

ФЕДЕРАЛЬНОЕ АГЕНТСТВО ПО ОБРАЗОВАНИЮ  
ГОУ ВПО «УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЛЕСОТЕХНИЧЕСКИЙ УНИВЕРСИТЕТ»  
Кафедра профессиональных коммуникаций

Е.Р. Гаряева

## **Часть 2. Письмо. Речевой этикет**

Методические указания по подготовке к интернет-экзамену  
для студентов I и II курсов ФЭУ и ИКЖ очной и заочной форм обучения  
по специальностям 080507 «Менеджмент организации»,  
080801 «Прикладная информатика в экономике»,  
080109 «Бухгалтерский учет, анализ и аудит»,  
080502П «Экономика и управление на предприятиях ХЛК»,  
080502Т «Экономика и управление на предприятии транспорта»,  
220501 «Управление качеством»  
по дисциплине «Английский язык»

Екатеринбург  
2010

Печатается по рекомендации методической комиссии Института  
качества жизни.  
Протокол № 2 от 01 октября 2009 г.

Рецензент – Е.В. Забурунова

Редактор К.В. Корнева  
Оператор Г.И. Романова

---

|                             |                   |                     |
|-----------------------------|-------------------|---------------------|
| Подписано в печать 26.06.10 |                   | Поз. 95             |
| Плоская печать              | Формат 60x84 1/16 | Тираж 100 экз.      |
| Заказ №                     | Печ. л. 1,16      | Цена 5 руб. 96 коп. |

---

Редакционно-издательский отдел УГЛТУ  
Отдел оперативной полиграфии УГЛТУ

## Дидактическая единица – ПИСЬМО

### Business Letters

Despite the widespread use of e-mail in commerce today, traditional **business letters** are still the main way that the majority of businesses officially communicate with their customers and other businesses. This is especially true when businesses want to formalize an agreement or an understanding. So far, emails are great for all of the preparatory work, but a formal business letter is still most often needed to "seal the deal".

There are two basic categories of business letters: **business to business**, and **business to customer**.

Most business to business letters are written to confirm things that have already been discussed among officials in meetings, on the telephone, or via e-mail. There are many different types of business to customer letters. They include: sales and marketing letters, information letters, order acknowledgement letters, order status letters, collection letters, others. Of course, going in the other direction are customer to business letters. These include: order letters, order status inquiry letters, complaint letters, and others.

A **business letter** is more formal than a personal letter. It should have a margin of at least one inch on all four edges. There are **six** parts to a business letter.

**1. The Heading.** This contains the return address (usually two or three lines) with the date on the last line.

Sometimes it may be necessary to include a line after the address and before the date for a phone number, fax number, e-mail address, or something similar.

Often a line is skipped between the address and date. That should always be done if the heading is next to the left margin.

It is not necessary to type the return address if you are using stationery with the return address already imprinted. Always include the date.

**2. The Inside Address.** This is the address you are sending your letter to. Make it as complete as possible. Include titles and names if you know them.

This is always on the left margin. An inside address also helps the recipient route the letter properly and can help should the envelope be damaged and the address become unreadable.

Skip a line after the heading before the inside address. Skip another line after the inside address before the greeting.

**3. The Greeting.** Also called the salutation. The greeting in a business letter is always formal. It normally begins with the word "Dear" and always includes the person's last name.

It normally has a title. Use a first name only if the title is unclear. For example, you are writing to someone named "Leslie," but do not know whether the person is male or female.

The greeting in a business letter always ends in a colon.

**4. The Body.** The body is written as text. A business letter is never hand written. Depending on the letter style you choose, paragraphs may be indented. Regardless of format, skip a line between paragraphs.

Skip a line between the greeting and the body. Skip a line between the body and the close.

**5. The Complimentary Close.** This short, polite closing ends with a comma. It is either at the left margin or its left edge is in the centre, depending on the **Business Letter Style** that you use. It begins at the same column the heading does.

The block style is becoming more widely used because there is no indenting to bother with in the whole letter.

**6. The Signature Line.** Skip two lines (unless you have unusually wide or narrow lines) and type out the name to be signed. This customarily includes a middle initial, but does not have to. Women may indicate how they wish to be addressed by placing **Miss, Mrs., Ms.** or similar title in parentheses before their name.

The signature line may include a second line for a title, if appropriate. The term "By direction" in the second line means that a superior is authorizing the signer.

The signature should start directly above the first letter of the signature line in the space between the close and the signature line. Use blue or black ink.

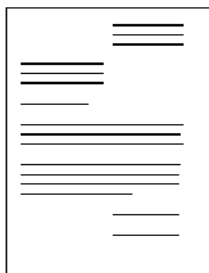
Business letters should not contain postscripts.

Some organizations and companies may have formats that vary slightly.

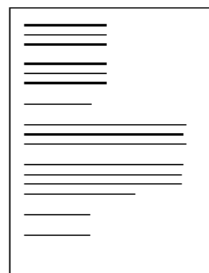
### **Business Letter Styles**

The following pictures show what a one-page business letter should look like. There are three accepted styles. The horizontal lines represent lines of type.

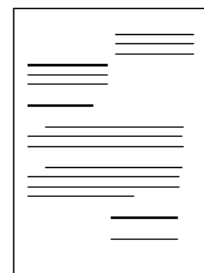
**Modified Block Style**



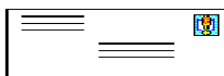
**Block Style**



**Semiblock Style**



### **Envelopes**



The following picture shows what an addressed envelope should look like. The horizontal lines represent lines of type. Follow this format regardless of letter style you used.

The **envelope** should be a standard size that matches

the stationery pproximately 4"x9S" for standard 8S"x11" stationery). Fold the letter twice so that it is reased to make thirds. This will fit easily in a standard envelope, and it is easy to unfold.

The **address** of the recipient is in the middle of the envelope, beginning approximately halfway down. Make sure the address begins far enough down on the face of the envelope so that it will not be covered by the cancellation.

The **return address** is in the upper left hand corner. This is not necessary to type in if the stationery is pre-printed with the return address.

If you are using business envelope with a window, fold the letter so that the inside address shows through the window.

Use the **block style letter** if the envelope has a double window. This will make the return address appear in the upper window of the envelope.

Some correspondents include an **attention line** near the lower left corner for routing purposes. This is normally part of the main address unless space is a factor. It may be a department or a person's name.

*Example: Attn: Returns Dept.*

## **Do the following tasks**

### **I. Arrange parts of these business letters in the correct order.**

1)● Richman Rings Inc., 34 Beddington Road, Gilmore, GH23B  
Phone number: 985 46 73 49; fax number: 985 45 87 29  
12 December 2005

- Managing Director, Miranda Hotel, 7 Moon Way, New Coast City,

NM 54021

- I look forward to receiving your confirmation.

Yours faithfully,

---

Susan Peacock  
Secretary

2) ● Dear Sirs,

- We are a large music shop in the center of Liverpool and would like to know more about the tapes and cassettes you advertised in this month's edition of Music Monthly.

- The Sales Department, Southern Importers Ltd., Dane Street, Northam, Southampton S09 4YQ

- A.X.C. Records Ltd., 41 Broadway, Liverpool L91 5PB  
12 May 2005

3)● 27 University Avenue Brooklyn NY 11288 11 April 2008

- Mrs. Mary Jones Director of Campus Relations 54 West Third Street Albany, NY 10056

• Yours sincerely,

John K. Alberts

Accounting Specialist

- 4) • Your Company has been recommended to us by a business associate and we are writing to enquire about your translation services. We would be grateful if you could send us your process and terms payment.

- Dear Sir/ Madam,

- Blocks and Panels, 78 Victoria Park Street, Salton OK894

Telephone 875 34 53 77, fax 875 58 87 93

4 June 2005

- Director General, Globus, 15 High Street, Salton PO576

**II. Correlate the information under specific number from the envelope with its designation.**

1) (1) New Jersey Power Company

5695 South 23<sup>rd</sup> Road

Ridgefield, (2) NJ 08976

(3) Mr. Frederick Wolf

(4) Director of Market Smith Printing Company

(5) 673 Sixth Avenue Milwaukee,

(6) W 53

- the street name in the mailing address
- the ZIP Code in the mailing address
- the addressee's name
- the sender
- the addressee's position
- the ZIP Code in the return address

2) Helen Richmond

(1)6295 Glenwood Drive

(2) Albuquerque, (3)NM S7001

Dr. Alexander Morris

(4) Avondale Medical Center

(5) 453 Camilla Drive

(6) Atlanta, GA 30300

- State abbreviation
- Recipient's city name
- Name of organization
- Addresser's city name

- Street address and suite number of addresser
- Street address and suite number of recipient

3) (1) Foreign Language Institute  
555 (2) Deer Run Lane  
Aurora, (3) CO 80014

(4) Sandberg Educational, Inc...  
(5) Orchard Ridge Corporate Building  
Two, Fields Lane  
(6) Brewster, NY 10509

- the street name in the return address
- the street name in the mailing address
- the ZIP Code in the return address
- the sender's company name
- the town in the mailing address
- the addressee's company name

4) (1) Hanston Electrics,  
48(2) Golden Road,  
Manchester (3) M14 4NS  
England

(4) The Music Shop,  
45 (5) Winston Road,  
London (6) WC2 10H

- the ZIP Code in the return address
- the sender's name
- the ZIP Code in the mailing address
- the addressee's company name
- the street name in the mailing address
- the street name in the return address

**III. Define, to what type of business document the fragment presented below relates. The following information will help you to be a success.**

A **letter of inquiry** is a general term used for a number of different kinds of business letters addressed to a company.

For example, applicants usually send a letter of inquiry (with an enclosed CV) to the employer from whom they would like to work. Companies send a letter of inquiry to their business partner when they need information about the goods they'd like to order.

A letter of inquiry is usually short and to the point, containing only the request and a short introduction with an address, phone number or e-mail address from the sender's side.

**An apology letter** samples for a mistake on the last order to a customer. Always acknowledge what you are apologizing for, take responsibility for the mistake, and offer the customer a discount. Apologize again for any inconvenience caused the customer, and provide steps taken to prevent a future occurrence.

A **letter of application**, also known as a cover letter, is a document sent with your resume to provide additional information on your skills and experience.

A letter of application typically provides detailed information on why are you are qualified for the job you are applying for. Effective application letters explain the reasons for your interest in the specific organization and identify your most relevant skills or experiences.

A good **complaint letter** begins and ends politely, states the problem, the facts, what you want and when you want it. Make it concise, and make sure it is typewritten.

*1) We are seeking support from the Foundation to enable us to develop a pilot program. We ask for your partnership because of the Foundation's interest in alternative education and youth leadership development especially for those from the underrepresented minority communities. We look forward to your consideration of our request and the opportunity to submit a formal proposal for your review.*

- CV
- Letter of apology
- Memo
- Letter of inquiry

*2) 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?*

- CV
- Memo
- Letter of application
- Contract

*3) Dear Akram,*

*Thank you for your fax.*

*I was sorry to hear that you've had some problems with the WR458. We do all we can to make sure that our products leave our factory in perfect condition, but unfortunately sometimes a bad one does slip through. I can arrange for it to be returned to me. I'll let you have replacement by return.*

*Hoping that you are keeping well.*

*Regards*

*Tony*



*Anthony Hopkins*

- Memo
- Letter of apology
- CV
- Contract

4) *I am writing to inform you that the goods we ordered from your company have not been supplied correctly. This caused us considerable inconvenience.*

*I am writing to ask you to please make up the shortfall immediately and to ensure that such errors do not happen again. Otherwise, we may have to look elsewhere for our supplies. I look forward to hearing from you by return.*

- CV
- Letter of application
- Letter of complaint
- Memo

#### **IV. Fill in the gaps so as to reflect features of memo formation.**

1) (1)\_\_\_\_: *All Staff*

*From* : *R&D Director*

(2)\_\_\_\_: *the Chairman's visit*

*The Chairman of our corporation, (3)\_\_\_\_, will visit our company next Friday, 15 November. He is coming to visit our new production centre. He will arrive at 11:30 am and you are kindly requested to be at the welcome reception for him at the Conference Hall.*

(4)\_\_\_\_

- U.T.
- To
- Subject
- Mr. Schnabel

2) *To* : *Purchasing & Sales Supervisor*

(1)\_\_\_\_: *Manager*

(2)\_\_\_\_: *Court Hotel*

*I have recently heard that (3)\_\_\_\_needs a large quantity of orange juice at once.*

*We have a large supply of juice that we do not need. Please write to them and tell them that we would be happy to supply them if they can tell us how many bottles they need.*

(4)\_\_\_\_

- Peter
- the Court Hotel
- Subject
- From

3) To : Paul Woods, Sales

From : (1)\_\_\_\_\_

(2)\_\_\_\_: Accommodation expenses for the trip to Auckland from 21<sup>st</sup> to (3)\_\_\_\_\_.

Date : (4)\_\_\_\_\_

*I can't pay you until you send me your expenses claim form. Please do it as soon as possible.*

*Thanks.*

- Subject
- Lynn Thomas, Finance
- 26<sup>th</sup> July
- 15 July

4) (1)\_\_\_\_: Business partners with training interests

(2)\_\_\_\_: Patrick Baldoz, Director Tri-County WDC

Date: 28 July 2008

(3)\_\_\_\_: Local business workforce survey

*At the request of several local manufacturing companies, the Tri-County Workforce Council completed a Workforce Skills Needs Survey. We are pleased to provide you with an electronic copy of this survey which contains information from 105 local businesses.*

(4)\_\_\_\_\_

- To
- From
- Subject
- Director

## Дидактическая единица – РЕЧЕВОЙ ЭТИКЕТ

### Asking the Way

Although all houses should have a street number, many are known only by a name. If you have difficulty in finding such king the local shopkeepers or, better still, the postman, if you are lucky enough to see him. If you know that someone lives in a certain road but you do not know which number, ask at the public library or police station and they will check on the electoral roll. This is a road-by-road list of all the people entitled to vote.

I

A Excuse me. Can you tell me where South Street is, please?

B Take the second on the left and then ask again.

A Is it far?

B No, it's only about five minutes' walk.

A Many thanks.

B Not at all.

**II**

- A Excuse me, please. Could you tell me the way to the station?
- B Turn round and turn left at the traffic-lights.
- A Will it take me long to get there?
- B No, it's no distance at all.
- A Thank you. That's OK.

**III**

- A Excuse me, but I'm trying to find the Town Hall.
- B Take the third on the right and go straight on.
- A Should I take a bus?
- B No, you can walk it in under five minutes.
- A Thank you very much indeed.
- B That's quite all right.

**IV**

- A Excuse me, please. Could you tell me how to get to the town centre?
- B First right, second left. You can't miss it.
- A Is it too far to walk?
- B No, it's only a couple of hundred yards.
- A Thanks very much. It's a pleasure.

**Drills**

**1. Make sentences as in the example.**

*Example* You take the second turning on the right after the traffic-lights.

- 1) .....zebra-crossing.
- 2) ..... left.....
- 3) ..... third .....
- 4) ..... road.....
- 5) Go down.....

**2. Make questions and answers substituting for the items in bold type.**

*Example* STUDENT **A** Do I take the **second** on the **left**?  
 STUDENT **B** No, you want the **first** on the **right**.

- 1) A ..... second right?  
 B ..... first left.
- 2) A ..... third left?  
 B ..... fourth left.
- 3) A ..... third right?  
 B ..... second left.
- 4) A ..... fourth left?  
 B ..... first right.
- 5) A ..... next right?  
 B ..... next left.

### 3. Change A's questions to a more polite form.

*Example* STUDENT A Where's the station?

STUDENT B Can you tell me **where the station is**, please?

- |                                                  |         |
|--------------------------------------------------|---------|
| 1) A How far is it to London?                    | B ..... |
| 2) A Where are the shops?                        | B ..... |
| 3) A Which direction is the motorway?            | B ..... |
| 4) A How many miles is it to the nearest garage? | B ..... |
| 5) A Which way's the coast?                      | B ..... |

### 4. Change A's statements as in the example.

*Example* STUDENT A He'll get there in ten hours.

STUDENT B It'll take **him** ten hours to get there.

- |                                              |         |
|----------------------------------------------|---------|
| 1) A She'll learn it in ten lessons.         | B ..... |
| 2) A They'll walk it in half an hour.        | B ..... |
| 3) A I'll make it in twenty minutes.         | B ..... |
| 4) A We'll deliver it in twenty-four hours.  | B ..... |
| 5) A You'll get there in less than a minute. | B ..... |

## On a Bus

Bus conductors still collect passengers' fares in some towns, but single-deck one-man buses are seen more and more, especially in country districts. In London, fast buses called 'Red Arrows' run non-stop between important places. The fare is fixed, and passengers pass through an automatic gate which opens when the correct coins are inserted.

### I

- A Does this bus go to the station?  
B No, you'll have to get off at the bank, and take a 192.  
A Can you tell me where to get off?  
B It's the next stop but one.

### II

- A Am I OK for St Mary's Church?  
B No, we only go as far as the park, but you can walk from there.  
A How much further is it?  
B It's quite a way yet, but I'll tell you in good time.

### III

- A Do you go to the sea-front?  
B No, you're going the wrong way.  
A You want a 143 from the church.  
B Have we got much further to go?  
A It's the next stop.

## IV

A Is this the right bus for the Town Hall?

B No, you should have caught a 12. Jump out at the bridge and get one there.

A Could you tell me when we get there?

B It's three stops after this one.

### Drills

#### 1. Make questions as in the example.

*Example* Would you tell me where I get off for St Mary's Church, please?

1) ..... Terminus Road?

2) .....out.....?

3) Could .....?

4) .....the right stop.....?

5) .....Princes Park.....?

#### 2. Make questions and answers as in the example.

*Example* STUDENT A Does the 19 go to Terminus Road?

STUDENT B Terminus Road? No, it only goes as far as the church!

You want a, 91!

1) A.....21.....the post office?

B .....the river 12.

2) A.....152.....the clock tower?

B .....Duke Street ... 251.

3) A.....14 .....Scampton?

B .....Waddington .. 41.

4) A.....68 .....the university?

B .....the Odeon.... 86.

5) A.....72.... the technical college?

B .....the castle ....27.

#### 3. Respond to A's statements using the phrase 'shouldn't have' plus the past participle.

*Example* STUDENT A I took the 61!

STUDENT B You shouldn't have taken the 61! That was a mistake.

1) A I got out at the park. B .....

2) A I caught a Red Arrow. B .....

3) A I came early. B .....

4) A I asked for the station. B .....

5) A I bought a return ticket. B .....

#### 4. Respond to A's statements using the phrase 'should have' plus the past participle.

*Example* STUDENT A I didn't go by bus!

STUDENT B That was wrong. You 'should have gone by bus!



- 1) .....Bexhill .....
- 2) A three-month return .....
- 3) Two Day Returns .....
- 4) .....Brighton.....
- 5) A single .....

**2. Make questions as in the example.**

*Example* Which side of the platform do I want for Newhaven Harbour, please?

- 1) .....part of the train ..... Charing Cross, .....?
- 2) .....platform ..... Dover Marine.....?
- 3) .....carriage ..... Eastbourne .....?
- 4) .....station .....Hastings.....?
- 5) .....train .....Tisbury.....?

**3. Make questions and answers as in the example.**

*Example* STUDENT A Which train would get me to York by 4.30?

STUDENT B If you caught the 11/35, you'd be there at 16.14.

- 1) A .....Victoria .....8.30 am?  
B .....7.12 ..... 8.11.
- 2) A .....Paris .....six thirty?  
B .....9.15.....18.17.
- 3) A .....Hastings .....5.45?  
B .....5.10 .....5.40.
- 4) A .....Leeds .....7.00 pm?  
B .....13.36 .....18.40.
- 5) A .....Tisbury .....midday?  
B .....7.27 .....11.34.

**4. Make questions and answers as in the example.**

*Example* STUDENT A Need I change at Crewe?

STUDENT B No, you don't have to change till Grantham.

- 1) A .....he.....Lewes?  
B .....East Corydon.
- 2) A .....they.....Sweden?  
B .....Bristol.
- 3) A .....she.....Winchester?  
B .....Southampton.
- 4) A .....we.....Cambridge?  
B .....Ely.
- 5) A .....I.....Hayward's heath?  
B .....Three Bridges.

## 5. Make questions and answers as in the example.

*Example*      STUDENT A When does the 9/15 get to Victoria?  
                  STUDENT B The 9.15? It's due in at 10.32.

- 1) A .....8.33.....Waterloo?      B .....9.10.  
2) A .....7.27.....Turn bridge Wells? B .....9.48.  
3) A .....3.45.....Leeds?      B .....18.48.  
4) A .....12.35 .....Lincoln?      B .....21.20.  
5) A .....midnight train .....Eastbourne?      B .....1.11.

### At a restaurant

There is a wide variety of international restaurants in the U.K.: Indian, Chinese and Italian restaurants are especially popular, but there are also many others. Apart from restaurants, there are also many take-aways, where you can buy cooked meals to take home.

#### I

- A Can I take order, sir?  
B Yes. I'd like to try the steak, please.  
A And to follow?  
B Ice-cream, please.

#### II

- A Have you decided on something, sir?  
B Yes. Haddock and chips for me, please.  
A How about the sweet?  
B No sweet thanks. Just coffee.

#### III

- A Have you chosen something, sir?  
B Yes, I think I'll have the curry, please.  
A What would you like afterwards?  
B I'd like some fruit if you have any.

#### IV

- A May I take your order, sir?  
B I'll just take a small salad. Please.  
A Do you want any sweet?  
B Apple pie and custard would be nice.

### Drills

#### 1. Make sentences as in the example.

*Example* I'll have grapefruit juice to begin with, and beef burger and chips to follow.

- 1) .....egg-mayonnaise .....a mushroom omelet .....



- 2) .....prawn cocktail .....grilled lamb chops .....
- 3) .....tomato juice .....a chicken salad .....
- 4) .....onion soup .....beef curry .....
- 5) .....melon .....Irish stew.....

**2. Make questions and answers as in the example.**

*Example* STUDENT **A** And what will you have to follow the soup?

STUDENT **B** I think I'll try curry, please.

- 1) A ..... fruit juice?                      B .....fish.....
- 2) A .....crab?                                      B .....chicken.....
- 3) A .....prawn cocktail?                      B .....steak.....
- 4) A .....melon?                                      B .....beef.....
- 5) A .....scampi?                                      B .....lamb.....

**3. Make questions and answers as in the example.**

*Example* STUDENT **A** Has he decided on something yet?

STUDENT **B** No, he can't make up his mind.

- 1) A .....they .....?    B .....
- 2) A .....Margaret .....?    B .....
- 3) A .....you .....?    B .....
- 4) A .....the children .....?    B .....

**4. Reply to A's questions using the present perfect tense.**

*Example* STUDENT **A** Would you like to order your meal, sir?

STUDENT **B** I've already order it, thank you very much.

- 1) A .....have your soup .....?    B .....
- 2) A .....see the menu .....?    B .....
- 3) A .....book your table .....?    B .....
- 4) A .....taste the wine .....?    B .....
- 5) A .....choose your sweet.....?    B .....