОЙ
ФЕДЕРАЦИИ**

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«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.

И.Р.Агасиева

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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

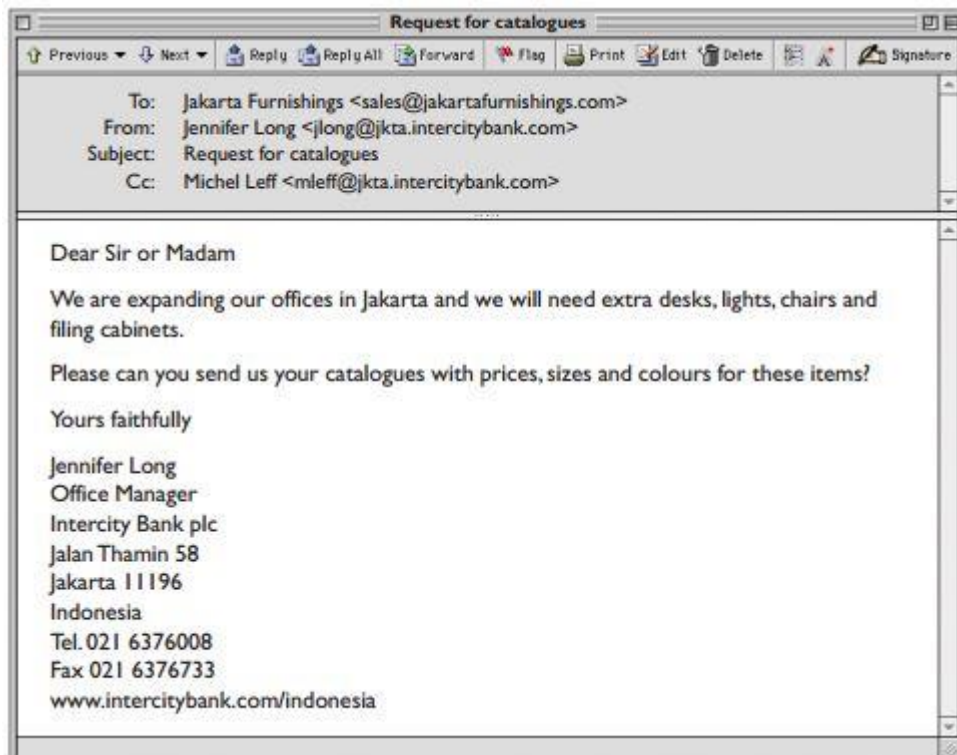
Test yourself

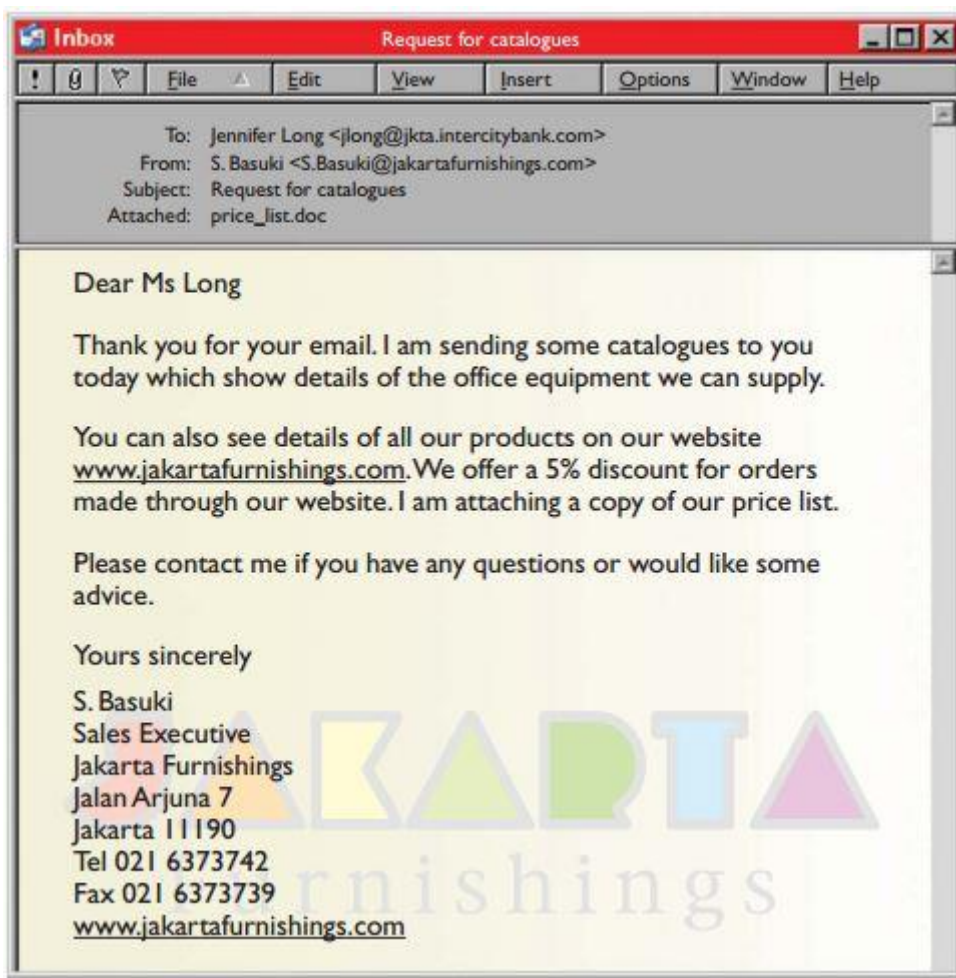
You want a new printer for your computer. You have seen an advertisement for the Solar EX43. Write an email to Computer World, sales@computerworld.com, and ask them how much the printer costs and how long they would take to deliver it. Write a complete email, with a subject heading, names, etc. (Invent 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?





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 |
| | e: The topic you are writing about |
| 6. Attached: | f: Your name and email address |
| 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.

- Where does each paragraph start?
- How are the paragraphs separated?
- How does the email open and close?

1.3 Dear ... / Yours ...

Here are some ways to start your message.

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

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)

Best wishes Yours faithfully Yours sincerely

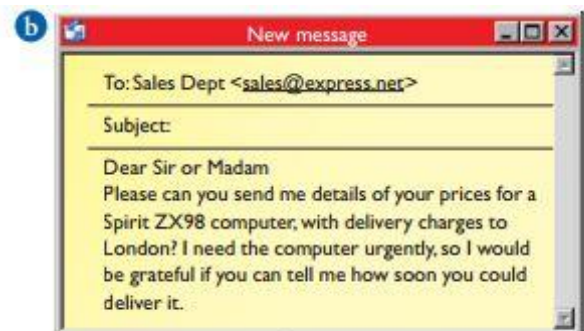
- | | |
|--------------------|----------------------|
| a) Dear Mrs Wilson | e) Dear Mr González |
| b) Dear Madam | f) Dear David |
| c) Dear MsHemsuchi | g) Dear Sir or Madam |
| d) Dear Susanna | |

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?

- a) Someone has written asking for details of mobile phones that include a camera.
- b) Someone has written to ask you for details of the types of accounts you offer.
- c) You want to know more information about the new MI300 Henrison mobile phone and when it will be available.
- d) The air conditioner in your shop doesn't work. You want a list of service centres.

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.

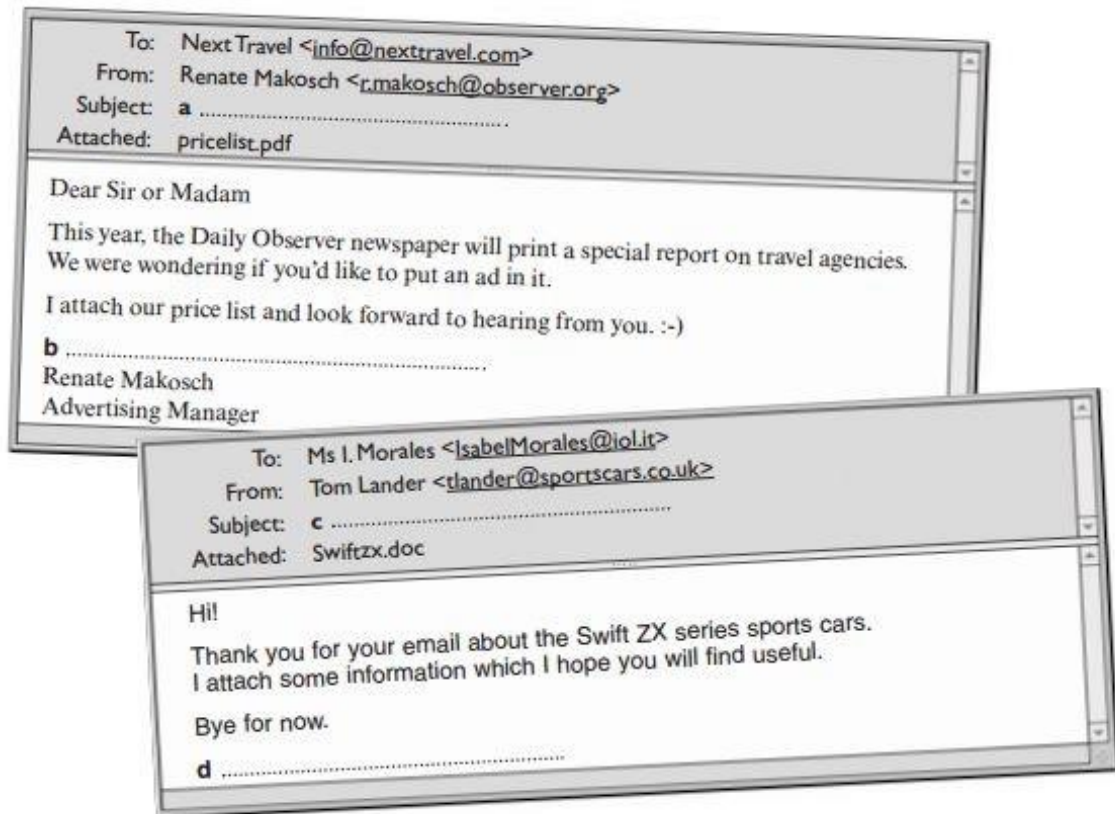
- Write in a natural style. Do not use an old-fashioned, very formal style. Say *Thank you for your letter, dated 14 June, not We have received your letter of the 14th of this month.*
- Do not use very informal language, unless you know the person well. Do not write *Hi! or Hello! or Ciao, John!* Write *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.



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.

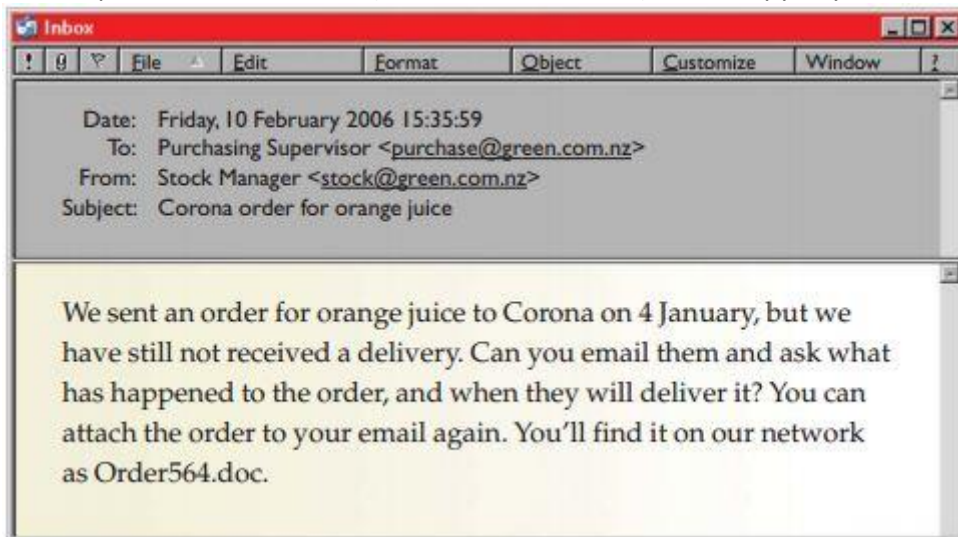
There are many examples of polite letters and emails in *Company to Company*. As you read them, compare with what you would say in your language

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.



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?

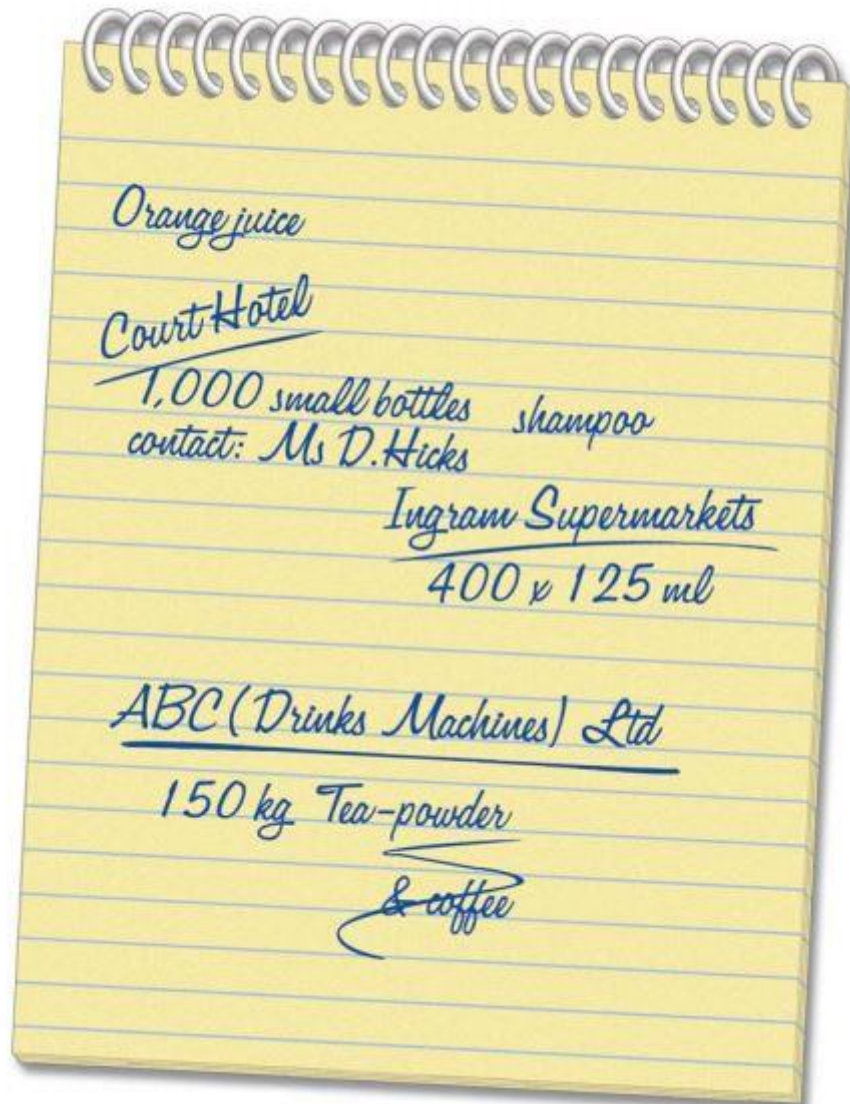
Think about:

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

1BActivity section

Misplaced orders

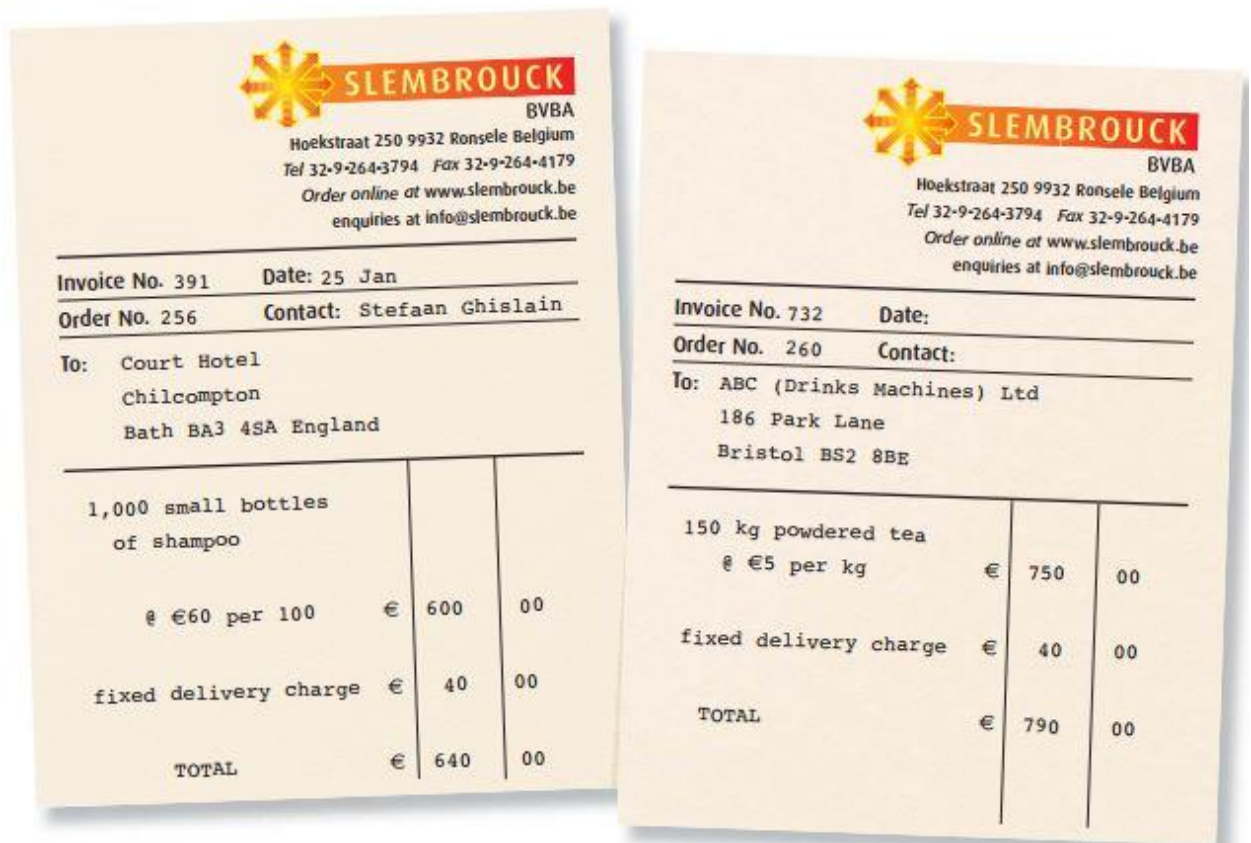
- 1) Slembrouck BVBA, a wholesaler in Belgium, has problems. Business is not good, and they have dismissed a lot of staff. Their offices are now very disorganised. Here are some orders that their sales executive brought back after a trip to England. The orders are not clear. Answer the following questions.
- What have ABC (Drinks Machines) Ltd ordered?
 - Who ordered the shampoo?
 - 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.
- Are the invoices correct?
 - 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?
 - 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.)

Group 1



info@slembrouck.be

Start on card 61

Group 2



manager@courthotel.co.uk

Start on card 2

Group 3



abc@abcdrinks.com

Start on card 30

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

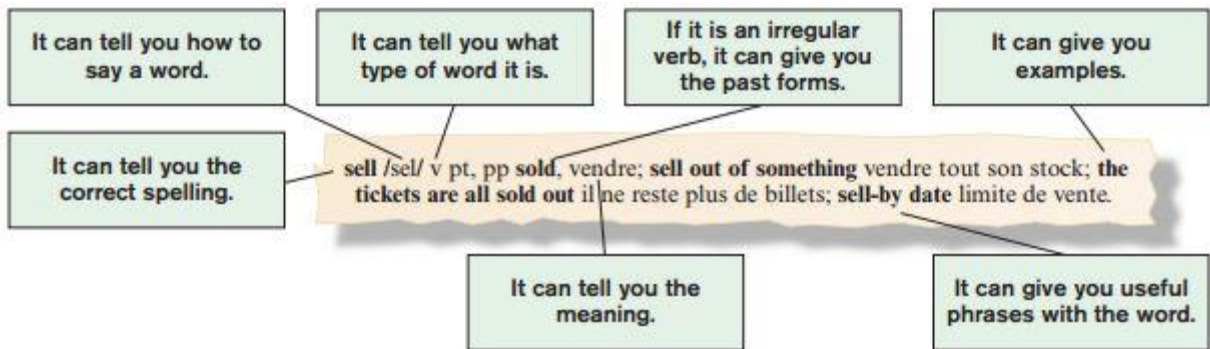
a) In which section would you look if you wanted to find the following?

- 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?



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.

Spelling	
British English	American English
catalogue	1.....
2.....	center
3.....	check(money)

Vocabulary	
British English	American English
note (money)	4.....
5.....	apartment
car park	6.....

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)
- b) 22nd March 1977(UK)
- c) 6/11/98 (UK)
- d) 09-07-99 (USA)
- e) 23.1.87(UK)
- 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

Best wishes <i>Peter</i>
Yours faithfully <i>Richard Sanders</i>
Yours sincerely <i>SergheyTkachyov</i>

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
- 2. want
- 3. additional
- 4. modern style of business letters
- 5. faithfully
- a) extra
- b) block style
- c) need
- d) increase
- 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.

1	
2	3
5	4
6	
7	
8	
9	
10	
11	

- 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.

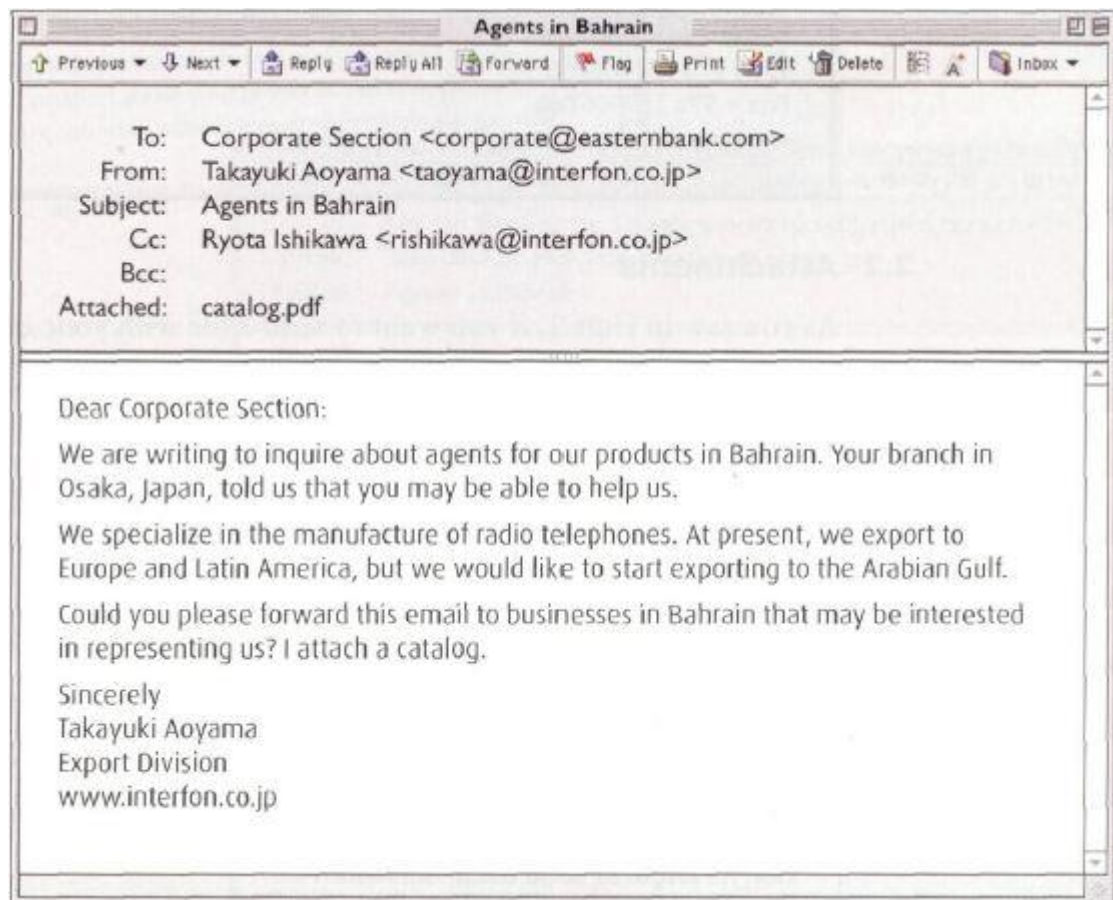
Write that email. (Invent any details you need.)

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

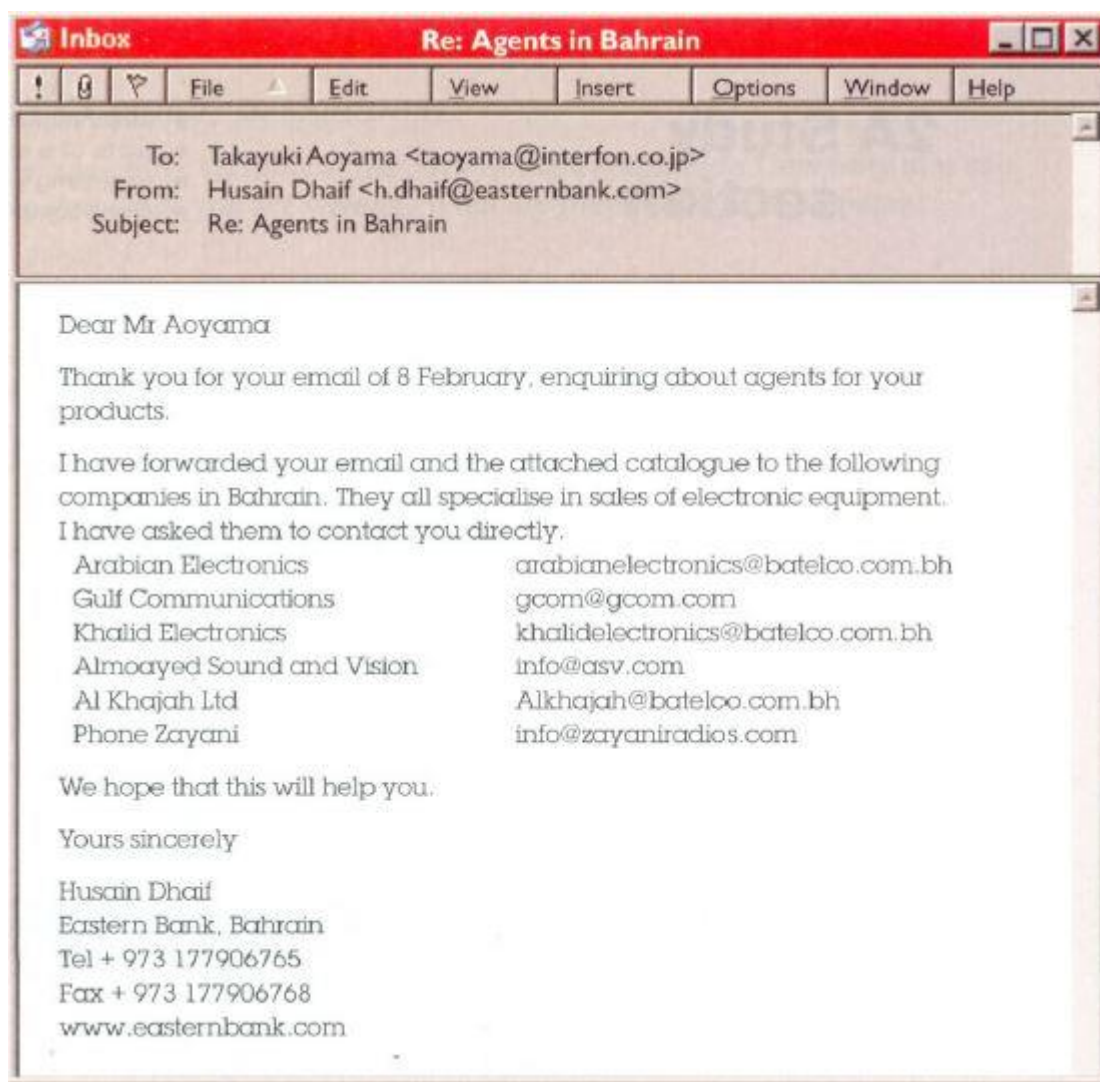
2.1 Interfon look for new agents

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!



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 catalogue to this message. Please contact me if you would like more information. 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.

Thank you for your email. I am afraid you forgot to attach the report. Could you send your message again, 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.

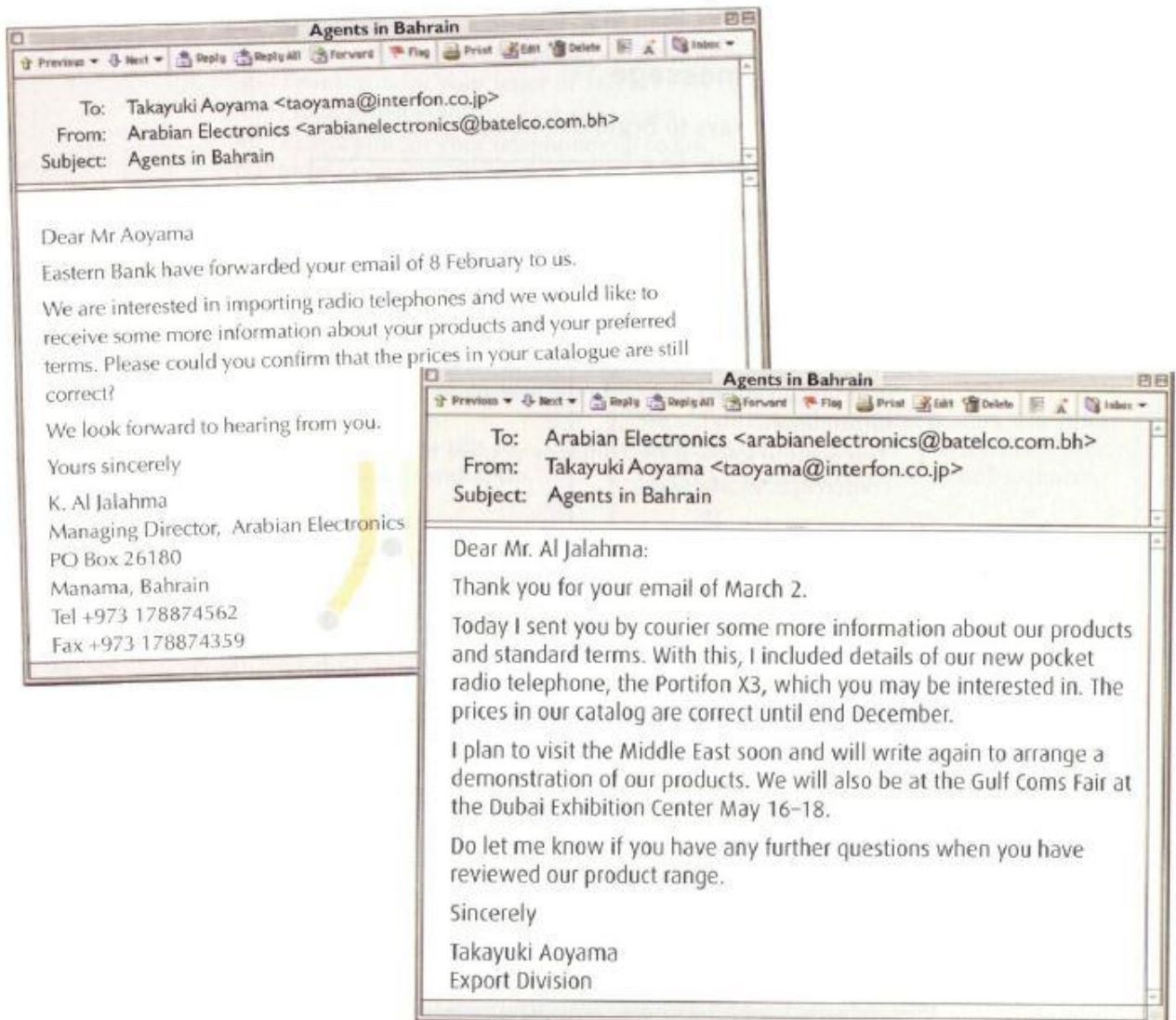
What would you reply to these messages!

- Thank you for your email. I can't find an attachment, however. Did you send it?
- Many thanks for your message. Unfortunately, when I try to open the attachment, my computer crashes.
- 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.
- I am away from the office for three weeks, so I will not see there port untill get back. Can you send me a copy as an attachment?
- 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.

- What did Arabian Electronics want to know, and what was Interfon's answer?
- 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:

I hope that this information will help you.

Please contact me

Please feel free contact me

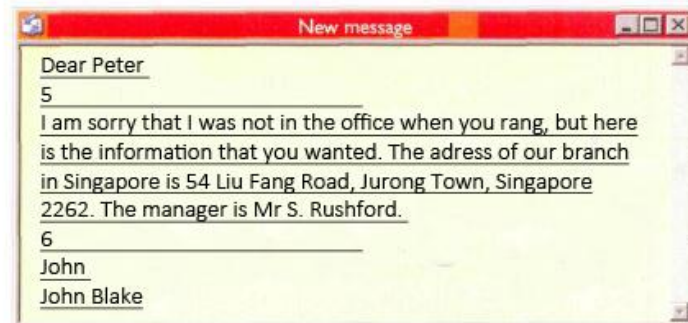
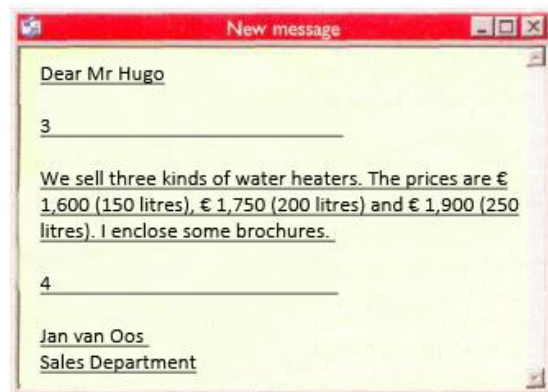
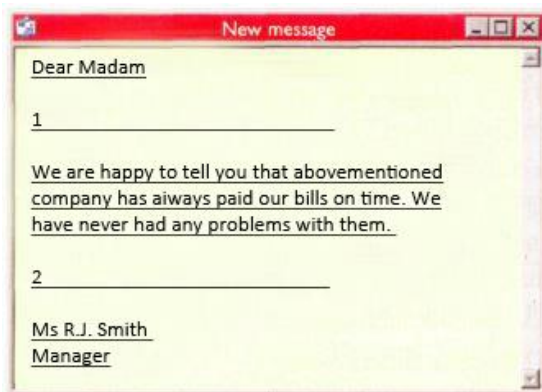
Please let me know

If you need any further information

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*.

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



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:



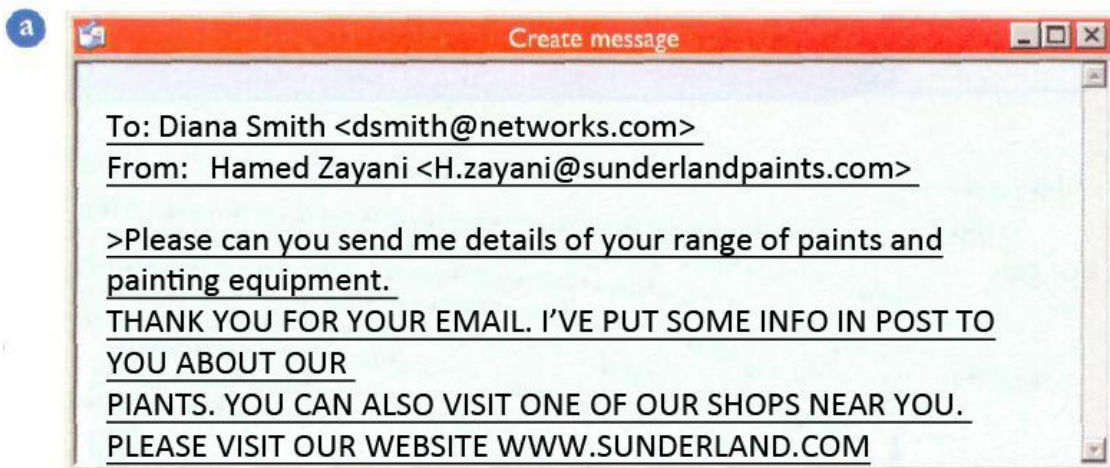
In general, try to avoid doing this, for the reasons given above. Many users of email also feel this makes an email look untidy, and it can give a poor impression.

- 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! Abadly 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.





2.9 Consolidation: a complete email

You work for Hudson Motors Ltd. Last week, a man called Stefan Polloni telephoned you and asked you to send him details of the Sodiad 456 and Sodiad 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:

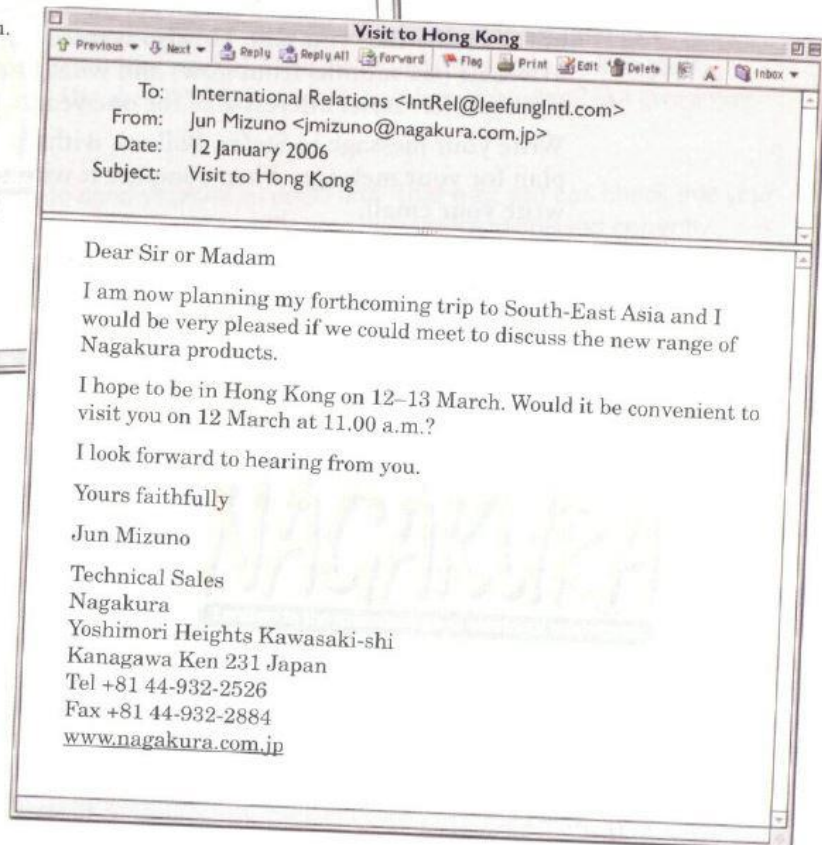
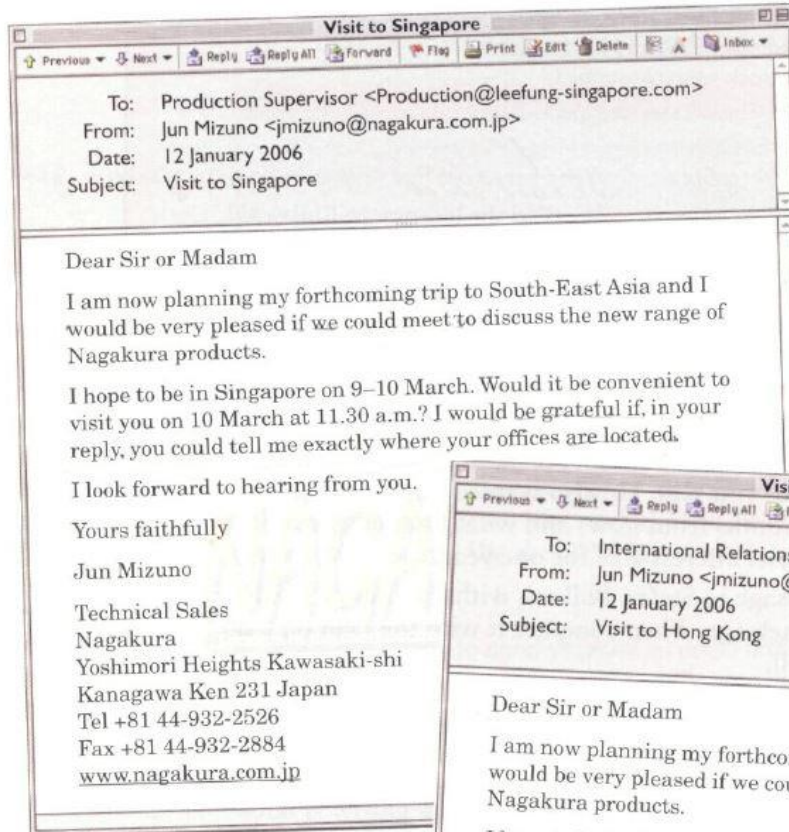
- email conventions
- subject headings
- opening/closing a email
- beginning/ending a message
- sending attachments.

2BActivity section

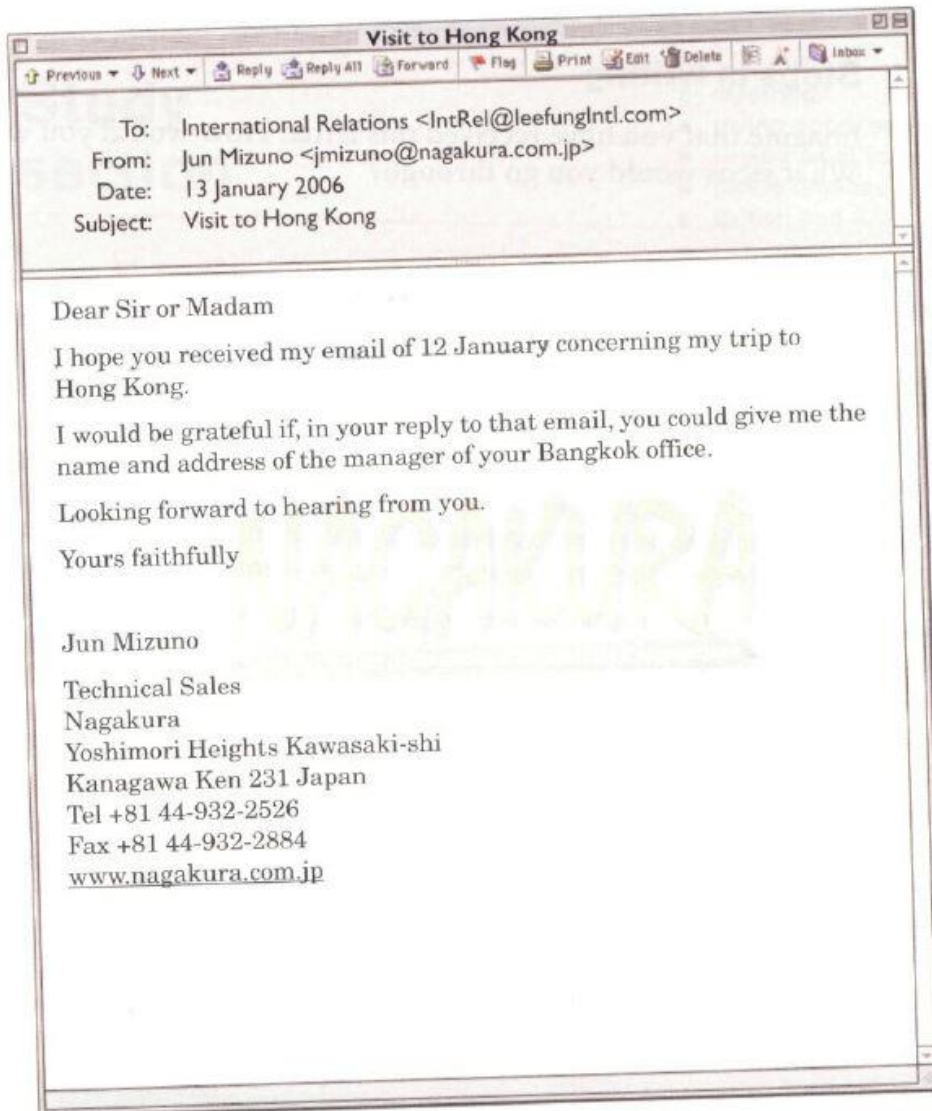
A business trip

4) 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.

- How exactly does he say he wants to meet the addressees?
- What information does he want from Leefung in Singapore? How does he ask?
- What would he write if he wanted to have dinner with the addressee?
- 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?

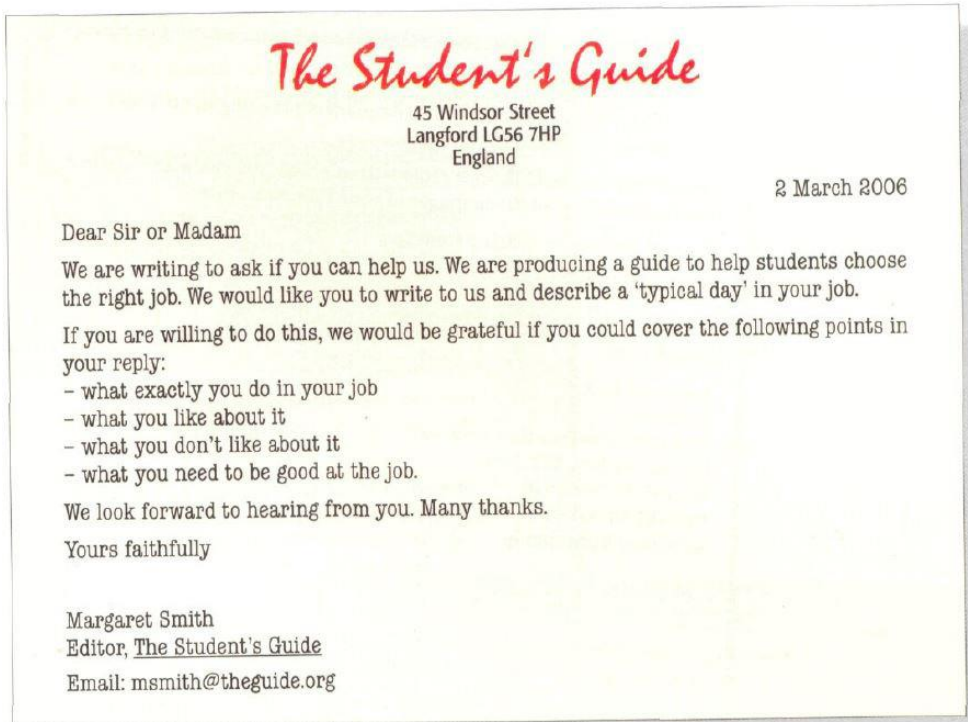


- 6) Jun Mizuno is now waiting for replies from Leefung Plastics in Hong Kong and Singapore. In three groups, write the correspondence between them. The role cards at the back of the book will give you some information, but you must decide exactly what to write. Remember to write neat, clear emails, 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.)

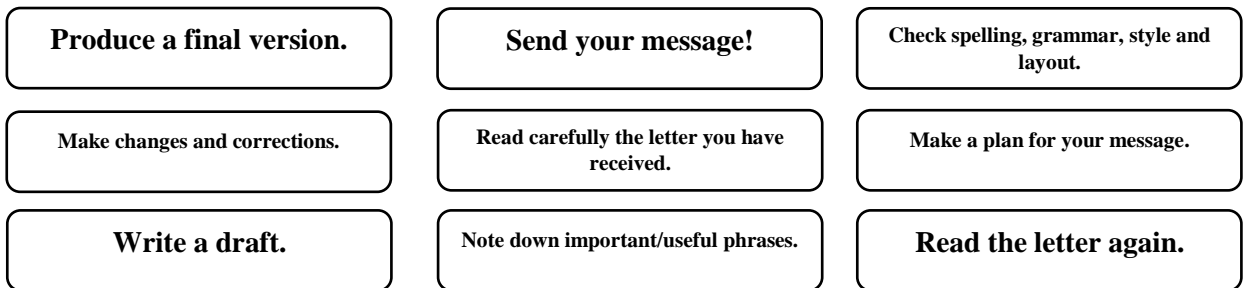
<p>Group 1</p>  <p>jmizuno@nagakura.com.jp</p> <p>Start on card 62</p>	<p>Group 2</p>  <p>IntRel@leefungIntl.com</p> <p>Start on card 27</p>	<p>Group 3</p>  <p>Production@leefung-singapore.com</p> <p>Start on card 3</p>
---	---	--

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

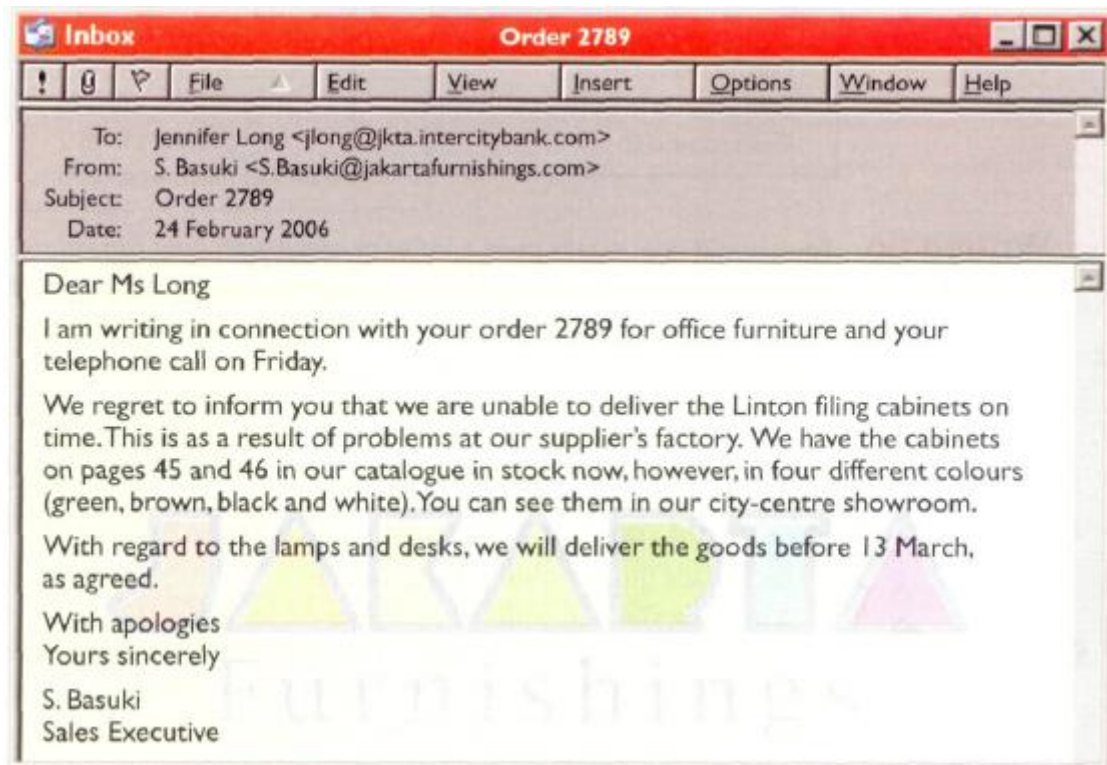
You work for Conferences Unlimited? A company which arranges conferences. Unfortunately, your office has made a double booking. IBN Computers have booked a conference for 2,000 people, and SJ Finance have booked a conference for 750 people on the same date. Write two emails: one to IBN Computers to confirm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

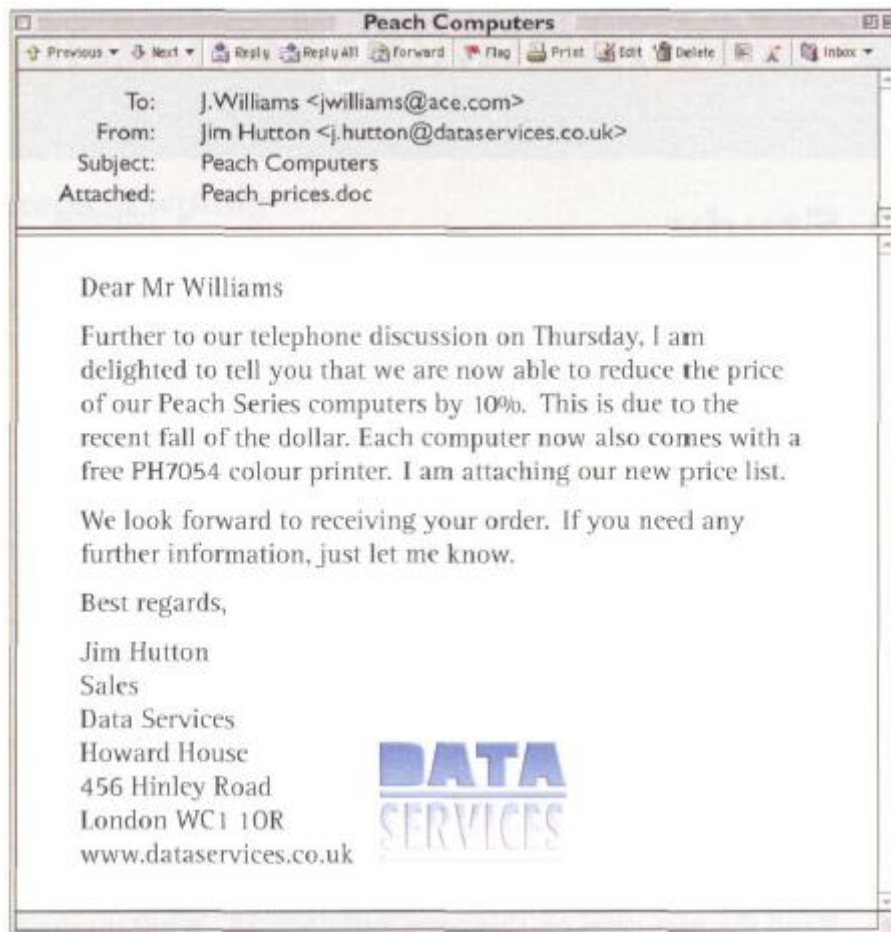
When you have finished, put the message away until the end of this section.

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?





3.2 Referring

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

With reference to ...
Further to ...
I am writing in connection with ...
With regard to ...

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.

- your order for some cupboards,, we have had to increase the price.
- your application for a post as secretary,, that we would like you to start work as soon as possible.
- your application for a post as secretary;, you were not successful.
- Our telephone conversation last week,, that your car is now ready for you to collect.

3.4 Saying what you can and cannot do

We are unable to ... We are able to ... We have been forced to ...
--

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?

- You cannot lower your prices.
- You have had to raise your prices because the government has increase the sales tax.
- However, you can give them a discount of 5% if their order is for more than \$8,000 or €8,000.
- 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

This is	Owing to ...
	Due to ...
	As a result of ...
	Because of ...

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*).

- increase – fall of the dollar
We have been forced to increase our prices. This is owing to the fall of the dollar.
- delay the delivery of the goods – strike by airline pilots
- increase all salaries by 10% - rise in sales
- cut all salaries by 10% - fall in sales
- cannot deliver your new order – we have not received your payment for the last order
- 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:

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

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 posrcode, 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.

visit BROWN'S FURNITURE STORE!

BROWN'S FURNITURE STORE

WE STOCK AN AMAZING SELECTION OF STYLES AND COLORS. ~~ALL AT A PRICE~~ THAT YOU'LL FIND HARD TO BEAT. WE'RE SURE TO HAVE YOUR FAVORITE. ON OUR GROUND FLOOR, YOU'LL FIND A WIDE RANGE OF FURNITURE FOR YOUR HOME. ON OUR FIRST FLOOR, WE HAVE SPECIAL DEALS ON OFFICE FURNITURE.

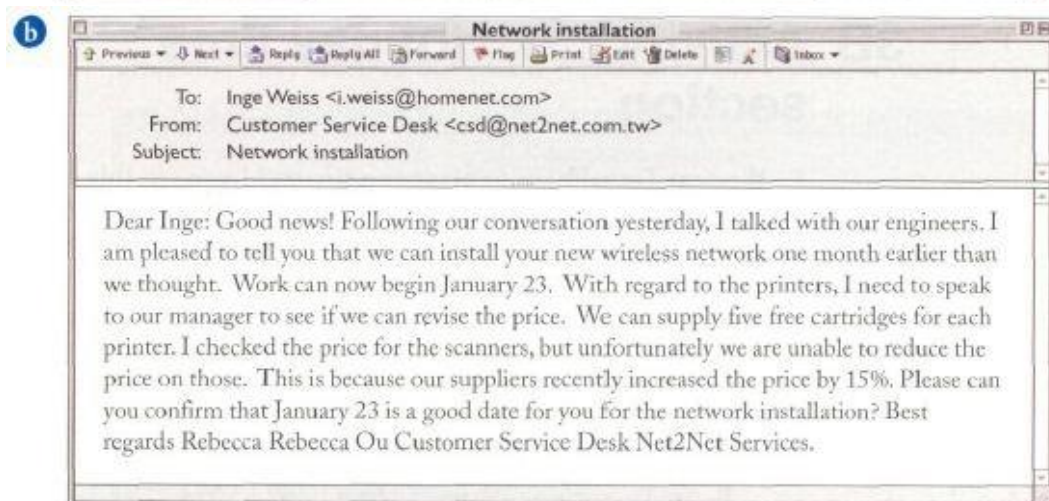
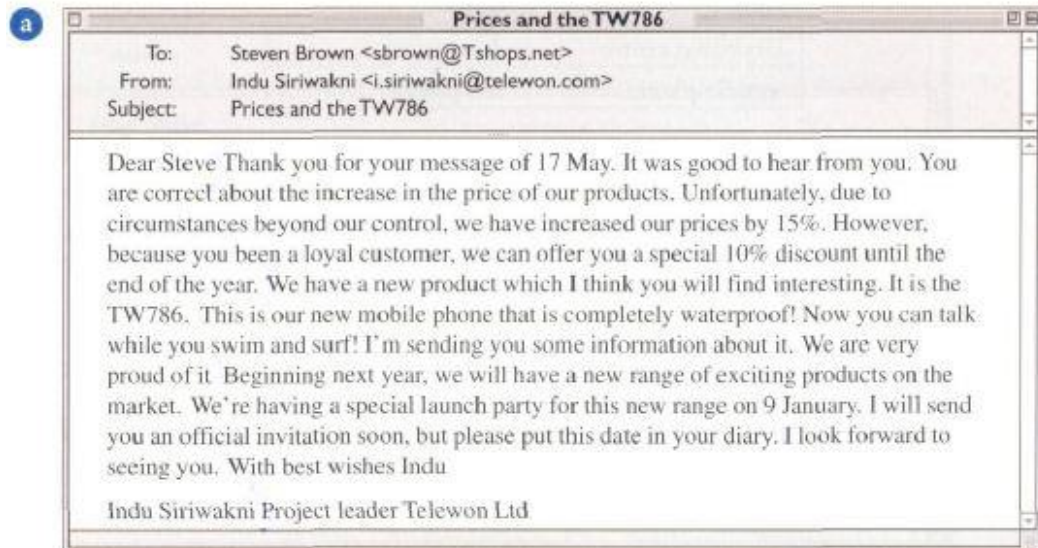
VISIT BROWN'S FURNITURE SHOP: NEAR THE ENZO GAS STATION, IN THE CITY CENTRE.

SEND US YOUR NAME, ADDRESS AND ZIP CODE FOR OUR NEW CATALOGUE. **FREE!**

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?



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



Holiday time

1. 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) Wich company is cheaper if the group is travelling in July and wants twin-bedded rooms and insurance?
 - b) Do booth companies use the same airline?

Sun Express Holidays

Go To: www.SunExpress.co.uk

Sun Express takes you to Mexico 14 nights

This year, Sun Express is organising the best Mexican holiday ever! You'll have a chance to see Aztec Mexico, Mayan Mexico and Spanish Colonial Mexico as we take you from Mexico City right down to the south. [Click here](#) for full details of the places you'll visit.

Prices are per person and include flights, accommodation in twin-bedded rooms in 4- or 5-star hotels, all meals, all entrances, local transport and insurance.

Departures every Saturday.

June: £1,200 July £1,450 August £1,575

Supplement for a single room: £200

Please quote tour number 5210 when booking or contacting us.



All flights are with Pekar Airways direct to Mexico.

Your personal travel company

Golden Holidays

Go To: www.goldenholidays.com

Experience Mexico with Golden Holidays

No one knows Mexico like Golden Holidays! Come with us on our tour of this fabulous country and you'll see sights you've never dreamed of ... the Mayan pyramids of Palenque, Chichen-Itza and Uxma ... the sparkling water and white sands of the Caribbean ... the exciting atmosphere of Acapulco ... and much, much more!

Price: £1,300 per person, including flights, all meals and all excursions for 15 days. Price is based on two people sharing a twin-bedded room.

Supplement for a single room: £175

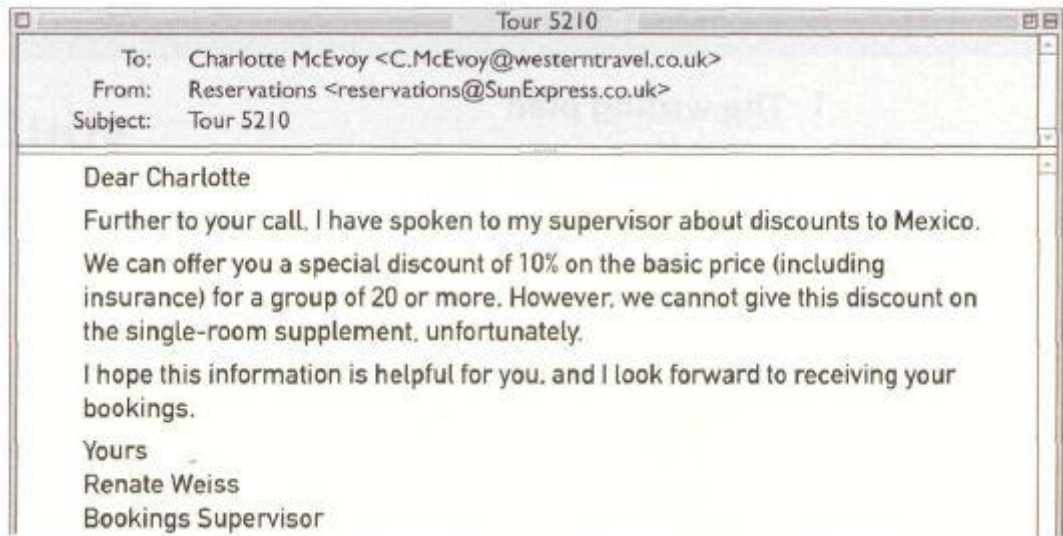
Insurance available at £75 per person

Carrier: Stanley Air

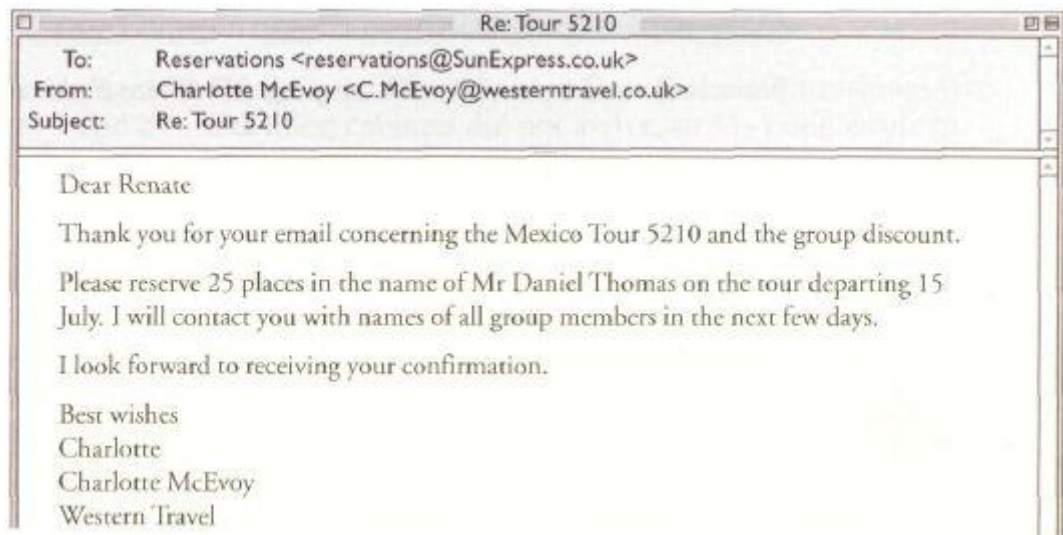
Departures every Tuesday in June, July and August.

Special discounts for groups of more than 30: 12%

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?



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



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.)

Group 1	Group 2	Group 3
 reservations@SunExpress.co.uk Start on card 54	 reservations@goldenholidays.com Start on card 31	 C.McEvoy@westerntravel.co.uk Start on card 8

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.

a

- Dear ...
- Open the message. Thank them for their letter.
- Say what you have done. Give the information.
- Close the message.
- Yours ...
- Give your name and title.

b

- Dear ...
- Open the message. Say why you are writing and who gave you their address.
- Say what you want to do.
- Ask them to help.
- Close the message.
- Yours ...
- Give your name and title.

2. More practice.

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.

- You have seen an advertisement in the newspaper for an underwater camera. You want to know if they also sell underwater video cameras.
- 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.
- 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.
- 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. (Include 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**

Your ref:
Our ref: JL/fh/246

Mr S. Basuki
Jakarta Furnishings
Jalan Arjuna 7
Jakarta 11190

Jalan Thamrin 58
Jakarta 11196
Indonesia
Tel 021 6376008
Fax 021 6376733
www.intercitybank.com/indonesia

30 May 2006

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

JAKARTA
Furnishings

Ms Jennifer Long
Office Manager
Intercity Bank plc
Jalan Thamin 58
Jakarta 11196

Jalan Arjuna 7
Jakarta 11190
Tel 021 6373742
Fax 021 6373739

2 June 2006

Your ref: JL/fh/246
Our ref: SB/sl

Dear Ms Long

Order 2789

Thank you for your letter of 30 May enquiring about the Linton filing cabinets.

We must apologise for the delay in delivering these cabinets. As I said in my email of 24 February, this is a result of problems at our supplier's factory. As these problems are completely beyond our control, I should like to point out that we are not able to refund your payment. I enclose a copy of our Terms of Sale for your reference.

We expect to receive the goods next week, so I hope that you will not have to wait much longer.

With apologies once again,

Yours sincerely

S. Basuki
Sales Executive

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) Jan. 16th, 2006
- i) 23rd March 2007
- j) 6/11/08 (UK)
- k) 09-07-06 (USA)
- l) 21.1.07
- 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".

The image shows a letter with the following text:

Slottsberget 26,
Goteborg 41803,
Sweden
Tel +46 31 274906

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

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

The letter contains several errors: the sender's address is not in block style, the recipient's address is not in block style, the salutation is 'Dear Sir' instead of 'Dear Ms Benton', the date is written as '2006, july 21st' instead of '21 July 2006', and the reference number is written as 'Your ref. PER23/675' instead of 'Your ref. PER23/675'.

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
We would be grateful if you could
We would appreciate it if you could

deliver them soon

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.

 MINACHI OFFICE EQUIPMENT	11-4-67 Nishiyami-dai Sayama-cho Osaka-Fu 288 Japan
	Invoice No: 5654 AH Contact M. Onaka Date 13 June 2006
	1 MX3 (including freight and insurance)
	US\$ 17,562
	Total 17,562

*We received this photocopier yesterday.
It is NOT the photocopier we ordered.
This one costs twice as much. M*

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.

- Is Ms Long still making a mild complaint? How do you know?
- 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 ... ,	we will be forced to ...
If ... (not) ... ,	

What warnings would you give these people?

- a company that has not paid your bill
- another company that is using your company's car park
- an employee who always arrives late for work
- 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.

1

The Manager
Swindle Cleaning Co
City Centre Towers
Winley WY6 7TY

Dear Sir or Madam

a I hope it is not necessary to remind you that this is the second time I have complained about your employees.

b If you are unable to do this, we will be forced to cancel your contract with us.

c I am writing in connection with your contract to clean our offices.

d I must insist, therefore, that you take immediate action to improve the quality of your services.

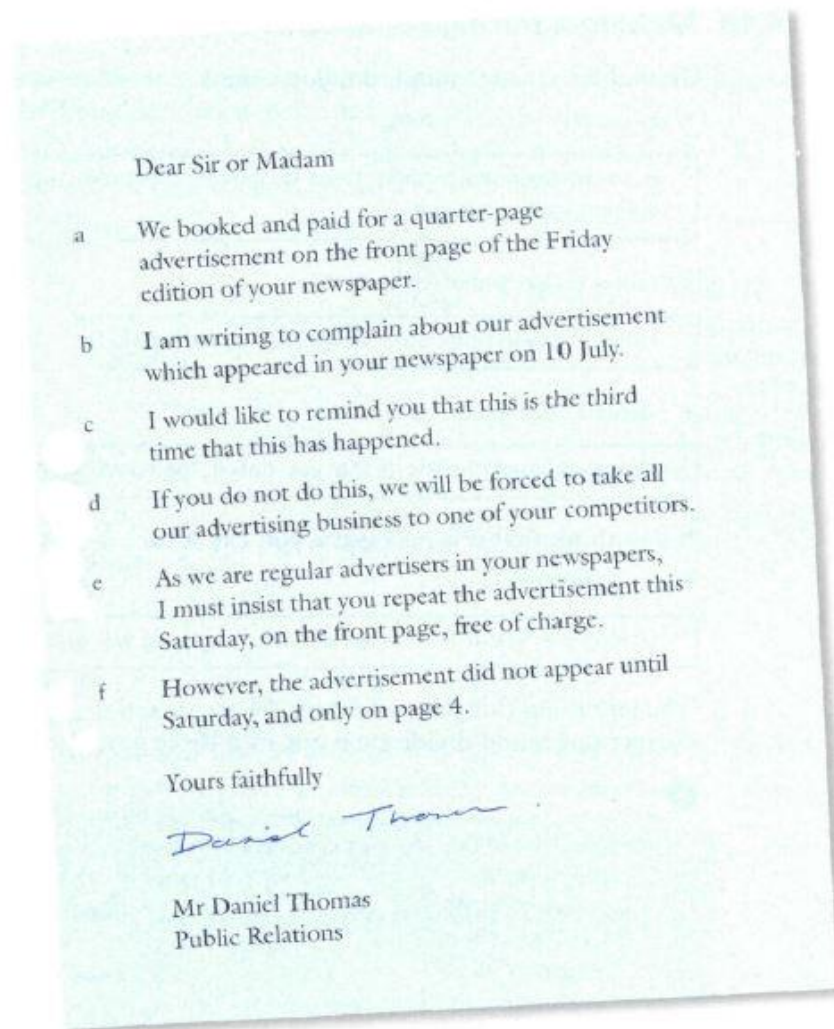
e Twice this week, I have found your workers asleep when they should be working.

Yours faithfully

H.J. Wilson

H.J. Wilson
Senior Administrator

Unit 4A St



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

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

Daily News 3 January 2006

Explosion 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.)

Group 1



Group 2



Group 3



4C The writing process

Read before you write

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.



Your ref:
Our ref: JL/fh/246 ❶

Jalan Thamrin 58
Jakarta 11196
Indonesia ❷
Tel 021 6376008
Fax 021 6376733
www.intercitybank.com/indonesia
26 August 2006 ❸

Mr S. Basuki
Jakarta Furnishings
Jalan Arjuna 7
Jakarta 11190

Dear Mr Basuki
Order 2789 ❹

I am writing in connection with the above order for Linton filing cabinets. ❺

It is now over seven months since we placed the order, and we are still waiting for the cabinets. I should like to remind you that we have already paid for these cabinets. We must insist, therefore, that you deliver them immediately or refund our money. ❻

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

Yours sincerely
Jennifer Long
Ms Jennifer Long ❸
Office Manager

4. A reply
Rewrite this reply, correcting the mistakes.

JAKARTA
Furnishings

Ms Jennifer Long
Office Manager
Intercity Bank plc
Jalan Thamrin 58
Jakarta 11196

Jalan Arjuna 7
Jakarta 11190
Tel 021 6373742
Fax 021 6373739

28 August 2006

Your ref: JL/fh/246
Our ref: SB/sl

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

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 чье-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 *Fournier 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?

**a letter of credit
(l/c)**
a bank paper that
guarantees payment
in your favour
in your name,
payable to you

Fax +34 58 345545 13-05-2006 16:04 p.01

FAX COVER SHEET	For the attention of: Export Manager
CONSTRUCCIONES JIMÉNEZ	Organisation: Haga Verktyg, Göteborg, Sweden
Avda del Pueblo Granada España	Fax No. +46 31 638420
Tel/Fax +34 58 345545	Date: 13 May 2006
info@jimenezcons.es	
www.jimenezcons.es	

Dear Sir or Madam

Our order No. 2886: 5 Kraftborr drills

As it is now more than two months since we opened a letter of credit in your favour, we would be grateful if you could arrange shipment of the goods as soon as possible. We would appreciate it if you could let us know exactly when the goods will arrive.

We look forward to receiving the drills.

Yours
José Muñoz

Name: José Muñoz
Title/Department: Manager, Purchasing
No. of pages to follow: 0

Your ref:
Our ref: JM/ps/20B



José Muñoz,
Manager, Purchasing
Construcciones Jiménez
Avda del Pueblo
Granada
Spain

Kaponjårgatan 4c
Göteborg 41877
Sweden
Tel: +46 31 453423
Fax: +46 31 638420
hv@hagaverktyg.net.se

15 May 2006

Dear Sr Muñoz

Thank you for your fax dated 13 May concerning your order for five drills.

We must apologise for the delay in shipping this order. This was due to unforeseen circumstances. However, we are dealing with your order now, and it will be sent without further delay.

With apologies once again,

Yours sincerely

Mona Stenlund
Export Manager

5.2 Requesting action

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

If it is urgent, add:

Please could you ... We would be grateful if you could ... We would appreciate it if you could ...	send us ... arrange ... give us further details about ... let us know (about/if) ... inform us (about/if) ...	as soon as possible. without delay. immediately.
--	---	--

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.

- please / arrange / for ten o'clock / could / an appointment / you
- we / send / as soon as possible / would / if you / the goods / be grateful / could
- we / without delay / appreciate it / you could / pay our bill / would / if
- confirm / please / you / are the same / could / tell us / you will arrive
- we / exactly when / appreciate it / if you / would / could / tell us / you will arrive

2) What would you write in these situations?

- You sent a message to someone and they haven't replied. You want to know if they received it.
- 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).
- You want to know about the same man's flight number, date and time of arrival.
- The office photocopier 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 ...

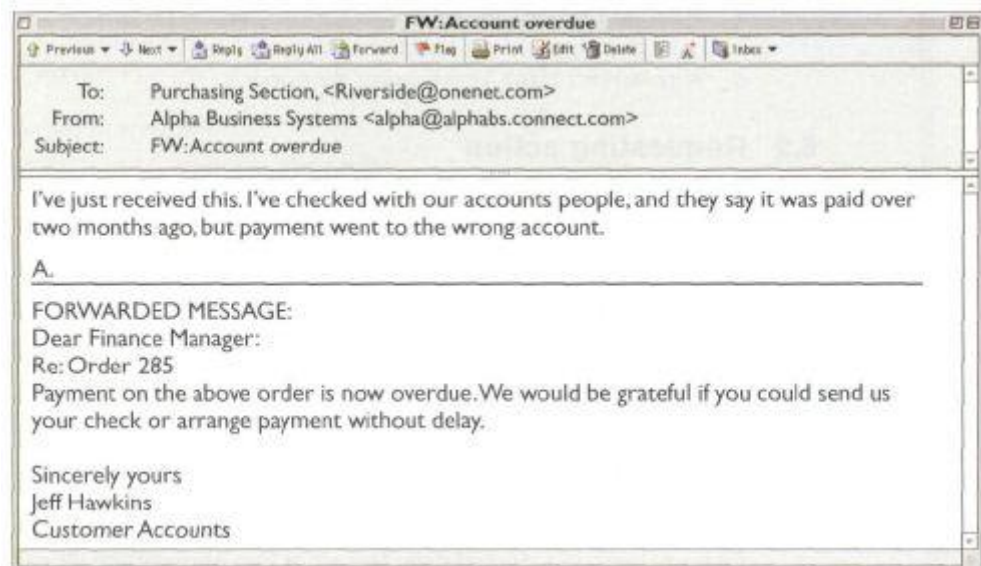
Note: Use the *-ing* form of a verb with these phrases, e.g. *We are extremely sorry for losing your order.*

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 apologies once again.
We hope that this has not caused you any inconvenience.
With apologies 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 Verktyg, so he sent another fax. Read his message and the reply, and answer the questions.

- What exactly did Sr Munoz want to know? Why did he ask?
- Sr Munoz received an unexpected reply. Why can't Haga Verktyg supply the drills?
- What do you think Sr Munoz should do now?

Fax +34 58 345545 19-05-2006 11:22 p.01

FAX COVER SHEET

CONSTRUCCIONES JIMÉNEZ

Avda del Pueblo Granada España
Tel/Fax +34 58 345545
info@jimenezcons.es
www.jimenezcons.es

For the attention of: Export Manager
Organisation: Haga Verktyg, Göteborg, Sweden
Fax No. +46 31 638420
Date: 19 May 2006

Dear Ms Stenlund
Our order No. 2886

We have received your fax of 15 May, concerning the above order for five Kraftborr drills. We were pleased to hear that you will ship the drills immediately. We would appreciate it, however, if you could give us further details about the delivery. In particular, we would like to know the name of the ship that you are using, the departure date from Sweden and the expected arrival date in Spain.


I look forward to hearing from you.

Yours
José Muñoz

Name: José Muñoz
Title/Department: Manager
No. of pages to follow: 0

18-06-2006 12:06 AVS. HAGA VERKTYG SWEDEN +46 31 638420 p01

Your ref:
Our ref:

 **HV**
HAGA VERKTYG
Kaponjårgatan 4c
Göteborg 41877
Sweden
Tel: +46 31 453423
Fax: +46 31 638420
hv@hagaverktyg.net.se

José Muñoz,
Manager, Purchasing
Construcciones Jiménez
Avda del Pueblo
Granada
Spain
Attention: J. Muñoz, Construcciones Jiménez.

18 June 2006

Dear Sr Muñoz

Thank you for your fax of 19 May.

I regret to tell you that Haga Verktyg is no longer operating. We are therefore unable to supply the drills. We have passed all business on to Nordic Engineering who will contact you shortly.

With apologies

Mona Stenlund

Mona Stenlund
Haga Verktyg

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.

	<p>239 Kanda Surugadai 2-chome Chiyoda-ku Tokyo 102-0065 Phone (81) 3 4578 6895 Fax (81) 3 4578 6866 transglobe@transglobesexpress.com.jp</p>	<p>FAX COVER SHEET</p>
For the attention of: ❶		Date: ❷
Organisation: ❸		Fax No. ❹
Message: ❺		
Name: ❻		No. of pages to follow: ❸
Title/Department: ❼		

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

5BActivity 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.



7. 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.
- Is Mr Amatzidi asking for the quote as soon as possible, or the cable as soon as possible?
 - How could he have written the message more clearly?

Writing a fax

FAX MESSAGE

For attention of: Sales Department
 Organisation: Hanston Electrics Ltd
 48 Golden Road, Manchester
 M11 4NS England
 Fax: +44 161 565342

Date: 10 October 2006

MESSAGE:


Dear Sir or Madam

Please could you send us a quote for 20,000 metres of 15-amp cable, type E346, C&F Athens, with delivery time as soon as possible.

Yours faithfully

H. M. Amatzidi

Name: H.M. Amatzidi
 Title/Department: Manager



TAVRIDIS Ltd

Electrical Contractor

PO Box 34767, Omonia
 103-10 ATHENS
 Tel. +30 1 456 5699
 Fax. +30 1 456 5822

No. of pages: 1

8. Tavidis 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.)

Group 1	Group 2	Group 3
 <p>TAVRIDIS Ltd Electrical Contractor general@tavridiselectrics.com.gr Fax: +30 1 456 5822 Start on card 19</p>	 <p>MIDTEC CABLES LTD midtec@pipenet.co.uk Fax: +44 1392 929610 Start on card 7</p>	 <p>HANSTON Electrics sales@hanstonelectrics.com Fax: +44 161 565342 Start on card 63</p>

5C The writing process

Drafting

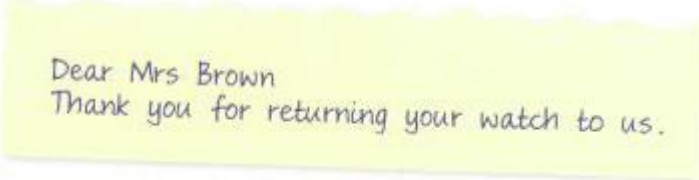
Very few people can write a message without first making draft versions, which they correct and revise. In this section, you can try two ways of writing a draft: *accurate writing* and *free writing*.

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.



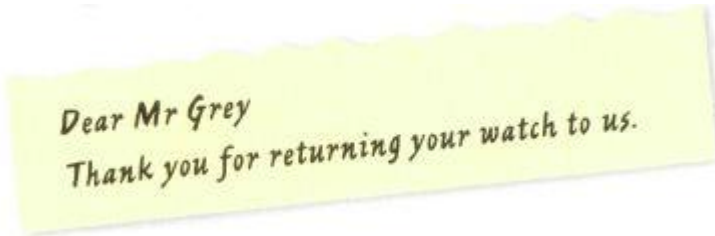
Dear Mrs Brown
Thank you for returning your watch to us.

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

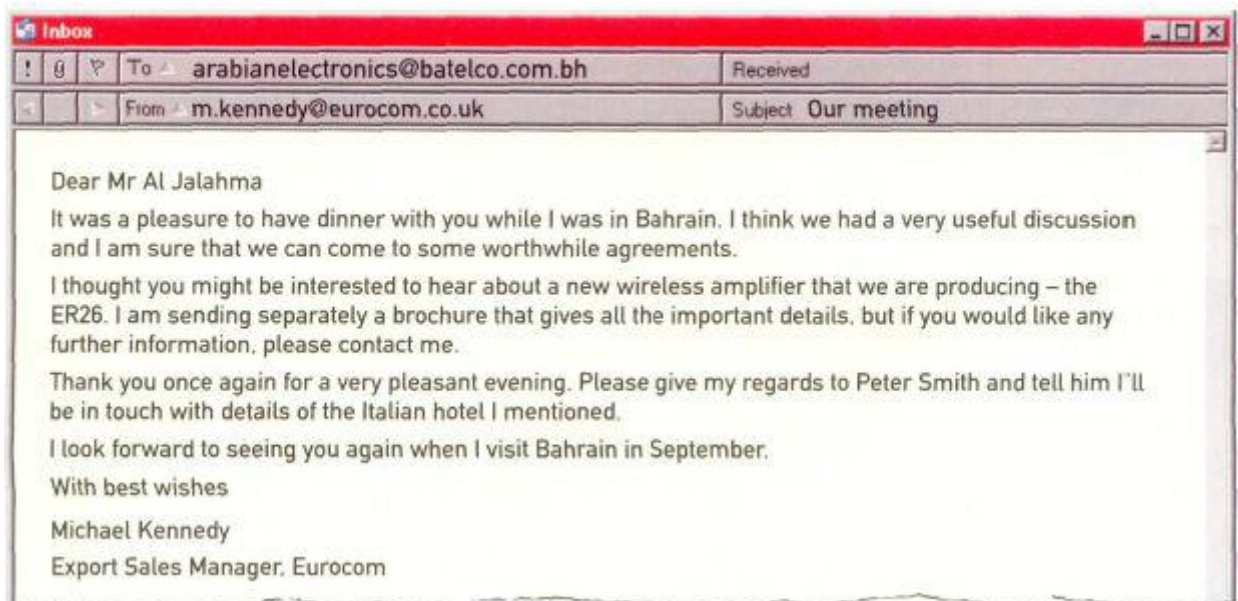
Michael Kennedy from EuroCom went to dinner with Khalid Al Jalahma from Arabian Electronics in Bahrain. Later, he sent Mr Al Jalahma details of a new product. He also sent the details to Ms Bugarini, who had written to him.

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

Is a or b more friendly? Why?

	a	b
The message opens with the main subject.		
The message mentions the last time they met.		
The message mentions personal information.		

a



b



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.

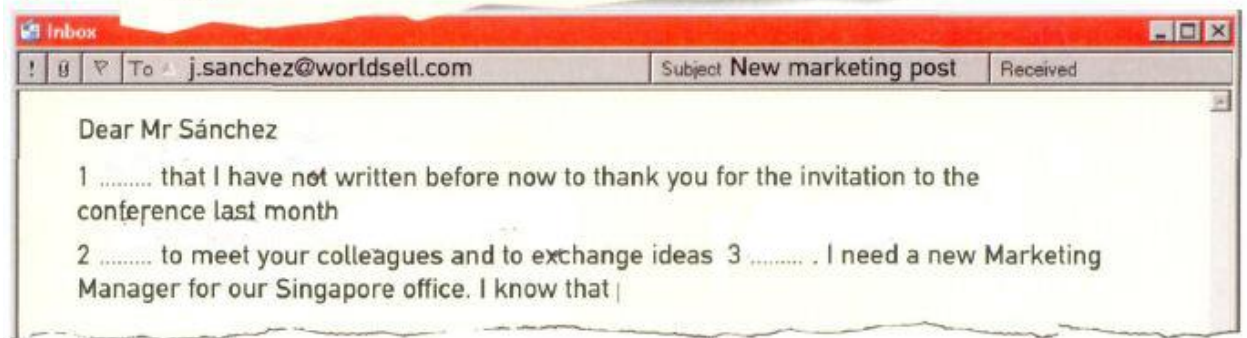
2. Fill in the gaps in the letter and email.

a

Dear Mrs Poizat.

1 the invitation to the exhibition last week, 2 to see the range of products that you produce. 3 a new service that we have just introduced. This is the Golden Maintenance Agreement. For a fixed price, we can offer 24-hour emergency repairs for ...

b



Inbox

To: j.sanchez@worldsell.com Subject: New marketing post Received

Dear Mr Sánchez

1 that I have not written before now to thank you for the invitation to the conference last month

2 to meet your colleagues and to exchange ideas 3 I need a new Marketing Manager for our Singapore office. I know that |

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

- a Please give my regards to Steven Hill.
- b It was interesting to hear your views on our new products.
- c 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.
- d As you know, our company is planning to open a branch in Los Angeles.
- e I was wondering if you could help me.
- f It was a pleasure to meet you at the Trade Fair last month.
- g We are now looking for office space in the town centre and we need to know the names and addresses of some property agents.

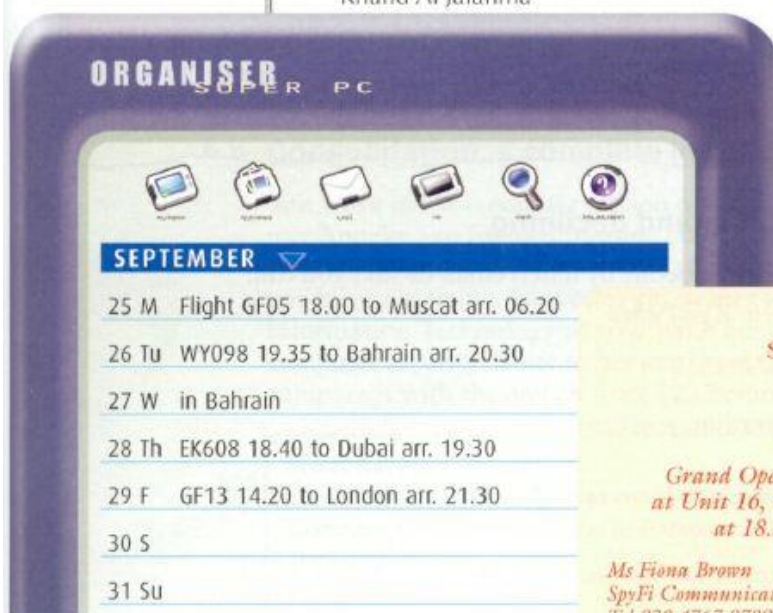
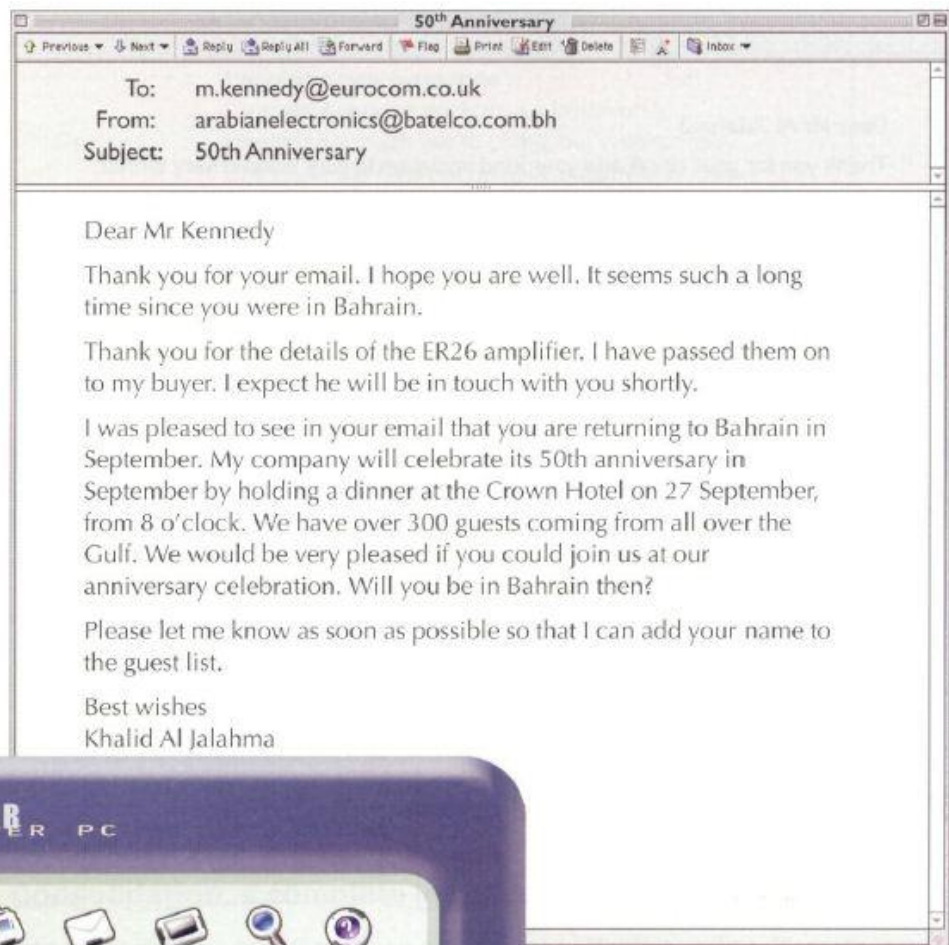
Yours sincerely

Hans Seitz

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?



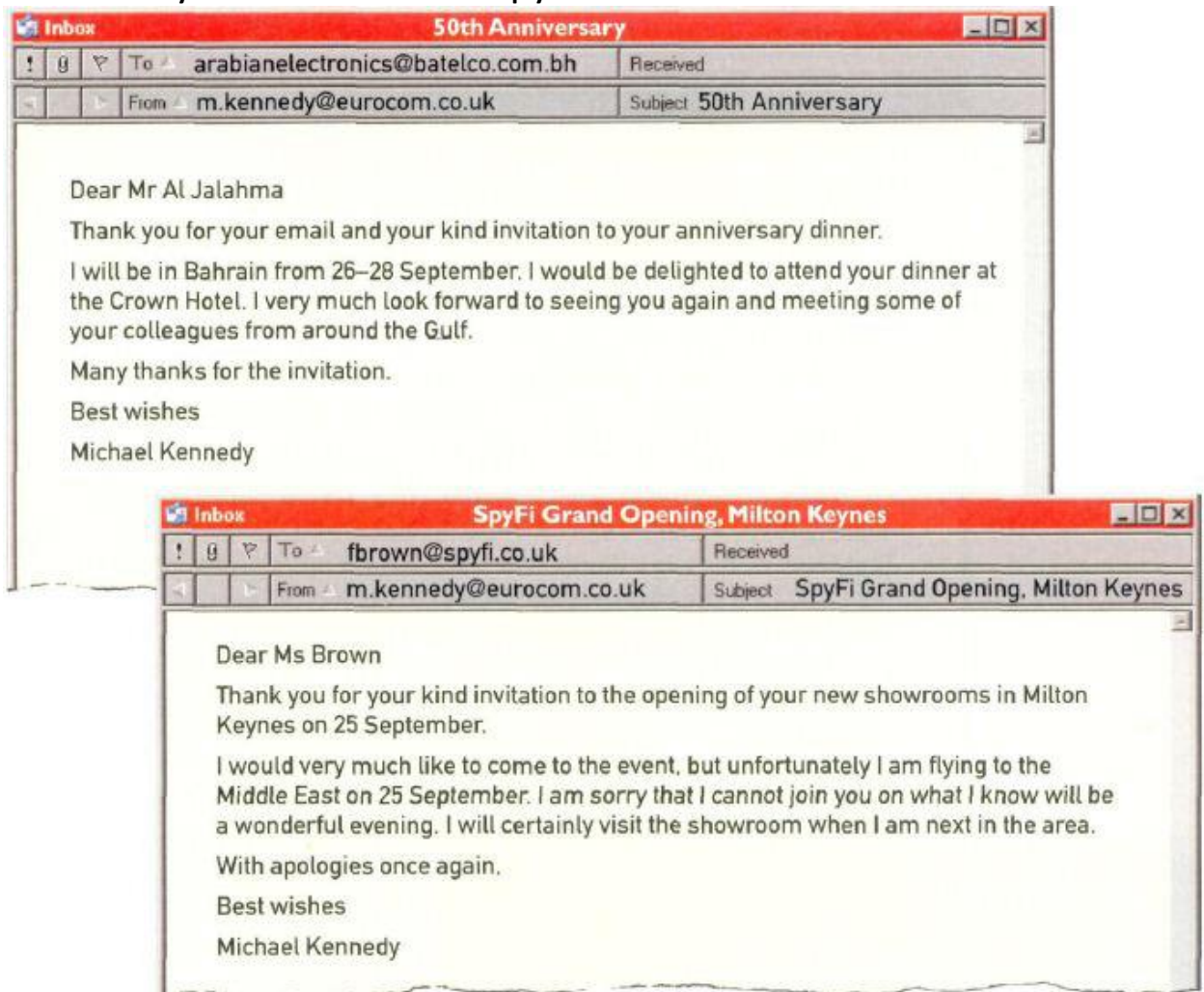
RSVP

Répondez, s'il vous plaît (French) = Please reply.



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:

- say what the event is and when
- invite them
- ask for a reply.

To accept the invitation, you can:

- thank them
- accept and say you look forward to the event
- thank them again.

To politely decline the invitation, you can:

- thank them
- decline by giving a reason; apologise and say you are disappointed
- apologise again.


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.

- Does the Alpha Rapid Bottler use disposable bottles?
- Can it bottle fizzy soft drinks?

Alpha Food Systems - The Rapid Bottler -

Introducing ... The Alpha Rapid Bottler



NEW from Alpha!

The Alpha Rapid Bottler is completely computer controlled, offering you trouble-free bottling. It can handle up to 100* reusable bottles a minute and

- washes the bottles in boiling water
- checks for cracked and broken bottles
- fills each bottle to the required level and caps them
- puts labels on the bottles
- packs the bottles into crates
- can run 24 hours a day with minimum maintenance.

* Still liquids; gassed liquids 50% of speed.

Contact **Alpha Food Machines, 54 Rue Barrault, Toulouse 31000, France.**
Tel/Fax +33 56 81 38 58 29
 or write to our Sales Consultants at sales@alpha.fr to arrange a visit to your company.

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

Alpha Rapid Bottler

Previous Next Reply Reply All Forward Flag Print Edit Delete Index

To: sales@alpha.fr
 Subject: Alpha Rapid Bottler

Dear Sir or Madam

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

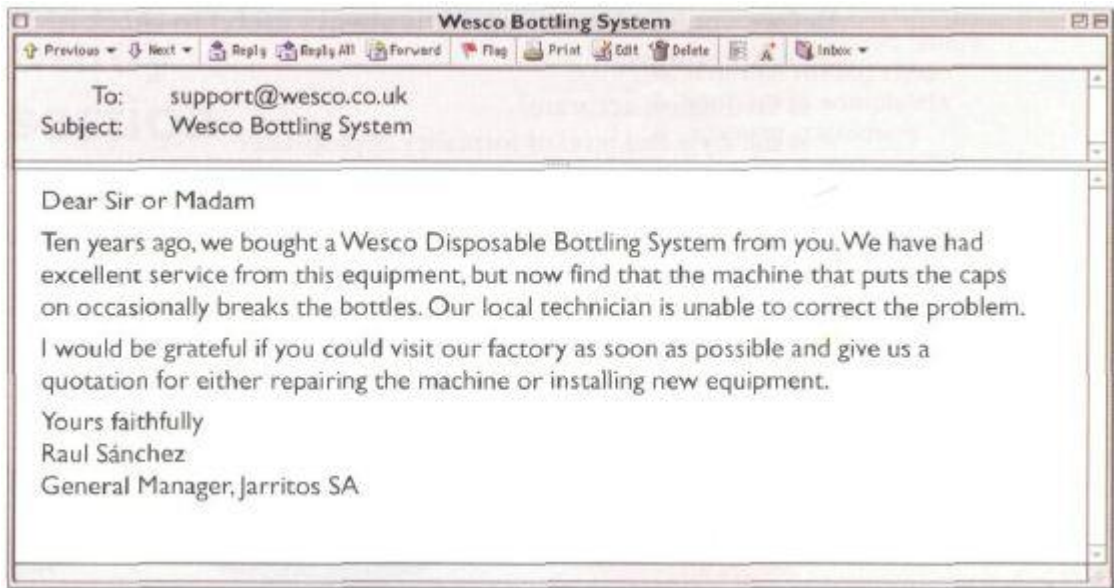
We are a small company manufacturing soft drinks in the south of Spain. At the moment, we use a Wesco Bottler, but we are interested in hearing more about your equipment.

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 Sánchez
 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?



11. Within the next few days, consultant from both Wesco (Mr Tony Smith) and Alpha (Ms Françoise 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.)

Group 1	Group 2	Group 3
 jarritos@iberianet.es Start on card 37	 sales@alpha.fr Start on card 49	 support@wesco.co.uk Start on card 21

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?

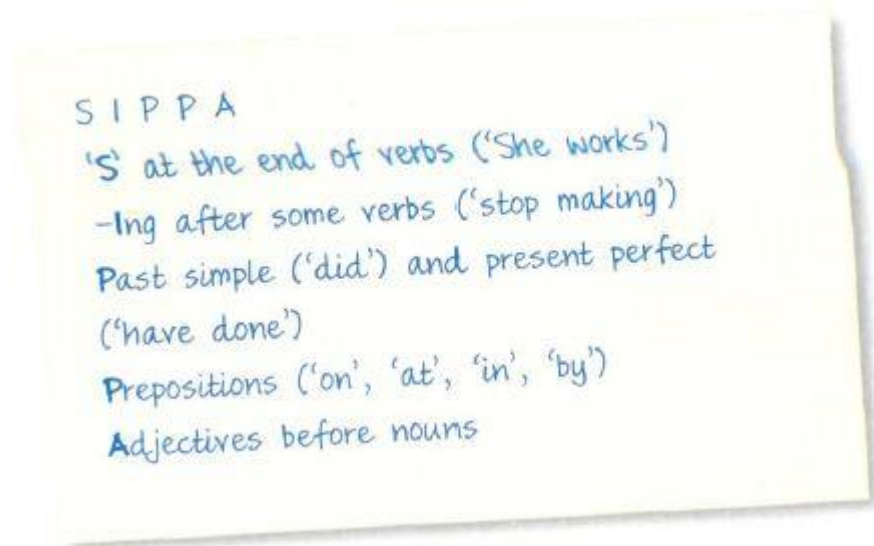
There are three main areas you can check.



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:



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.)

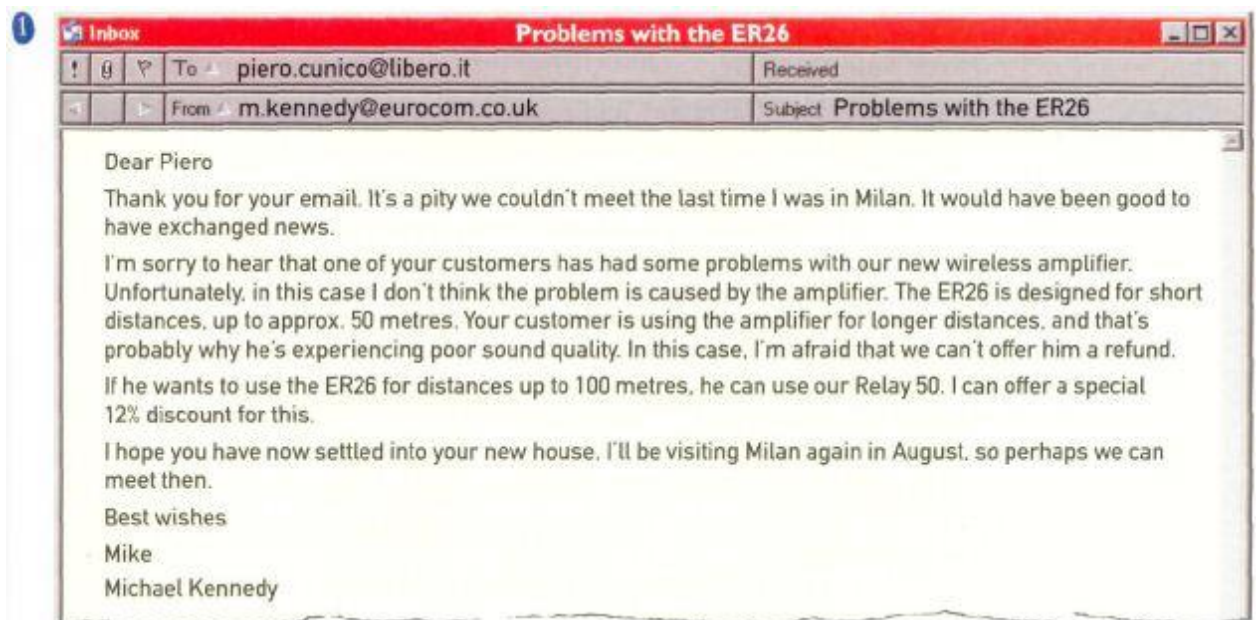
When you have finished, put the message away until the end of this section.

7.1 Michael Kennedy writes to some business friends

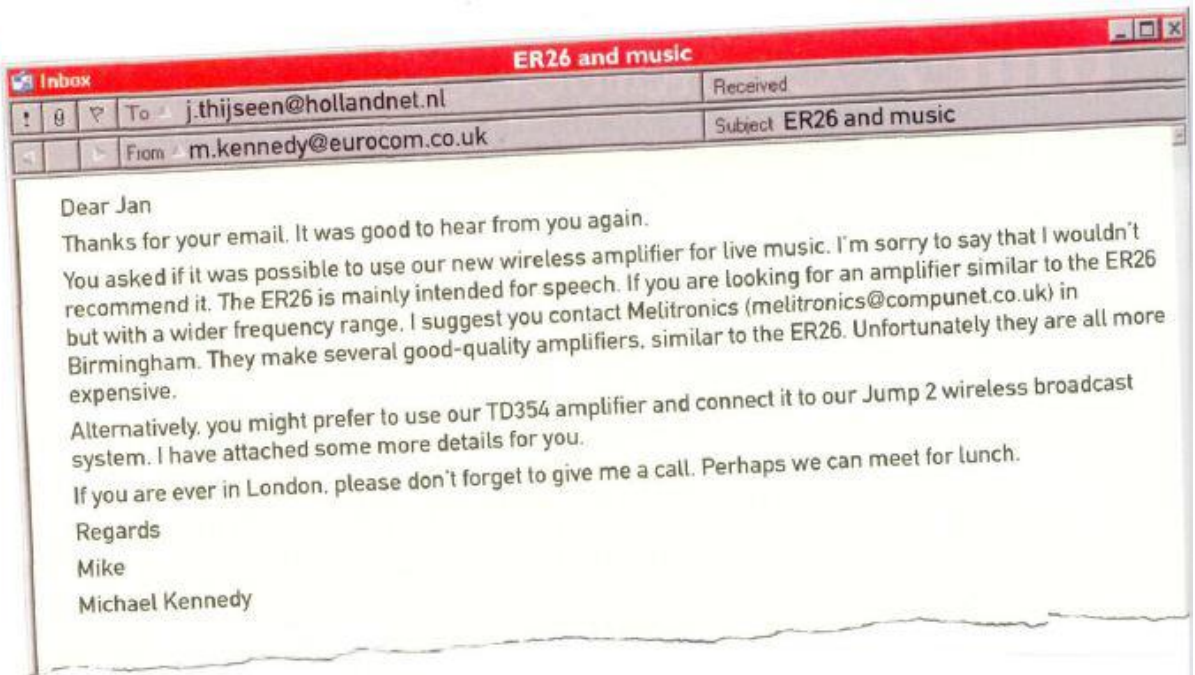
Michael Kennedy is now friends with many of the people he meets on his business trips. Here are some emails and a fax he wrote to them about his company's new amplifier.

1. Which letter or message is:

- a) giving advice?
- b) accepting a complaint?
- c) rejecting a complaint?



2



3

15-07-2006 15:37 Eurocom → Abdullah Al Harrasi + 44 20 1763 7876

EuroCom

European Communications Company

16 Bedford Way London W4 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

15 July 2006

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.

	message 1	message 2	message 3
contractions (e.g. <i>I'm</i>)			
first names to open and close			
full name and title of the writer			

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
- signs 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.



Cornfields Pesticides Co Ltd

39 THE HILL, BURTON, SUSSEX BN5 9TJ Tel 01273 52663

Mr Richard Scott
Welsh Garden Suppliers
Cardiff
CF4 2FT

Your ref.
Our ref. GW/pk
22 Jan 2006

Dear Mr Scott

I am writing in connection with your telephone order of 16 January, in which you enquired about our KILL'EM fly spray.

Unfortunately, I regret to inform you that we stopped producing and distributing this fly spray last year due to the fact that we now specialise in agricultural products. I suggest you contact Brown's Online Home Supplies, www.brownonline.co.uk, as they purchased all our stock.

With apologies once again.

Yours sincerely

Sarah Wollen
Sales Executive

email cornfield@uknet.co.uk

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?

a

Dear Jack

How are you? I'm busy as usual. I've just got back from London.

I was wondering if you could help me. I bought one of your TX308 phones and I have a problem with the power unit. The phone works well, but when I plugged the charger in last night, there was a strong burning smell, and smoke started to come from inside the charger. I enclose the charger so you can see.

Some of my colleagues told me that they think they saw a notice in the newspaper last week, asking customers to return their TX308 chargers because of a fault. Is that right? Could you get it checked for me and see if you can get it replaced? Many thanks!

Hope you're ready for the holidays. I really need one!

Thanks again

b

Dear Sir or Madam

I am writing about the poor quality of your mobile telephones.

Last week, I purchased a model TX308. Among the many features of the telephone, the sales assistant said that the body of the phone would survive a fall to the ground. Yesterday, however, I placed the telephone on the roof of my car. I drove away and then, in my mirror, I saw the telephone fly off the roof and fall to the ground. I stopped to pick it up, but found it in pieces. The screen is smashed, the body is smashed, and the battery has broken in half. I enclose the telephone.

I would therefore like to request that you refund my money for this telephone, or give me a suitable replacement.

Yours faithfully

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:

I recommend that you ...	contact ...
You could ...	try ...
You might prefer to ...	use ...
I suggest you ...	email ...

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?



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?

Wainman Ltd

Mail to: pelican@pelicanpaper.co.uk
 From: Northern Paperworks <nworks@gigabyte.com>
 Subject: Wainman Ltd

Dear Sir or Madam

Wainman (Printers) Ltd have asked us to supply them on credit.

We would be very grateful for any comments you have from your experience with this company. Any information that you supply will be strictly confidential. Please could you fax your reply to 01524 767545.

We thank you for your cooperation and look forward to hearing from you.

Yours faithfully

17 Nov 06 PELICAN +44 870 7675982 TO: 01524 767545 1/1 pages


Northern Paperworks
 Fax 01524 767545
 17 November 2006

Dear Ms Robinson

Thank you for your email of 15 November, enquiring about Wainman Ltd.


We have been dealing with this company for over six years. During this time, they have always settled their accounts with us promptly, and we have never had any reason for complaint.

I hope that this information is of use to you.

Yours sincerely

 N. Lollerwicz

Pelican Paper Ltd
 College Court
 College Road
 London N21 3LL

Tel/Fax 0870 7675982
www.pelicanpaper.co.uk



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.)

Group 1



Wainman Ltd
Printers
wainman@networld.co.uk
Start on card 64

Group 2



Northern Paperworks
nworks@gigabyte.com
Start on card 43

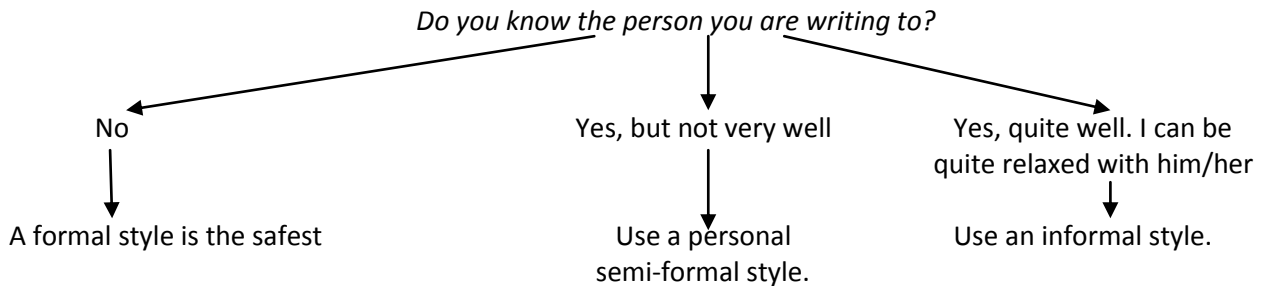
Group 3



LUMINO INKS LTD
Claire@Luminoinks.co.uk
Start on card 34

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.



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?

a

Hi Steve!

Great to hear from you. That's excellent news about your promotion. I'm sure you'll do very well. Your company should be really proud to have you on their staff!

I've been meaning to write for some time. Do you remember that I told you that we're looking for a new sales executive? Could you recommend anyone? We're looking for ...

b

Dear Mr Bertoli

It was good to hear from you after such a long time. I was very pleased to hear that you have had success with your new range of paints.

I will be in your area next month, so I thought it might be useful if I called by. This could be either 21 or 22 March, at any time convenient for you. Could you let me know if this would be possible?

I hope it is not too cold where you are. It has certainly become much colder here.

c

Dear Sir or Madam

I am writing in connection with a Sunjoy Z4 laptop computer which I purchased from your store one week ago.

After checking the box, I discovered that 3 CDs for the OfficeWizard Suite are missing. The instruction manuals clearly show that this software is supplied free of charge.

I would be grateful if you could post these CDs to me as soon as possible.

Yours faithfully

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 | a) into liquidation |
| 2. slip | b) as secretary |
| 3. by | c) your favour |
| 4. make | d) as possible |
| 5. go | e) the fact |
| 6. due to | f) down |
| 7. in | g) on stocks |
| 8. a post | h) through |
| 9. be low | i) return |
| 10. as soon | 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.

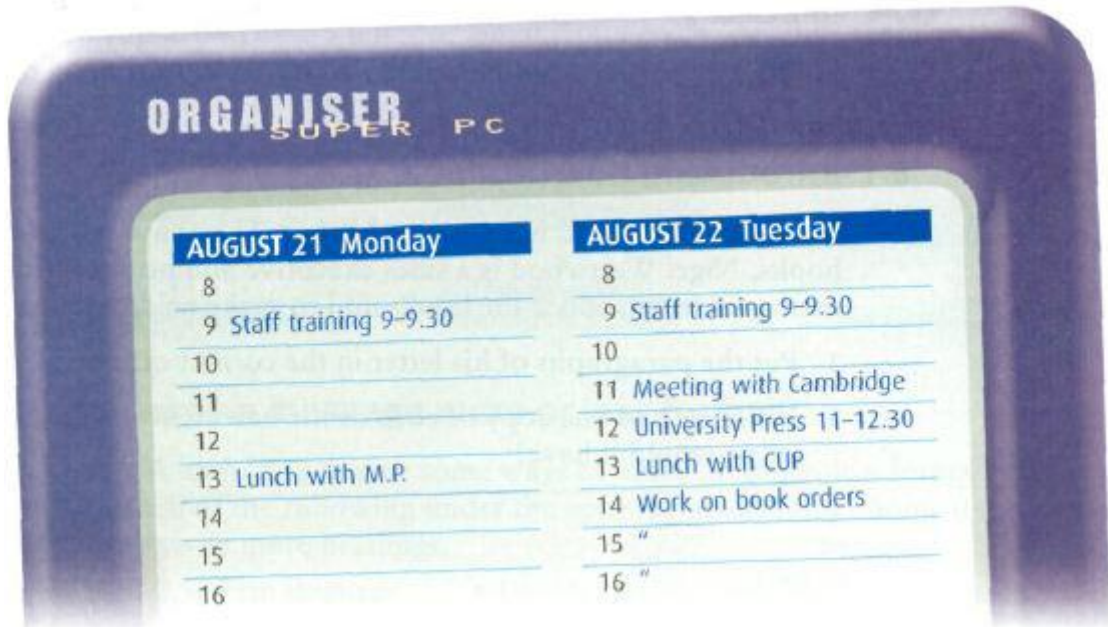
- Put the paragraphs of his letter in the correct order.
- If a shop had one copy of each of the new items (books and disks), how many items would it have?

<p>Your ref</p> <p>Our ref NW/lea</p> <p>Ms M. Russell Ashworth Bookshops Ltd 234 Hogden Road Bristol BS7 9XS</p> <p>23 July 2006</p> <p>Dear Ms Russell</p> <p>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.</p> <p>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.</p> <p>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?</p> <p>d I am writing to introduce two important new titles just published by Universal.</p> <p>e I will telephone you next week to confirm. I look forward to meeting you.</p> <p>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.</p> <p>Yours sincerely <i>N. Westwood</i> Nigel Westwood Sales Executive</p>		<p>Universal Books Ltd</p> <p>PO Box 379 Jersey, Channel Islands Tel. 01534-797201 Fax 01534-797407 books@universal.net www.universal.net</p>
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8.2 Arranging a meeting

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

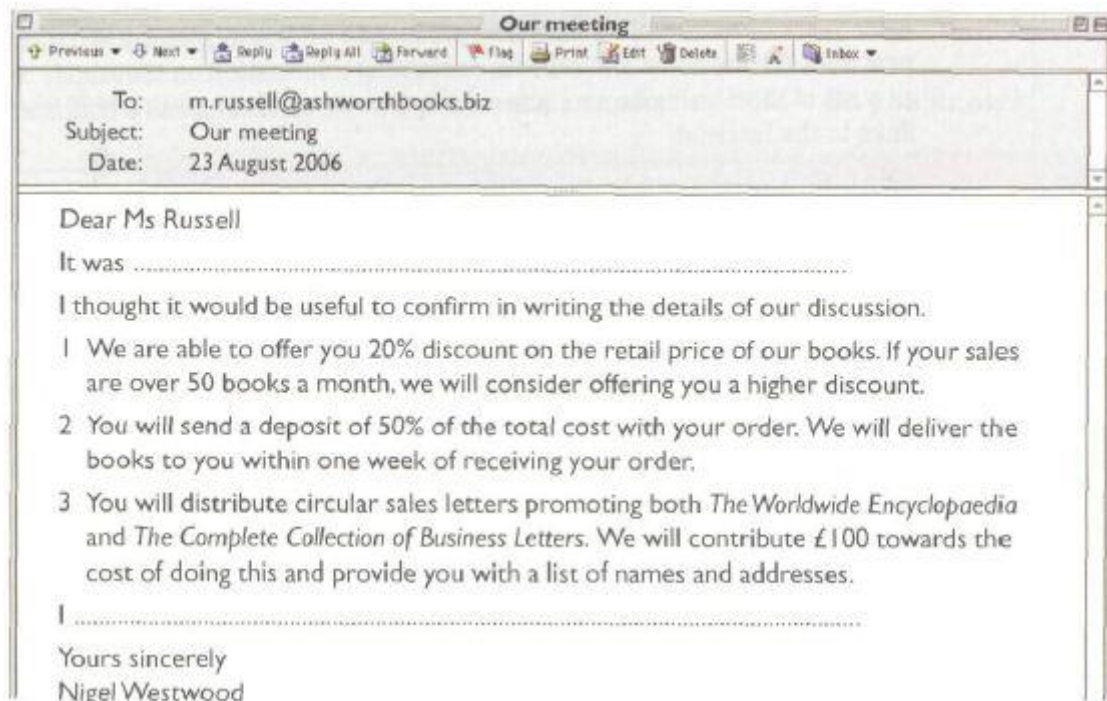
- Can she meet Nigel Westwood on the day and at the time he suggested?
- Write her reply to Nigel Westwood. Suggest some other days and times for them to meet.



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.

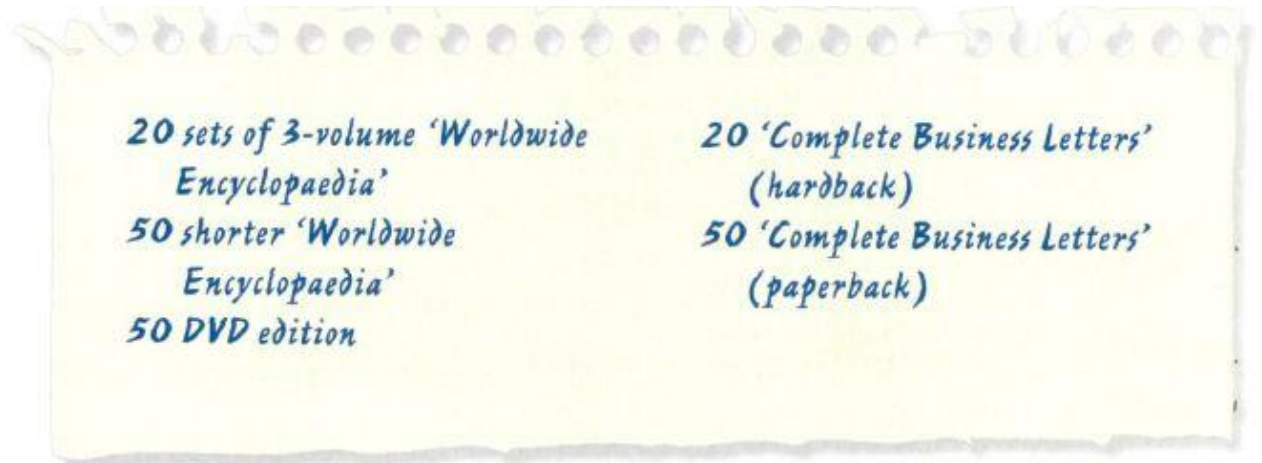
5. Write the beginning and ending of Nigel Westwood's email. (Remember that he has met Margaret Russell, so his email will be more personal.)



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

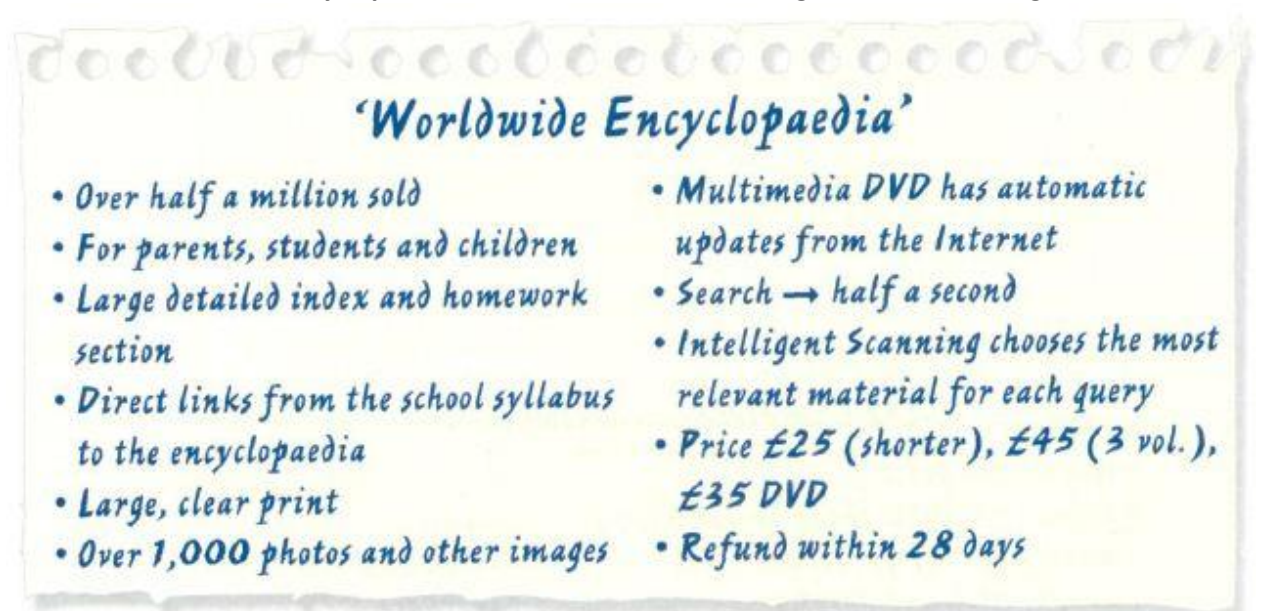
Some days later, Margaret Russell made out her first order for the books.



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?



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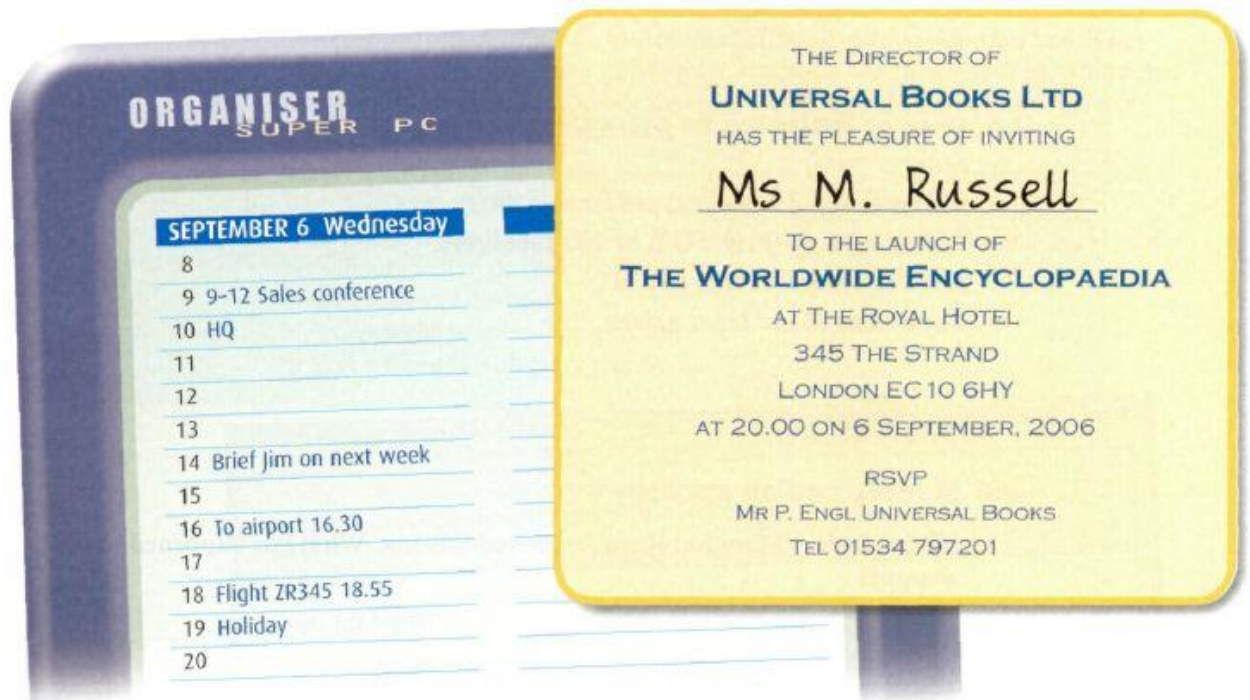
2. Here are Margaret Russell's notes about *The Complete Collection of Business Letters*. Look back at Nigel Westwood's letter in 8.1 and the letter about *The Worldwide Encyclopaedia* above and write her circular sales letter.

The Complete Collection of Business Letters

- *special low price*
- *index of 3,000 ready-to-use letters*
- *accompanying CD-ROM*
- *adapt, click and print or adapt, click and email*
- *what took hours, now takes minutes*
- *hardback £38*
- *paperback £22*
- *both include CD-ROM*

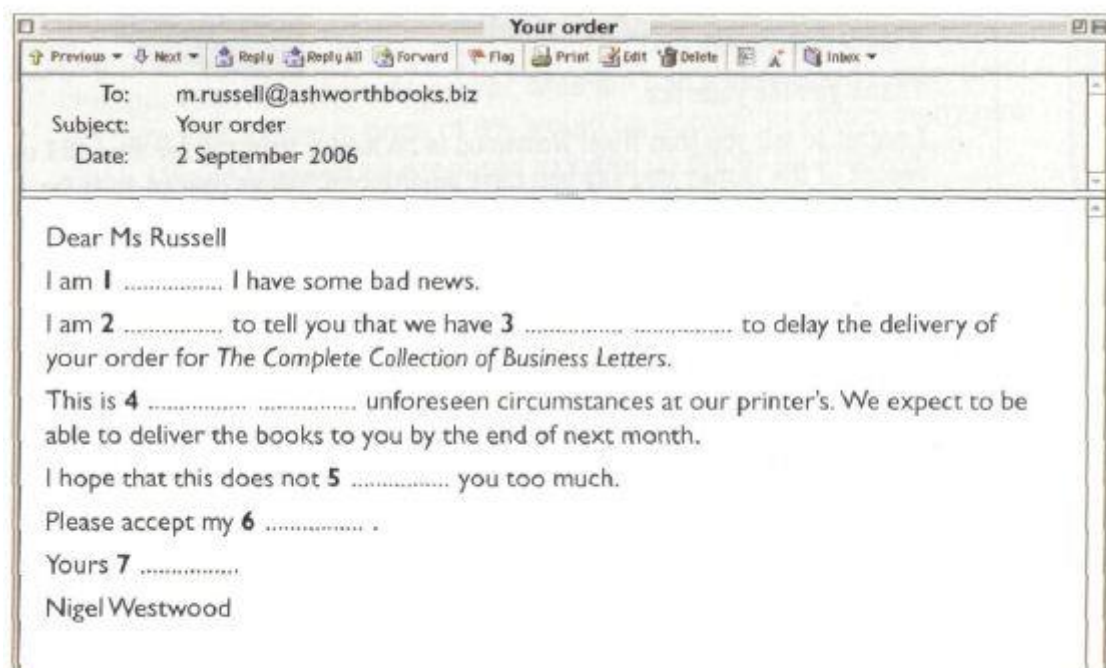
8.6 An invitation

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?

13:26 3-09-2006 FROM: UNIVERSAL BOOKS, JERSEY 01534 797407

Your ref
Our ref. NW/lea

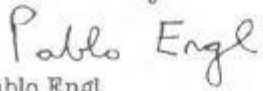
FAX MESSAGE


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

Pablo Engl
Director, Universal Books.

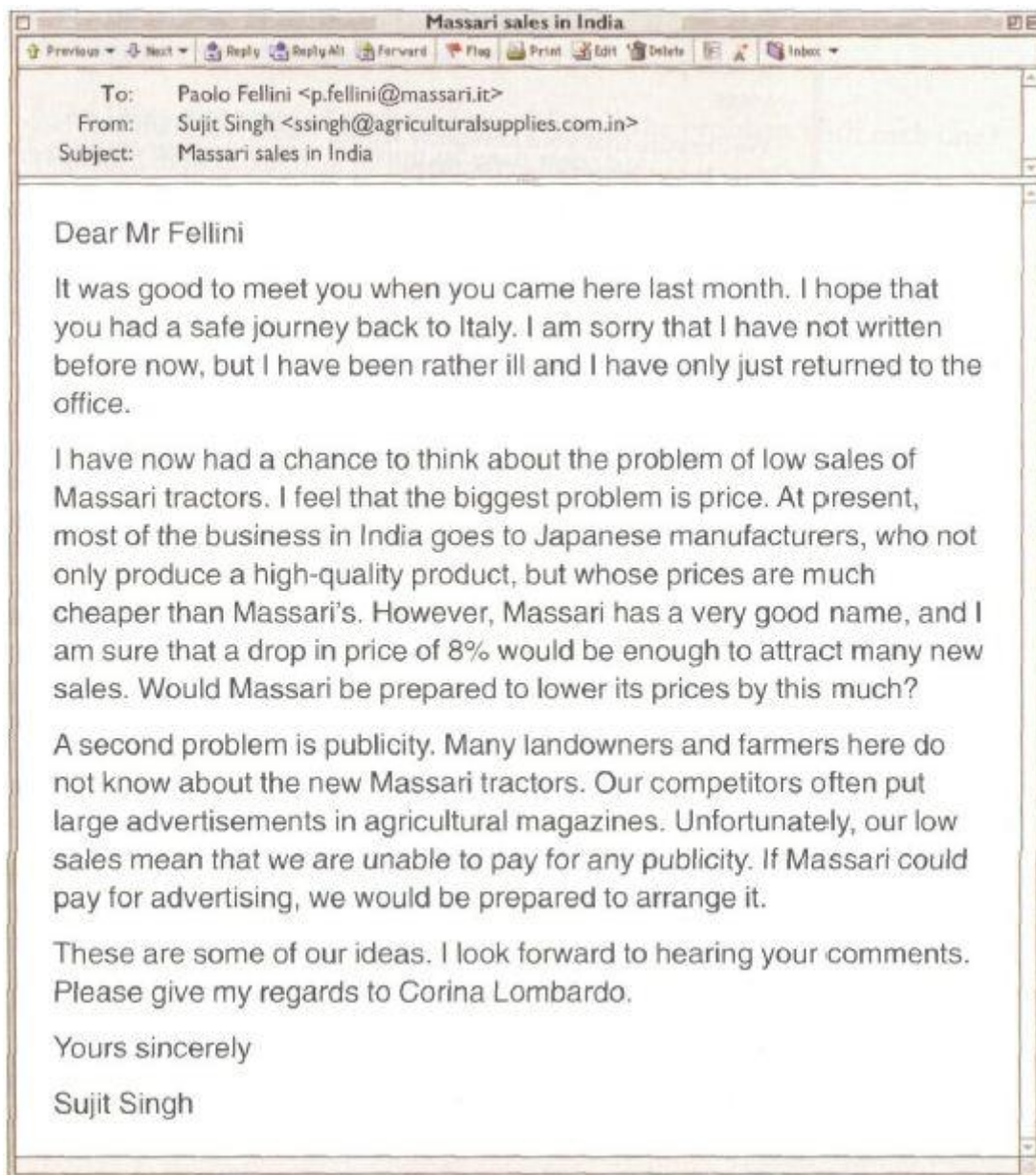
 **Universal Books Ltd**
PO Box 379 Jersey,
Channel Islands
Tel. 01534-797201
Fax 01534-797407
books@universal.net
www.universal.net

8B Activity section

A trade fair

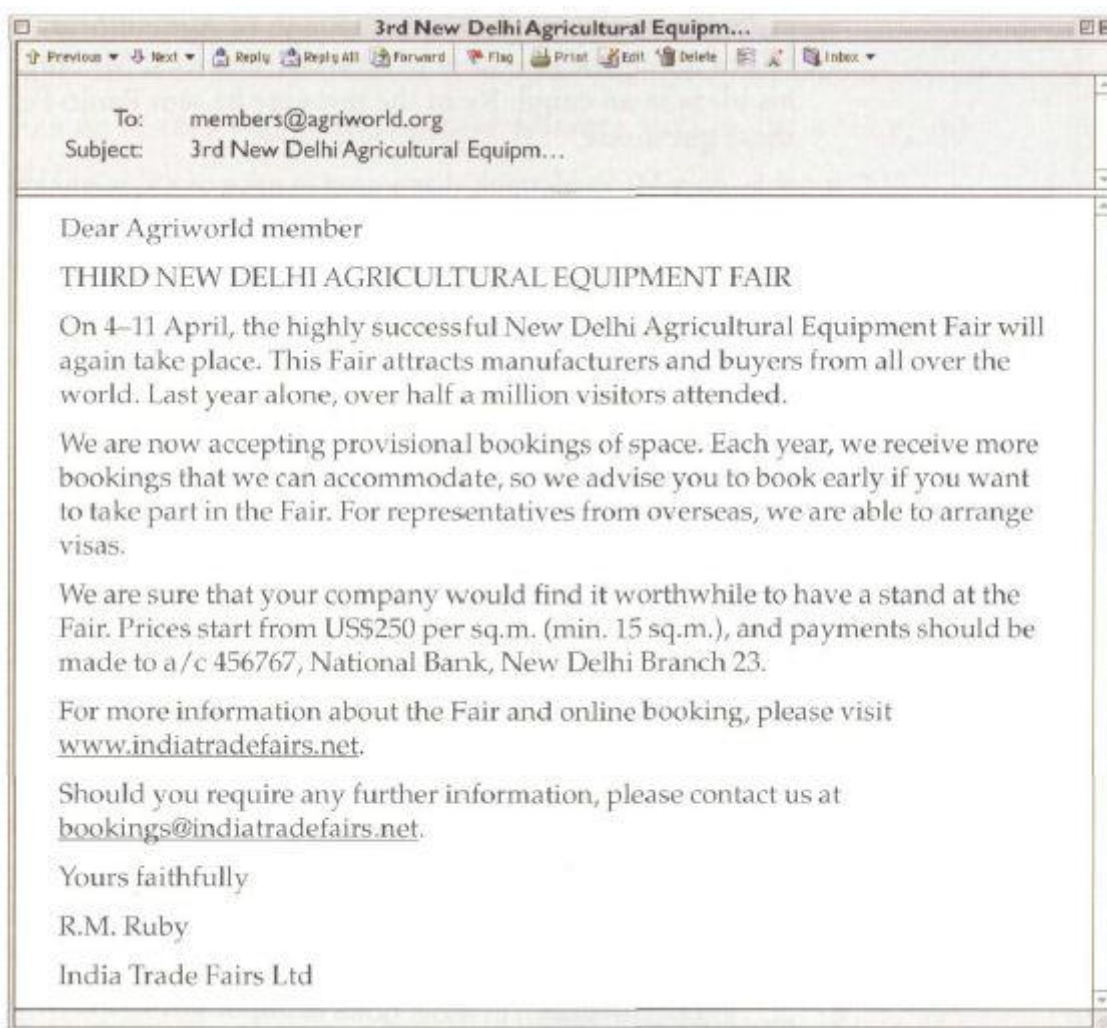
15. Paolo Fellini and Carolina Lambardo, from Massari Tractors Ltd, recently visited their agent in India, Sujit Singh of Agricultural Supplies Ltd. They talked about the low sales of Massari Tractors. Mr Singh said he would put his ideas in an email. Read the message he sent Paolo Fellini and answer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



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.

- Why is it necessary to book early?
- How can the organisers help overseas companies to come?



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.)

Group 1	Group 2	Group 3
 <p>p.fellini@massari.it Start on card 47</p>	 <p>ssingh@agriculturalsupplies.com.in Start on card 4</p>	 <p>Bookings@indiatradefairs.net Start on card 60</p>

8C The writing process

Checking your work (3)

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?

a

Dear Ms Wilson

Thank you for your telephone call.

I have arranged for you to have a meeting with Susan Lander and a separate meeting with Diana Dell on 15 November. You can meet her at 11 a.m. Unfortunately, she cannot go to lunch with you, as they have to attend a sales conference.

With best wishes

b

Dear Ms Brown

I am writing to cancel my order.

Please can you cancel my order because I do not need the things any more.

Yours faithfully

c

Dear Mr Smith

Thank you for your email. Here are directions for getting to our office.

When you arrive at the airport, take a bus to the train station. From the station, walk down the road in front of you and turn left. Walk to the end of the road and there is a supermarket. Turn right there, and our building is in front of you. I will wait for you at the main door. When you arrive at the train station, please telephone us. The airport buses leave from the side of the airport. Turn right when you come out from Passport Control.

Looking forward to meeting you,

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.

1. агент по продаже товаров; 2. назначить встречу; 3. комплект из трёх томов; 4. издание; 5. предлагать привлекательные скидки; 6. иметь приемлемую цену; 7. полное собрание (о книгах); 8. подтвердить; 9. розничная цена; 10. залог, задаток; 11. в ответ; 12. рекламно-коммерческие циркулярные письма;
13. стимулировать сбыт; 14. разместить заказ; 15. возврат денег (возмещение) в течение 18 дней; 16. большой подробный указатель; 17. С Вашими проблемами покончено; 18. охватывать, освещать; 19. обходиться без; 20. быть полностью удовлетворённым; 21. серьёзная претензия.

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 |

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