

L.V. KNODEL

BUSINESS ENGLISH

BUSINESS ETIQUETTE & CORRESPONDENCE

TEXTBOOK

KIEV - 2019

УДК 395.6:177:174.7

ББК 87.75

К 53

Кнодель Л. В.

К 53 Business English: Business etiquette & correspondence : учебник / Л. В. Кнодель. – Киев : ФОР Кандиба Т. П., 2019. – 385 с.

Учебник «Business English: Business etiquette & correspondence» предназначается для широкого числа читателей, изучающих английский язык в высших учебных заведениях или на специализированных курсах. В этом учебнике, прежде всего, даются общие сведения о значении «Английского языка для установления деловых контактов», приводятся разновидности этого языка, основные параметры умений, навыков и требований для овладения английским языком; рекомендации – как изучать язык наиболее успешно.

Данный учебник содержит 5 глав: деловой этикет, средства коммуникации, письма, переговоры, контракты, а также глоссарий, тесты, список литературы. В каждой главе во всем многообразии рассматривается одна из предложенных тем и подается объемный лексический материал в виде неадаптированных текстов и диалогов. После каждого текста или диалога дается языковой комментарий и целый набор упражнений для закрепления предложенной лексики, а также задания для формирования умений делового общения в конкретных ситуациях в устной и письменной формах.

Annotation

The textbook "Business etiquette and correspondence" is reference book for everybody who is interested in business theory and practice. There are 5 chapters in the book, which are devoted to different aspects of business activities. The book is for students who study discipline "English for business" and for businessmen who will go into big and small business. They must learn to talk business, to contract, to carry on negotiations, to know business ethics. There are about 1000 texts, dialogues and exercises, commentaries and notes.

УДК 395.6:177:174.7

ББК 87.75

© Кнодель Л. В., 2019

© Видавец, ФОР Кандиба Т. П., 2019

ПРЕДИСЛОВИЕ

Учебник «Business etiquette and correspondence» предназначен для широкого круга читателей, для тех, кто хочет войти в сферу бизнеса или закрепиться в ней.

Это пособие для тех, кто готовится к деловой карьере, а также для тех, кто просто хочет знать больше о сфере бизнеса. Она подходит для разнообразных обучающих языковых курсов. Здесь даются определенные особенности делового английского.

Цель книги помочь студентам освоить коммуникацию на английском языке в качестве менеджеров и чувствовать себя уверенными в этой сфере. Для этой цели в книге даются всевозможные тексты, диалоги, упражнения и комментарии. Каждый раздел содержит неадаптированные тексты для чтения и анализа лексики, дополнительную лексику, множество упражнений для ее закрепления.

Особое внимание уделяется развитию таких деловых умений как сбор и интерпретация данных из различных источников, использование соответствующих стратегий для переговоров, написание писем четко и ясно, принятие правильных решений для разрешения различных проблем этой сферы на основе информационных данных, опыта, культурных различий и здравого смысла.

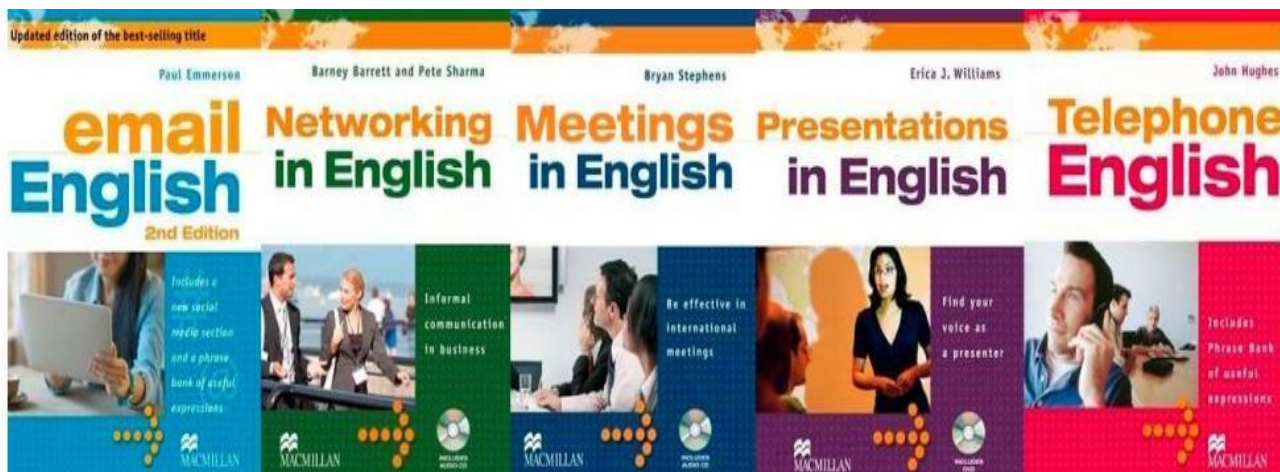
Пособие будет способствовать тому, чтобы студенты слушали деловые новости на английском языке, учились вести дискуссии и разрабатывать всевозможные ситуации в сфере бизнеса. При выборе тем необходимо включать общие деловые сферы: деловой и международный этикет, деловая корреспонденция, деловой протокол, новейшие средства коммуникации и подписание контрактов.

Всего в данном пособии насчитывается около 100 текстов, больше 100 диалогов, около 200 лексико-грамматических упражнений.

Система лексико-грамматических упражнений позволяет студентам глубже усвоить пройденный материал, тем самым обогатить свой лексический запас, расширить кругозор и свое понимание разнообразных параметров английского языка.

При последовательном изучении лексико-грамматического материала можно достичь хороших результатов. Цель учебника – научить основам делового общения в устной и письменной формах в типичных ситуациях.

Особая ценность этого пособия состоит в том, что в оборот делового общения вводятся новейшие зарубежные разработки, которые помогают превратить общение наших деловых людей в общеевропейское и приблизить его к мировым стандартам. Это поможет им легко и успешно сориентироваться в современном деловом мире.



CHAPTER I. LANGUAGE WORK

§ 1. ENGLISH FOR SPECIFIC PURPOSE PEOPLE & PROFITS AN OVERVIEW OF PRESENT & DEVELOPING TRENDS IN ESP

ESP means: English for Specific Purposes
English for Specific People
English for Spectacular Profits (private business)
Most challenging, dynamic, responsive area of English language instruction.

ESP course differs from traditional language course.

*Course content and curriculum are based on a systematic analysis of student needs
balance of pedagogic, culture, and professional content
attention to needs are presented in all good language teaching.*

ESP: Needs Analysis: What? How?

Questionnaires Interviews. Observations. Case studies. Language skills. Functions. Abilities.
Process of learning. Real-life tasks & projects. Focus on critical thinking. Problem solving.

ESP: Trends

Three requisites for teaching ESP	Content-based instruction
Positive attitude toward ESP content.	Language, content, culture.
Fundamental knowledge of principles of subject area.	Contact with subject-area teachers.
Aware of how much you know of content.	Wide selection of learning strategies.

ESP: Adaptation

Work with five skills:

listening, speaking, writing, reading, studying

(brainstorm, leading, pre-reading questions, discussion, bottom up or top down)

The term ESP has come into universal use to designate the teaching of English not in general but with particular restrictions on its aims, content or skill objectives.

There are so many different kinds of English to choose from, that the foreign learner is often at a loss: what kind or variety he can accept as his model. It has long been assumed that our main task as foreign anglicists say consists in working out a register, which we shall be able to employ profitably as «the tool of our trade». Especially at present when international communication is in the order of the day, we cannot fail here.



budget



authority



needs



time

WHAT IS BUSINESS?

Business is a word that commonly used in many different languages. The products need to be moved from the factory to the *marketplace*. This is known as *distribution*.

A car might be moved from a factory in Detroit to a car *dealership* in Miami. *Trade* is the sale of *goods* and *services*. Sale is an exchange of a product or a service for money.

A car is sold to someone in exchange of money. Goods are products, which people need or want; for example, cars can be sold as goods.

Services, on the other hand, are activities, which a person or a group performs for another person or organization. For instance, an auto mechanic does a service; he repairs a car. A doctor also does a service by taking profits of people when they are sick.

Business then, is creation of all these activities: *production*, *distribution*, and *sale*.

However, there is another important thing. This factor is the providing of *profit* or economic *surplus*. A major goal of the functioning of an American business company is making a profit. Profit is money that left after all the *expenses* paid. Creating an economic surplus or profit is, therefore, a major goal of business activity.

WHAT EXACTLY IS BUSINESS ENGLISH (ENGLISH FOR BUSINESS)?

INCLUDING

1. ACCOUNTING BASICS

Company Law
Accounting
(Controlling)
Types of Assets
Cash Flow
Financial Statements
4. COMPANY FINANCE
Stocks & Shares
Types of Shares
Market Price Idioms
Bonds
Futures & Options
Takeovers
Insider Dealing

2. MONEY & BANKING

Funds of Money / Pay
Borrowing & Lending
Central Banking
Commercial Banking
Banking Products
Interest / Exchange
Rates
Insurance / Income
5. ECONOMIC ISSUES
Describing Graphs
Government Spending
Inflation
Unemployment
Taxation

3. TRADE COMMERCE

International Trade
Imports & Exports
Financing Foreign
Trade
Pricing
6. BUSINESS LETTERS
(Formal / Semiformal)
Applying for a job, etc.
7. MEMOS
8. REPORTS
9. ARTICLES
10. MISCELLANEOUS

OBJECTIVES OF BUSINESS ENGLISH

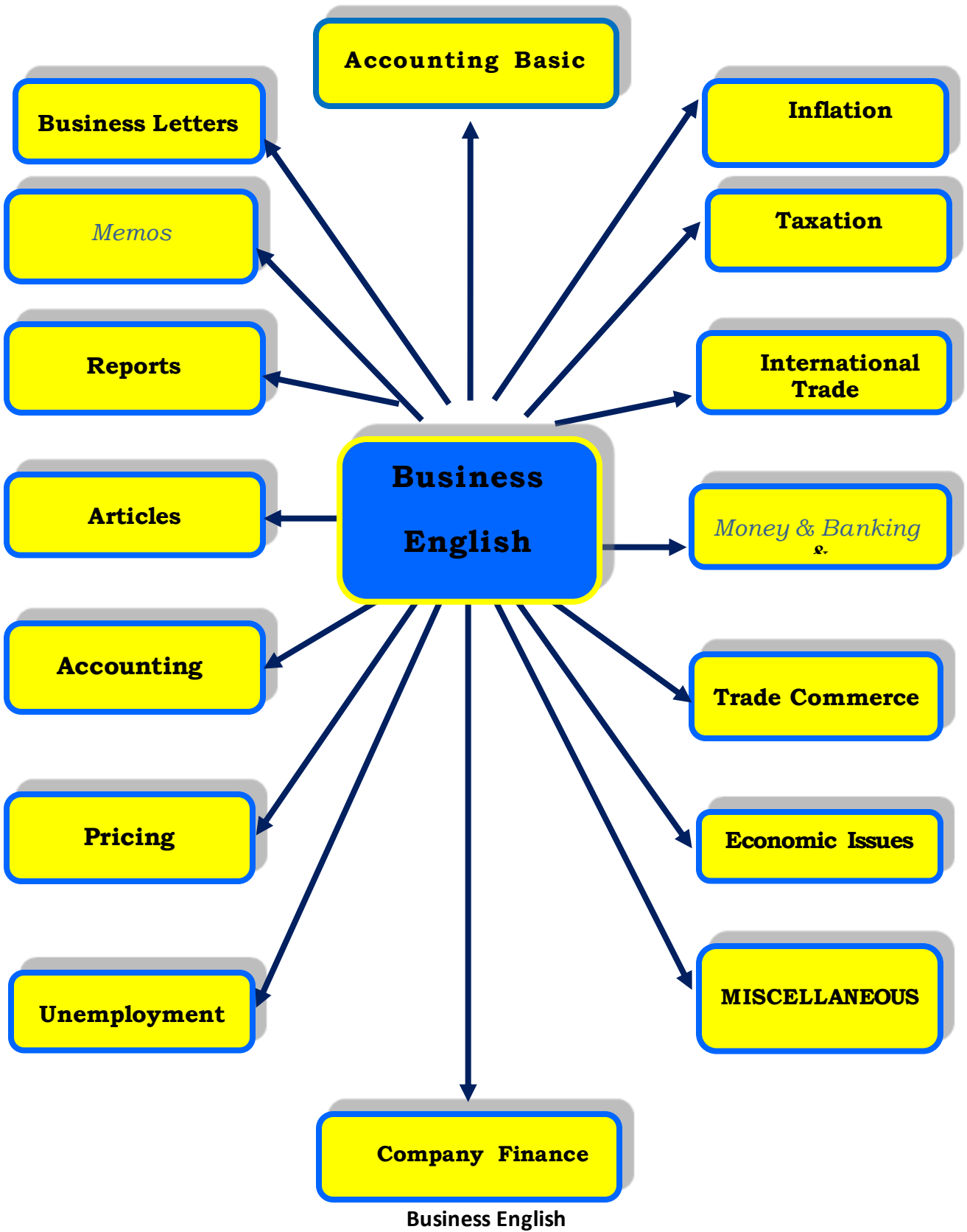
To build confidence & fluency to enable the employees to communicate effectively in their working life.

Business English helps employees to interact with international colleagues & customers in both business & social surroundings.

To find the difference between business English & general English.

General English aims to achieve a high standard of everyday English skills. It covers the four main skills of: reading, writing, speaking, listening.

Business English aims to achieve a high standard of English communication skills at business. It covers many skills: meetings, presentations, communication, negotiations.



TOPICAL VOCABULARY

business – занятость; какая-л. активность, деятельность; дело, занятие; то, чем кто-л. занят в данный момент, дело, задание; дело (противопоставленное развлечению, отдыху); "дело" (очень трудное занятие)

What a business it is to run a government! – Управлять правительством – целое дело.

the business of the day (meeting) – повестка дня

to mind one's (own) business – заниматься своим делом

bad business – спад в делах

dirty business – грязные дела

personal business – личные дела

unfinished business – незавершенное дело

business end – практическая, наиболее важная сторона дела

business hours – приемные часы

to mean business – говорить искренне; иметь серьезные намерения

funny (monkey) business – валяние дурака, бессмысленная работа; шутливая выходка

business executives – руководящий административный персонал; капитаны промышленности

on business – по делу

профессия, сфера ответственности, обязанность, должность, право

You had no business to do it. – Вы не имели права это делать. One whose business it is to preach. – Он профессиональный проповедник.

make smth. one's business – считать себя обязанным делать что-л.

дело, история (отрицательные коннотации)

to be sick of the whole business – изрядно поднадоеть, навязнуть в зубах театр. действие, игра, мимика, жесты (в отличие от реплик)

They give the literary composition the almost contemptuous title of «words», while they dignify the movements of the actors with the name of business. – Литературному произведению они дают презрительное наименование «слова», а движения актеров прославляют под именем «игра».

«дело» с большой буквы; бизнес, коммерческая деятельность

to set up in business – начать торговое дело

to be out of business – обанкротиться

to conduct (do, transact, drum up) business – вести коммерческую деятельность

to do business with smb. – иметь с кем-л. дело

to go into business – заняться бизнесом

to go out of business – выйти из игры, уйти из делового мира

big business – большой бизнес

small business – малый бизнес

mailorder business – бизнес, занимающийся рассылкой товаров почтой

show business – управление развлекательными программами

travel business – туристический бизнес

retail business – розничные продажи

wholesale business – оптовые продажи

to talk business – вести деловые разговоры, говорить о делах

business drops off – бизнес угасает
 business picks up – бизнес возобновляется
 business is brisk (booming, flourishing, thriving) – торговля идет оживленно, процветает, расширяется
 business is slack – торговля идет вяло
 business is at a standstill – торговля стоит на месте
 business as usual – дела идут своим чередом; вперед, несмотря на опасность; бизнес, несмотря ни на что
 man of business – деловой человек; агент, поверенный
 business interests – деловой мир, деловые круги
 business index – индекс деловой активности
 торговое предприятие, фирма; сделка (обычно выгодная)
 to build up (establish, launch) a business – открыть торговое предприятие
 to manage (operate, run) a business – управлять торговым предприятием
 to buy into (out) a business – купить предприятие
 to take over a business – руководить предприятием
 everybody's business is nobody's business – у семи нянек дитя без глазу
 Mind your own business! – Не ваше дело!
 What is your business here? – Что вам здесь надо?
 to send smb. about his business – прогонять, выпроваживать кого-л.
 to mean business – говорить всерьез, искренне;
 do one's business – убить кого-л., свести в могилу
 like nobody's business (nobody's business) – совершенно экстраординарно, нечто из ряда вон выходящее "How I love you is just nobody's business", said she. – "Я тебя люблю как никто еще не любил", сказала она.
 business accounting – бухгалтерский учет
 business acquaintance – деловое знакомство; деловой знакомый
 business activities – деловые операции
 business activity – деловая активность
 business acumen – деловая хватка
 business address – рабочий адрес, адрес организации
 business advertising – реклама для бизнесменов
 business affair – коммерческое предприятие *Syn. commercial enterprise*
 business analysis – анализ хозяйственной деятельности
 business analyst – экономист, занимающийся вопросами конъюнктуры
 business area – область торгово-промышленной деятельности
 business arithmetic – коммерческие расчеты
 business associate – деловой партнер
 business bank – коммерческий банк *Syn. commercial bank, credit bank*
 business bribery – взяточничество в сфере бизнеса
 business call – деловой визит (краткий)

Exercise 1. Analyze the topical vocabulary notes and remember them.

Exercise 2. Read the text & pick up the essential details in the form of quick notes.

Exercise 3. Make notes of your new knowledge about business notions.

BUSINESS ENGLISH

Business English is English language especially related to international trade. It is a part of English for Specific Purposes and can be considered a specialism within English language learning and teaching; the teachers' organization IATEFL has a special interest group called BESIG. Many non-native English speakers study the subject with the goal of doing business with English-speaking countries, or with companies located outside the Anglosphere but which nonetheless use English as a shared language or lingua franca.

Much of the English communication that takes place within business circles all over the world occurs between non-native speakers. In cases such as these, the object of the exercise is efficient and effective communication. The strict rules of grammar are in such cases sometimes ignored, when, for example, a stressed negotiator's only goal is to reach an agreement as quickly as possible. Business English means different things to different people. For some, it focuses on vocabulary and topics used in the worlds of business, trade, finance, and international relations.

For others it refers to the communication skills used in the workplace, and focuses on the language & skills needed for typical business communication such as presentations, negotiations, meetings, small talk, socializing, correspondence, report writing, and so on.

In both of these cases, it can be taught to native speakers of English, for example, high school students preparing to enter the job market. It can also be a form of international English. It is possible to study Business English at college and university; institutes around the world have on offer courses (modules) in BE, which can even lead to a degree in the subject.



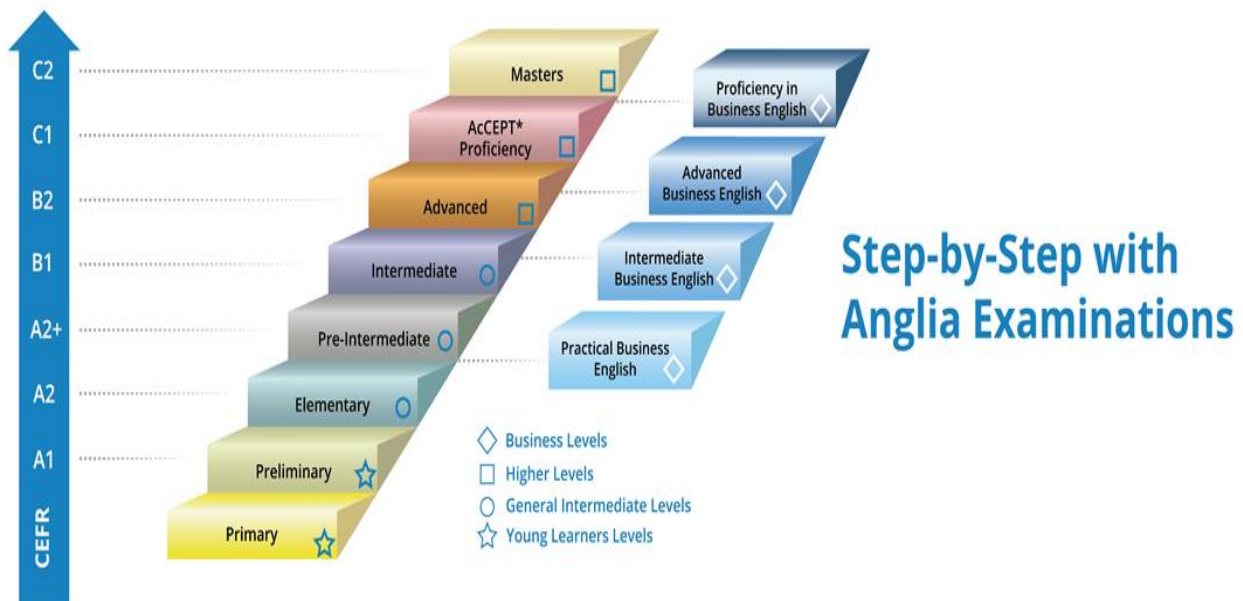
INTERNATIONAL BUSINESS ENGLISH (NON-NATIVE SPEAKERS) BA (HONS)

Course overview

This course enables you to prepare for a career in business or commerce, by combining the study of the English language and its culture with a thorough grounding in business studies and an understanding of the mechanism of international business and trade. In addition, you may begin a European language, Chinese or Japanese.

International Business English students have the opportunity to participate in up-to-date, work placement and international exchange arrangements offered by the Lord Ashcroft International Business School, join the extra-curricular activities organised by, for example, the European Business Society and make use of our excellent computing and multimedia facilities.

New International Business English is a course for upper intermediate (B2) level learners who need to use English in their day-to-day work. In this revised edition, all four-language skills – listening, speaking, reading and writing – are developed through a variety of tasks that closely reflect the world of work. The 15 topic-based units in New International Business English provide learners with numerous opportunities for discussion and cover a wide range of subjects, including face-to-face business skills and techniques, telephone skills, international trade, marketing, meetings, and sales and negotiations.



§ 2. MEETINGS & GREETINGS

INTRODUCTION

One of the extremely interesting sections of teaching foreign language, which unfortunately, so far has not received all the attention it deserves, is the way people address each other when they speak in direct contact. Thus, for instance, a question could be asked what is the usual or recommendable way of addressing one's colleagues, one's teachers, professors, etc. What would be correct answer?

As far as English concerned, there are people in England who would much rather leave a store without buying anything than address to a shop assistant as "Miss". The idea is that in certain sociolinguistic circles that is regarded as an offence and what one is supposed to do is not to address a shop-assistant at all, but attract her attention by indirect means, as for example, by saying: "May I, please, look at those lovely gloves?"

The problem of addressing strangers, in general, is a field of inquiry, which needs a thorough investigation. This being enormous problem, we shall confine ourselves to one very interesting aspect of the English form of addressing – only to the form of address as used by males to males: what does a man say if he must address another man?

In English things are changing probably more rapidly and at the same time more subtly than in other languages. As far as English concerned, the change has been very drastic. If we were now to go back to the 19th century – beginning with the time of Dickens, for example, – gentlemen of equal social status who were merely acquaintances would use the form "Mr. + Surname". The change in the course of time has been very market and considerable. In Dickens' time, when one close friend was addressing another close friend the mode of address was invariably the surname. In the 20th century – especially, after the Second World War – the situation has changed in favour of first names. At present, it is this form of address that is most common among friends and colleagues.

MEETING PEOPLE



Objective

- to meet foreign contracts
- to get to know them
- to find out about other people's jobs

Tasks

- to introduce yourself to other people
- to ask questions about foreign companies
- to describe jobs and responsibilities
- to read and write a personal profile

INTRODUCTIONS

It is usual for a third person to perform introductions in English.

This is Mr. Johnson. ...This is Miss Jones. (At the same time indicating each person with his hands). Or May I introduce you to Mr. Robinson? – This is Mr. Baker. Or I'd like you to meet Miss Maine.... - This is Mr. Richards. The people introduced will say "*How do you do?*" or (in the USA) Pleased to meet you. (Some English people consider this vulgar.)

Remember: "*How do you do?*" is only used after introductions, for later greetings.

If there is no third person to introduce you, say:

"May I introduce myself? My name is Peter Dennison".

The answer will be: "How do you do? My name is Mary Bell."

Note. Men don't call themselves Mr. They use either their Christian name and surname as above, or just their surname. Women normally use both Christian name and surname; they may add Mrs. or Miss to avoid confusion.

Men are introduced to women. Young people to older ones.

Old friends to newcomers. A young girl to a married woman.

When two businessmen especially formally introduced, they usually shake hands.

Otherwise British people do not shake hands as a rule. Instead they smile and say a greeting e.g. "*Good morning*". If you want to address somebody whose name you don't remember, you may say just, "*Excuse me*" (which is the best way of attracting attention) or: "*What was your name, please?*" or "*Could you kindly repeat (give again) your name, please?*"

If you are introducing a speaker should say (indicating the speaker with your hand):

Ladies & gentlemen, Prof. Smith or *Ladies & gentlemen, I have great pleasure in introducing our guest speaker....*

For the next and later meetings, to people with whom you are on formal terms, say:

Good morning (until about lunch time – 12 midday to 1 p. m.)

Good afternoon (till tea – time or just after – 5 to 6 p. m.)

Good evening (till about 9 p. m.) The answers are the same.

When you are leaving shops, offices and etc. "*Good night*" is used.

When you know the person a little better, you say: "*How are you?*" – "*Very well, thanks*".

Remember that the "*thank you*" or "*thanks*" should end the phrase, not begin it.

Note. Most English people only shake hands when they are introduced or when meeting after not seeing each other for a long time. They do not bow for introductions.

- Good morning, Mr. Bellamy. How are you?
- Very well, thank you. How are you?
- Fine, thanks. I don't think you are met my secretary. This is Mr. Bellamy, who's come to check our accounts. This is Miss Lloyd.
- How do you do?
- How do you do?
- You have a very nice office here.
- Yes, it's nice, isn't it? I like working here very much.
- Good afternoon. How are you today, Mr. Bellamy?
- Very well, thank you.

The Most Formal Form of Introduction

Mr. Brown, may I present Mr. Popov? (It is a formula of greeting used when meeting people or (Mr. Brown, allow me to present ... the first time.)

How do you do, Mr. Popov?

How do you do, Mr. Brown?

Formal Forms of Introduction

Mr. Brown, may I introduce Mr. Popov? or

Mr. Brown, I'd like you to meet Mr. Popov.

How do you do, Mr. Popov?

How do you do, Mr. Brown?

Informal Forms of Introduction (*man to man*)

Mr. Brown, Mr. Popov. Or Mr. Brown, this is Mr. Popov.

I'm glad to meet you, Mr. Popov.

Happy to meet you, Mr. Brown.

(*man to woman – give her name first*)

Miss Brown. Mr. Popov. Or Miss Brown, this is Mr. Popov.

I'm very pleased to meet you, Mr. Popov.

I'm delighted to meet you, Miss Brown.

Conversational Introductions

Mr. Brown, have you met Mr. Popov? Or Miss Brown, do you know Mr. Popov? Or

Let me introduce you to Miss Brown. Or

I don't think you've met each other before, have you?

Introducing yourself

I don't think we have met. I'm Mrs.. Brown.

My name's Mrs. Brown. I'm representing The Australian Textile Company now.

HELLO & GOODBYE. INFORMAL GREETINGS.

When you have got to know somebody better you may say: "Hello-Hello".

How are you getting on? – Fine, thanks.

How is your life? – Not too bad, thanks.

How is life treating you? – Can't complain, you know.

Hello, Nick. Nice to see you again. How are you? – Not so well I'm afraid.

(Not too well, not up to the mark, out of sorts; so-so; more or less all right).

LEAVING. FORMAL OR INFORMAL.

Goodbye. Cheerio. Bye-bye. Bye now. Be seeing you. See you.

The answer is the same. If you are going to meet again the same day (soon)

See you later. See you soon. See you tonight. See you tomorrow.

These are often answered by: *Fine, O.K. All right. That's right.*

"*Good night*" can be used on all occasions after about 8 p.m. when leaving-taking or retiring to bed. To someone who's leaving for a fair length of time.

Goodbye John, and all the best. Goodbye Jean, and good luck.

This will be probably an occasion for the rare British handshake.

Note. "Good day" and "Good morning", etc. are normally only used for leaving-taking by shopassistants.

Remember. When parting the tone should always be rising. The falling tone at parting is very impolite.

- Hello Jane. How are you getting on?
- Fine, thanks. How are you?
- Fine.
- Hello, you two.
- Hello Harry.

- I think I'd better be going, or I'll be late at the office. Goodbye.
- Goodbye Jane. (*The men talk for a few minutes and then*)
- I have to go, I'm afraid. See you tonight at the dance.
- All right.

-
- Good evening.
 - Good evening. Absolutely wonderful evening, nice and warm.
 - Yes, isn't it? I hope you're doing well?
 - Quite well, thank you. And how are you getting on?
 - Not bad, thank you.

Exercise 1. Remember this topical vocabulary.

Hint – намек *Syn. tip, reference, allegation, overtone, suggestion*

to drop (give, throw out) a hint at smth. – намекнуть на что-л.;

to take the hint – понять намёк; the merest hint – всего лишь намек;

not a hint (of) – ни намёка (на)

a hint about the answer – подсказка (для правильного ответа)

a hint of suspicion – некоторое подозрение

broad hint – неконкретный намек, понятный, прозрачный, "толстый" намек

obvious hint – понятный, прозрачный намек

delicate (subtle, gentle) hint – тонкий намек

hint about the answer – подсказка (для правильного ответа)

helpful hints – полезные советы

Exercise 2. Translate the sentences into Russian.

1. They fled at the first hint of trouble. 2. She dropped a hint that she would retire soon. 3. The government minister hinted at an early election, but refused to give an exact date. 4. He has given no hint of his views. 5. These are handy hints on saving energy in your home. 6. The Minister hinted at a possible change of heart. 7. He hinted that the sale might be delayed. 8. The restrained fronts of the terraced houses only hinted at the wealth within. 9. Randy smiled with a hint of mockery. 10. There were those who hinted at doctored evidence. 11. Edwards has hinted that he will dispose of his majority shareholding. 12. He was dropping hints that in future he would be taking a back seat in politics. 13. She tried to put him off but he didn't take the hint. 14. The Minister gave a strong hint that the government were thinking of introducing tax concessions for mothers. 15. I'd dropped a hint about having an exhibition of his work up here.

§ 3. BUSINESS ETIQUETTE

O P E N I N G R E M A R K S

Business English is a quite especial aspect of the English language. In a sense, we can consider it as a separate subject. Like many other subjects, it has in its turn its own division into aspects. Business Etiquette can be defined as the ability to make someone else think that both of you are charming: an essential career skill; contributes to build relationship and positive image; know-how to use skills is a great key to business success.

Business etiquette, speeches, correspondence, economical & professional vocabulary & reading texts. In order to make our Business English more systematical I'd like to part our lessons according to the aspects in a following way: economical and professional English – on Wednesdays, Business Etiquette – on Tuesdays. If you don't mind.

There are practically no guidebooks on this subject and no exercise book I can recommend for our lessons. That's why I decided to give this material to you orally. You will take it by listening. I don't think we can call it a short lecture, but something like that.

There is no need to say that there are great differences in people behavior and communication in different countries. As each of them has its own traditions, customs, culture of behavior. This can make a serious barrier for business and professional relations.

It's highly advisable for a businessman to be informed exactly about the rules of behavior in this certain country, in the country they deal with in order to establish their relations in a proper way. Knowing the rules of etiquette may keep you from making a fool of yourself in many occasions. It also will save you a lot of trouble – and not a few embarrassing moments. Since we are dealing with the English language, we are going to speak on the rules, which are common in the English speaking countries, in the USA as they are the main trend setter in the economical and business life of the world.

We shall speak about proper behavior of a businessman at work, about business speeches and correspondence. Today we are going to speak on two points:

- hints of being a successful businessman and
- hints for the businessman as a new employee.

Americans say, you really want to be a success as a businessman, promise yourself:

- to be so strong that nothing can disturb your peace of mind;
- to talk health, happiness and prosperity to every person you meet;
- to make all your colleagues feel that there is something in them;
- to look at the sunny side of everything and make your optimism come true;
- to think only of the best, to work only for the best and expect only the best;
- to forget the mistakes of the past and press on achievements of the future;
- to give much time to improvement of yourself you have no time to criticize others;
- to be too large for worry, too noble for anger, too strong for fear, too happy
- to permit the presence of trouble;
- to be always in a good mood;
- to be friendly to everybody;
- to learn all your life long;
- to be an inquisitive person.

Exercise 1. Now look at these recommendations and try to realize them.

QUESTIONS FOR DISCUSSION

- How do you understand this statement?
What is the idea...? What does it mean? Do you agree?
What's your opinion? What can you say on this idea?
How do you understand the main idea of the statement?
Do you agree with it?
Have you ever tried these ideas in practice?
What were the results?
Are these rules proper in our culture?
How can we use them in foreign business relations?

Now some hints for the businessman as a new employee.

There are no published rules on what you are expected to do as a new employee.

However, to make a smooth start is so important. Americans say that if you don't know the rules customary for the firm, you should ask; if you can't ask, you should watch. They say that much responsibility here is to some extent on your shoulders. But your company's role is to give you, the new man, adequate information on the company's policies and procedures as well. In spite of all the peculiarities of each company, some general recommendations can be given here:

They say that first minutes at your new job can have crucial meaning.

When do people decide whether or not they want to become friends? During their first 4 minutes together. In his book "Contact: The first four minutes" Dr. Leonard Zunin advises anyone interested in starting a new friendship the following: "Every time you meet someone in a social situation, give him your individualized attention for 4 minutes. A lot of people's lives would change if they did just that. "

Note. First impressions count so much. So follow the next recommendations:

- give personal attention to a man you're talking to;
- be friendly, polite and businesslike;
- use questions to encourage the conversation;
- look interested while you listen.

Let's consider some statements.

When you are smiling, the whole world smiles with you. Life is made up not of great sacrifices or duties, but of little things, in which smiles and kindness, and small obligations, given habitually, are what win and preserve the heart and secure comfort. Smile a happy smile & life and fortune smiled upon you. You must be all smile. It often prevents a quarrel if you smile at people who are rude to you. You must smile at your own trouble. Fortune will smile you from your birth.

THE RULES OF INTRODUCTION

- Your boss or secretary usually makes introductions.
You should not use first names until you are well established.
Pet names (darling, baby, pal, bud) are considered cheap in business.
Call on a businessman only at business times, and on business.

STATEMENTS FOR DISCUSSION

Live only for today, and you ruin tomorrow.
 All successful business stands on the foundation of morality.
 The best investment a young man starting out in business could possibly make is to give all his time, all his energies to work, just plain, hard work.
 Don't learn the tricks of the trade – learn the trade.
 If you make a mistake – make a new one each time.
 Speak well of your enemies; remember, you made them.

STARTING CONVERSATION

<i>Journey</i>	What was your flight/ journey like? How was your flight / journey?
<i>Weather</i>	What was the weather like in N.? How was the weather like in N.?
<i>Visits to your country</i>	Is this your first visit here?
<i>Food</i>	Do you like Ukrainian food?
<i>Hotel</i>	Where are you staying? How is your room / hotel? What is your hotel / room like? Is everything OK at your hotel?
<i>Job</i>	What do you do at this company?
<i>Visitor's home</i>	Which part of England do you come from? Where do you live in England?
<i>Visitor's plans</i>	How long have you been staying here? What are you going to do during this visit? Why are you here (in this country)?

Exercise 1. What about our national business culture?

Do you think that our really successful businessmen (sub)consciously act like this?
 Do you agree that these recommendations can help a businessman to be successful?
 How can the recommendations help our businessmen in relations with American ones?

CULTURE QUESTIONNAIRE

When do acquaintances shake hands in your country?

They don't shake hands at all.
 Every time they meet during a day.
 When they meet for the first time during a day.
 When they say goodbye.

When do people bow in your country?

They don't bow.
 They bow to superiors.
 They bow to customers.
 Acquaintances bow when they meet.

Which of these groups hugs?

No one hugs.
Women hug women.
Men hug women, women hug men.
Men hug men.
Adults hug children.

Which people kiss each other when they meet in your country?

No one kisses in public in my country.
Close relatives.
People in love.
Good friends.
Acquaintances.
Colleagues / Strangers.

A man meets a woman business friend. What happens?

They don't kiss.
They kiss once (on one cheek).
They kiss twice (once on each cheek).
They kiss three times on the cheek.
They kiss on the lips.
He kisses her hand.

Now some famous statements about work.

Nothing is better than that a man should rejoice in his works. (*The Bible*)
No matter how much work a man can do, no matter how engaging his personality may be, he will not advance far in business if he cannot work through others.
Wealth is not only what you have but it is what you are.
Human intelligence is millions of years old, but it doesn't seem to act its age.

FAREWELLS

Goodbye and thank you for everything. – Goodbye, it's been nice to meet you.
Goodbye. Happy to have met you.– Goodbye, hope to see you again soon.
Goodbye and have a good journey. – It's very kind of you, thank you.
So long and all the very best.– So long. See you later.
Bye-bye. Good luck to you. – Bye-bye. I'll be seeing you.
Bye everybody, lots of luck to all. – Good-bye for the time being.
Goodbye. Best of luck. – Cheerio!. And don't forget to keep in touch.
Bye to all. – Bye. See you around. See you soon. See you later. See you on Monday.
I'd like to say goodbye to you all. – Goodbye and remember me to your wife.
(My best regards to your wife.)

Note. *When parting for a long time, you may say: "Farewell".*

DRINKING

Cheers! Cheers! Or nothing at all. This is usually only said over the first drink. After this each man drinks at his own speed. Improvising a toast. Begin with "*Here's to...*"

Well, here's to your trip. Here's to success in your new job.

DIALOGUE

Paul Bartlett meets Stephen Newby (Steve) in a pub.

- Hello, Steve. Nice to see you again.
- Hello, Paul. Haven't seen you for ages. Where've you been?
- I've been in Peru as a matter of fact.
- Peru, eh? Let's see now, how long have you been away?
- Just over a year.
- Going back?
- Yes, I'm leaving the day after tomorrow.
- Well, this calls for a drink. Is that bitter you are drinking?
- Yes, bitter for me, please.
- (To the barman) Two halves of bitter, please. Barman: There you are, Sir.
- (After paying for the drinks) Well, here's to your trip.
- Thank you. – Cheers!
- Cheers! Well, time to get back to work, I suppose. Look, would you have time to drop round and have a chat with us this evening? I know Mary'd be very glad to see you.
- Thanks, I'd like to very much.
- Good – see you tonight then.

SOME POLITE REMARKS

In many situations where polite remarks are required, English tends to improvise.

However, there are a number of more or less set polite phrases.

Note that many of these are in the imperative.

CONVEYING GREETINGS

Please remember me to your family. – Thanks, I will.

Give my (best) regards to Mary. – Thank you, I certainly will.

Give my love to Bob. (*informal*)

Have a good time. – Thanks. Have a nice time. – Thank you.

Have a good holiday. – Thanks. I'm sure I shall.

Enjoy yourself. – Thanks. I'm sure I will. I hope you have a good time.

Have a good journey. – Thanks. I'm sure I shall.

JUST BEFORE AN INTERVIEW OR EXAMINATION

Good luck. – Thanks. Best of luck.

For an achievement (passing an exam, getting a job)

Congratulations. – Thanks. Well done. I wish you every happiness.

FAILURE ILLNESS

I hope you soon get better. I do you soon get well again.

If you send a card to the hospital, you may write: Best wishes for a speedy recovery.

I wish you a speedy recovery.

SEASONAL GREETINGS

The only seasonal greetings normally heard in English are:

Merry Christmas! – Thanks, the same to you.

Happy New Year! – Thank you, and the same to you.

BIRTHDAYS GREETING

Many happy returns! – Thank you.

DIALOGUE

Miss Rowland calls on the Colemans. Mr. Coleman answers the door. John is his son.

- Ah, good evening, Miss Rowland. So glad you could come. Do come in.
- Thank you. What a nice place you have here. Hello, John. Many happy returns.
- Oh, thank you. How did you know?
- Ah, a little bird told me. How are your exams going?
- They start tomorrow.
- Well, best of luck.
- Thank you. I'll need it.
- I hear you're going abroad next month.
- Yes. I'm going to Italy.
- That sounds exciting. I do hope you have a good trip.
- Thanks, I'm sure I shall.
- Well, I'm afraid I must be going.
- Oh, must you go so soon?
- I'm afraid so, you see, my sister isn't very well.
- I'm sorry to hear that. Please give her our best regards.
- Thank you, I certainly will. Goodbye.
- Goodbye.

THANKING: FORMAL & INFORMAL. REPLIES TO THANKS.

- Thank you for your help. Thanks for the ride. Thanks for the trip. Thank you very much.
- Thank you for helping me. – That's quite all right. (That's O.K. or It's a pleasure.)
- Thank you for your help. – You're always welcome.
- Thanks for everything. Thank you so much for a lovely party.
- Not at all. Don't mention it. That's all right. It's a pleasure. You're welcome.
- If you are not sure what to say, just smile.

Exercise 1. Translate the words, phrases, sentences with the key word «thank».

Thank you ever so much; you may thank yourself for that; thank God, God be thanked, thank goodness, thank heaven; to thank smb. heartily (formally, humbly, sincerely, warmly, effusively, volubly); one's heartfelt (sincere, warm) thanks; thanks a million (thanks ever so; thanks awfully; best thanks; many thanks; thanks a lot); to express one's thanks; to give thanks; to accept smb.'s thanks; to return thanks; thanks be.

I'll thank you to mind your own business. I can't thank you enough. I will thank you to be a little more polite. I have only myself to thank for this mess. Please thank him for the trouble taken.

Thank him for me. I'll (I should) thank you for some more tea. Did you thank him for coming? Thank you, young man, for seeing me across that busy street. I (very much) appreciate (smth.). Would you like some coffee – Thank you. Thanks to recent research, effective treatments are available. We completed the work on time, thanks to your help. Thank you for nothing!

Exercise 2. Add some information & make up a small report and give a talk in class.

CULTURE COMPARISON

Most languages have an automatic response to thanks. The British do not automatically respond to thanks, but Americans do. A response is not necessary in British English, but is becoming more frequent. In the past, *You are welcome* sounded very American. Nowadays it's common in Britain too.

Remember: *Please* isn't an acceptable response to thanks in either Britain or the USA.

Thanking someone

Thanks. Thank you. Thanks a lot.

Thank you very much.

It was very kind of you.

I appreciate your help.

You've been very helpful.

Thanking someone who tries to help (but doesn't succeed)

Thanks anyway.

Thank you for (looking).

Thanks for trying.

It doesn't matter. Thanks.

Responding to thanks

You're welcome.(US)

Not at all. (Formal, UK)

Don't mention it. It was nothing.

It's my pleasure. No problem.

That's alright / OK. Any time.

◀ ***If you are offering something that has not been asked for, mention the thing (to attract the other person's attention), smiling at the same time.***

- Have you seen today's paper?
- Would you like a cigarette?
- I've brought some flowers for you.
- I thought you might like these (of flowers, fruit, etc.)

◀ ***If the thing has been asked for, say: Here you are.***

Mr. Jones calls on the Baxters at teatime. Mrs. Baxter answers the door.

- Please come in.
- Thank you.
- Sit down, please. Would you like a cup of tea?
- Yes, please.
- How about a piece of cake?
- No, thanks. But could I have a cigarette, please? I seem to have run out.
- Yes, of course. Here you are.
- Thank you very much for an excellent tea.
- (Smiles) Not at all. I hope you'll come and see us again soon.
- Drop in any time you feel like it.
- Thank you, that's very kind of you.

Stephen & Mary Newby are going to drive Paul Bartlett over to the airport.

- Let's put your bags in the back.
- Good. Jump in.
- Have you had any lunch, Paul?
- Yes, thanks.
- Then we'll drive straight over to the airport.
- Here's a copy of "*The Time*". – You might like to have a look at it on the plane.
- Thank you very much. (They arrive at the airport.)
- There's no need for you to hang around here. It may be ages before the plane leaves.
- Well, I do hope you'll have a good journey.
- Thank you, Mary.
- Goodbye, Paul, and all the best.
- Goodbye, and thanks for everything.

APOLOGIES NOT CATCHING FOR AWKWARDNESS

I beg your pardon? (Formal) Pardon? Sorry? What? (Very informal)

If you've upset a vase, stepped on someone's toe, poked somebody with umbrella, lateness, a wrong phone number, etc.

Sorry. I'm sorry. I'm very sorry. I'm so sorry. – That's (quite) all right. It's all right.

OTHER APOLOGETIC EXPRESSIONS

I am afraid I am rather late.

I am afraid I can't manage to do it tomorrow evening.

Excuse me, but could you tell me the way to the station?

Sorry to trouble you. – That's all right.

Sorry to bother you just now. – Oh, that's quite all right.

Sorry to have kept you waiting. – It doesn't matter.

I hope I'm not disturbing you. – Not at all.

Could you come at nine? – I'm sorry, but I'm rather busy just then.

Mr. Rhodes comes back late from work and talks to his landlady.

- I'm sorry I'm so late. Had a lot of work at the shop.
- That's all right. I kept your dinner hot. Have you seen today's paper?
- I'm afraid I haven't had time.
- It says the price of petrol's going up.
- Oh, really?

At the meeting of the Parent-Teacher's Association of Handford Grammar School.

Miss Rowland rushes in, and accidentally pushes Mr. Baxter.

- Oh, I'm sorry Mr. Baxter.
- That's all right.
- I was so afraid I'd kept you waiting.
- No, no. As a matter of fact, Mr. Godley hasn't turned up yet.
- I'm afraid Mr. Godley can't come. He asked me to say he's very sorry, but he has to work late tonight.
- I see, thank you Mr. Coleman. Well, ladies and gentlemen, I think we'd better begin right away. The first item to be discussed is

INSTANT EXCUSE CARD

Keep this card on your desk at all times!

Exchange business cards introducing other people

Introduce in the correct order:

Introduce lower status to higher status.

Introduce younger people to older people.

Introduce men to women.

When things go wrong, choose the best excuse.



- I didn't do it.
- Nobody asked me to do it.
- It's not my job.
- Nobody signed the authority.
- I never received the order.
- The computer broke down.
- It was lost in the post.
- No one said it was urgent.
- I was away that day.
- Don't worry. I'll do it now.

AGREEMENT/DISAGREEMENT

This summer's been a bad one, hasn't it? – Yes, it has.

I don't think it's worth waiting for her, do you? – No, I don't think, it is.

They're a very good band, aren't they? – Yes, they certainly are.

What we need is a strong government. – I quite agree.

In my opinion, something should be done about it. – You are quite right.

She's got too much make-up on, hasn't she? – Yes, she certainly has.

What a charming city Liverpool is, isn't it? – Yes, I agree with you.

Well, personally I don't care much for it.

It's very warm today, isn't it? – Oh, I wouldn't call it really warm.

Christie's such a wonderful writer, don't you think? – Well, in fact I'm not very keen on her.

It looks rather crowded here. – Oh, I don't know.

I think we ought to be leaving now, don't you? – Oh, surely not. I don't think so. It's only 10.30.

I'll go and get a porter. – Oh, I should have thought that was necessary.

You don't agree with me? – No, I don't.

The price is fair, isn't it? – On the contrary. It's very high. I don't think so.

The terms of payment are fair, aren't they? – I'm with you.

Yes, I quite agree with you. You are right. That's right. Or

Not at all. I don't agree with you. I'm afraid not. Hardly.

That's the best mode of payment with this country. – I don't think you are right.

I'm afraid you're wrong there.

There are a great number of questions (usually asking for information or opinion) that are useful for starting up a conversation. In a foreign language, it is a good idea to have a supply of these on the tip of one's tongue.

Remember that the person you are speaking to is probably as shy as you are, and therefore be prepared to break the ice.

Here are some of common patterns together with appropriate answers.

What do you think of...?

What do you think of Durham? – I think it's a very attractive city.

What do you think of the news today? – Not too good, I'm afraid.

What do you think of this weather? – It's very nice, isn't it?

What do you think of the play last night? – I enjoyed it very much.

How do you like... it?

How do you like our new curtains? – I like them very much.

How did you like Copenhagen? – I find it very interesting.

What's it like?

What's Cambridge like? – It's a pretty little university town.

What's Scotland like in summer? – Very nice, if it doesn't rain too much.

I hear you've just come back from America. What's it like over there? – Well, it's a very interesting country.

SOME COMMON PATTERNS

How did you come? – By air. By car. By sea. By train. By bus. By tram. On foot.

How did you spend your holiday? – We went to the seaside.

What kind of climate does your country have? – Fairly mild, on the whole.

What subjects do you study? – My main subjects are Economics and German.

You didn't give up smoking, did you? – Of course not. I couldn't.

Is the contract still under consideration? – I think so. (believe, suppose, should say)

You don't like it, do you? – No, I don't.

You don't agree with him, do you? – But I do.

He doesn't seem to like very long talks. – Nor do I. (Neither do I.)

At a party Lina Delong has been introduced to Ronald Sellers.

- What do you think of London?
- Well, it's very big, isn't it?
- Too big, I'd say. What's Rotterdam like?
- Oh, it's much smaller of course.
- And how do you like our famous English weather?
- Well, it hasn't been very nice lately, has it? – By the way, may I ask you
- something? What's the National Gallery like? Do you think I ought to go there?
- Well, there are lots of great paintings there, but I prefer the Tate
- Gallery myself. It's less like a museum.
- Are people interested in modern art there?
- Only a few. Most English people are still living in the Middle Ages, you
- know. By the way, do you like dancing?
- Oh, I'm very fond of dancing. How about you?
- I was wondering if you'd care to come to a dance with me one evening?
- Thanks. That would be fun.

CONVERSATIONAL OPENINGS REMARKS

Often instead of a question, a well-chosen remark may start a conversation. Such remarks often begin (or end) with certain key verbs in the first person.

expect: I expect you've seen quite a lot of the country already.

suppose: I suppose you've seen our new Civic Center.

imagine: You'll be staying here quite a time, I imagine.

hear: I hear you're going to France next summer.

see: I see the English girls have been doing quite well at Wimbledon.

bet: I bet you had a good time in Paris.

Ronald Sellers has just come through the customs at Rotterdam. Lina Delong meets him.

- I expect you're glad to be on land again. I see the North Sea's been pretty rough lately.
- I certainly am. I thought I was a good sailor, but I don't want to go through a trip like that again.
- No, I don't suppose you do. I imagine you're feeling terribly tired now.
- Oh, no. I feel much better now. And it's such a wonderful day, isn't it?
- Yes, it's. We've had good weather for the past week or so. I suppose it's been as rainy as ever in London.
- Oh, yes. – I say, that's a fine building, isn't it?
- Yes, that's part of our new shopping centre.
- By the way, I hear Madonna is coming to Holland soon.
- That's right. Do you remember when we went to see her in London?
- I certainly do. She was marvellous, wasn't she? I imagine it might be a bit difficult to get in to see her here.
- Well, we can always try.

EXPRESSING OPINIONS. LIKES & DISLIKES.

What do you think, Mr. P.? – In my opinion the price is too high.

What about going to the National Gallery tomorrow morning? – That's not a bad idea.

What is your point of view on the matter, Mr. P.? – I don't think Mr. Bird is quite right. To my mind it's quite fair. I am of the opinion that the terms of payment are acceptable. What about you, Mr. Bird? – My point of view about them is the same. (From my point of view ... My opinion is ...) To my way of thinking we won't be able to settle anything today. We must get some additional information on the matter. – I come to the same conclusion.

Many conversational openings require a reply expressing an opinion about one's likes or dislikes, references, approval or disapproval and so on.

Here are some of the expressions needed, collected under convenient headings.

Likes How did you like Devon? – Oh, I liked it very much. It's so fresh and green.

Do you play golf? – Yes, I'm rather keen on golf. Keeps me fit you know.

What do you think of Barbara? – Oh, I'm very fond of her. She's so understanding.

Note. *To express strong liking, English people – especially women – often use «love» and «adore», but foreign students should use these with care.*

Dislikes *The student do best to avoid stronger expressions like I hate & I can't stand.*

More moderate & suitable expressions are often in the negative.

Shall we buy some chocolate? – Well, I'm not very fond of chocolate as a matter of fact.

How did you like New York? – I liked the people, but I didn't like all the noise and rush at all. I don't care much for opera.

Preferences

In speech "I'd rather" is commonly used to express immediate preference.

Would you like to see the sights today? – Well, as a matter of fact, I'd rather take it easy today, if you don't mind.

How shall we go? – Well, personally I'd rather walk than go by bus.

Approval

That was a good party last night, wasn't it? – We had a nice day on the river.

That's an attractive little cottage, isn't it? – Yes, you are right.

Enthusiastic Approval

The film was most exciting. The food there is really first-class.

He is an extremely talented man.

Disapproval

As with dislikes, a negative expression is often preferred to express disapproval.

We didn't have very nice weather on the whole.

This has been rather a bad year for business, I'm afraid.

Request Formulas

When we wish to get something, or to get something done.

- *Not polite:* Give me a coffee. I want a coffee.
- *Neutral:* Coffee, please. I'd like a coffee, please.
- *More polite:* Could I have a coffee? May I have a coffee, please?
- *Very polite:* I wonder if I could have a coffee, please?
- Would you pass me the salt, please? – Yes, here it is.
- Would you mind opening the window, please? – Yes, of course.
- Could I see you for a minute? – By all means.
- I wonder if I could speak to Miss Barnes? – Just a moment, please.

A. For Help

Would you come and help me? – Certainly.

Could you spare me a few minutes? – I'm sorry, but I'm really very busy just now.

Would you do me a favour? – Well, that depends what it is. (half-humorously)

B. For Permission

Do you mind if I smoke? – No, of course not.

Would you mind if I closed the window? – No, please do.

C. Expressing Request

Please give us your latest catalogue. (Would you give us your latest catalogue, please?
Or Would you mind giving us your latest catalogue, please? (I'd be obliged if you could give me your latest catalogue. Or Would you be so good as to give us your latest catalogue? Or I'd like you to give me your latest catalogue.)

Exercise 1. *Add some information & make up a small report and give a talk in class.*

Exercise 2. *Read the information & pick up the essential details in the form of quick notes.*

REQUESTING PERMISSION

POLITE FORMULAS

Asking for permission is a type of request. Grade the formulas below.

Not very polite, polite, very polite, extremely polite

Could I use your phone?

Sorry to trouble you, but do you mind if I use your phone?

Would you mind if I used your phone?

May I use your phone?

I'll use your phone, OK?

Can I use your phone?

I wonder if I could use your phone.

Exercise 1. How do you choose the right formula?

Does the other person have higher status than you (e.g. more authority or order)?

Is the other person a stranger, an acquaintance, a colleague, a friend or a relative?

(You don't need polite formulas with people you know well – it sounds sarcastic.)

Is your request going to cause the other person trouble or extra work?

Is the other person in a good mood or a bad mood?

Exercise 2. Which of the things are important in your country requesting something?

Smiling; friendly body language; eye contact; polite formulas; polite intonation.

D. For Information

Excuse me, could you tell me the way to the station? – Yes, it's not far from here.

Could you tell me the time, please? – Let me see. I make it about ten to eight.

I wonder if you could tell me what time the shops close here? – I'm sorry, but I'm a stranger here myself.



DON'T WORRY – JUST SMILE!

You don't speak the language? Don't worry, just smile! That's what the experts on communication skills are saying. It's easy to communicate when you travel abroad. Smile, look at people in a friendly way and point at things and people will understand you. Or will they? People in different countries request things in different ways.

- The British say *please* and *thank you* more than the Americans. When they buy something the British may say *thank you* two or three times during the conversation. The Americans say 'thank you' once.

- Americans always reply *You're welcome* after *Thank you*. The British sometimes reply *Thank you*, or sometimes do not reply.

- In Northern European countries (e.g. Sweden, Denmark, Norway, The Netherlands, Poland and Germany), people request things simply and directly and their intonation sounds like an English command.

- In Southern Europe, a smile, friendly body language and eye contact are very important when you're requesting something.

- In Asia, people sometimes give a very small bow and often look away when requesting something.

INVITATIONS – ACCEPTING INVITATIONS

Won't you come in? – Thank you.

Would you like to come to the theatre tonight? – Yes, I'd like to very much.

Would you care to have dinner at the Savoy tonight? – Yes, I'd love to.

Would you like to join me for lunch? – Yes, thank you. (I'll be glad to.)

I wonder if you would care to come on a picnic with us one day? – That'd be a great fun.

You must come and see our new flat. – I'd love to.

You must come and join us for dinner. Are you free? – I think I am. Thank you.

Please come and have a look round our plant, Mr. P.? – Thanks. I'd like to.

How about going to the theatre tomorrow? – That's a good idea. (Fine. Perfect.)

Would you care to go and see a football match? – I'd love to. Thank you. (I'd be delighted. I'll be glad.)

We are going to the stadium tomorrow. Will you join us? – No objections. (I don't mind. It's all right with me.)

Does it suit you? (Is it all right with you?) – That suits me perfectly.

We were delighted to have you with us tonight. – Thank you for a very pleasant evening. The pleasure was all ours.

How nice of you to invite me to the theatre. I enjoyed every minute of it. – Oh, the pleasure was all mine.

What are you doing tomorrow? – Nothing special. Why?

Would you like to join me for a hockey match? – I'd be delighted. Many thanks.

REFUSING INVITATIONS POLITELY

This is more difficult to perform with grace and courtesy. Expressions such as *I'm afraid* or *I'm sorry* will come in handy here. Some explanation for your refusal is often desirable.

Will you join us for dinner? – If you don't mind, I'd rather not. I've got a bit of headache.

Could you come to the cinema tonight? – I wish I could, but you see I have this wretched exam tomorrow.

Could you come to tea on Tuesday? – That’s very kind of you, but I’m afraid I’m rather tied up. You see....

Henry Fields: Hello, Miss Calvo. How are you enjoying your stay in England?

Carmen Calvo: I’m enjoying it very much, thank you.

He: By the way, what are you doing tomorrow afternoon?

She: Nothing special as far as I know.

He: Well, would you care to come for a ride in the country?

She: Thanks, I’d love to.

He: Fine. Let’s meet here about two o’clock, shall we? No, on second thoughts, I’ll come round and pick you up at your hotel.

She: That would be very nice. About two o’clock then?

He: Good. See you tomorrow.

She: Fine.

Remember. *When refusing something the tone must be rising.*

Could you come over to my place tomorrow morning? – Sorry, I’m engaged (busy) (Sorry, I’ve got some things to do. Sorry, I have a previous engagement. I’ve got an appointment.)

DIALOGUE

Sarah Tollard is British. She’s visiting Toronto on business. It’s Friday afternoon, she’s in meeting with Carol Davies.

- That’s it Sara. We’ve finished. Are you flying back to England tonight?
- No, actually, I’m not. I’m going *to stay for a few days*. I want to see the sights!
- Have you been up to the CN Tower yet?
- No, not yet.
- Oh, OK. I’m free tomorrow. I can show you around, if you like.
- *That’s very kind of you*, Carol. But it’s Saturday. I don’t want to take up your time....
- It’s no trouble. I’d enjoy it.
- Well, if you’re sure....
- Of course! Now, would you like me to *show you the sights*?
- *It sounds good*. I’d enjoy it.
- It’ll be fun. Is ten o’clock OK?
- Yes, *that’s great*.
- Have you been to the waterfront?
- No.
- I know a great restaurant. Shall we go there for lunch?
- Well, er...yes. OK.
- Fine. Let’s *meet about ten*.

Notice that Sarah refuses Carol’s invitation at first. She is being polite. She wants to make sure that Carol is being sincere and that it won’t be too much trouble for her. Refusing offers, invitations and suggestions several times before accepting is a British habit. The Americans do this too, but usually accept a second invitation.

Exercise 1. *Learn the dialogue by heart and carry it on with your classmate in class. Render the contents of the dialogue in Indirect Speech in English. Translate the dialogue paying attention to italic phrases.*

Exercise 2. Answer the questions.

1. Do you speak English slowly? 2. Do English people speak quickly? 3. Do you stop when you make a mistake? 4. Do you move your hands frequently when you're talking? 5. Do you sit still when you're listening? 6. Do you look at people carefully when you're listening to them? 7. Is it difficult to perform with grace and courtesy? 8. Do you accept any invitation at once? 9. Do you refuse an invitation at first? 10. Who always refuses invitations several times?

Exercise 3. Translate the words and word-combinations into your native language.

To decline (spurn) an invitation; to extend (issue, send) an invitation; to send out invitations; cordial (kind) invitation; invitation card; invitation to a party; admission by invitation only; formal invitation; informal invitation; invitation for bids; invitation to bids; invitation to tender; invitation to selected contractors; invitation to submit tender; invitation to treat; on smb's invitation; to send out invitations (invitation cards); invitation to send; invitation to dinner; invitation telex; invitational; to invite for; to invite over; invite to a meeting; invite attention; invited error; invited guest; invited paper (report); invited tendering; invitee; business invitee; invitee to a meeting (conference); business invitee; inviting; invitingly.

Exercise 4. Here is a reading and speaking activity on etiquette in Britain. Imagine you are in Britain. A friend of a similar age and background has invited you home for a meal.

When you go to their house, should you ...

- a. take some flowers?
- b. take some wine?
- c. take a special gift from your country?

When you arrive and meet the other guests should you ...

- d. introduce yourself to other guests?
- e. shake hands with all guests?
- f. wait to be introduced to other guests by your hosts?
- g. announce in a loud voice your name, job, and position in your company?

You would like to look round their house. Should you ...

- h. wait to be invited?
- i. ask if you can look round?
- j. go and look round without asking?
- k. pretend that you want to nose around on your own?

Some food is served that you really don't like. Should you say ...

- l. I'll just have a little bit of that, please?
- m. I'd rather not have any of that, thank you?
- n. I'm awfully sorry. I don't like that?
- o. Nothing, and just eat it?

In the days after the invitation should you ...

- p. write your hosts a thank-you letter?
- q. phone them to say thank you?
- r. invite them to your house or to a restaurant?
- s. not get in touch at all?

SUGGESTIONS

A. SUGGESTIONS & AGREEINGS WITH THEM

◀ **Let's go by bus, shall we? – Yes, O.K.**

Let's not stay too long. I'm feeling rather tired. – Oh, all right.

Let me help you with your things. – It would be very kind of you.

Thank you. (It's all right. I'll manage.)

Let's take a taxi, shall we? – Yes, O.K.

◀ **What about...? How about...?**

What about going for a swim? – I'd love to.

How about a drink, Derek? – That's a very good idea.

◀ **Think, suppose, expect.**

I think we'd better be going soon, don't you? – Yes, I suppose we had.

I don't think it's worth waiting here for her, do you? – No, frankly I don't think it is.

I expect you're rather tired after your journey, aren't you? – Well, yes, I'm rather.

◀ **You'd better. You'd better wear your overcoat. – Yes, I certainly will.**

You know, you'd better hurry up or you'll be late. – Good Lord, yes.

Look at the time!

◀ **Can I do it for you? – Yes, thank you. It's very kind of you.**

Shall I fetch you a glass of water? – Yes, please. (Do please. No, thank you.)

Why don't you contact them direct? – I will, thank you.

Please phone me (ring me up; call me up) at home (at the office). – Settled.

I'd like you to have it done today.

(Please make sure that it's done right away.)

B. SUGGESTIONS & DISAGREEING

Let's go to the fair. – I'm sorry, I'm very busy now.

Let's drop in here for a drink. – Well, I'm afraid I haven't got time just now.

Accepting & refusing offers choose appropriate replies for the sentences.

Accepting: Thank you. That's very kind of you. That would be (lovely).

Refusing: No, thank you. No, it's OK, thank you. No, don't bother.

Accepting: All right. OK. Thank you. I'll do it.

Refusing: No, that's all right. I can manage, thanks.

Some offers sound sincere & genuine, & some insincere or rude.

Exercise 1. Write (I'll accept the offer) when the offer sounds sincere, or (I'll refuse the offer) when it sounds insincere or rude.

1. I'll help you carry the cases. 2. Why don't you let us do the dishes tonight? 3. Would you like me to go to the shops for you? 4. I'll do it later. 5. Do you need any help? 6. Shall I make the coffee? 7. Look, come in and sit down. Leave it all to me. 8. Let me do it. 9. Can I help you across the road? 10. Can I help you with your luggage? 11. Can you help me do this? ... 12. Shall I fix a drink? ... 13. Let's go to the theatre? ... 14. Can you help me with my work? ...

TROUBLE

Phrases to use when you do not wish to put people into trouble.

Let me help you with that bag. – Oh, no, please don't bother. I can manage it all right.

I'll drive you home. – Oh, no, please don't bother. Please don't bother about me. I'll look after myself all right.

APOLOGIES FOR CAUSING TROUBLE & ANSWERS

Sorry to have bothered you with all these questions. – That's quite all right.

I'm sorry to cause you all this trouble. – It's no trouble at all, really.

I'm sorry to be such a lot of trouble. – Nonsense. You are no trouble at all.

I'm afraid I've been rather a nuisance. – Don't be silly.

Excuse me for interrupting you. – That's all right. What can I do for you?

Sorry, I hope I didn't hurt you. – Not at all. I'm very sorry. Never mind.

I'm very sorry, I won't be able to keep my appointment tomorrow. – It's a pity.

(What a shame. I'm so sorry. Too bad.)

SYMPATHY & CONSOLATION

What's the matter? – I'm just not feeling too well.

What's wrong? – Oh, it's nothing really.

I missed the bus, so we were late for the concert. – How annoying!

It rained all the time we were in Paris. – How awful!

I didn't manage to get a ticket. – Oh, bad luck.

Oh dear, I can't find my passport. – Don't worry. It's bound to turn up soon.

Oh dear, I've forgotten my umbrella. – Well, never mind. I don't suppose it will rain.

Exercise 1. Match the expressions with the definitions.

Expression	Definition
1. to see eye to eye with somebody	a. to be honest with someone
2. to look up to someone	b. to respect, admire someone
3. to look down on someone	c. to agree with someone
4. to look someone up and down	d. to feel that you are superior to smb.
5. to look smb. straight in the eye	e. to think that smb. is inferior to you
	f. to inspect someone.
	g. to judge smb by one's appearance

Exercise 2. Translate the sentences with the key word «invite».

1. Admission by invitation only. Everyone is cordially invited. 2. We invited them over to our place for a drink. 3. The questions from the audience are invited. 4. The hour invites. 5. I invite your attention to this side of the question. 6. The characteristics of this period invite our inquiries. 7. They invited applications for shares.

Exercise 3. Add some information & make up a small report and give a talk in class.

Exercise 4. Transfer the given information from the passages onto a table.

№	Activity			
	Notion	When	Where	Score
1.				

DIALOGUE «AT THE BOARDING-HOUSE»

- Hello there. Did you find the place for your interview?
- Oh, yes, I found it all right, thanks to your directions, but the man I was supposed to see wasn't there. He'd gone away on holiday.
- How annoying. That was too bad, wasn't it? Well, never mind, you didn't have to go all that far, did you?
- No, that's true. Did you have a good day?
- Well, in fact, I had some rather bad news today. I'm a timber agent, you know, and we'd been hoping to do business with a Canadian firm, but they're having labour trouble, so we had to cancel the order.
- What a pity. By the way, did you read about the train crash today? Thirty people injured.
- How dreadful! They shouldn't let things like that happen.
- Still, it might have been worse. No one was actually killed.

Exercise 1. Read, translate the phrases & make up sentences with them.

To afford (offer) consolation (attraction), to arouse (stir up) sympathy for, to display (show) sympathy for, deep (deepest, profound, great) sympathy, sympathy card, in complete sympathy with smb.'s cause; to win the sympathy of smb.; liking for; to feel drawn to smb., to express sympathy (with); out of sympathy; to seek smb.'s sympathy; to meet with no sympathy; to gain sympathy; a man of wide sympathies; in sympathy with smb.; to be out of sympathy with smb.; sympathy strike; sympathizer; to sympathize with; sympathetically; sympathetic audience; sympathetic consideration to take a liking to smb.; to cherish kindly feelings (for); one's sweetheart.

PHYSICAL APPEARANCE

We tend to notice the obvious things first (gender, race) than note attractiveness.

Physically attractive people are generally perceived better. Importance placed on physical appearance can be very damaging. It's what we do with that is very important.

Beauty is in the eyes of beholder.

Physical appearance encompasses all of the physical characteristics of an individual, including: body size, skin colour, hair colour & style, facial hair & facial features.

Body artefacts. Refer to our possessions & how we decorate ourselves & our surroundings. Clothing can convey social status or group identification. People seek out others who are similar to themselves in attractiveness, just as they seek out others who are similar to themselves in other characteristics.

Clothing & appearance are used to determine status, credibility & persuasiveness. Today's business dress ranges from traditional to casual & varies from company to company. Clothing is important to an organization's image: colour & style of clothing affect appearance.

Dress, grooming & personal cleanliness contribute to the morale of all employees and affect the image of a business company. During business hours & when presenting the Company, employees are expected to present clean & neat & tasteful appearance.

Employees are to dress & groom themselves according to the requirements of their job & accepted social standards. This is particularly true if the job involves dealing with customers & visitors in person.

Exercise 1. Add some information & make up a small report and give a talk in class.

PERSONAL APPEARANCE

General: *attractive, casual, smart, well-dressed, nice, neat, orderly, tidy, scruffy.*

She is attractive. She looks smart.

Face: *a beard, a moustache, glasses.*

He has (got) a beard. He's wearing glasses.

Hair: *long, blonde, short, dark, wavy, light, bald, curly, brown, grey (white), kinky, straight, thick, red, thinning, unmanageable.*

His hair is long. He's bald. He has (got) long hair.

Build: *(quite) tall, overweight, short, medium-height, slim, thin, average build.*

She is slim.

Age: *middle-aged, about 45, in her twenties, over 20, near 80.*

They are in their fifties.

Exercise 1. *Our first impression of people comes from their appearance. Look at the words below and write F for formal appearance, C for casual appearance.*

Loose clothes, tailored clothes, clean clothes, clean-shaven faces, match leather shoes, long, loose hair, styled hair, light colours, dark colours, beards, bare legs, polished shoes.

Exercise 2. *Do you agree with the statements?*

- I think formal clothes give you authority.
- A casual appearance is more relaxed and friendly.
- I feel more comfortable wearing similar clothes to people around me.
- I like to be different.

Exercise 3. *Which of the adjectives have a positive or a negative meaning?*

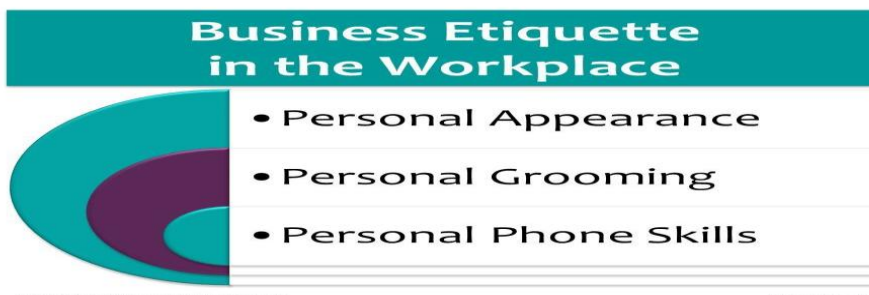
Shifty, shy, strong, confident, dishonest, determined, cold, sly, sexy, hard, modest, aggressive.

Exercise 4. *Answer the questions.*

1. In some companies employees can wear jeans on Friday. 2. Is this a good idea? 3. Are there formal rules about clothes / hairstyle in your country? 4. Do men usually wear suits and ties? 5. Do women often wear trousers at work? 6. Are habits changing? How?

Exercise 5. *Look at the list below & choose the five most important personal qualities & features.*

Sense of humour, interested in people, pleasant appearance, friendly, enthusiastic, loyal, confident, cooperative, punctual, honest, ambitious, reliable, patient, sincere, polite, considerate, affable, civil, courteous, courtly, mannerly, well-behaved, well-mannered, gauche, rude, civilized, cultivated, cultured, well-bred, nice, pleasing, agreeable, attractive, engaging, enjoyable, obliging, complaisant.



FEELINGS

Exercise 1. What reactions were you expressing? Choose words from the list below.

Jealousy, praise, criticism, anger, happiness, sympathy, humour, regret, relief, anxiety, concern, annoyance, sarcasm, kindness, boredom, embarrassment.

Exercise 2. Match the adjectives with the nouns in the previous exercise. There's no equivalent adjective for «praise».

Annoyed, concerned, regretful, relieved, angry, critical, jealous, kind, anxious, happy, sarcastic, bored, sympathetic, humorous, embarrassed.

Exercise 3. Responding compliments. You can respond to compliments in two ways. You can accept them with thanks or reject them. Read the dialogue.

- Are those new earrings? They really suit you.
- Oh, thank you. I just got them.
- That's a fabulous tie.
- Thank you. It's my favourite.
- I love your jacket.
- This old thing? I've had it for years.
- Lancelot? That's a nice name.
- Do you like it? I can't stand it.

Exercise 4. Read the text & try to understand it.

Compliments on physical appearance are difficult. Women will often compliment other women on their appearance (hair and accessories are the most popular choices), but men should be careful about complimenting women. Some women think such compliments are sexist, i.e. women are being judged on their appearance, not their abilities.

The situation is important, too. Compliments are not appropriate at a business meeting. The British think it is polite to reject compliments.

The Americans give compliments more often and accept them with thanks. In some cultures, any personal comments will cause embarrassment.

Exercise 5. Discuss the questions.

How do you feel about giving and receiving compliments?

Would you compliment your teacher? Your boss?

Exercise 6. How do you react when you are paid a compliment?

Do you accept the compliment and thank the person?

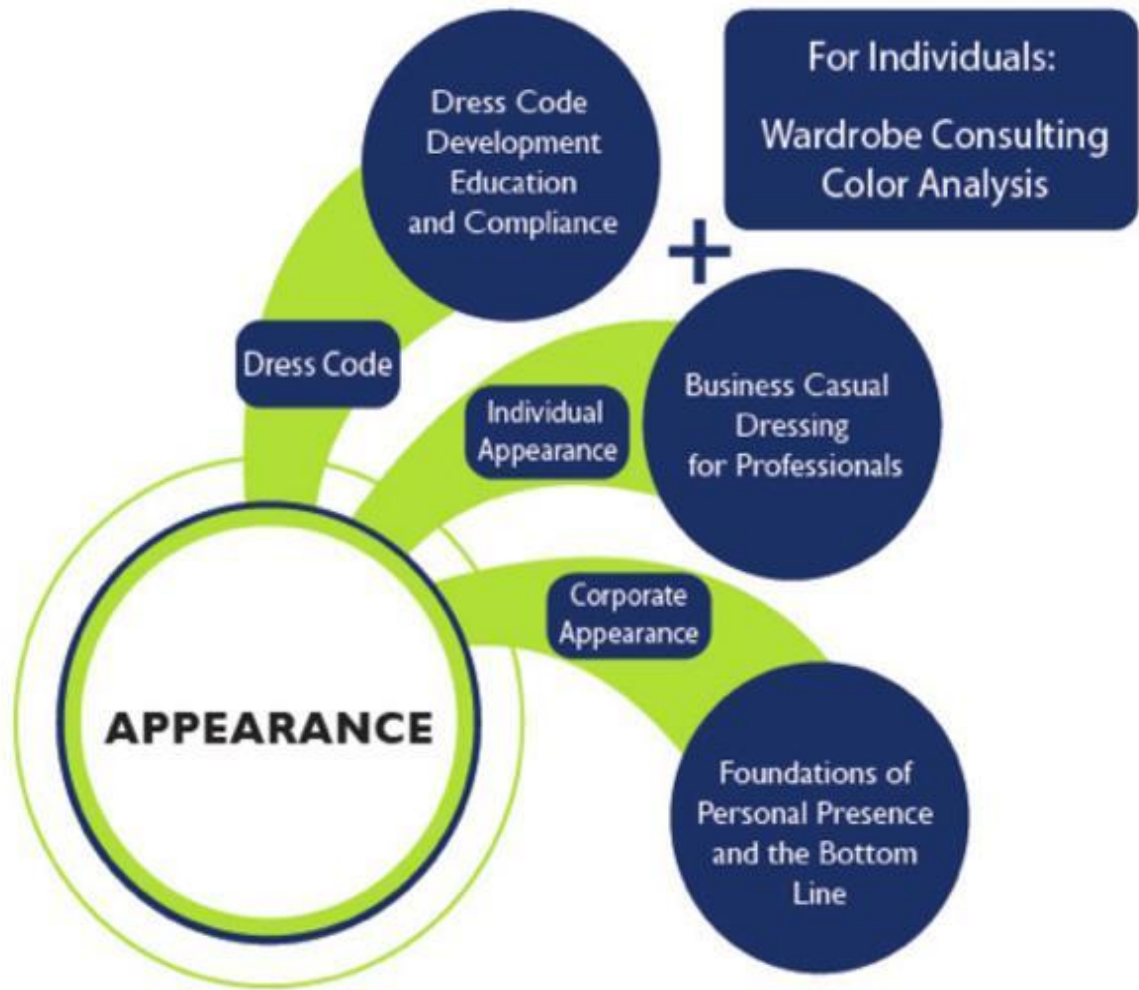
Do you reject the compliment and say something negative?

Exercise 7. Which of the things might you compliment people on?

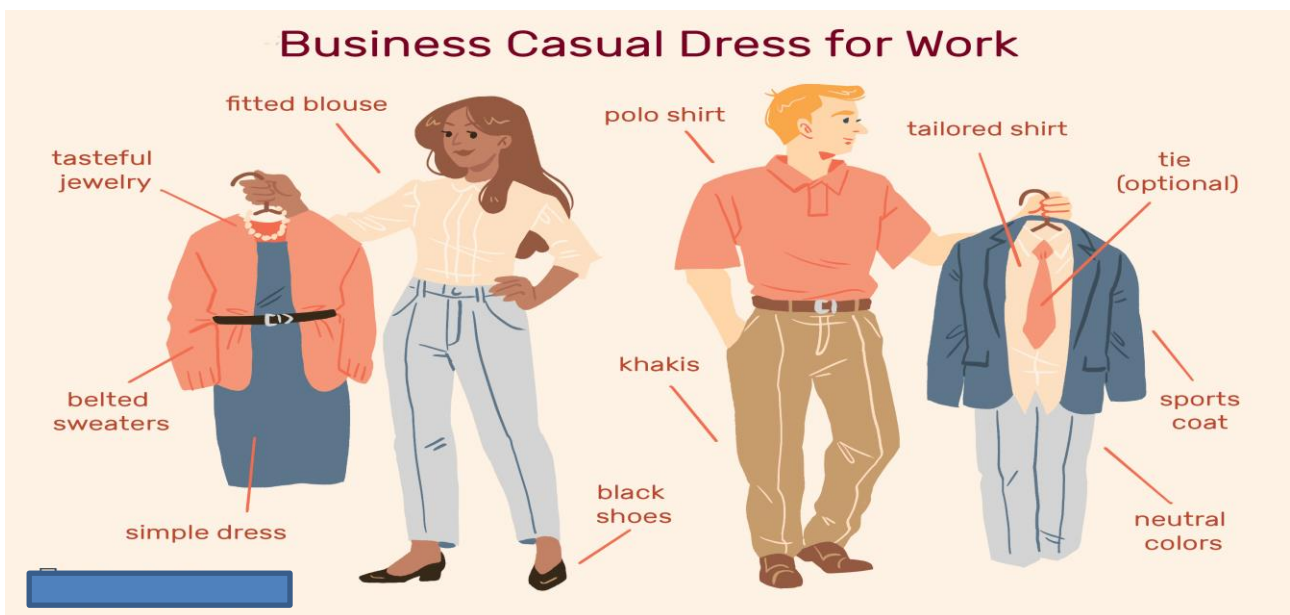
Men: tie, name, physique, jacket, car, watch, hair, after shave, glasses.

Women: lipstick, hair, clothes, eyes, jewellery, figure, name, & perfume.





Business Casual Dress for Work



SOCIAL CUSTOMS

CULTURE QUIZ

Exercise 1. Try to explain such culture customs. Find the answers below in part II.

1. If you're doing business with a German, you have to shake hands when you _____ .

- a) meet b) leave c) meet and leave

2. In the Middle East you have to give presents to business contacts _____ .

- a) in private b) in public c) every time you meet

3. If you're giving a present to your Latin American customer, you mustn't give _____ .

- a) cutlery b) food and drink c) a clock

4. If an Indian says "Come any time", he or she expects you to _____ .

- a) arrange a visit immediately
b) visit him / her the next day
c) ignore the invitation.

5. You can't do business in Muslim countries _____ .

- a) on Wednesdays b) on Fridays c) on Sundays

6. If an American nods his / her head, it probably means _____ .

- a) I understand b) Yes c) I'm interested

7. At a social occasion with an Indian client _____ .

- a) you can discuss business
b) you mustn't discuss business
c) you don't have to discuss business

8. If you're doing business in Thailand, you must _____ .

- a) shake hands firmly b) bow c) make sure you don't touch your head

9. If a Japanese person gives you their business card you have to _____ .

- a) take it with both hands and study it carefully
b) put it straight into your wallet or pocket
c) write notes about them on it

10. If you're in a pub in England you have to buy a drink _____ .

- a) for yourself
b) for everyone in the group you're with
c) for everyone in the pub

Exercise 2. Add some information & make up a small report and give a talk in class.

Exercise 3. Transfer the given information from the passages onto a table.

No	Activity			
	Notion	When	Where	Score
1.				

ACCEPTING CRITICISM

If someone criticizes you how should (shouldn't) you do?

Interrupt, blame someone, argue, offer to correct the problem, accept that it's your fault, listen carefully, ask for help make sure you understand what's wrong, apologize.

Exercise 1. Analyze the culture quiz.

How to be diplomatic.

- Say something positive before you say something negative.
- Introduce negative points with an apology.
- Indirect sentences sound better than direct sentences.
- Don't get straight to the point (but be careful of misunderstandings).

Exercise 2. Touching words. Look at the definitions.

Pat to touch or tap someone repeatedly in a gentle way with the open hand.

Stroke to move the hand gently backwards and forwards repeatedly.

Smack to hit someone (usually a child) with an open hand.

Slap to hit someone with an open hand.

Punch to hit someone hard with the firmest (closed hand).

Nudge to touch or push with the elbow to get someone's attention.

Pinch to squeeze tightly between the thumb and forefinger.

Tickle to touch the skin very lightly in order to make someone laugh.

Cuddle to hold someone close and lovingly in your arms.

Hug to put the arm on somebody.

HOW GOOD IS YOUR SOCIAL ENGLISH

1. Hello. How are you? 2. This is Stewart Edwards. 3. Did you have a good trip?

- | | | |
|---------------------------|-------------------------|--------------------------------|
| a) I'm very fine, thanks. | a) How do you do? | a) Yes, thanks. |
| b) Not too bad. | b) How are you? | b) Yes, of course. |
| c) Fine, thanks, and you? | c) Pleased to meet you. | c) Well, I had a few problems. |

4. Would you see me around?

- a) Yes, I will.
- b) Yes, I'd love to.
- c) No.

5. Do you want to buy any?

- a) Well, I'm interesting.
- b) Well, I'm interested.
- c) Yes, I want.

6. Thank you very much.

- a) Not at all.
- b) It doesn't matter.
- c) It was a pleasure.

7. Is Thursday convenient?

- a) What does it mean convenient?
- b) What does "convenient" mean?
- c) Could you explain me convenient?

8. Why are you learning English?

- a) For talking to my customers.
- b) For to talk to my customers.
- c) To talk to my customers.

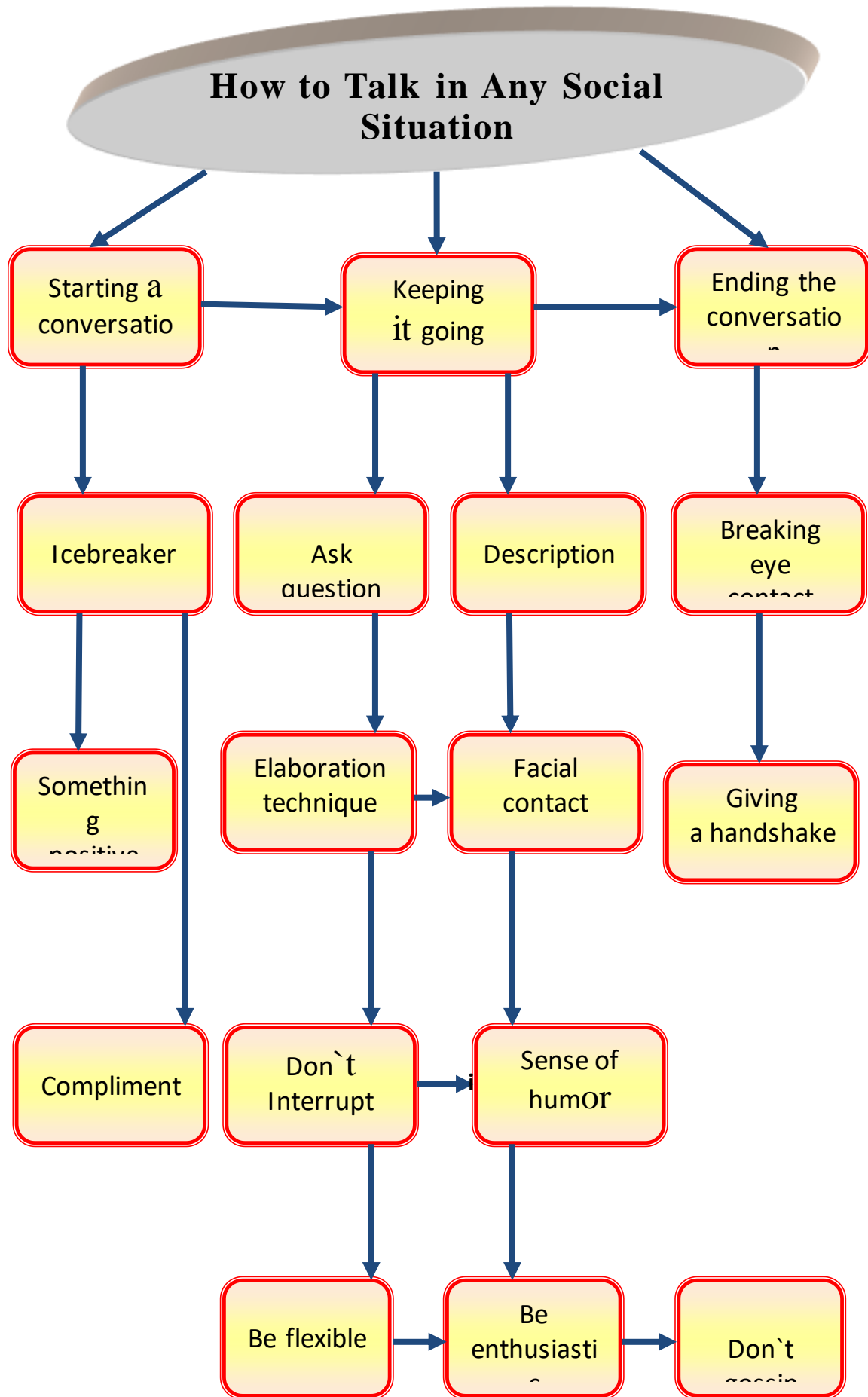
9. Would you prefer red or white wine?

- a) I don't care.
- b) I'd prefer red.
- c) I don't mind.

10. I'm terribly sorry about that.

- a) You're welcome.
- b) Don't mention it.
- c) Don't worry about it.

Exercise 1. Think of other examples of social English.



CULTURE QUIZ

1. You have to shake hands when you're coming or going in Germany, but in Britain you usually only shake hands when you meet someone for the first time.

2. You have to give your present in public in the Middle East to show it's not a bribe, but it's good manners to give your present in private in Asia.

3. You mustn't give cutlery in Latin America because it suggests that you want to cut off the relationship. You mustn't give food or drink in Saudi Arabia because it suggests you think your hosts aren't offering you enough to eat and drink. You mustn't give a clock in China because the Chinese word for clock is similar to the word for funeral.

4. *Come any time* means *I want you to visit me in India*. If you don't suggest a time and arrange a visit immediately, an Indian will think you are refusing the invitation. If an English person says *Come any time*, they will think you are bad-mannered if you start fixing a date.

5. Offices are usually closed on Fridays in Muslim countries.

6. Americans usually mean *Yes* when they nod their heads. An English person probably just means *I understand*, and an Asian is just showing interest.

7. It's a bad manner to discuss business at a social occasion in India.

8. In Thailand you have to shake hands very gently. It's not like America where a weak handshake can indicate a weak character. In Japan you have to bow when you meet someone for the first time but in Thailand you have to put the palms of your hands together in a prayer gesture. And you mustn't touch your head in Thailand. It's bad manners.

9. You must treat your contact's business cards with respect in Japan. You have to study them before you put them away and you mustn't write on them.

10. In an English pub, you have to take your turn to buy around: a drink for your group.

Exercise 1. Read the text *Keep Your Distance* and give some additional information on the topic.

Police officers in all societies always stand very close to people when they are interrogating them, and managers often stand close when they are trying to get information from their staff. Teachers sometimes do this with students, too! We all feel uncomfortable when someone stands or sits too close to us. We think of the space near our bodies as our territory. But what is "*too close*"?

All over the world, people in big cities stand closer to one another than people in small towns, and people in small towns stand closer to one another than people from the country. The idea of personal space changes in different countries.

In some parts of India people stay 60 cm apart. In Britain, Australia and North America personal space for most people is about 45 cm from the body. Researchers say it is 25 cm in Japan but only 20 cm in both Denmark and Brazil.

This difference can cause communication problems. Latin Americans and Asians often say that the British and Americans are cold and unfriendly. On the other hand, the British and Americans often see other cultures as too assertive and aggressive. In both examples, the problems are different ideas of personal space.

Exercise 2. Give your attitude to the main idea of the text.

Exercise 3. Analyze the information, which is in the highlight, and use it in practice.

Exercise 4. Add some information & make up a small report and give a talk in class.

Exercise 5. Think of different replies and match the replies to the right comment.

- + Yes, please. I'll have a gin and tonic.
 - + Yes, it is. I didn't expect all this traffic.
 - + It's very good of you but I'd like to walk.
 - + Cheers.
 - + That's right. I'm from Brazil.
 - + Cheerio, then. See you tomorrow.
 - + It's Emma Tanner.
 - + Yes it is, isn't it?
 - + Don't worry. I'll have an orange juice instead.
 - + The Sheraton. It's not far from here.
 - + Very good indeed, thank you.
 - + Thanks. They look delicious.
- a. It's an interesting conference, isn't it?
 - b. How is business?
 - c. Cheers!
 - d. Which hotel are you staying in?
 - e. Do try these sandwiches?
 - f. Sorry, I didn't catch your name?
 - g. Is this your first visit to London?
 - h. Do you fancy another drink?
 - i. Let me give you a lift back to your hotel?
 - j. I'm off now.
 - k. OK. You're from Africa, aren't you?
 - l. I'm afraid there's no more tonic water.

Exercise 6. Reflective listening means that you reflect the emotion that someone is expressing. Choose the response below, which uses reflective listening techniques.

- + That's it! I'm really fed up with this job.
- + You sound angry.
- + I wish I'd never come here!
- + I'm sorry to hear that.
- + I mean, why do I have to make the coffee for everyone?
- + You don't like making coffee.
- + The trouble is, I can't refuse to do it. I don't want to lose my job.
- + So you're worried about your job.
- + I mean, I've got good qualifications. It's just ... I shouldn't be making the coffee.
- + Anybody ever says 'thanks'.
- + So you feel they don't appreciate you.
- + That's right! I guess I should be more assertive.
- + In what way?
- + You know, I should explain my feelings to Mr. Smith.
- + You think that will make you feel better.
- + Yeah! I'm going to see him right now. Oh, and thanks for listening.
- + You've been a great help.

Exercise 7. Pay attention to the words.

Deduction – something that you work out from facts you already know. The skills of reasoning in this way. *It was a brilliant of deduction by the detective.*

Jump to conclusions – to decide that something is true without thinking about it carefully enough.

Speculate about / on something – to think about something without having all the facts or information.

Speculation – an act of speculating.

Exercise 8. Remember that.

- + Women talk more about feelings and relationships. Men talk more about things.
- + Men use fewer adjectives than women, and describe things in less detail.
- + Men ask fewer questions in conversation. Men rarely discuss their personal life.
- + Men tell more jokes. Women use more polite formulas than men.
- + Men interrupt more than women (three times more often).
- + Women more often smile when listening. Men more often frown.
- + Women are more attentive listeners (smiling, nodding, agreeing).
- + Women use a greater range of intonation than men.
- + Men ask others for help less often than women.
- + Men get to the point of the conversation more quickly than women do.
- + Men make more direct statements. They begin sentences with "It is...", "We will..."
- + Women make more indirect statements. They begin sentences with "I think...", "I hope..."
- + Men use more quantifiers (words like *all, none, every, always*).
- + Women use more qualifiers (words like *a bit, kind of*).

Exercise 9. Pay attention to some advice.

- + Don't interrupt.
- + Don't give commands or orders.
- + Make polite requests.
- + Use more eye contact.
- + Don't be afraid to ask for help.
- + Never shout or use bad language.
- + Never make sexist jokes or comments.
- + Don't be afraid to talk about feelings.
- + Don't talk about personal problems.
- + Don't apologize (unless you are wrong). Get to the point.
- + Don't allow people to interrupt you.
- + Be more assertive. Make more direct statements.
- + Don't feel hurt if co-workers disagree with you.
- + Don't speak too quietly.

Beware of telling jokes at the wrong time and on the wrong subject. Sexist or racist jokes have no place in any conversation. People telling jokes of this kind are saying a lot about themselves, and it will give others a bad opinion of them. Jokes kill conversation. Someone tells a joke. People laugh. The conversation has stopped. There is silence.

Exercise 10. Analyze the information, which is in the highlight, and use it in practice.

Exercise 11. Add some information & make up a small report and give a talk in class.

TYPES OF BEHAVIOUR

Speech	Aggressive	Submissive	Assertive
	Shouting	Quiet	Calm, polite
	Loud	Whinnying	Firm
	High pitch	Apologetic	Persistent
	Unreasonable	Hesitant	Controlled
	Threatening	Nervous	Clear and direct
	Rude		
Body language	Pointing	Hands together	Good eye contact
	Feet apart	Moving feet	Upright stance
	Waving arms	Looking down	Open gestures
	Folded arms	Looking away	Relaxed
	Hands on hips	Hand over mouth	Smiling
	Staring		Nodding
	Chin is forward		
	Standing too close		
Examples of phrases			
	You'd better...	Maybe...	I'd like..., I need ...
	If you don't... ..	I wonder if you'd mind ...	I feel...; let's...
	You should / ought ...	Sorry.... Excuse me....	Why don't we...
	Come on! I want...	It's my fault.	What do you think?
	I know my rights!	You know....	I understand.

DEALING WITH COMPLAINTS

- You should be calm and relaxed when dealing with a complaint.
- Let the person explain her / his problem.
- If they're angry let them talk until they've released their anger.
- Don't interrupt them until they have finished.
- Never lose your temper. Speak in a friendly, helpful way.
- Be sympathetic.
- Use attentive listening techniques. Take notes.
- Use reflective listening techniques.
- Offer to investigate the problem.
- If your company is wrong, admit it and apologize.
- Don't waste time defending your company, or blaming someone else.

- Never make excuses.
- Stick to the point. Don't make personal comments.
- Don't start an argument.
- Ask the person what they think the answer is.
- Explain what you're going to do about the problem.
- Make sure that you do it. Be friendly.

Exercise 1. Analyze the information, which is in the highlight, and use it in practice.

PERSONAL BEHAVIOUR

Many things can affect behaviour:

- Your mood.
- The people that you are around.
- Things that happen to you.

Stress and your physical condition also have a bearing on your behaviour. We are going to look at good, socially accepted behaviour and bad or out of control behaviour.

Here is a list of words that describe behaviour that is good in social situations:

- *Caring*: desire to help people.
- *Charming*: pleasant, delightful.
- *Considerate*: thinking of others.
- *Enthusiastic*: has strong feelings; ardent.
- *Excitable*: gets excited easily.
- *Faithful*: being loyal.
- *Funny*: causing people to laugh.
- *Kind*: thoughtful, caring.
- *Pleasant*: polite.
- *Polite*: exhibiting good manners.
- *Sincere*: being totally honest.
- *Thoughtful*: thinking things over.

For the **opposite kind of behaviour** words that refer to bad social behaviour:

- *Aggressive*: verbally or physically threatening.
- *Argumentative*: often arguing with people.
- *Bossy*: always telling people what to do.
- *Deceitful*: doing or saying anything to get people to do what you want.
- *Domineering*: constantly trying to control others.
- *Inconsiderate*: not caring about others or their feelings.
- *Irritating*: bothering people.
- *Manic*: acting just a little crazy.
- *Manipulative*: always trying to influence other people.
- *Moody*: being unpredictable; changing moods often.
- *Rude*: treating people badly; breaking social rules.
- *Spiteful*: seeking revenge; hurting others because you didn't get what you want.
- *Thoughtless*: not thinking about the effects of your actions or words.

The following words describe behaviour that is more personal in nature. The behaviour is not affected very much by the company or situation.

- *Active*: always busy with something.
- *Ambitious*: strongly wants to succeed.
- *Assertive*: being outgoing and confident.
- *Careless*: not being careful; rushing into things.
- *Cautious*: being very careful.
- *Conceited*: thinks he is better than others; arrogant.
- *Conscientious*: taking time to do things right.
- *Creative*: someone who can make up things easily or think of new things.
- *Curious*: always wanting to know things.
- *Docile*: submissive, does what he is told.
- *Extroverted*: very outgoing; confident.
- *Impulsive*: saying or doing things without thinking first.
- *Introverted*: keeps to himself, doesn't share thoughts and feelings.
- *Inventive*: thinks of new ideas.
- *Nervous*: very uncomfortable.
- *Passive*: does not argue; does as he is told.
- *Perfectionist*: wants everything to be done right and perfectly.
- *Pragmatic*: always sees the practical side of things.
- *Reserved*: keeps thoughts and feelings to himself.
- *Serious*: no-nonsense kind of behaviour.
- *Shy*: quite and reserved; lacking in confidence.
- *Trustworthy*: simply worthy of someone's trust.
- *Volatile*: changing moods very quickly.

MISCELLANEOUS WORDS

Here is a list of words that describe ***behaviour in general***. Following are some words that refer to ***good behaviour***: adaptable, brave, confident, cooperative, courageous, debonair, decisive, determined, generous, hilarious, honourable, kind, lively, pleasant, productive, protective, receptive, reflective, responsible, romantic, self-assured, sensitive, shrewd, unusual, witty, wonderful, zany, and zealous. The next list of words represents unruly or ***unacceptable behaviour***. They are: abrasive, abusive, angry, anxious, belligerent, boorish, cowardly, crazy, creepy, cruel, dangerous, defiant, erratic, finicky, flashy, flippant, foolish, furtive, guarded, jittery, malicious, mysterious, obnoxious, outrageous, panicky, secretive, strange, threatening, unsuitable, vengeful, and wary.

Of course there are many more words that can describe the way someone is acting. Behaviour changes as we get older, too, as priorities change and we gain wisdom. Hopefully the words that you are looking for were included on these lists.

Interacting with people is usually difficult and confusing. Fortunately, you can find only three main types of behaviors which people show once they interact with people. As a result, it makes plenty of sense to first learn these 3 behaviors; therefore that it could be easier to know and interact with every type of behavior that someone might show. The last known frequent type of behavior is named assertive behavior. Assertive people are typically direct, honest, empathic of others, confident and respect others and themselves.

Exercise 1. Read, try to understand the text and render your attitude to its contents.

PERSONALITY TEST

WHAT WOULD YOU DO IN THESE SITUATIONS?

1. You're walking along on a train when you knock over someone's coffee.

What would you say?

- A. I'm terribly sorry.
- B. It's your fault! That was a stupid place to put it.
- C. Sorry. Are you OK? I'll get you another one.

2. You arrive at the door of a department store at the same time as someone else.

What would you do?

- A. Say "After you".
- B. Say nothing, but walk through the door first.
- C. Say "Excuse me" politely, and then walk through the door first.

3. You walk into your office. A colleague that you don't know very well is crying.

What do you do?

- A. Say "Sorry", and leave the room.
- B. Sit down and say "You look upset. Would you like to talk about it?"
- C. Say "What's wrong? You're supposed to be working!"

4. You phone a colleague during the early evening about a work problem. They answer the phone and you can hear the sound of people talking. What do you say?

- A. Sorry to call you at home. Are you having dinner? I can call later.
- B. I want to talk to you about a problem at work.
- C. Sorry to bother you, but it is important. We have a problem at work.

5. Your company has a no-smoking policy, which you agree with. A visitor walks into your office and lights a cigarette. What do you say?

- A. You're not allowed to smoke here.
- B. Smoking causes cancer.
- C. I hope you don't mind, but I'm afraid we have a no smoking policy here.

6. You're in a hotel and the TV in the neighbouring room is very loud. You're trying to get to sleep. What do you do?

- A. Knock on the wall with your shoe and shout "Turn that noise off! I'm trying to sleep!"
- B. Knock on the door of the neighbouring room and say, "I'm sorry, but your TV's rather loud and I'm trying to sleep. Would you mind turning it down?"
- C. Call the reception and ask them to request your neighbours to turn their TV down.

7. You're having coffee in a restaurant with an acquaintance. The bill arrives, and your acquaintance takes it. What do you say?

- A. Nothing
- B. Thank you.
- C. Let me pay.

8. Your colleague has won \$10,000 in a lottery. What do you say?

- A. Congratulations! That's wonderful!
- B. I never win anything!
- C. Can you lend me \$100 until next month? I'll pay you back.

WHAT DO YOU TALK ABOUT?

HERE ARE THE TEN MOST FREQUENTLY USED TOPICS OF CONVERSATION.

HOW OFTEN DO YOU TALK ABOUT THEM?

The news / politics; health, diet, or exercise; sport; relationships / feelings; clothes; work / business; the opposite sex; music; your family; cars / mechanical things.

Note: *sometimes a speaker uses a rising intonation to check that listeners are following what the speaker is saying. This forces the listener to respond by making noises or eye contact or nodding. This technique is used more frequently in American English.*

Pausing

I. Camilla and Diana are neighbours Camilla thinks that Diana is very quiet and that she never has anything to say Diana thinks that Camilla never stops talking neither of them is right they just have different personal styles Camilla speaks quickly and leaves short pauses for responses while Diana expects longer pauses in conversation interestingly Camilla is American and Diana is British generally British listeners expect longer pauses than American listeners.

II. A woman from a small town in Arizona applied for a job in Washington DC at home everyone thought she was confident and friendly when she got to Washington people thought she was quiet and shy the problem was pausing in her home state people speak more slowly and they leave longer pauses for responses in Washington they speak faster and leave shorter pauses as a result she never had enough time for responses.

III. Brandon comes from New York City but he has just moved to Alaska people think he is very aggressive and rude actually he's a very pleasant and polite person like people in most big cities New Yorkers speak quickly with short pauses when Brandon is listening to Alaska's he begins speaking as soon as they hesitate or pause they think he is interrupting them.

Exercise 1. Put commas, full stops, and capital letters at the beginning of sentences.

Exercise 2. Conversation is a turn-talking process and it is more difficult when there are several people in a conversation. Look at these expressions for directing conversation, like a business meeting. Put them into three groups.

A. Including quiet people.

B. Stopping interruptions.

C. Keeping the conversation to the point.

▪ What's your opinion, Sam?

I haven't finished my point.

▪ May I continue?

Shall we continue?

▪ Let me finish.

Don't interrupt me. Let me talk.

▪ Let's get back to the point.

Are you agree or disagree?

Exercise 3. Translate the words and word-combinations with the keyword «strategy».

Global strategy; grand (long-range, long-term) strategy; military strategy; point (matter) of strategy; to adopt a strategy; to apply (pursue) a strategy; to map out (plan, work out) a strategy; information strategy; ethical strategy; strategy construct.

Exercise 4. Analyze the information, which is in the highlight, and use it in practice.

Exercise 5. Add some information & make up a small report and give a talk in class.

HESITATING STRATEGIES

Often we want to give ourselves thinking time before we answer a question, especially if we don't understand it! Here are four techniques.

Techniques

Pretend you haven't heard.
Repeat the question.
Use delaying noises.
Use - it depends.

Examples

Pardon?
You mean... what is ...
Well... Um ... Er ...
It depends.

Advantages

Simple –only one word to remember.
Lots of thinking time.
You can use them several times in the same sentence.
You will sound intelligent.

Disadvantages

Everyone does it.
Can you remember the question?
If you use them too often you sound stupid.
You can only use it when there is more than one possible answer.

NON-VERBAL COMMUNICATION

Do you stand too close or too far away?
Do you make too much eye contact or too little?
Are you relaxed?

Your voice

Do you speak too loudly or too quietly?
Do you speak clearly?

Conversation Skills

Do you interrupt too often?
Can you finish making your point without people interrupting you?
Is your speech too formal or too casual for the situation?
Do you take turns, or do you stay quiet, or do you dominate the conversation?
Do you show that you're listening attentively?

We don't always say what we mean, often because we want to be polite.

Exercise 1. Match the statements 1-5 to their real meanings a-e.

1. I've never understood Spiro Chemicals policy.
 2. The policy seems a bit unrealistic to me.
 3. Spiro is doing okay.
 4. I've nothing against the policy, but
 5. The results could be better.
- a) The company can't possibly get the results as it says it.
 - b) The results are extremely bad.
 - c) I think Spiro's policy is a total disaster and completely incomprehensible.
 - d) The company is not doing as well as it could, and should be doing a lot better.
 - e) The company policy is a disaster and needs changing.

Exercise 2. Answer the questions. Are you a good communicator?

Exercise 3. Remember social skills in conversations.

SOCIAL SKILLS AT TALKING

One of England's main phone company, says, *It's a good to talk*. (Of course! They make money every second we use the phone.) But just how are you at talking?

1. You and your best friend have an argument. The next day when you see him / her, what do you do?

- a) Immediately start the argument again.
- b) Pretend it never happened.
- c) Laugh and be friendly about it but explain why you argued with them.

2. You need to borrow a book from the library. It's urgent! You need it for an essay that was due yesterday. The library is shutting in two minutes. You have forgotten your library card. Now what?

- a) Cry; think about joining the French Foreign Legion.
- b) Explain everything that has happened to the librarian and ask if there is any way at all that you can borrow the book.
- c) Flatter the librarian's taste in clothes and ask if she used to be a model.

3. You ask someone whom you don't know very well a huge favour. What do you do?

- a) Drop one hint then give up.
- b) Get to the point immediately then keep on explaining why you need the favour.
- c) Chat a bit first then explain why you need the favour.

4. How do you speak when you are with your friends?

- a) Say what you think but keep a few thoughts to yourself.
- b) Say everything you think.
- c) Often say something different to what you're thinking.

5. While you are talking to your friends, which of the following do you usually do?

- a) Notice their facial expressions and body language.
- b) Stare at something behind them.
- c) Make sure you make eye contact all the time and your faces are very close.

6. While you are telling a funny story, your friend looks bored. What do you do?

- a) Stop immediately and ask what the matter is.
- b) Put a bit more energy into it and end the story quite quickly.
- c) Keep on talking.

7. When people talk to you, which of the following might they notice?

- a) You mumble, fidget, hide your eyes with your hair or give one word answers.
- b) You speak loudly, interrupt people, or don't listen properly to.
- c) You do none of the things in «a» or «b».

8. At the party when your boy (girl) friend / annoys you about something. What do you do?

- a) Tell them how you feel after the party.
- b) Refuse to speak to them for days.
- c) Tell them what the problem at the party is.

Exercise 1. Analyze the information, which is in the highlight, and use it in practice.

Exercise 2. Add some information & make up a small report and give a talk in class.

SOCIAL SKILLS

Social skills are the skills we have to get along with other people. Often we take our social skills for granted, without realising all the complicated skills we use when we interact with others. Some of these skills are very basic and simple, like saying hello and good-bye, or smiling and making eye contact when we see someone we know. Others are more complex, like the skills we use to negotiate in a situation of conflict with somebody.

Some people learn social skills easily & quickly, whereas others find social interactions more challenging, and may need to work on developing their social skills consciously. Social skills are important for resiliency for a number of reasons. People with good social skills are naturally more popular than their less socially adept peers, which means they have better supports to call on when experiencing difficulties in their lives. Also, well-liked people get more social reinforcement (messages from other people that they are worthwhile and okay), so they tend to have better self-esteem, which can also help them through tough times.

Developing social skills

Social skills are like any other kind of skill - they can be learned. How do you know if you need to improve your social skills? Ask yourself if you:

- Consider yourself a shy person.
- Wish that you had more friends but don't know how to go about making them.
- Often feel uncomfortable with other people.
- Find it hard to know what to say sometimes.
- Think of yourself as a 'loner'.
- Sometimes feel like there's nobody to turn to when you need support.

If any of these things are true, you may benefit from working on your social skills.

Basic social skills

The following is a list of basic social skills. Can you identify any areas where you might be able to improve? These are the simple skills involved in conversing and interacting with others on an everyday basis. They include:

- Making frequent eye contact
- Smiling when greeting people and talking
- Showing "confident" body language: an open, direct stance, not fidgeting or twisting.
- Basic politeness: saying please and thank-you, saying hello and good-bye, etc.
- Showing interest in others, e.g., asking how their day was, how they thought they went on an exam, etc.

Making conversation

These are the skills you use when talking to other people. They include:

- Taking turns when talking
- Listening and showing interest in what the other person has to say
- *Small talk*: being able to chat about unimportant things
- Nodding and smiling to indicate that you are following along
- Using humour
- Knowing when to disclose personal information and when not to

Exercise 1. Define the key points.

Exercise 2. Read the information & pick up the essential details in the form of quick notes.

Exercise 3. Explain building & maintaining friendships.

There are many skills involved in making and sustaining friendships. For example:

- Approach skills: being able to go up and start talking to someone who you don't know or don't know well.
- Sharing decision making, i.e., not always insisting on having one's way but negotiating about what to do, where to go, etc.
- Showing appropriate affection and appreciation.
- Maintaining contact, i.e., not expecting the other person to "do all the work" of keeping up the friendship.
- Being supportive, showing concern when your friend is having a hard time.
- Allowing distance and closeness. People need time apart as well as together.
- Thoughtfulness: *thinking ahead* about what might be a nice thing to do for your friend. **Empathy** means being able to put yourself into someone else's shoes and recognising their feelings. It is not the same as sympathy or "feeling sorry for someone". Empathy is responding in an understanding and caring way to what others are feeling. Empathic skills include:

- Noticing other people's feelings.
- Expressing concern at others' distress.
- Being able to recognise what someone else might be feeling in a given situation.
- Showing sensitivity to others' feelings when communicating. For example, being tactful when making critical comments (when criticism is necessary and/or appropriate).

Dealing with conflict

Social interactions do not always run smoothly. Conflict resolution skills include:

- ✚ Assertiveness or being able to say what you are feeling without being aggressive or getting personal.
- ✚ Negotiation skills: being able to discuss a conflict calmly and rationally and come to an agreement about a solution.

Exercise 4. Summarize the information briefly in English.

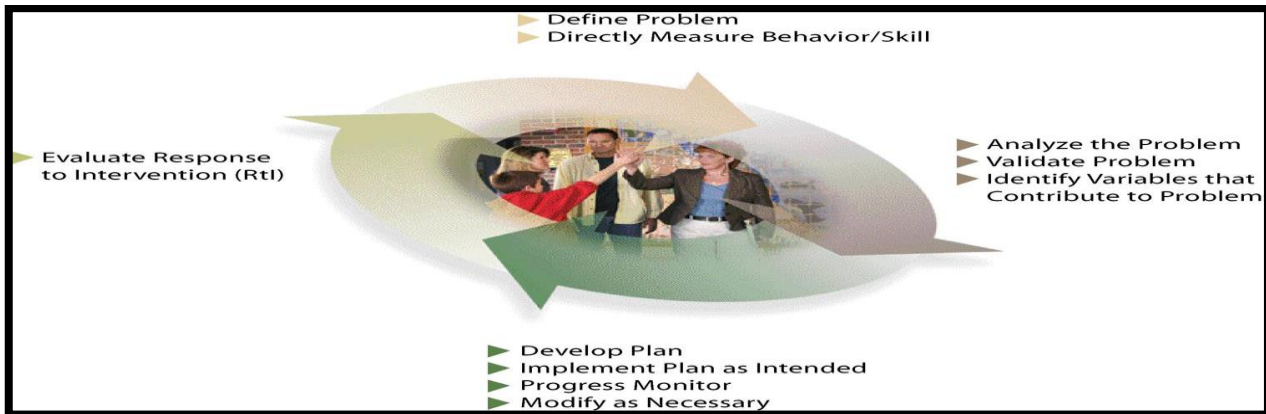
Exercise 5. Express your opinion of the statements.

1. Women tend to be less dominant in conversation than men. 2. A true conversation is like a sports event. 3. Young people are more prone to talk on the phone with their peers than with their parents.

Exercise 6. Translate the sentences.

1. Do you have to *clock in* when you arrive? 2. She doesn't like *working to deadlines*. 3. She is *on a work placement* with SFD. 4. There could be some *staff cutbacks* in the short term. 5. In our company there is now more *opportunity for promotion* than before. 6. My *application* was unsuccessful. 7. The successful applicant will have a *good track record* in accounting. 8. The job has no clear *career structure*. 9. He succeeded by application to his studies. 10. This is an application for job. 11. The accident *cut* short her *career*. 12. The court has had a *chequered career*. 13. The coach *careered across* the road and went through a hedge. 14. There were a lot of *highs and lows* in his career. 15. They did re-assessment of their career. 16. His career ended in disgrace. 17. This artist had distinguished career. 18. She risked her career. 19. The president launched his political career. 20. The ambassador gave up his diplomatic career.

PROBLEM SOLVING



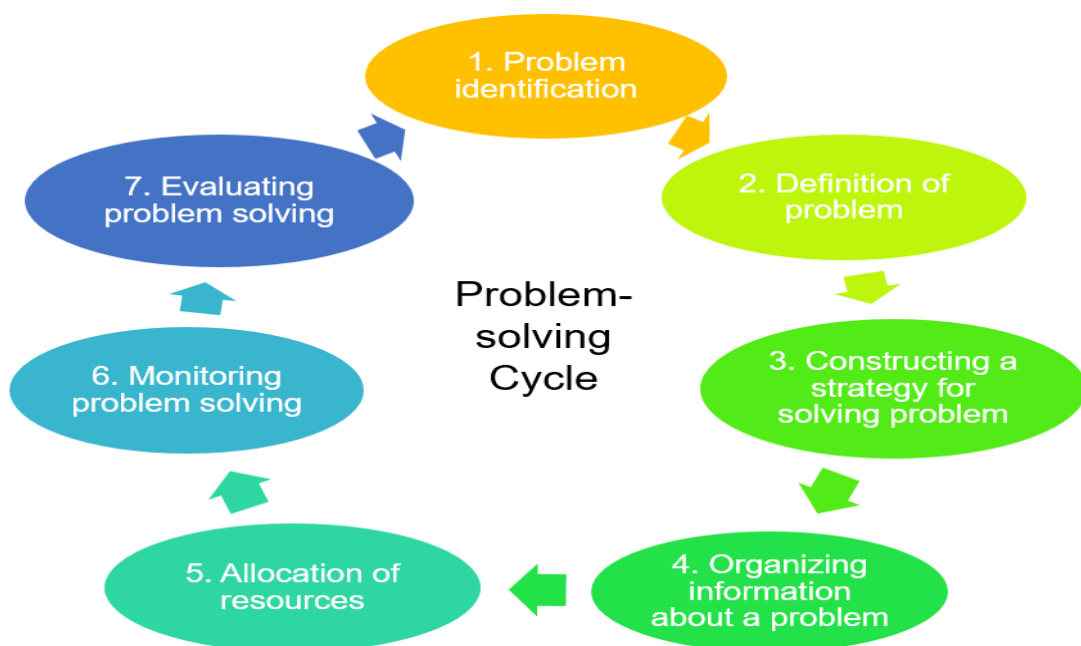
The purpose of the problem-solving process is to develop academic and behaviour intervention strategies that have a high probability of success. It provides a structure for addressing the academic and/or behavioural concerns identified by teachers or parents.

A problem-solving process requires full collaboration among a team of professionals along with parents to identify a specific, measurable outcome and to design research-based interventions to address the concerns.

The process includes ensuring interventions are implemented with fidelity according to their research base and student progress is monitored to determine the student’s response. Family engagement in the process is vital to ensure all information that might impact success is considered. The purpose of problem solving is to put in place a decision-making process that will lead to the development of instructional and intervention strategies with a high probability of success. The system must integrate the use of data, both to guide the development of effective interventions and to provide frequent monitoring of progress. The RtI in Practice section of this manual outlines the problem-solving process steps to be used by problem-solving teams.

Exercise 1. Comment on the given details about problem solving.

Exercise 2. Summarize the information briefly in English.



PROBLEM SOLVING IN ENGLISH

The people need English for their work, but they have problems.

1. Everyone at work has the same problem as me. We don't get enough opportunities to practice speaking English. I can watch quite a lot of English programmes on Finnish TV so my listening is quite good but I'd really like to speak more.

2. When foreign visitors come to our office, I can't understand them. I ask them to speak slowly, but it's still difficult. My English teacher says my pronunciation is difficult to understand too, but I think my main problem is listening. I need more practice.

3. I have a very busy working day and often I'm still in the office at eight or nine at night. But English is our company language so I have to learn it. I study for half an hour every night when I get home. The trouble is I'm not making fast enough progress.

4. "My teacher says people can learn a language at any age but I'm not sure that's true. My memory is the problem. I'm getting old and I find it difficult to remember new English words.

5. I'm nervous about speaking English on the telephone. It's difficult when you can't see the person you're talking to. There are lots of long pauses while I think what to say.

6. I have to attend meetings that are held in English with our suppliers. I know what I want to say but I can't find the right words. I often have to use ten words instead of one. My vocabulary is too small. I need to learn more words.

Match these solutions to the correct problem. Do you think they are good solutions?

- a. Before I make a call, I'm going to make a note of what I want to say. I can look up any words I don't know in a dictionary. I'll feel more confident.
- b. I'm going to get up half an hour earlier in the mornings and study English then. I think better first thing. It's *quality* time.
- c. I'm going to subscribe to cable TV. It's not going to be easy to follow the programmes at first, but the pictures will help me understand what's happening. My teacher thinks it's going to improve my pronunciation, too.
- d. I'm going to start reading more. There's an English newspaper I can buy that has some words translated. I'm going to start with that and I'll write down new words that look useful and test myself on them.
- e. I've got a book called *How to Improve Your Memory* and there are several good techniques in it. They're things like using rhymes and dreaming up funny mental pictures. I think I can use them in my English lessons. I'm going to review what we learn more often.

Basic communication script

I'm not a big fan of giving anyone the exact words to use during a confrontation. But you might face a situation in which you need a few words to get you started in the right direction. Here is the basic script: "When you say ... I think (feel)... I wish you would" When responding to your partner's opinion, say: "When you say that, I think (feel)... I do (don't) agree with you, because" The basic communication script is limited, but when you are attempting to overcome poor communication habits, you need an elementary method that ensures both of you are operating within the same system. Once you understand the basics, it will feel natural to say: "I feel bad because we're not talking as we used to. Can't we work on that?"

STEPS IN PROBLEM SOLVING PROCESS

Step 1: Identify and define the problem or situation. Good solutions depend on accurate identification of the problem at hand. Questions that should be asked at the beginning include "What is really going on here?" "What problems are we having?" "What exactly do we need to solve or do?" and "is there another deeper problem here?"

Step 2: Generate alternatives. Once the problem is clarified a number of possible solutions should be generated. To help bring forth ideas, questions and statements such as the following are usually helpful: "What can we do differently?" "What rules or procedures do we need to follow?" "Let's see how many ideas we can come up with". and "Are there still more solutions we can think of?"

Step 3: Evaluate the alternative suggestions. When alternatives have been specified, participants are asked to comment on them. The goal is to choose a solution that is agreeable to all. It is appropriate to ask for each proposal, "What do you think of this suggestion?" "What are its advantages and disadvantages?" "What problems does it leave unsolved?" and "if we try this idea, what do you think will happen?"

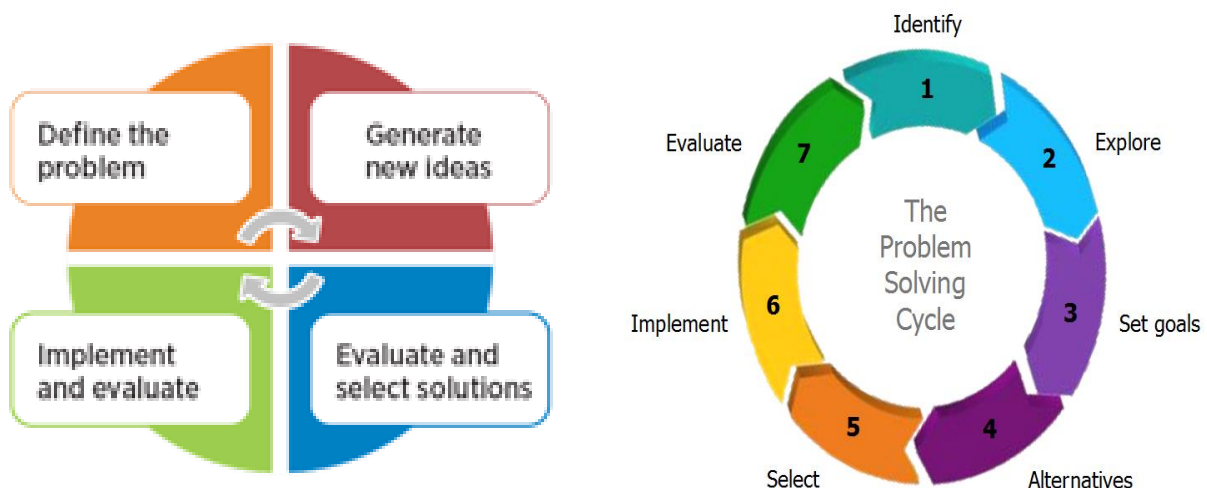
Step 4: Make the decision. After examining the alternatives, the one that seems to suit most people best is selected for trial.

Dr. Mac's suggested additional step: Practice the selected response through the use of role play. Arrange for the student to experience an approximation of the expected upcoming event. In repeated roleplays, have the student respond to variations on the expected situation in order to assist him/her in becoming more competent and flexible in the use of the selected action.

Step 5: Implement the solution. The trial solution is put into place with the understanding that it may or may not work as anticipated and that it can be changed if necessary.

Step 6: Conduct a follow-up evaluation. The results of the trial solution or decision are analysed and evaluated. Helpful questions include "Was this a good decision?" "Did it solve the problem?" "Is everyone happy with the decision" and "How effective was our decision?" If the solution or decision is judged to be satisfactory, it is kept in place. If unsatisfactory, a modified or new solution is proposed and put to the test.

Exercise 1. Analyze the contents of the information and try to understand it.



§ 4. WAYS OF COMMUNICATION

Appointment

If you and your partner are barely able to wave as you scurry past each other, I suggest you make an appointment to talk to each other. The appointment should be given the same degree of significant regular work appointment. Agree on a time, place and topics. Be prepared to move the conversation away from specific problems and into a discussion of your estrangement. But always keep the conversation as objective as possible. Avoid places where you can meet friends. And permit no interruptions. If it's uncomfortable at first, use notes to guide your discussion.

Bibliotherapy

This procedure is designed for couples who lie in stress. For each partner, it entails reading a section of a mutually enjoyable book and then discussing the contents and individual reactions. You can each read the same biography and then compare reactions, or read a relationship – enrichment book and talk about what parts of it apply to you.

Reading aloud

This technique is similar to bibliotherapy except that you read aloud to each other. The most cases you will have to begin the reading aloud with the hope your partner will eventually follow suit. If he doesn't, that's okay. You can still accomplish one goal: he will hear you speak with a kind, upbeat voice, a voice free from problems or complaints. You can start by reading an interesting section from a magazine or newspaper. If that's successful, you might read a few pages from a book night.

Active listening

This technique helps you demonstrate what you would like your partner to do when you are talking. The next time he begins to speak, drop what you are doing and listen. Do not speak any of your own thoughts or interpret what you hear.

Ask for repetition by saying

Please say that another way or, Say it again; I think I missed something.

Obviously, active listening won't last long if he says: "*Please pass the sugar*". It works best if he's explaining a problem he had at work or stating his opinion about a recent event. After several minutes, feed back what you've heard by summarizing his points.

Then ask him if your summary is accurate. To encourage him to listen to you, don't be afraid to say: "I just want to listen to me for a few moments. Could you please put the newspaper down?" Your active listening will increase the chances that he will ask you about yourself; you will get to express your opinions without fear of contradiction or, worst of all, being ignored. Many couples have found that active listening can spark spontaneity and increase the satisfaction of a conversation. The more you can control extraneous interruptions, the greater the success of active listening.

If active listening is successful, you will begin to feel a deep sense of tranquility during the middle and later stages of the process. This peace comes from two sources: your brain, which enjoys having the auditory channels stimulated without the static created by arguing or needing to think and respond with new information; and your mind, which relaxes when you immerse yourself in another's agenda. Active listening gives your ego defenses a welcome rest.

Passive questioning

Begin this technique by saying: "I'd like to ask you some questions. Is that okay?"

Even his yes is a connection, however small. Ask him about the particulars of whatever he's talking about.

If you can't be sincere in this questioning, don't do it.

Avoid sarcasm or questions that mask a confrontation. Also, avoid any question that stimulates disagreement or argument, and do not push the conversation in a particular direction. Passive questioning should be used only after both partners have contained any anger that might be present. You need a clear head in order to weigh evidence, sort through alternatives and project probabilities.

Exercise 1. Answer the questions.

1. Does the article deal with marital relationships or social communication? 2. Who is more responsible for good communication within the family: men or women? 3. What does basic communication script provide? 4. How many ways for communicating are suggested? 5. What for is appointment necessary? 6. How does bibliotherapy operate? 7. What goal may be achieved by reading aloud? 8. What does the technique of active listening help demonstrate? 9. What do you feel if active listening is successful? 10. How is it better to begin asking questions?

Exercise 2. Complete the sentences.

- Most men recognize the need for improved communication to be
- The first communication technique is to make
- You should keep the conversation as
- Bibliotherapy is designed for couples who
- Reading aloud is similar to bibliotherapy except that
- Many couples found that active listening can spark
- If it is successful you feel
- Active listening gives you
- In questioning you should avoid
- Passive questioning should be used only

Exercise 3. Agree or disagree with the statements.

- If your relationship is troubled, it is the male responsibility to improve it.
- It's quite possible to overcome poor communication habits.
- The appointment should be given a certain degree of significance.
- You always use notes to guide your discussion.
- Bibliotherapy gives little chance for communication.
- In reading aloud no problems or complaints arise.
- Active listening gives your ego defenses a welcome rest.
- Active listening is a useless technique as it disrupts feedback.
- You should avoid questions that stimulate disagreement or argument.
- Avoid sarcasm or questions that mask a confrontation.
- It's quite possible to educate good communication habits.
- It's quite possible to educate good communication skills.

Exercise 4. Analyze the information, which is in the highlight, and use it in practice.

Exercise 5. Develop the situations.

1. If your relationship is not stable, what techniques would you use to improve it? 2. You are going to face a situation directly, what would you start with. 3. What techniques would you offer to overcome poor communication habits? 4. You are a family therapist. What recommendations would you give your client to encourage his partner to listen to the problems of concern?

Exercise 6. Does this happen to you?

- + Do you interrupt people to correct their mistake?
- + Do you get angry when other people interrupt you?
- + If there is a pause in a conversation, do you feel embarrassed?
- + Do you say something to fill the pause?
- + Are you the first person to give an opinion in a conversation?
- + If you get bored by a conversation, do you change the topic, or remain quiet?
- + Do you like to be the centre of attention (the person everyone is listening to)?
- + Do you feel shy in a large group?
- + Do you notice when some people in a group are too shy to speak?
- + Do you try to include them in the conversation?

Exercise 7. Agree or disagree with the statements.

- + Being alone at times is absolutely necessary to everybody.
- + We are sometimes afraid of having time to think.
- + We get tired of meeting too many people.
- + Communicating with people is an art to be learned.
- + Reading is quite necessary for you.
- + You seldom visit your friends being fond of solitude.
- + Watching television influences human psychology.
- + In solitude new ideas come to us.
- + Reading is more useful than watching television.
- + Loneliness may result in depression and anxiety.
- + Being the only child in the family gives you more moments of solitude.

Exercise 8. Make up a dialogue to develop the situation.

You are the only child in the family but you do not regret about it as you enjoy certain benefits. Ask you friend how he spends his spare time and moments of solitude. Ask your friend how he likes to spend holidays. Ask your friends if they like visiting relatives and their friends; reading books and watching TV; listening music. Discuss the point of view: In solitude new ideas come to us.

Exercise 9. Be ready to give the information.

Why should we learn Business Etiquette?

Hints of being a successful businessman hints for a new employee	first 4 minutes of communication rules of introducing and addressing rules of greetings.
---	--

DIALOGUE

«LONELINESS MAY CREATE SERIOUS HEALTH RISKS»

Millions of Americans suffer from depression, anxiety and fatigue that are linked to loneliness, says a leading authority who tells how to cope with feelings of being alone.

Q.: Mr. Young, how widespread is the problem of loneliness?

A.: In one nationwide study, 22 percent of Americans said they felt "lonely and remote from other people." In another poll, taken by Psychology Today, loneliness was the most frequent problem mentioned. 38% of female and 43 % of male readers said they often felt lonely.

Q.: What is the difference between normal feelings of loneliness and a real loneliness problem?

A.: There are two ways to distinguish between normal and problem loneliness. One is by severity. Do your feelings of loneliness interfere with your ability to get enjoyment out of life? The other factor is length of time. Loneliness becomes a chronic problem if it lasts two or more years. Some people have a lifetime pattern of feeling lonely.

Q.: Is loneliness increasing in the United States?

A.: People who live alone tend to say that they are lonely more frequently than people living with others. Since surveys repeatedly show that an increasing number of Americans live alone, we can infer that the frequency of loneliness is increasing.

Q.: Who is at greatest risk for loneliness?

A.: Studies of different population groups show that teenagers and young adults have the highest degree of loneliness. One study found that over half of the people in this age group are lonely. One reason is because they are in a process of transition – separating from the parents. They're no longer feeling as close to their parents as they did when they were children, and they may not yet have developed very close, satisfying friendships with their peers. Some adolescents just have trouble making friends.

Q.: What are the major consequences of loneliness?

A.: We know that severe loneliness can lead to a variety of problems. One recent study showed that among divorced men, the death rate due to heart disease was twice the rate for married men. This suggests that living alone and feeling lonely may actually create serious heart risks. There are also psychological consequences. People who are chronically lonely are often less productive in their work lives. They feel that life is less satisfying and are prone to psychiatric disorders such as depression and anxiety. The majority of depressed patients I studied also reported feeling lonely.

Q.: When is a person so lonely that treatment is needed?

A.: Having feelings of severe loneliness for more than two years indicates that you're not just having a temporary adjustment to a new situation. There may be a serious psychological problem. Severe loneliness is often accompanied by depression. The symptoms of depression frequently include a persistent sad mood, low appetite, fatigue, low sex drive, withdrawal from people and sleep difficulties.

Q.: What is the best therapy for loneliness?

A.: This is a new area of research. In a therapy I've developed, the approach is to help people look at what they're doing that keeps them from feeling close to other people. One persistent problem for people who suffer loneliness is low self-esteem. The person is afraid to approach new people because he or she anticipates rejection before it's even happened. In other instances, lonely people may find someone, but then they keep a distance by not revealing much about themselves out of fear that once the other person, knows them well, they'll be rejected.

Q.: *How successful is therapy? How long does it take?*

A.: This treatment for loneliness is an adaptation of a technique called cognitive-behaviour therapy that we know is successful against many forms of depression. Length of treatment depends on the severity of the problem. For those trying to adjust to a new situation – someone who's recently divorced, for example – therapy may consist of once-a-week sessions over four to six months. For people who have experienced loneliness since childhood treatment can take a year or more.

Q.: *How can a person prevent loneliness?*

A.: The first thing is to learn how to be alone without feeling something is wrong. Many people avoid being alone at any cost. They're afraid they won't be able to handle it or that there's stigma in not being with someone. You can train yourself to enjoy being alone. It's healthy to do things on your own, part of the time. Most important, you have to develop a circle of friends. Participate in activities – sports, cultural events, social gatherings – because that's how you meet people. Don't wait for other people to make the first move.

Be aggressive in seeking out friendships and keeping them. For some people, pets and television may ease some of the loneliness, but they can also keep a person turned inward and interfere with developing new friendships.

Exercise 1. Develop the situations.

1. *You are a psychologist. A client comes to you for advice as he sometimes experiences loneliness. You ask him some questions in order to find out whether he is a sociable person. Ask your client:*

- if he is fond of being with others.
- if he prefers to travel alone.
- what his reaction is when he is invited to the party.
- if he has got a lot of friends.
- if his friends can be substituted by music or films.
- if he would mind visiting a psychological training group.

2. *You are writing a scientific work on solitude. You have a chance to consult a professor of psychology. Ask him:*

- why solitude is necessary for a developing mind.
- why solitude is the force of creation.
- whom solitude is especially necessary for.
- how it is possible to use solitude at utmost.
- if self-analysis always brings knowledge of oneself.
- if it is useful to save few hours of freedom and solitude.

Exercise 2. Analyze the information, which is in the highlight, and use it in practice.

Exercise 3. Read the information & pick up the essential details in the form of quick notes.

Exercise 4. Pay attention to this topical vocabulary.

loneliness – одиночество *Syn. solitude*

to live in seclusion – жить в одиночестве, в уединении

solitude – одиночество; изоляция (о человеке) *Syn. loneliness, seclusion, solitariness*

lonely – одинокий; страдающий от одиночества

feel lonely – испытывать чувство одиночества *Syn. forlorn, lonesome, solitary, secluded, unaccompanied, lone* *Ant. accompanied, attended, escorted, protected*

forlorn – несчастный, брошенный; одинокий, покинутый *Syn. lonely, desolate*

lonesome – одинокий; томящийся одиночеством

The empty house seemed so lonesome. – Опустевший дом казался таким грустным и одиноким.

solitary – одинокий (без спутников); отшельнический; уединенный

a solitary passer-by – одинокий прохожий

solitary confinement – одиночное заключение *Syn. sole*

a solitary existence – одинокое существование

a solitary life – уединенная жизнь *Syn. secluded, retired, lonely*

secluded – уединенный; укромный *Syn. solitary, lonely*

retired – уединенный, отшельнический, скрытый (от глаз)

the advantages of a retired life – преимущества уединенного образа жизни

lone – а) одинокий, уединенный б) замкнутый

a lone house in the Berkshire moors – одинокий домик на Беркширских болотах *Syn. secluded, solitary*

a lone man – одинокий человек, отшельник

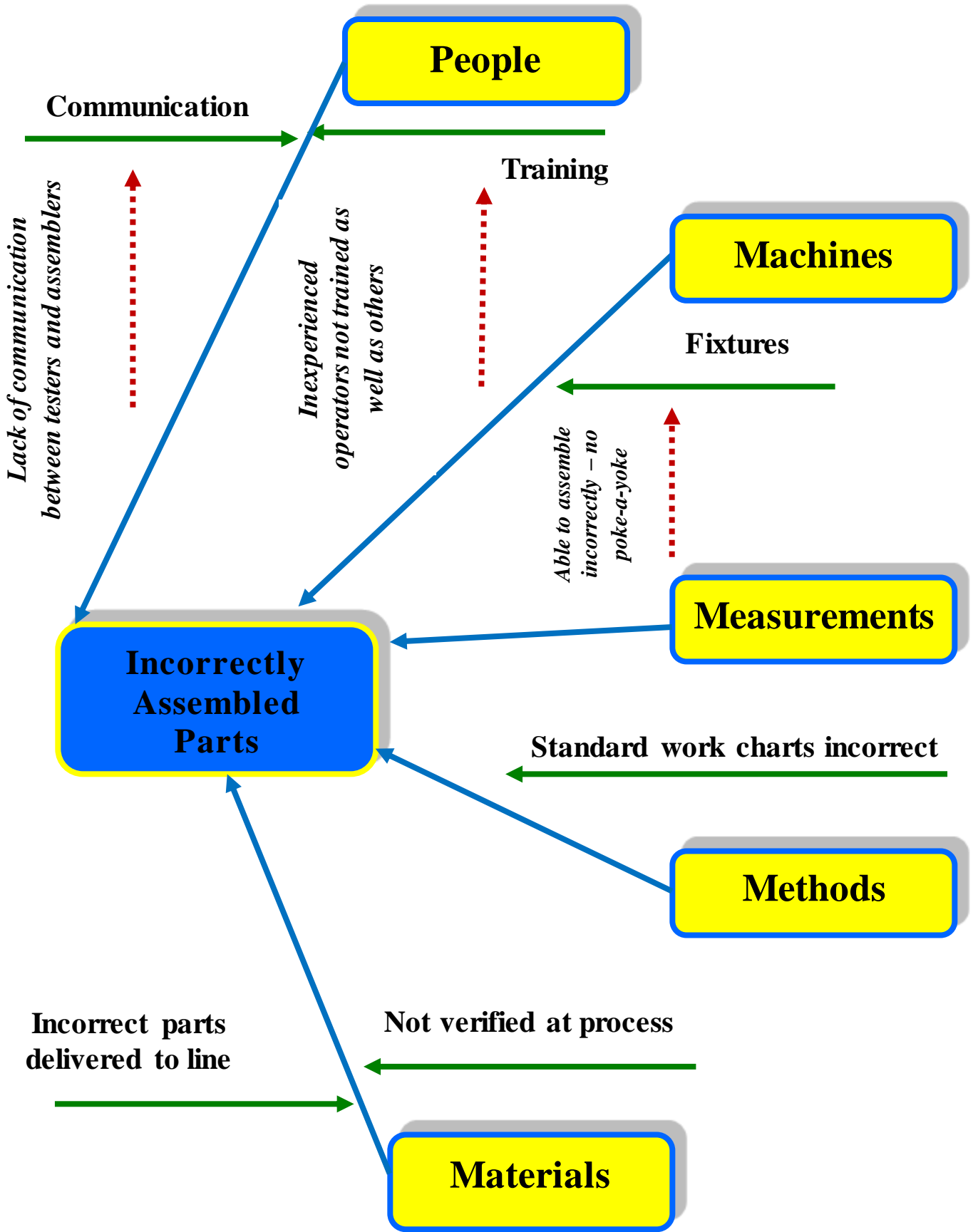
Exercise 5. Do you agree or disagree with the statements below?

1. If your posture is too stiff, you will communicate uptightness, while too loose a posture can communicate sloppiness and carelessness. 2. A hunched-over back communicates a lack of confidence and self-respect. 3. By simply straightening your shoulders and holding your head up, you can improve people's impressions on you. 4. All too often when someone is concentrating intensely or thinking about something, their face will show an expression that doesn't reflect who they are or what they are thinking about. 5. So if you are in the presence of others you need to be mindful of your facial expression at all times.

Exercise 6. Answer the questions.

1. Who is considered to be a good conversationalist? 2. What does an icebreaker mean? 3. What is the best kind of icebreaker? 4. What do people appreciate by conversation much? 5. What other remarks are good icebreakers? 6. What topics should be avoided in a conversation? 7. What should you talk about? 8. What kind of questions are you recommended to ask? 9. Why is description the best form of communication? 10. What does being a good communicator require? 11. What does approachability involve? 12. Are you a good (bad) communicator? 13. Are your friends good (bad) communicators? 14. Who is a person who is good at or fond of engaging in conversation? 15. Is Joan a brilliant conversationalist. He hadn't seemed much of a conversationalist. 16. Who is conversationist? 17. What are conversations on the problems of the day? 18. What is a scholarly social gathering held for discussion of literature and the arts?

Exercise 7. Add some information & make up a small report and give a talk in class.



Process of communication

WHAT IS LONELINESS?

As social beings, most of us feel the need for rewarding social contact and relationships. One common definition of loneliness is that it is the feeling we get when our need for this type of contact is not met. However, loneliness is not the same as being alone. You might choose to be alone and live happily without much contact with other people. Or you may have lots of social contact, or be in a relationship or part of a family and still feel lonely.

Loneliness is not feeling part of the world. You might be surrounded by loads of people but... you are still lonely. Loneliness can have a significant impact on your mental health. It can contribute to mental health problems, such as anxiety and depression. Having a mental health problem can also make you feel lonely. For example, your condition may mean that you find social contact difficult or that you find it hard to maintain friendships, or you may feel isolated because of stigma and discrimination.

What makes people lonely?

Loneliness has many different causes and affects people differently. Often people feel lonely because of their personal circumstances. But sometimes loneliness is a deeper, more constant feeling that comes from within.

Personal circumstances

Certain lifestyles and the stresses of daily life can make some people socially isolated and vulnerable to loneliness. There are many situations that might make you feel isolated or lonely. For example, if you:

- ✚ lose a partner or someone close to you
- ✚ go through a relationship break-up
- ✚ are a single parent or caring for someone else – you may find it hard to maintain a social life
- ✚ retire and lose the social contact you had at work
- ✚ are older and find it difficult to go out alone
- ✚ move to a new area without family, friends or community networks
- ✚ belong to a minority ethnic group and live in an area without others from a similar background
- ✚ are excluded from social activities – for example, because of mobility problems or a shortage of money
- ✚ experience discrimination and stigma – for example, because of a disability or long-term health condition, or your gender, race or sexuality
- ✚ have experienced sexual or physical abuse – you may find it hard to form close relationships with other people. Some people experience deep and constant feelings of loneliness that come from within and do not disappear, regardless of their social situation or how many friends they have.

Internal feelings of loneliness

There are many reasons people experience this kind of loneliness. You might feel unable to like yourself or to be liked by others, or you may lack self-confidence.

This may come from having been unloved as a child so that, as an adult, you continue to feel unlovable in all relationships. Or sometimes, consciously or unconsciously, people isolate themselves within their relationships because they are afraid of being hurt.

Loneliness, for me, is a side effect of the barriers I've put up over the years to protect myself from the world, and the world from me. If you experience this deeper type of loneliness, you may try to avoid being on your own and spend a lot of time socializing.

Or you may react in the opposite way, hiding away on your own so you don't have to face a world of people you feel unconnected to. You may also develop unhelpful habits, such as using alcohol or drugs, to escape your feelings of loneliness or to face social situations that you can't avoid.

Loneliness & mental health

How can being lonely affect your mental health?

Loneliness and social isolation can have a significant impact on your mental health. Studies have shown that people who are socially isolated experience more stress, have lower self-esteem and are more likely to have sleep problems than people who have strong social support. All of these things can have a negative effect on your general wellbeing. Being lonely can also contribute to mental health problems, such as anxiety and depression. Social isolation has also been linked to rarer mental health conditions like schizophrenia. If you are concerned that your feelings of loneliness are developing into a mental health problem, you may find it helpful to talk to your GP. Sometimes feeling lonely can feel so overwhelming that you have suicidal thoughts. If this happens, remember that you can pick up the phone at any time of night or day and talk to the Samaritans.

How can a mental health problem lead to loneliness?

There are many different reasons that having a mental health problem can make you feel lonely. Your mental health problem may affect the way you see yourself or you may feel lonely because of how other people see you. Mental health problems can often lead to low self-esteem and a poor self-image. This may be part of your mental health problem, or it may result from stigma or discrimination you have experienced because of your mental health. You may not feel confident that people want to have social contact with you, or you may feel that people don't understand you or see you as different or strange. This could lead you to avoid social contact and isolate yourself, making you increasingly lonely.

If you have a condition such as anxiety or a phobia, you may find social contact or leaving the house difficult. As a result, you may become socially isolated, leading to feelings of loneliness. Medication that you take for your condition can affect the way you see yourself. It may have changed your appearance or the way you communicate. You may have lost or put on weight, or your medication may make you feel drowsy.

Some medication can cause shaking or slurred speech and you may worry that other people will make incorrect judgments about you. Or you may have to avoid drinking alcohol and find it difficult to admit this to your friends.

All of this can have an impact on how confident you feel about meeting people socially, and cause you to withdraw from social contact. If you have a mental health problem, you may find that some people are reluctant to engage with you because of the prejudice they feel towards people they see as different.

You may have found that your friends stopped keeping in contact with you when they found out about your mental health problems or that the way they reacted made you question your friendships. This may mean you become less willing to trust other people, and you may start to avoid social contact with others.

You may find that people don't know how to react to you or what to say when you are unwell, perhaps because they don't understand your condition or because they are worried that they might make you feel worse. For example, if you were feeling suicidal, your friends may have been afraid that anything they said might have encouraged you to attempt suicide. This can make you feel that nobody understands you, and make you feel isolated and lonely. Sometimes your mental health problems can affect the way you interact with people or cause you to behave in a way that other people find difficult.

Your condition may mean that at times you lack inhibitions or you may find it hard to care for your appearance. You may have behaved angrily or aggressively during a period of mental ill-health, or falsely accused a friend of something, causing them distress. This could mean that it is sometimes difficult to make friends or maintain existing relationships. In these situations, it may be worth trying to have an open conversation with your friends so that they understand more about your condition and the way it can affect you.

Overcoming loneliness

How can I overcome feelings of loneliness?

For many people, overcoming loneliness is about increasing the level of social contact that they have with other people and there are different ways to do this.

However, if you experience feelings of loneliness that are unrelated to social contact, you may need to develop different strategies to help you overcome this. We discuss both types of strategy here.

Connecting with the world around you

The way I deal with loneliness is to go out and spend time outside, have a small conversation with the cashier as I pay for my things, phone my mum or see a close friend. For some people, feeling lonely is not about how many friends they have, but about feeling disconnected from the rest of the world. In this case, it can help to take small steps to feel more connected with the world around you.

Making contact with people you know can be a useful first step in helping you feel less alone. If you have friends or family, phoning someone, or sending a text or email, can help make you feel more grounded and remind you that there are people in your life. Sometimes just going outside for a walk and seeing other people in the street, perhaps saying hello to someone you know, can make you feel a bit better. If you are with other people or in a group situation, it can be easy to stay quiet or hide behind your phone. However, this can make you feel lonelier in the long run. Although it may feel difficult, joining in the conversation, even a bit, can often help you feel less isolated.

Making the most of social contact

If you are lonely, it can help to make the most of opportunities for social contact, however small. If you work, pick your children up from school, or have a friendly neighbour or shopkeeper, starting a conversation – or even just saying hello – can make you feel less alone. If you are out of practice talking to people, starting a conversation may seem daunting at first. If you find it hard knowing what to say, try asking people about themselves and what they are interested in.

If you don't get an enthusiastic reply, the main thing is not to take it personally. The other person may be having a bad day that is nothing to do with you or may feel shy too. You might get a more positive response from someone else.

Meeting people & making friends

For many people, meeting new people and making friends can help them overcome their feelings of loneliness. Many people meet their friends through their daily lives – for example, through work, their children’s schools or through people they already know.

But for people who do not work, or live away from friends and family, it can be difficult to meet new people. One way is through making links with people with shared experiences, values or interests. Think about something that interests you. This could be anything from walking or watching films to making model cars.

If you join a social group to do with something that genuinely interests you, you should find that you meet people who share your interests and get to do something you enjoy. You can find information about local groups, clubs or classes at your local library, in local newspapers or magazines, or online. I have joined groups and made new friends, very good friends, and met likeminded souls. I am creating connections and starting to engage with the world around me. Here are a few ideas:

- + exercise classes or walking groups;
- + social groups for lesbian, gay or bisexual people;
- + art, music or poetry groups;
- + church, religious and spiritual meetings and services;
- + dance classes;
- + gardening groups;
- + IT classes;
- + parent and baby clubs;
- + meditation groups;
- + political groups;
- + slimming clubs;
- + sports clubs;
- + voluntary organizations.

Meeting people online

For many people, the internet is a good way to connect with people and make friends. There are a huge number of forums, social networks and dating sites that can put you in touch with people you share interests with. Many strong and long-lasting relationships start on the internet, including many where people only ever meet online.

However, it’s important to use common sense when you’re online. You don’t always know who you’re talking to so you should think carefully about what information you want to share. It is a good idea to use well-known websites and never share bank details or personal information with people you don’t know.

Peer support

If you feel lonely because of a mental health problem, you may find that going to a peer support group could help. In a peer support group, people with mental health problems can share their feelings and experiences with people who have gone through similar things. In the UK, there are many local support groups for people with mental health problems, including at some local Minds. The internet can be a useful resource for peer support. There are many websites & blogs about mental health. Some organizations have online communities where people with mental health problems can discuss their experiences.

Learning to spend time alone

Reading about, and talking to, people who have shared experiences of mental health problems online may help you feel less alone.

I never feel a sense of loneliness when I'm at home. I have made my home into a warm, tranquil place where I feel safe and secure. It may be that, despite your best efforts, you do not succeed in achieving the social contact that you feel you need.

Or you may be someone who constantly seeks others out to avoid inner loneliness, and panics when left alone. In either case, it may be worth learning how to make the best of being alone and how to feel comfortable in your own company. Periods of time spent alone can be rewarding. Being on your own gives you a chance to do something that you enjoy or really interests you. This could be anything, from visiting a tourist attraction to cooking something from a more complicated recipe than you would usually use. Focus on the pleasure it gives you and the fact that being alone can be a positive thing. If you usually avoid being on your own, learning to be alone can be hard and may involve facing difficult feelings. However, having time to think and reflect on things when you're on your own can be positive. Techniques like yoga, meditation, or keeping a journal, can help you to relax and replace frantic activity with a calmer sense of yourself.

If you spend a lot of time alone, you may also find that having a pet, such as a dog or a cat, can also help reduce your feelings of loneliness.

Getting support

What other help is available? After living a life full of loneliness, I thought nothing could change. But after I started therapy, I realized things can actually get better, despite the neglect, abuse and mental health difficulties I suffered with.

You may find that, despite your best efforts, you are unable to get the social contact that you need or that you experience feelings of constant loneliness that you can't resolve by yourself. In these cases, a talking treatment, such as counseling or psychotherapy, may help. Talking to a therapist allows you to explore and understand your feelings of loneliness and can help you develop positive ways of dealing with them. If anxiety about social situations has made you isolated, cognitive behaviour therapy (CBT) may help. CBT is a form of therapy that focuses on how you think about the things going on in your life – your thoughts, images, beliefs and attitudes – and how this impacts on the way you behave and deal with emotional problems. It then looks at how you can change any negative patterns of thinking or behaviour that may be causing you difficulties. It has been found to be particularly effective for anxiety-based conditions, including agoraphobia and social phobia.

What can family and friends do to help? This section is for friends and family who want to support someone they know who is lonely. You may be worried that a friend or relative is lonely, perhaps because they are socially isolated or because someone has told you they are lonely. You may not be able to resolve this for them but there are things you can do to help. If you think, or know, that someone is lonely – after a bereavement or relationship break-up – a small gesture, such as inviting them for lunch, or even just saying hello, can make them feel less alone. If someone lives far away or you are too busy to visit, make whatever contact you can. Phone, email, text or Skype to let them know you are thinking of them.

Exercise 1. Read the text and give a short summary of it.

Exercise 2. Read the text Loneliness and translate it.

We humans are paradoxical creatures. We say we want life to be a certain way, but, aren't willing to do what we must to make it so. We long for connection and intimacy but demand degrees of independence and privacy. On the one hand, we are communal creatures. We live in a web of interdependence with one another. Few of us are truly self-sufficient. We need partners and housemates. We need family and friends.

We live in communities and share workloads. Most of us even dream of a soul-mate of some sort to whom we can unburden ourselves in times of stress, and with whom we can share ordinariness in times of calm. We are by nature storytellers who must recount our days and our lives in order to make sense of them.

For this we need listeners, but listeners who are genuinely interested in us as people. On the other hand, we are also solitary figures, physically independent of one another and ultimately and finally alone with our thoughts. There is so much that goes on inside each one of us, so much that we could now communicate to another even if we wanted to do so. We are not alone in wanting to preserve a little of mystery, to keep a few secrets to ourselves. We all have parts of ourselves we would prefer to keep private. At some level we are unknowable to others, solitary figures.

The sum of our essential selves will never be shared or communicated, only parts of the whole. The most intimate dimensions of our beings need solitude and the safety of privacy. The most social dimensions of our beings need sharing and contact and even love. It is a difficult balancing act. Loneliness is the result till balancing too far into privacy and independence. Loss of self and identity results from overbalancing into connection. Both possibilities can be frightening. There are some who see the ache of loneliness simply as the price of emotional safety.

It is easy to look at loneliness as something inflicted upon us by a cruel and unfeeling world. If we are alone and lonely, it is easy to fall into the self-pitying feeling that we have been mistreated by the universe, that it is our fate to never meet someone with whom we can bond. But that empty and frustrating feeling may be the fault of our need for solitude and protection working overtime.

Loneliness is at least partly a function of past hurts and slights. Every person experiences pain or betrayal. Whether it was an abusive parent, a lover who hurt us badly or a friend who betrayed us, we have all experienced these battering rejections and destruction of trust. No one likes being hurt. So we learn wariness and caution.

We become a little more careful about our friendships each time we get zinged. Even those of us who seem to form one bad relationship after another build a gradually hardening shell until one day this intimacy stuff loses its attraction. For a while we are fine on our own, maybe even feel free, until the demons find us. But when loneliness becomes a constant companion, it is calling us to look deeper inside, calling us to work on tearing down the walls that isolate us, whether self-built or outwardly imposed. In order to be loved, we must find ways to love. In order to find engagement, we must find ways to engage. The first step is to go inside our walls, inside ourselves and tend to our soul work.

If we do this the soul warms and grows until it expands through and beyond our suffocating walls of loneliness. Then we can start building the bridge towards others.

Exercise 3. Add some information & make up a small report and give a talk in class.

Exercise 4. Analyze the contents of the text Confident Conversation.

CONFIDENT CONVERSATION

A great conversationalist is someone who connects with people and makes them feel important. Usually starting a conversation means coming with an opening line or "ice-breaker". The best kind of icebreaker is one that is positive – after all, the last thing people want to hear from a stranger is how noisy the party is, how awful the food is, or how badly the party-goers are dressed.

A compliment is always a great icebreaker. It will usually be appreciated if you feel like saying to someone: "*You look great in that dress.*" People appreciate it when their taste is noticed. Any news event is a good icebreaker. The weather is another great opener. Many a relationship has begun with: *Wonderful weather we're having.* This is an obvious overture to a conversation, and how the other person picks up on it is a good indication of whether they are interested in having a conversation with you or whether it would be in your best interest to find someone more receptive to talk to. If you think the above two suggestions are tired old cliches, remember that a conversation always has to start somewhere. If you pitch in with something that isn't a nice, general, easy subject, your partner may feel intimidated. Other turns-off include being too nosy or too invasive.

Nobody wants to be pressed for the gory details, no matter how interesting it may seem to the other person. Talk about something you've just read in a magazine, an interesting fact you've heard, something about your pet, or even a joke you've heard.

Once you've got a conversation going, the best way to keep it going is by asking the other person questions that don't require just a *Yes* or *No* answer, or questions that show genuine interest on your part as you hear what they have to say.

Ask questions without becoming too intrusive. Choose the kind that will draw a person out – who, what, when, where and why questions. Once you hit on something you find interesting, keep asking questions in order to get the other person to elaborate on the topic as much as possible. Good conversationalists elaborate on the experiences they have had. Description is the best form of communication, because it keeps people's interest up and stimulates them. Use words to create images and paint pictures.

Being a good observer and reactor means being attentive and sensitive to the other person's cues, in both their facial and body language. Look for eye contact cues. If the other person is constantly looking away, he may be interested in something or someone else, in which case you can say: "You seem preoccupied." Take his cue and wind up the conversation and leave. Paying attention to a person's visual cues can tell as much as or even more than what they say verbally. If you want to make a good impression on people and maintain a good relationship, you need to give others respect enable them to feel important when they are around you. Being a good communicator requires having a good memory and remembering things about the other person.

If your memory is particularly bad you could always make notes. This works well with business associates and clients. Keep the notes in the file and look through them before calling up the person and when you know you'll-going to see him.

Often, if you have an approachable manner, people will respond to you and be attracted to you like a magnet. Approachability involves your body posture, gestures and facial expression. Be aware of how your behaviour might impact on someone who is lonely, and think about how you can be more supportive and encouraging.

Ending a Conversation

If you've started a conversation with another person and you're having difficulty in ending it, there are subtle signals you can send to the other person that will end the conversation without hurting the other person's feelings.

Breaking eye contact is a good way of signaling to the other person that you are ready to end the conversation. Assuming that you have maintained good eye contact throughout the conversation, looking off in another direction is a discreet signal that the conversation is about to end. Another way to signal that a conversation is coming to an end is to use transition words like *Well* or *At any rate*, or even statements like *"It was really nice talking to you"*. You may then want to recap all that was said. To recap, look at the other person and state key points that have been made – theirs and yours – and express your appreciation for their point of view.

Then you can add: *"I've already enjoyed talking to you. I hope we'll have another chat soon"*. Whatever you do, don't lie to the other person. If you are not interested in talking to them again, don't mention the possibility of a future meeting just to be polite.

That is hypocritical. Instead, you may finish by saying, *"Nice meeting you"*, and then leave. Finally, be sure to give the other person a good, firm handshake. The final impression you make can be just as important as the initial impression you made.

Exercise 1. Read the second part and render its contents in your native language.

Exercise 2. What about your personal performance in a conversation? Does it coincide with the author's suggestion? Do you think his advice is of positive character?

Exercise 3. Give synonymous phrases.

Waning art of conversation, restricting social rules, adult admonishing, to be stunned, to be outspoken, to stick to subjects, pleasures and pitfalls, to reveal feelings, to provide entertaining talk, to drift apart, inadequate talk skills, unwillingness, to build up, importance, to become bored, to keep from making friends, to form personal support network, to engage in public speaking, to develop communication skills, shortcomings, face-to-face communication, to make explanations about, to fail, to teach communication skills.

Exercise 4. Read the tips for maintaining a good conversation & take them into account.

✚ *Be aware* of your own body and facial language, which means making good facial contact when you speak and not invading the other person's space.

✚ *Don't gossip*. When you start gossiping, you run the risk of offending the person you are talking to because of their possible relationship to the person being discussed.

✚ *Cultivate a wide range of topics*. Keep up with current events by reading newspapers and magazines. When you are talking to someone you do not know very well, it is probably best to stay away from politics and religion or anything that is controversial.

✚ *Have a sense of humour*. Everyone enjoys a humorous story or joke but take care. Even though sexist and racist humour often gets a laugh or a chuckle, it's not worth the effect that the jokes may have. People may be offended and may think less of you.

✚ *Don't interrupt*.

✚ *Be enthusiastic*. Your enthusiasm allows the other person to feel you are interested in what they are saying.

✚ *Be flexible in your point of view*. You can certainly express your own views, but in a way that is not hostile.

Exercise 5. Try to explain in English what the words and word-combinations mean.

Communicator; icebreaker; gory details; facial and body language; to brand images; approachability; to hurt someone's feelings; to be enthusiastic about (over); communication gap; mass media; to attach a stigma to; eager readiness; eager desire; eager welcome; eager activity.

Exercise 6. Give Ukrainian / Russian equivalents for English ones.

Conversationalist; social gathering; to break the ice; to feel intimidated; to show genuine interest; to elaborate on the topic; to be attentive and sensitive; eye contact cues; to seem preoccupied; to make a good impression on, to maintain a relationship; communicator; approach-ability; lack of confident and self-respect; subtle signals; to cultivate a range of topics; sense of humour; to be offended.

Exercise 7. Describe the basic guidelines of a conversation with: a) a stranger at a social gathering; b) a boss at work; c) a person you would like to produce a good impression on; d) a business associate.

Exercise 8. Answer the questions.

1. Has there ever been a golden age of conversation in the US? 2. How did social rules interfere with male and female communication? 3. How did parents use to talk to their children? 4. Why is it difficult to restore conversation of the past times? 5. Why is it of higher quality today? 6. Do the young people talk today as freely as did at the turn of the century? 7. Who is more dominant in conversation now; men or women? 8. What does a true conversation resemble? 9. Do you agree that poor conversation is one of the reasons of generation gap? 10. Do people eagerly listen to other people's complaints or problems? 11. What advice do they hurry to offer? 12. What skills are important for conducting a good conversation? 13. Is it necessary to teach people these techniques? 14. Can you be encouraging about opportunities for social contact and find out what activities or groups there are in their area?

Exercise 9. Explain what we mean by the phrases:

a) a golden age of conversation; b) free-flowing talk; c) equal outing in conversation; d) face-to-face communication; e) communication skills; f) communication habits; g) art of conversation; h) to teach communication skills.

Exercise 10. Analyze the information, which is in the highlight, and use it in practice.



IS A GOOD CONVERSATION A DECLINING ART?

Many people unwittingly bore, irritate or mislead others. Why and what can be done to have more memorable conversations is explained in this interview by a leading authority on talk.

Q.: Professor Goodman, is the art of conversation waning in America?

A.: I would agree that there never was a golden age of conversation in the U.S. Even in the days before radio and television, good conversation probably was not all that common. Despite the visions we have of colonial times when people supposedly sat around parlors exchanging ideas, my guess is that most people then were just too busy surviving to have much time for free-flowing talk.

Social rules in past times also restricted what men and women said to each other, and children really were seen not heard. When parents did talk to children, it was usually a matter of the adult commanding, advising or admonishing. That's not conversation. At any rate, we don't know for sure what conversation was like back then because there was no voice recording. In many ways, conversation should be of higher quality today because the range of experience is broader and because we can hear others converse on television, radio and in the movies.

Q.: Does the conversation today differ from what might have taken place years ago in the United States?

A.: Take young people. If a young couple beginning their courtship at the turn of the century could by magic listen in on the conversation of a similar, couple today, they would be horrified. They would be stunned at the openness toward talking about such private matters as sex, religion and money. Women are no longer feel compelled to wait for a long pause before they express their ideas, although they still tend to be less dominant in conversation than men. Children are also far more outspoken. In contrast, people in decades past were more restricted in what they talked about. Their world was smaller, and they tended to stick to subjects that were more familiar to them. This was before the age of specialization, and people were on more equal footing when they talked to each other.

Q.: In your opinion, just what makes for a good conversation?

A.: A true conversation is like a sports event: its outcome is usually in doubt, not in terms of winning or losing, but in the sense that we don't know where it is headed.

Q.: Is the fact that parents and children are not on an equal footing in the conversation because of a reason for a generation gap?

A.: It's part of it. A lot of parents say to their teenagers, "Let's have a conversation." But the kids aren't interested because they know their parents often want only to interrogate or advise. They know that they don't have equal power. Yet those same kids will talk on the phone for hours with their peers.

Q.: Besides closed questions, what are some of the other talk tools that are overused?

A.: A common one is giving quick advice when hearing another's complaint or problem. You don't have time to really address those problems, so you rely on some quick motto: *Well, it'll all work out in the end* or *Keep your chin up*. Americans can't seem to have long conversations about personal matters without wanting to come to some instant solution much like the radio psychologists or the advice columnists. There's a tendency to go for the quick fix.

Q.: What skills are necessary to have a good conversation?

A.: You need to know how to gather information, how to guide someone how to give and get attention and how to demonstrate understanding – especially empathic understanding. You also need to know how to make explanations about people and things and how to disclose personal information about yourself in an appropriate way.

Q.: *Why are so many people deficient in talk skills?*

A.: For one thing, our education system has failed almost completely to teach these skills. We teach writing grammar, English composition and we teach public speaking, but we don't teach the pleasures and pitfalls of face-to-face communication. This is ironic because we talk to each other or engage in public speaking.

Q.: *How is society damaged by people's shortcomings in developing communication skills?*

A.: It keeps people from making and keeping friends who can form a personal support network that's vital to mental health. It really is possible to teach people techniques for exchanging help with family, friends and support groups. Inadequate talk skills also play a big part in the high divorce rate. Many couples simply don't talk to each other well enough. One of the big problems is the husband's inability or unwillingness to disclose as much as the woman – particularly, when it comes to revealing feelings. As for women, many allow themselves to be dominated in conversation too much.

For example, men interrupt women more than they interrupt other men. That can lead to bad feelings that build up over the years. Married couples also overlook the importance of providing entertaining talk to each other. In time, they can become bored and drift apart.

Exercise 1. *Read the dialogue and translate the phrases into your native language.*

Exercise 2. *Summarise the main idea of the dialogue in 10 sentences.*

To irritate; to mislead; unwittingly bore; the art of conversation; to develop communication skills; social rules; to be common; to admonish; to restrict; to advise; hack writer; to hack around; to hack out; to differ; to take place; to be far more outspoken; to stick to subjects; to be on an equal footing in the conversation; a generation gap; to be interested in smth.; to rely on; motto; to give attention; to get attention; to demonstrate understanding; to disclose personal information; to be deficient in talk skills; pitfalls of face-to-face communication; to engage in public speaking; to be ironic; to be vital to mental health; inability; unwillingness; to come to revealing feelings; to drift apart.

Exercise 3. *Give all suitable word-combinations associated with the word «conversation».*

Starting (ending) a conversation; to hold conversation; to make conversation; conversation piece; conversational; keeping it going; icebreaker; to ask questions; description; breaking eye contact; something positive; elaboration technique; facial contact; giving a handshake; compliment; don't interrupt; sense of humour; to chat up; friendly / nice / pleasant chat; let's have a chat.



EXERCISES FOR PLEASURE

I. Missing words – people's characteristics. Fill in the blanks with missing words.

Ambitious rude, strict, obstinate, sympathetic, intelligent, moody, immature, conceited (big-headed).

- John, is always telling people how well he plays the guitar. He is so
- Many girls of 16 and 17 are too ... to get married and have children.
- I see Dive's passed all his exams again. It must be wonderful to be so
- The trouble with Jane is that she is so One minute she is laughing, the next she is sulking. You just don't know where you are with her.
- One of the things I like about Pamela is that she is so If you have a problem you know you can go to her and she'll listen to you and try to help all she can.
- Mrs. Green's children are so They never say *please* or *thank you* and only last week I heard them swearing at the postman.
- My son is very He doesn't want to work in an office all his life. In fact he keeps telling me that one day he is going to be Prime Minister.
- My husband never sees my point of view. He has opinions and nothing I say will ever change them. He is so
- When I was a teenager, my father was very He would never allow me to wear make-up or have a boyfriend, if I went out with friends I had to be home by 10 o'clock.

II. Write down a synonym for each of the words on the left, choose from the ones from the right. Number 1 has been done for you.

- | | |
|----------------|---------------|
| ▪ sad | unhappy |
| ▪ amusing | evil |
| ▪ wicked | thrilling |
| ▪ hard-working | funny |
| ▪ stubborn | furious |
| ▪ curious | dreadful |
| ▪ polite | industrious |
| ▪ angry | reserved |
| ▪ exciting | well-mannered |
| ▪ terrible | inquisitive |
| ▪ shy | obstinate |

III. Choose the word, which best completes each sentence.

1. He is always telling me what to do. He is so
a) cruel b) bossy c) helpful d) charming
2. He wants to get to the top before he is thirty. He is very
a) tall b) ambitious c) intelligent d) industrial
3. John always arrives on time. He is so
a) careful b) boring c) punctual d) timeless
4. I was very ... for all the advice she gave me. a) glad b) grateful c) in debt d) pleased

IV. Words to describe temporary moods, states and feelings. Fill in the blanks with missing words. Use each word once only.

sympathetic	amazed	terrified	unconscious
depressed	offended	pregnant	embarrassed
drowsy	relieved	sober	desponded
homesick	faint	nostalgic	preoccupied
tense	upset	disgusted	disappointed
furious	listless	thrilled	weary
giddy	dejected		

I. 1. My father was ... when I told him that I had crashed his car. I don't think I have ever seen him so angry. 2. The boxer hit his opponent so hard that he was knocked 3. Alison was very ... when she heard that her mother had been taken to hospital. 4. When I first moved to Sweden I felt very... .. I missed Ukraine so much. 5. She was really ... when she heard that she had got the job. 6. I spoke to her, but she was too ... to notice me. 7. My sister was ... when her friend's dog started barking at her. 8. She was very ... when I told her that I had lost my job. 9. I felt really ... when my mother started telling my girlfriend about the strange habits I used to have when I was a child. 10. My husband was really thrilled when I told him that I was 11. You look ... , Alan. Cheer up! Things can't be that bad. 12. The sight of blood always makes me feel 13. Listening to "She loves you" by the Beatles made me feel very 14. She felt very ... when the doctor told her that it wasn't a cancer. 15. Lying in the sun made me feel very

II. 1. Amanda was so ... when she failed her driving-test, she had really set her heart on passing it first time. 2. The hotel room was so dirty that I felt thoroughly ... and complained to the manager. 3. My cousin was deeply ... when I didn't invite him to my wedding. 4. When we heard that he had passed the exam we were all 5. I hate the heat – it makes me so I just don't want to move or do anything. 6. He told me that his wife left him he felt really Life didn't seem worth living, and he even contemplated committing suicide. 7. I felt very ... before the interview. But once I actually started talking I began to relax. 8. Although he was perfectly ... when he arrived at the party, by 11.30 he was as drunk as everyone else. 9. When Mary refused to go out with him, John felt really 10. After walking for 6 hours we were so ... that we couldn't go on. 11. I always feel ... when I look down from the top of a high building.

V. Choose the correct variant.

- If a person is conceited, he or she is
a) careful b) shy c) big-headed d) suspicious e) crazy
- What is the opposite of "rude"?
a) certain b) impolite c) clean d) courteous e) successful
- To be *broken* is... ..
a) to be ill b) to be sad c) to be without money
d) to be without friends e) industrious
- Which of these words means *hard-working*?
a) flighty b) industrial c) job d) conscious e) industrious

VI. Find the opposites of the words in the second line. Choose from the ones in the first. Number 1 has been done for you:

Adjectives: harmless, generous, permanent, industrious, friendly, dull, daring, narrow-minded, real, horrible, gradual, keen (on), fortunate.

Opposites: harmful, lazy, broad-minded, timid, sudden, unfortunate, mean, wonderful, hostile, temporary, uninterested, exciting, imaginary.

V11. Give a synonym for each of the words in the brackets in the sentences. Choose them from the ones below.

Odd, cheeky, enormous, bashful, enjoyable, vital, attractive, unbelievable, big-headed, keen, obstinate, appalling.

1. He was one of the most (good-looking) men she had ever seen. 2. We had a really (pleasant) time in Brighton last week. 3. David is always telling people how good lie is at everything. He is so (conceited). 4. The play last night was (terrible). At least half the audience walked out in the middle of it. 5. There is something very (peculiar) about Mr. Brown's behaviour today. Didn't you notice? 6. Have you seen James and Sally's new house? It's really (huge). 7. He won't take my advice. He is so (stubborn). 8. I was always very (shy) as a child and hated going to parties or meeting new people. 9. My son loves school. In fact, in some ways he is too (enthusiastic), I mean, it's the only thing he ever talks about. 10. I think Martha is going to have a lot of problems with her children. They are so (rude) to everyone. 11. You must read this story – it's quite (incredible)! 12. Hard work and ambition are (essential) if you want to get on life.

VIII. Definitions-types of people. Fill in the missing words in the definitions below. Choose from the following ones.

Chauvinistic, illiterate, scintillating, gullible, vivacious, convivial, greedy, versatile, magnanimous, indefatigable, erudite, knowledgeable, bilingual.

1. A / an ...	person is someone who has a variety of skills and abilities and who is able to change easily from one sort of activity to another.
2. A / an ...	person is smb. who is friendly & fond of eating, drinking & good company.
3. A / an ...	person is someone who is very generous towards other people.
4. A / an ...	person is someone who always wants more than his or her fair share of something - especially food, money or power.
5. A / an ...	person is someone who is easily taken in or tricked by others.
6. A / an ...	person is someone who believes that the sex he or she belongs to (male or female) is better than the opposite sex in all ways.
7. A / an ...	person is someone who is unable to read or write.
8. A / an ...	person is someone who is fluent in two languages.
9. A / an ...	person is someone who seems to have so much energy that he or she never tires.
10. A / an ...	person is someone (usually a woman) who is full of life.
11. A / an ...	person is someone who has studied a lot and is very knowledgeable.
12. A / an ...	person is someone who is able to make clever, witty and entertaining remarks in conversation.

IX. Test yourself.

1. You hear an indistinct miow. Without looking around, how well can you place the cat?

- a) If you think about it, you can point to it.
- b) You can point straight to it.
- c) You don't know if you can point to it.

2. How good are you at remembering a song you have just heard?

- a) You find it easy, and you can sing the part of it in tune.
- b) You can do it only if it's simple and rhythmical.
- c) You find it difficult.

3. A person you have met a few times telephones you. How easy is it for you to recognize that voice in a few seconds before the person identifies himself?

- a) You find it quite easy.
- b) You recognize the voice at least half the time.
- c) You recognize the voice less than half the time.

4. You are with married friends. Two of them are having an affair. Would you detect this?

- a) Nearly always. b) Half the time. c) Seldom.

5. You are introduced to five strangers at a large social gathering. If the names are mentioned the following day, how easy is it for you to picture their faces?

- a) You remember most of them.
- b) You remember a few of them.
- c) You seldom remember any of them.

6. In your early school days, how easy was spelling and writing the essays?

- a) Both were quite easy. b) One was easy. c) Neither was easy.

7. You spot a parking place, but you need to reverse into it – and it's going to be a fairly tight squeeze.

- a) You look for another place.
- b) You back into it – carefully.
- c) You reverse into it without much thought.

8. You've spent 3 days in an unfamiliar village & someone asks you, which way is north.

- a) You're unlucky to know.
- b) You're not sure but given a moment you can work it out.
- c) You point north.

9. You're in a dentist's waiting room. How close can you sit to people of the same sex as yourself without feeling uncomfortable?

- a) Less than six inches. b) Six inches to two feet. c) More than two feet.

10. You're visiting your new neighbour, and the two of you are talking. There is a tap dripping in the background. Otherwise the room is quiet.

- a) You notice the dripping sound immediately and try to ignore it.
- b) If you notice it, you probably mention it.
- c) It doesn't bother you at all.

X. Describing people. Character and personality.

Exercise 1. Add some information & make up a small report and give a talk in class.

Exercise 2. Match the following adjectives 1-20 with the correct meanings to form complete sentences. People who are:

1. absent-minded	a) like to say how good they are at something
2. adventurous	b) have strong feelings and are easily moved by things
3. amusing	c) are rude and disrespectful, especially towards people like parents and teachers
4. bashful	d) are always trying to control others without worrying or caring about how they feel
5. boastful	e) deliberately try to hurt or harm others
6. bright	f) are very forgetful because they are too busy thinking about other things
7. calm	g) are sure of themselves and their abilities
8. cheeky	h) are easily tricked and tend to believe everything they are told
9. conceited	i) are very clever and learn things quickly
10. confident	j) hate having to wait for thin and are not very tolerant of other people's weaknesses
11. creative	k) are very interested excited about something and this shows in the way they talk or behave
12. domineering	l) are daring and always ready to take risks
13. down-to-earth	m) are always friendly and welcoming towards guests
14. emotional	n) don't get excited or nervous about things
15. enthusiastic	o) find it hard to accept understand new or different ideas
16. gullible	p) are very funny and make you laugh
17. hospitable	q) are very practical and honest
18. impatient	r) have a very high opinion themselves
19. malicious	s) find it easy to produce new and original ideas and things
20. narrow-minded	t) are shy and feel uncomfortable in social situation

Exercise 3. Discussion / Composition

1. From your experience, give examples from each of the five channels of nonverbal communication. Which of the five do you think is the most important? Why?

2. Demonstrate for the class gestures you find strange in other cultures or gestures of your own that have caused misunderstanding. What nonverbal behaviors tell you that someone is a stranger to your culture? Demonstrate non-verbal behavior that you think characterizes people from the United States.

3. Can nonverbal communication be taught? Support your point of view.

Exercise 4. Explain what you should do to: a) maintain solid relationships; b) exercise your memory; c) control your behaviour while conversing.

XI. Develop the situations.

1. *You are writing a paper on the theme: "Major Personality Characteristics" You experience some hardships in your research. You come to your scientific advisor to receive some explanations. Ask him:*

- if it is a correct trend to divide all people introverts;
- what is meant by personality traits;
- what he thinks whether a personality formation is genetically predisposed;
- what role the family plays in shaping a personality;
- how a social setting influences the personality development;
- at what age the personality character is formed.

2. *Your friend is sure that our mood and emotional state depend on the weather and horoscope forecasts. You are not inclined to believe in astrology but still you ask some questions on the subject. Ask him:*

- what his sign of zodiac is;
- what positive characteristics his star sign supposes;
- whom he is like in character: his mother or father;
- if he has got any negative traits;
- if he believes in horoscope forecasts partly or completely;
- what he does to match his star sign.

3. *You are making up a questionnaire in order to find out basic personality characteristics and categorize them. Ask your respondent:*

- how he feels in an unfamiliar situation;
- what helps him feel at ease;
- in what situation he feels shy and worried;
- what he considers to be the necessary qualities to feel comfortable everywhere;
- if he can describe the most pleasant situation in his life;
- what he experiences seeing beggars in the streets.

4. *Your friend has just come from England. He had a chance to study there for three weeks. He spoke with a number of the British people noted for their peculiar features. You are eager to receive information first-hand. Ask him:*

- how he would characterize the English as a separate nation;
- if they are as reserved as they seem to be;
- what relationships exist between different generations;
- what are the most distinctive features of their character;
- in what dwellings the British people live;
- why they prefer to live in cottages.

Exercise 5. Read the article on non-verbal communication by Melvin Schnapper and answer the questions after it.

There is a saying in the United States: *Your actions speak louder than words.*

1. What do you think this saying means? Can you give examples where actions speak louder than words? 2. When traveling or living in a foreign culture, have you ever been misunderstood because of your actions?

YOUR ACTIONS SPEAK LOUDER...

This article originally appeared in a Peace Corps publication. It was written to familiarize people who would live abroad with elements of non-verbal communication. Read the article in order to get a general idea of the categories of non-verbal communication. Then do the exercises that follow.

A Peace Corps staff member is hurriedly called to a town in Ethiopia to deal with reports that one of the volunteers is treating Ethiopians like dogs. What could the volunteer be doing to communicate that? A volunteer in Nigeria has great trouble getting any discipline in his class, and it is known that the students have no respect for him because he has shown no self-respect. How has he shown that? Neither volunteer offended his hosts with words. But both of them were unaware of what they had communicated through their non-verbal behavior.

In the first case, the volunteer working at a health center would go into the waiting room and call for the next patient. She did this as she would in America — by pointing with her finger to the next patient and beckoning him to come. Acceptable in the States, but in Ethiopia her pointing gesture is for children and her beckoning signal is for dogs. In Ethiopia one points to a person by extending the arm and hand and beckons by holding the hand out, palm down, and closing it repeatedly.

In the second case, the volunteer insisted that students look him in the eyes to show attentiveness, in a country where prolonged eye contact is considered disrespectful. While the most innocent American-English gesture may have insulting, embarrassing, or at least confusing connotations in another culture, the converse is also true. If foreign visitors were to bang on the table and hiss at the waiter for service in a New York restaurant, they would be fortunate if they were only thrown out. Americans might find foreign students overly polite if they bow.

It seems easier to accept the arbitrariness of language — that dog is chien in French or *aja* in Yoruba — than the differences in the emotionally laden behavior of non-verbal communication, which in many ways is just as arbitrary as language. We assume that our way of talking and gesturing is "*natural*" and that those who do things differently are somehow playing with nature. This assumption leads to a blindness about intercultural behavior. And individuals are likely to remain blind and unaware of what they are communicating nonverbally, because the hosts will seldom tell them that they have committed a social blunder. It is rude to tell people they are rude; thus the hosts grant visitors a "*foreigner's license*", allowing them to make mistakes of social etiquette, and they never know until too late which ones prove disastrous.

An additional handicap is that the visitors have not entered the new setting as free agents, able to detect and adopt new ways of communicating without words. They are prisoners of their own culture and interact within their own framework.

Yet the fact remains that for maximum understanding the visitor using the words of their language also must learn to use the tools of nonverbal communication of that culture. Nonverbal communication – teaching it and measuring effect – is more difficult than formal language instruction. Now that language has achieved its proper recognition as being essential for success, the area of non-verbal behavior should be taught to people who will live in another country in a systematic way, giving them actual experiences, awareness, sensitivity.

Indeed, it is the rise in linguistic fluency which now makes non-verbal fluency even more critical. A linguistically fluent visitor may tend to offend even more than those who don't speak as well if that visitor shows ignorance about interface etiquette. Because non-verbal cues reflect emotional states, both visitor and host national might not be able to articulate what's going on. While it would be difficult to map out all the non-verbal details for every language that Peace Corps teaches, one can hope to make visitors aware of the existence and emotional importance of non-verbal channels.

There are five channels: *kinesic*, *proxemic*, *chronemic*, *oculesic*, *haptic*.

Kinesics – movement of the body (head, arms, legs, etc.). The initial example from the health center in Ethiopia was a problem caused by a kinesic sign being used which had different meaning cross-culturally. Another example, the American gesture of slitting one's throat implying "*I've had it*" or "*I'm in trouble*", conveys quite a different message in Swaziland. It means "*I love you*".

Americans make no distinction between gesturing for silence to an adult or to a child. An American will put one finger to the lips for both, while an Ethiopian will use only one finger to a child and four fingers for an adult. To use only one finger for an adult is disrespectful. On the other hand, Ethiopians make no distinction in gesturing to indicate emphatic negation. They shake their index finger from side to side to an adult as well as to a child, whereas this gesture is used only for children by Americans. Thus, if visitors are not conscious of the meaning of such behavior, they not only will offend their hosts but they will be offended by them.

Drawing in the cheeks and holding the arms rigidly by the side of the body means *thin* in Amharic. Diet-conscious Americans feel complimented if they are told that they are slim and so may naturally assume that to tell an Ethiopian friend this is also complimentary. Yet in Ethiopia and a number of other countries, this is taken pejoratively, as it is thought better to be heavy-set, indicating health and status and enough wealth to ensure the two.

Proxemics – the use of interpersonal space. South Americans, Greeks, and others find comfort in standing, sitting, or talking to people at a distance which Americans find intolerably close. We give their unusual closeness the social interpretation of aggressiveness and intimacy, causing us to have feelings of hostility, discomfort, or intimidation. If we back away to our greater distance of comfort, we are perceived as being cold, unfriendly, and distrustful. Somalis would see us as we see South Americans, since their interface distance is greater still than ours.

Chronemics – the timing of verbal exchanges during conversation. Americans expect partners to respond to our statement immediately. In some other cultures, people time their exchanges to leave silence between each statement. To us it may mean that the person is shy, inattentive, bored, or nervous. It causes us to repeat, paraphrase, talk louder, and *correct* our speech to accommodate our partner. In the intercultural situation, it might be best for the visitor to tolerate and wait for a response.

Oculesics – eye-to-eye contact or avoidance. Americans are dependent upon eye contact as a sign of listening behavior. We do not feel that there is human contact without eye contact. In many countries there are elaborate patterns of eye avoidance which we regard as inappropriate.

Haptics – the tactile form of communication. Where, how, and how often people can touch each other while conversing are culturally defined patterns.

We need not go beyond the borders of our own country to see groups (Italians and black Americans) which touch each other more often than Anglo-Americans do.

Overseas, Americans often feel crowded and pushed around by people who have much higher toleration for public physical contact & even need it as part of their communication process. A visitor may feel embarrassed when a host national friend continues to hold his or her hand long after the formal greetings are over.

These five channels exist in every culture. The patterns and forms are completely arbitrary, and it is arguable as to what is universal and what is culturally defined. Of course, there is no guarantee that heightened awareness will change behavior. But the approach seeks to make people aware of an area of interpersonal activity which for too long has been left to chance or to the assumption that visitors to other countries will be sensitive to it because they are surrounded by it.

Exercise 6. Explain such definitions as Kinesics, Proxemics, Chronemics, Oculesics, Haptics.

Exercise 7. Remember that.

WHEN IN ROME, DO AS THE ROMANS DO.

- In France, you shouldn't sit down in a cafe until you've shaken hands with everyone you know.

- In Afghanistan you should spend at least five minutes saying hello.

- In Pakistan you mustn't wink. It is offensive.

- In the Middle East you must never use the left hand for greeting, eating, drinking, or smoking. Also, you should take care not to admire anything in your hosts' home. They will feel that they have to give it to you.

- In Russia you must match your hosts drink for drink or they will think you are unfriendly.

- In Thailand you should clap your hands together and lower your head and your eyes when you greet someone.

- In America you should eat your hamburger with both hands and as quickly as possible. You shouldn't try to have a conversation until it is eaten.

Exercise 8. Express your opinion of the statements.

1. Women tend to be less dominant in conversation than men. 2. A true conversation is like a sports event. 3. Young people are more prone to talk on the phone with their peers than with their parents. 4. Inadequate talk skills play a big part in the high divorce rate.

Exercise 9. Speak on:

a) the factors promoting high quality of conversation; b) reasons for a generation gap; c) empathic communication; d) communication skills; e) outcomes of couples' misunderstanding.

Exercise 10. Add some information & make up a small report and give a talk in class.

Exercise 11. Read the information & pick up the essential details in the form of quick notes.

WORLD GUIDE TO GOOD MANNERS

HOW NOT TO BEHAVE BADLY ABROAD

Travelling to all corners of the world gets easier and easier. We live in a global village, but how well do we know and understand each other? Here is a simple test.

Imagine you have arranged a meeting at 4 o'clock. What time should you expect your foreign business colleagues to arrive? If they're German, they'll be bang on time. If they're American, they'll probably be 15 minutes early. If they're British, they'll be 15 minutes late. And you should allow up to an hour for the Italians.

When the European Community began to increase in size, several guidebooks appeared giving advice on international etiquette. At first many people thought this was a joke, especially the British, who seemed to assume that the widespread understanding of their language meant a corresponding understanding of English customs. Very soon they had to change their ideas, as they realized that they had a lot to learn about how to behave with their foreign business friends.

British are happy to have a business lunch and discuss business matters with a drink during the meal; the Japanese prefer not to work while eating. Lunch is a time to relax and get to know one another, and they rarely drink at lunchtime.

The Germans like to talk business before dinner, the French like to eat first and talk afterwards. They have to be well fed and watered before they discuss anything. Taking off your jacket and rolling your sleeves is a sign of getting down to work in Britain and Holland, but in Germany people regard it as taking it easy. American executives sometimes signal their feelings of ease and importance in their offices by putting their feet on the desk whilst on the telephone.

In Japan, people would be shocked. Showing the soles of your feet is the height of bad manners. It is a social insult only exceeded by blowing your nose in public.

The Japanese have perhaps the strictest rules of social and business behaviour.

Seniority is very important, and a younger man should never be sent to complete a business deal with an older Japanese man. The Japanese business card almost needs a rulebook of its own. You must exchange business cards immediately on meeting because it is essential to establish everyone's status and position.

When it is handed to a person in a superior position, it must be given and received with both hands, and you must take time to read it carefully, and not just put it in your pocket! Also the bow is a very important part of greeting someone. You should not expect the Japanese to shake hands. Bowing the head is a mark of respect and the first bow of the day should be lower than when you meet thereafter.

The Americans sometimes find it difficult to accept the more formal Japanese manners. They prefer to be casual and more informal, as illustrated by the universal "*Have a nice day!*" American waiters have a one-word imperative "*Enjoy!*"

The British, of course, are cool and reserved. The great topic of conversation between strangers in Britain is the weather – unemotional and impersonal. In America, the main topic between strangers is the search to find a geographical link. "*Oh, really? You live in Ohio? I had an uncle who once worked there.*"

Exercise 1. Read the text and choose the keywords that best convey the gist of the text.

Exercise 2. Write out all phrases and words according to the topic.

INTERNATIONAL ETIQUETTE

"To have respect for ourselves guides our morals; and to have a deference for others governs our manners". Lawrence Sterne, Irish novelist & satirist (1713-1768)

Etiquette, or good manners, is an important part of our day to day lives. Whether we realise it or not we are always subconsciously adhering to rules of etiquette. Much of the time these are unwritten; for example giving up your seat to a lady or elderly person, queuing for a bus in an orderly fashion according to who arrived first or simply saying *please* or *thank you*. All are examples of etiquette; complex unwritten rules that reflect a culture's values. Etiquette accomplishes many tasks.

However, the one noteworthy function that etiquette does perform is that it shows respect and deference to another. By doing so, it maintains good interpersonal relationships. Ultimately, it could be argued, etiquette is about making sure that when people mix together there are rules of interaction in place that ensure their communication, transaction or whatever it may be goes smoothly. We all know when a lack of etiquette is shown. If someone jumps the queue, does not thank you for holding the door open for them or forgets to shake your hand, we naturally feel disrespected and perturbed.

International Business Etiquette

Keeping the above points in mind, now consider the complexities of working on the international stage. Modern business is global and demands people travel to foreign countries and mix with foreign clients, colleagues or customers. Each one of those cultures will also have their own etiquette rules, many of them unwritten.

When two or more different cultures mix, it is easy for small etiquette mistakes to be made that could have negative consequences. Just as you may have felt annoyed when a foreign businessman did not shake your hands upon greeting you, imagine how your Chinese client must have felt when you wrote on his business card or your Indian colleague reacted when you flatly rejected an offer of a meal. Sometimes, not understanding the etiquette of another culture means you show a lack of manners. This can and does lead to soured relationships, lost deals and in the end poor business results. International business etiquette manifests in many shapes and sizes.

Throughout the world people from different cultures have varying etiquette rules around areas such as personal space, communication, gift giving, food, business meetings and much more. For those wanting to make a good impression and understanding of international business etiquette is crucial. By way of introducing some of the key areas within international business etiquette we shall look at the following common areas:

Business Card Etiquette

When you exchange business cards (even if you exchange them) do you simply pass it over and forget about it? In many countries the business card has certain etiquette rules. For example in the Arab world you would never give or receive a business card with your left hand. In China and Japan you should try and use both hands to give and receive.

In addition it is always good etiquette to examine the card and make a positive comment on it. Whereas in the UK it may be OK to sling the business card into a pocket, in many countries you should always treat it with much more respect such as storing it in a business card holder.

The Etiquette of Personal Space

How close do you stand to people? Is it impolite to touch somebody? What about gender differences? In the Middle East you may get very touchy-feely with the men, yet one should never touch a woman. A slap on the back may be OK in Mexico but in China it is a serious no-no. Touch someone on the head in Thailand or Indonesia and you would have caused great insult. Without an appreciation of international business etiquette, these things would never be known.

The Etiquette of Gift Giving

Many countries such as China and Japan have many etiquette rules surrounding the exchange of business gifts. International business etiquette allows you an insight into what to buy, how to give a gift, how to receive, whether to open in front of the giver and what gifts not to buy. Great examples of gifts to avoid are anything alcoholic in Muslim countries, anything with four of anything in Japan and clocks in China.

The Etiquette of Communication

Some cultures like to talk loudly (US and Germany), some softly (India and China); some speak directly (Holland and Denmark) others indirectly (UK and Japan); some tolerate interrupting others while speaking (Brazil) others not (Canada); some are very blunt (Greece) and some very flowery (Middle East). All will believe the way they are communicating is fine, but when transferred into an international context this no longer applies. Without the right international business etiquette it is easy to offend.

By way of conclusion we can state that etiquette helps maintain good relations with people. When dealing with people from a shared culture, everyone knows the rules and there is not much to think about. Those that lack etiquette are branded as uncouth and rude. However, this is not the same when working on the international stage.

Someone may very well come across as being rude through a lack of etiquette but this may be because in their culture that behaviour is normal. As a result international business etiquette is a key skill for those wanting to be successful when working abroad.

Through a great appreciation and understanding of others' cultures you build stronger and longer lasting business relationships.

On a round the world cruise you're obviously going to visit a lot of different countries and experience a lot of different cultures, and read a few words about what we call international etiquette – being aware of the appropriate way to behave socially, in public. We'll give you specific advice when you're going on particular shore excursions, but I thought a few general words of advice now wouldn't go amiss.

Really, it's all about respect. A lot of you already know about visiting churches, mosques, and other religious buildings. It's important to wear appropriate clothes and cover up bare skin. Men should always wear shirts. Shorts are not a good idea for women – women should in general avoid showing bare shoulders, arms, or legs, and in mosques and temples you'll need to cover your head too.

In fact, when we're in Egypt, the Middle East, and Asia you'll also need to take off your shoes before you enter any religious building – outdoor shoes are seen as carrying all the impurities of the world. I wonder if any of you know about some other customs.

For examples, when we get to the Far East, from Singapore onwards, you should be particularly careful about your posture.

The soles of your feet, for example, are considered to be the dirtiest part of your body, and you should never point your foot at someone – so crossing your legs in public is not a good idea when we're in Singapore and Thailand.

Avoid pointing, certainly at people, but also at objects. In Japan and other far Eastern countries, blowing your nose in public is also not really acceptable.

When it comes to greeting people in different countries there are a lot of differences. You'll find Egyptian and Middle Eastern men kissing each other.

The Spanish and many southern Europeans also kiss each other on the cheeks –though not normally the men. In Japan they'll bow – and the extent of the bow depends on the respect due to that person. But for you, probably the safest way to greet someone, certainly outside Asia is just with a firm handshake.

Although you must make sure it's your right hand: in a lot of countries, particularly African and Middle eastern countries, the left hand is regarded as unclean, so you shouldn't give things to people, pass food, and so on, with your left hand.

Food and eating habits is probably the most interesting area of international etiquette, but you'll be eating in international restaurants most of the time – although I hope you can all handle chopsticks! You probably won't get invited to anyone's home on this trip but if you ever do, make sure you check out the way to behave first.

There's lots of potential for unintentionally cuisine offence. For example, in Singapore you should always say no to a second helping of food (you'll probably get some anyway!), and it's polite to leave some food on your plate at the end. Whereas in somewhere like Russia that would probably offend your host!

WHEN IN ROME...

So, you're going to take over the world huh? Well you'd better know how to act when you get there. Consider the following cultural norms when doing business in these countries.



JAPAN Comfortable talking about personal wealth. **How big IS your house anyway?**



GREECE Dislike gifts that are branded with **corporate logos**.



SINGAPORE Gifts are typically refused **three times** before finally accepting.



SENEGAL Tend toward a more deferential tone. leave the **pushy American** bit behind.



SPAIN Rest up. Dinners often begin **after 9** and go well into the wee hours of the morning.



PAKISTAN Leave that sweet smelling gift behind. Cologne and perfume contain **alcohol**, which is **forbidden by the Quran**.



MALAYSIA Concerned with **corruption**. Corporate giving is frowned upon.



ARGENTINA Women initiate handshakes.



RUSSIA Wipe that smile off your face! Smiling is acceptable privately but is, **ahem**, frowned upon in business dealings.

CHAPTER II. MEANS OF COMMUNICATION

§ 1. THE BASIC FORMS OF COMMUNICATION

As David Glass is well aware, effective communicators have many tools at their disposal when they want to get across a message. Whether writing or speaking, they know how to put together the words that will convey their meaning. They reinforce their words with gestures and actions. They look you in the eye, listen to what you have to say, and think about your feelings and needs. At the same time, they study your reactions, picking up the nuances of your response by watching your face and body, listening to your tone of voice, and evaluating your words. They absorb information just as efficiently as they transmit it, relying on both non-verbal and verbal cues.

Non-Verbal Communication

The most basic form of communication is non-verbal. Anthropologists theorize that long before human beings used words to talk things over, our ancestors communicated with one another by using their bodies. They gritted their teeth to show anger; they smiled and touched one another to indicate affection. Although we have come a long way since those primitive times, we still use non-verbal cues to express superiority, dependence, dislike, respect, love, other feelings. Non-verbal communication differs from verbal communication in fundamental ways. For one thing, it is less structured, which makes it more difficult to study. A person cannot pick up a book on non-verbal language and master the vocabulary of gestures, expressions, and inflections that are common in our culture.

We don't really know how people learn non-verbal behaviour. No one teaches a baby to cry or smile, yet these forms of self-expression are almost universal.

Other types of non-verbal communication, such as the meaning of colors and certain gestures, vary from culture to culture. Non-verbal communication also differs from verbal communication in terms of intent and spontaneity. We generally plan our words. When we say *please open the door*, we have a conscious purpose.

We think about the message, if only for a moment. But when we communicate non-verbally, we sometimes do so unconsciously. We don't mean to raise an eyebrow or blush.

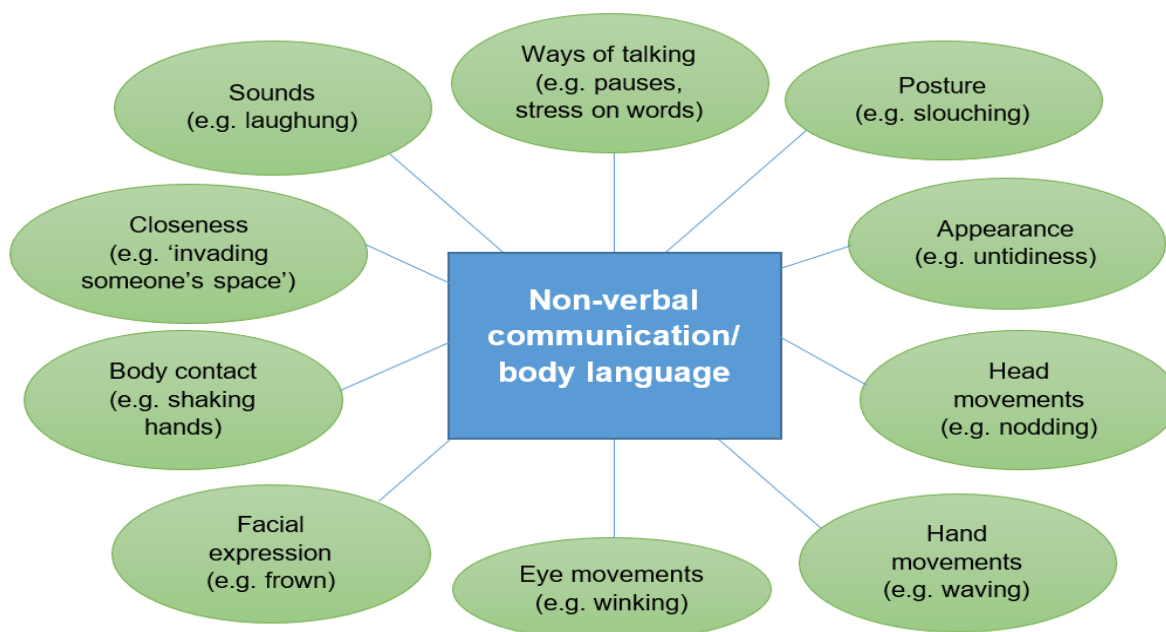
Those actions come naturally. Without our consent, our emotions are written all over our faces. Although non-verbal communication can stand alone, it frequently works with speech. Our words carry chapter of the message, and non-verbal signals carry the rest.

Together, the two modes of expression make a powerful team, augmenting, reinforcing, and clarifying each other. Experts in non-verbal communication suggest that it have six specific functions:

- to provide information, either consciously or unconsciously;
- to regulate the flow of conversation;
- to express emotion;
- to qualify, complement, contradict, or expand verbal messages;
- to control or influence others;
- to facilitate specific tasks, such as teaching a person to swing a golf club.

Non-verbal communication plays a role in business too. For one thing, it helps establish credibility and leadership potential. If you can learn to manage the impression you create with your body language, facial characteristics, voice, and appearance, you can do a great deal to communicate that you are competent, trustworthy, and dynamic.

Wal-Mart founder Sam Walton has developed a homespun style that puts people at ease, thereby helping them to be more receptive, perhaps even more open. Furthermore, if you can learn to read other people's non-verbal messages, you will be able to interpret their underlying attitudes and intentions more accurately. When dealing with co-workers, customers, and clients, watch carefully for small signs that reveal how the conversation is going. If you aren't having the effect you want, check your words; then, if your words are all right, try to be aware of the non-verbal meanings you are transmitting. At the same time, stay tuned to the non-verbal signals that the other person is sending.



Verbal Communication

Although you can express many things non-verbally, there are limits to what you can communicate without the help of language. If you want to discuss past events, ideas, or abstractions, you need words – symbols that stand for thoughts – arranged in meaningful patterns. In the English language, we have a 750,000, although most of us recognize only about 20,000 of them. To create a thought with these words, we arrange them according to the rules of grammar, putting the various chapters of speech in the proper sequence. We then transmit the message in spoken or written form, hoping that someone will hear or read what we have to say. They use speaking and writing to send messages; they use listening and reading to receive them.

Speaking & Writing

When it comes to sending business messages, speaking is more common than writing. Giving instructions, conducting interviews, working in small groups, attending meetings, and making speeches are all important activities. Even though writing may be less common, it is important too. When you want to send a complex message of lasting significance, you will probably want to put it in writing.

Listening & Reading

It's important to remember that effective communication is a two-way street.

People in business spend more time obtaining information than transmitting it, so to do their jobs effectively, they need good listening and reading skills.

Unfortunately, most of us are not very good listeners. Immediately after hearing a ten-minute speech, we typically remember only half of what was said. A few days later, we've forgotten three-quarters of the message. To some extent, our listening problems stem from our education, or lack of it. We spend years learning to express our ideas, but few of us ever take a course in listening. Similarly, our reading skills often leave a good deal to be desired. Recent studies indicate that approximately 38 % of the adults in the USA have trouble reading the help-wanted ads in the newspaper.

14 % cannot fill out a check properly, 26 % can't figure out the deductions listed on their paycheques, and 20 % are functionally illiterate. Even those who do read may not know how to read effectively. They have trouble extracting the important points from a document, so they cannot make the most of the information presented.

College students are probably better at listening and reading than are many other people, chiefly because they get so much practice. On the basis of our own experience, no doubt realise that our listening and reading efficiency varies tremendously, depending on how we approach the task. Obtaining and remembering information takes a special effort.

Although listening and reading obviously differ, both require a similar approach.

The first step is to register the information, which means that you must tune out distractions and focus your attention. You must then interpret and evaluate the information, respond in some fashion, and file away the data for future reference.

The most important chapter of this process is interpretation and evaluation, which is no easy matter. While absorbing the material, we must decide what is important and what isn't.

One approach is to look for the main ideas and the most important supporting details, rather than trying to remember everything we read or hear. If we can discern the structure of the material, we can also understand the relationships among the ideas.

Language Barriers

If we're doing business in London, we obviously won't have much of a language problem. We may encounter a few unusual terms or accents in the 29 countries in which English is an official language, but our problems will be relatively minor.

Language barriers will also be relatively minor when we are dealing with people who use English as a second language (and some 650 million people fall into this category). Some of these millions are extremely fluent; others have only an elementary command of English. Although you may miss a few subtleties in dealing with those who are less fluent in English, we'll still be able to communicate.

The pitfall to watch for is assuming that the other person understands everything we say, even slang, local idioms, and accents. One group of English-speaking Japanese who moved to the United States as employees of Toyota had to enroll in a special course to learn that *Jeat yet?* means *Did you eat yet?* and that *Cannahepya?* means *Can I help you?*

Barriers to Written Communication

One survey of 100 companies engaged in international business revealed that between 95 and 99 % of their business letters to other countries are written in English.

Moreover, 59 % of the respondents reported that the foreign letters they receive are usually written in English, although they also receive letters written in Spanish and French. Other languages are rare in international business correspondence.

Because many international business letters are written in English, North American firms do not always have to worry about translating their correspondence. However, even when both chapters write in English, minor interpretation problems do exist because of different usage of technical terms. These problems do not usually pose a major barrier to communication, especially if correspondence between the two chapters continues and each gradually learns the terminology of the other.

More significant problems arise in other forms of written communication that require translation. Advertisements, for example, are almost always translated into the language of the country in which the products are being sold. Documents such as warranties, repair and maintenance manuals, and product labels also require translation.

In addition, some multinational companies must translate policy and procedure manuals and benefit plans for use in overseas offices. Reports from foreign subsidiaries to the home office may also be written in one language and then translated into another.



TYPES OF COMMUNICATION

The well-known slogan *Come alive with Pepsi* was translated literally for Asian markets as *Pepsi brings your ancestors back from the grave*, with unfortunate results.

Chapter of the message is almost inevitably lost during any translation process, sometimes with major consequences. Oral communication usually presents more problems than written communication. If you have ever studied a foreign language, you know from personal experience that it's easier to write in a foreign language than to conduct a conversation. The primary tools for communicating information in business include e-mail messages, telexes, telegrams, telecopies, memos, letters, reports, phone calls, meetings, and conversations. To determine which is the best to use in a given situation, start by asking yourself the following questions:

- How much information do I have to pass along?
- How many people will receive the message?
- How quickly does it need to reach them?
- How much time do the recipients need to respond to it?
- How formal should the presentation be?
- Is the message confidential?
- How are people likely to respond to it?

E-mail Messages

Because of its speed and informality, e-mail is ideal for routine communication between co-workers. For instance, an e-mail message is usually the best means of announcing a new policy, introducing a recent hire, informing colleagues of a meeting time, and reminding an employee of an approaching deadline. E-mail messages are also useful for day-to-day or extremely timely exchanges with people outside the company. Because of their low cost, they often are preferred for communicating with overseas contacts.

Letters

The letter is now used primarily for formal correspondence with clients, customers, and others outside the company, particularly people you have not met. Imagine, for instance, that you need to ask for advice or information from someone you do not know personally. The person will likely give a letter more attention than an e-mail message because a letter conveys an added element of formality and courtesy. A complex document of more than ten pages, especially one that will be shown to outside contacts, is best presented as a report. A routine report can be easily produced using a word processor and a laser printer. Important reports for potential clients, stockholders, or others you might want to impress usually should be professionally designed and printed, often in full color on heavy or glossy paper.

Phone Calls Conversations Meetings

The main advantage of a phone conversation is that it allows both parties to respond to each other immediately. If you and a coworker have several questions for each other, asking them in a single phone call is usually less time-consuming than exchanging a long series of e-mail messages. Personal matters or topics that might elicit a highly emotional response are best discussed in person. As common sense will tell you, sending an e-mail or memo reading *You're fired!* is not the most delicate or responsible way of dealing with a difficult situation.

Face-to-face meetings are usually the safest way of communicating confidential information. Meetings are also useful when a quick group decision is needed on a chaptericular problem or issue. Important side benefits of meetings are that they allow employees in different dechapterments or divisions to become acquainted and can often foster a sense of shared mission among coworkers.

Business Writing

Intercultural business writing falls into the same general categories as other forms of business writing. How you handle these categories depends on the subject and purpose of your message, the relationship between you and the reader, and the customs of the person to whom the message is addressed.

Memos & Reports

Memos and reports sent overseas fall into two general categories: those written to and from subsidiaries, branches, or joint venture chapterners and those written to clients or other outsiders. When the memo or report has an internal audience, the style may differ only slightly from that of a memo or report written for internal use in North America.

Because sender and recipient have a working relationship and share a common frame of reference, many of the language and cultural barriers that lead to misunderstandings have already been overcome.

However, if the reader's native language is not English, you should take extra care to ensure clarity: Use concrete and explicit words, simple and direct sentences, short paragraphs, headings, and many transitional devices. If the memo or report is written for an external audience, the style of it should be relatively formal and impersonal.

If possible, the format should be like that of reports typically prepared or received by the audience. In the case of long, formal reports, it is also useful to discuss reporting requirements and expectations with the recipient beforehand and to submit a preliminary draft for comments before delivering the final report.

Although e-mail messages are now used instead of memos for most intercompany communication, memos are still suitable for notes sent to people higher in the company hierarchy, especially in conservative companies. The memo is also appropriate for lengthy, formal communications to co-workers that may eventually be circulated to your supervisors or to contacts in other companies.

Many international transactions involve shipping and receiving goods. A number of special-purpose documents are required to handle these transactions: *price quotations, invoices, bills of lading, time drafts, letters of credit, correspondence with international freight forwarders, packing lists, shipping documents, and collection documents.*

Many of these documents are standard forms; you simply fill in the data as clearly and accurately as possible in the spaces provided. Samples are ordinarily available in a company's files if it frequently does business abroad. When preparing forms, pay chaptericular attention to the method you use for stating weights and measures and money values. The preferred method is to use the other country's system of measurement and its currency values for documenting the transaction. Check any conversion calculations carefully.

Barriers to oral Communication

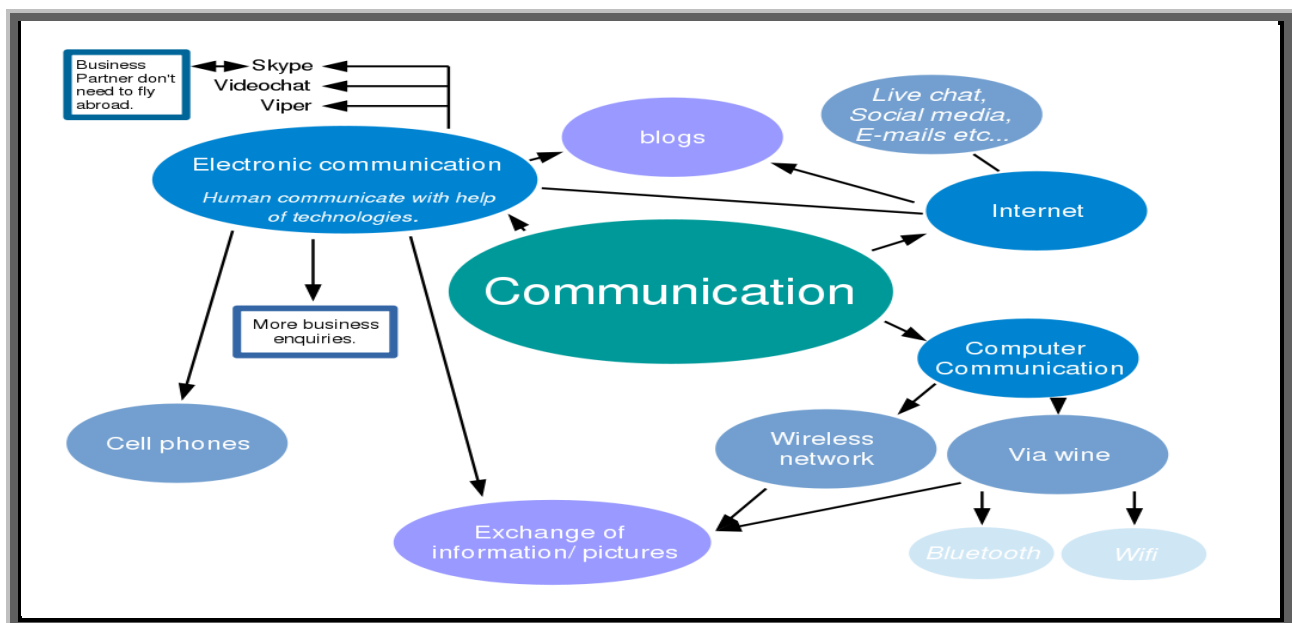
Even if the other person is speaking English, you're likely to have a hard time understanding the pronunciation if the person is not proficient in English.

Idiomatic expressions are another source of confusion. If you tell a foreigner that a certain product "doesn't cut the mustard," chances are that you will fail to communicate. Even when the words make sense, their meanings may differ according to the situation.

For example, suppose that you are dining with a German woman who speaks English quite well. You inquire, *More bread?* She says, *Thank you*, so you pass the bread. She looks confused, then takes the breadbasket and sets it down without taking any.

In German, *thank you (danke)* can be used as a polite refusal. If the woman had wanted more bread, she would have used the word *please (bitte in German)*.

Exercise 1. Define the key points.



§ 2. TELEPHONE CONVERSATIONS

TELEPHONING

Objective: to make contacts and exchange information over the phone.

Tasks: to spell and note down key words and numbers in a telephone message.

to make, agree to, and refuse requests.

to respond to new situations and say what action you will take.

to write business letters confirming telephone calls.

CORRESPONDENCE ON SOCIAL SITUATIONS

Appointments & Travel arrangements

In personal meetings, talks take priority over writing, yet appointments and travel arrangements often involve correspondence. Even if appointments have been made verbally it is wise to confirm them in writing, as a letter is clearer to all parties concerned than a telephone message, where it is easy to misinterpret dates and places. Travel arrangements can, of course, be made without writing letters. However, correspondence is necessary if accommodation is to be booked abroad, or if one is to travel further from places outside one's own country. People engaged in business with others have to use various means of communication.

- Telephone conversations
- Telexes
- Telegrams (cables)
- Telecopies (facsimiles)

Keynotes

Effective **communication policies** ensure that vital information flows through the company to all the various members of the staff. Developments in **IT** (information technology) and telecommunications have changed the way people communicate, making it possible to contact people at any time through **email, voicemail and mobile phones**.

This has sometimes led to an **information overload**, where businesspeople spend more time reading and listening to messages than acting upon them.

Telephone is the quickest way of communication and is most frequently used under pressure of time, within the country, say, between various companies.

It is used, as a rule, to get or pass on information, but chartering negotiations are very often carried out over the phone. Important telephone conversations, e.g. concerning prices, terms of payment or claims, are to be confirmed by letter with the appropriate signatures to provide legal evidence of the deal (the agreement) achieved.

To save time in the opening and closing of telephone conversations, set phrases are quite common and are given here. Each digit is spoken separately, i.e. no figure above nine is used. In the US usage *zero (nought)* may replace *oh* or *zero*. The figures are usually grouped rhythmically in pairs (pairing from the right). If the two digits of a pair are the same, it is usually spoken as «double three» etc. An exception is the GB emergency call 999 which is always *nine, nine, nine*. *In numbers, which include a code number, the code is to be separated by a pause. Time on the phone: 07.00 – oh, seven hundred hours. 10.30 – ten thirty 13.45 – thirteen forty five; 15.15 – fifteen fifteen 19.00 – nineteen hundred hours*

TELEPHONE LANGUAGE

THE LANGUAGE OF TELECOMMUNICATIONS

Telecommunications have developed their own language. It is very similar to English but it has its own vocabulary and its own grammar. Some words used in English are frequently left out of this language altogether, articles (the, a, an), prepositions (on, at), pronouns (I, you) and auxiliary verbs (to be, to have, will). A sentence like *The meeting has been arranged for the 18th December* becomes *meeting arranged 18 December*.

This can sometimes lead to confusion. *Write soon* can mean *I'll write soon*, or *Please will you write soon*. In telegrams therefore *I'll write soon* is written *writing soon* (the ending –ing indicates I, the first person) or better, *letter follows*.

However *Please, will you write soon* is written *Please, write soon*. (*Please* means you are asking someone to do something.) In phone and fax numbers, English speakers normally group the numbers in threes, not in twos as is common elsewhere in Europe.

Exercise 1. Put «lend» or «borrow» in the questions.

Could I some money? Could you me some money?

Notice: *we lend to someone and we borrow from someone. So when we lend, we give, and when we borrow, we take.*

Exercise 2. Translate the useful phrases.

To call (phone, ring up, call smb. up, connect); telephone (directory book); to call direct; home phone; on the phone; by (over) the phone; to get on the phone; to put the phone down; to hang up the phone; to pick up the phone; to phone in; phone up; office call; local call; long distance (trunk) call; to ring off; to ring someone back; to give someone a ring (call); to get someone on the phone; to be on the phone; ordinary call; urgent call; conference call; toll call; to give smb. a call; to make (place) a call to smb.; to answer (return, take) a call; to call back; at call; within call; on call; to make an appointment for... .. with somebody; business call; to confirm one's meeting (appointment).

NOTICE THE DIFFERENT WAYS OF SAYING TELEPHONE & FAX NUMBERS.

91430	nine one four three zero	(American English)
	nine one four three oh	(British English)
6687	six six eight seven	(American English)
	double six eight seven	(British English)

Exercise 1. Practise the expressions with a colleague.

- Spell their name for you.
- Tell you the time.
- Tell you their computer password.
- Give you a lift home tonight.
- Lend you their dictionary.
- Lend you some money.

Exercise 2. Taking a message on the telephone, which pieces of information do you note?

Date call; time call; the caller's name; the caller's company name; the caller's telephone number; the reason for the call; a convenient time for someone to return the call; a message.

Exercise 3. I. Look at the expressions, used or heard when telephoning & remember them.

- Going Greek reservations. Jane speaking. Can I help you?
- Can you put me through to your Accounts Department?
- This is the American Embassy visa information line.
- I'll just transfer you. Hold on a moment.
- I'll just see if he's in. Can I ask who's calling?
- All our operators are busy at the moment. Please hold.
- I'm afraid the office is closed at the moment. Please leave your name and number after the tone and we'll get back to you as soon as possible.
- Can I speak to Jane Vine, please?
- I'll get her to call you back.

II. Translate the seven expressions and use them in your own sentences.

- Asking the caller to wait;
- asking to speak to someone;
- speaking to the switchboard operator;
- identifying themselves;
- offering to take a message;
- asking for repetition or clarification;
- promising action.

III. Here are some similar expressions. Match them with the functions in part I.

- Is Mario Ferrara there, please?
- I'll just put you through.
- Can I have extension 4784?
- I'll make sure she gets the message?
- Would you like to leave a message?
- Sorry, I didn't catch that. Could you repeat what you said?
- This is Ruth Levine. How can I help you?

IV. Now match one of the sentences in question above with one of the following sentences to make dialogues as long as possible.

- Sorry. I said we'd like to order some more brochures.
- Can you tell him it's Anna from City Tours about the group from New York?
- Hello, I'm phoning to check the availability on your winter mini-breaks.
- OK, but don't be too long – I've got a queue of people here.
- Certainly... I'm just trying to connect you.
- Thanks. It's really very important.

Exercise 4. In what situation would you say the following phrases?

1. Sorry, we cannot fit you in today. 2. Let me consult my schedule. 3. Could you give me an alternative date? 4. Could I make an appointment with the Sales Manager? 5. I can give you a lift afterwards. 6. We've made an appointment for Friday tentatively. 7. I'd like to report the fault of my phone. 8. The line is completely dead. 9. Hold the line! 10. I'm just trying to connect you.

Exercise 5. Analyze the information, which is in the highlight, and use it in practice.

Exercise 6. Add some information & make up a small report and give a talk in class.

Exercise 7. Translate the useful sentences.

1. Could you put me through to this number? 2. Will you tell me the cost of the call afterwards? 3. Hello, would you connect me with the overseas operator for Paris? 4. I would like to book a call to Rome? 5. There is no answer. 6. Please, answer the phone. 7. May I speak to John? 8. He's out at the moment. 9. Would you try again later, please? 10. Will you tell him I called? My name is Jane. 11. Would you ask her to call me back? 12. Would you take a message for her, please? 13. There is a telephone call for you. The line is busy. 14. The phone is out of order. 15. Hold the line, please. 16. We were disconnected. We have been cut off. 17. You are wanted on the phone. 18. May I take the message? 19. He is still on the phone. 20. Am I through? Go ahead. 21. I'd like to have a phone installed in my flat. 22. What is the charge for...? 23. Just a minute / moment, please. 24. I'm afraid he is out at the moment. Sorry, he is not in. He is unavailable at the moment. 25. Could you call back later, if that is not too much trouble? 26. Could you call back, say, in an hour? 27. Just tell him N. called. 28. N. called and left a message.

Exercise 8. Remember the rules for using the phone – some Do's and Don'ts.

- Have all the documents you need to hand before you dial the number.
- Speak clearly so that the other person can understand you easily.
- Always confirm each point of information you are given.
- Don't pretend that you have understood, when you haven't.
- Speak in a polite and friendly voice – the client can't see what a nice person you are.
- Behave in an efficient way, even if you're just taking a message.
- Make notes during a call – don't rely on your memory.
- Read all the important details back to the client from your notes.
- Let the other persons finish what they want to say – don't interrupt them.
- Send a follow-up fax or letter to confirm any important details (especially prices and dates), so that you both have a written record of them.

But it's best not to try to be funny or make jokes over the phone – your listener may think you're being sarcastic, or may not share your sense of humour.

Everyone finds it hard to understand numbers in a foreign language, and sometimes even in their own language. Bear this in mind when you're using English to say numbers to a client whose first language isn't English.

When giving out numbers, say them slowly and clearly. When taking a message, always check with the client that you have noted down the main points correctly – especially the names, dates, times, prices and numbers. Making notes involves choosing the important information to write down. You can't write down every word the client says, so you have to decide what's relevant and what is irrelevant.

Exercise 9. Give Ukrainian / Russian equivalents for English word-combinations.

To observe rules; to listen to dialing tone; number unobtainable; to replace the receiver; coin-box telephone; the person you are calling; duration of a call; fixed charge; the caller is not in; trade mission; the person you require; telephone directory; fire department; telephone repair service; Speaking Clock service; traffic conditions; Motoring Information service; gas trouble; round-the-clock service; lost documents; to put a long-distance call; to call ambulance; to drop a coin.

Exercise 10. Choose the correct option from the pairs of words.

- Good morning. Mediterranean World. Can I help you?
- Yes, could I speak to Mr. Travers?
- Yes, I'll try and put you through. May I ask who's calling / talking?
- Yes, this is / there is Paul Hunter.
- I'm afraid that extension is occupied / busy. Would you like to hold / stay?
- Yes, that's fine.
- It's ringing / calling for you now.
- Hello, reservations. Jenny Rathbone talking / speaking. Can I help you?
- Yes, is Mr. Travers there, please?
- No, I regret / afraid he's out at the moment. Would you like to give / leave a message?
- Yes, could you ask him to call Paul Hunter as soon as possible?
- I'm sorry, I didn't catch / have that. This is rather a bad line / extension.
- Could you relate / repeat that?
- Yes, could you tell him that Paul Hunter rang and asked him to call / get

back to me as soon as possible.

- He has / holds my number.
- OK. I'll make sure he gets / listens to the message. Goodbye.
- Goodbye.

Exercise 11. Learn the dialogue by heart and carry it on in class. Render the score of the dialogue in Indirect Speech.

Exercise 12. Remember ten rules of telephoning.

- ✚ Don't forget to thank the operator for the help she offered you.
- ✚ When talking on the telephone speak quietly and distinctly. Do not shout or whisper; take your cigarette or chewing gum out of your mouth.
- ✚ Make sure that your conversation with a busy person is as brief as possible.
- ✚ When calling a friend who does not recognize your voice don't intrigue him by asking questions "Guess who?" or "Well, well, you even don't recognize me!" Announce yourself promptly.
- ✚ Always identify yourself when making a call, if you are calling on business – "This is Ivanov of the Ministry of foreign trade. Could I speak to Mr. Smith, please?"
- ✚ When you get a wrong number don't ask: "What number is this?" it is good manners to ask: "Is this two-seven-five, three-one, six-eight?" if not-apologize.
- ✚ If a wrong-number call comes through don't lose your temper. Simply say: "Sorry, wrong number" – and hang up. Don't bang the receiver.
- ✚ If you have a visitor do not carry on a long talk while your visitor tries hard to avoid listening to your conversation. The best thing is to say that you are busy at the moment and will call him back in a little while. But don't forget to do so.
- ✚ When inviting friends to a party do not ask: "What are you doing Saturday night?" or "Will you be busy on Saturday evening?" the correct way is to say: "We'd like to have you over for dinner on Saturday".
- ✚ Finally, remember: if you make a call, you should terminate it yourself.

Exercise 13. Read the text & pick up the essential details in the form of quick notes.

Exercise 14. Choose the keywords that best convey the gist of the information.

Exercise 15. Answer the questions.

1. What are the main rules of telephoning? 2. What rules of telephoning do people usually violate? 3. Why is it not advisable to violate these rules? 4. Do you know these rules before? 5. Do you observe these rules? 6. Do all your friends observe them? 7. Do you like to speak on phone? 8. How long do you speak on it?

Exercise 16. In what situation would you say the following phrases?

1. Yes, I'd be delighted to accept your invitation. 2. You'll have a chance to meet the rest of my colleagues. 3. Thanks awfully, but I'm afraid I've got a lunch appointment for this time. 4. Yes, that'd be splendid. I'd love to. 5. I'm terribly sorry. I'm booked up for Friday. 6. Good, see you on Sunday, then. 7. I've been wanting to meet you for a long time. 8. When exactly do you suggest I come? 9. It's nice meeting you. 10. I'm so pleased to have met you. I'll get there on my own. 11. I'll call back later. 12. Could I leave a message? 13. Will you speak up, please? 14. Sorry, I'm engaged. 15. That suits me perfectly. 16. It is a credit-card call.

Exercise 17. Read the dialogue and play it out.

R.: Good morning. CPT. How may I help you?

PK.: It's Philippa Knight here. could you put me through to extension 281, please?

R. Certainly. Putting you through.

MB.: Hello. Maria Bonetti speaking.

PK.: Hello Maria. It's Philippa Knight from The Fashion Group in New York.

MB.: Hi Philippa, how are things?

PK.: Fine thanks. I'm calling because I'll be in London next week and I'd like to make an appointment to see you. I want to tell you about our new collection.

MB.: Great. What day would suit you? I'm fairly free next week, I think.

PK.: How about Wednesday? In the afternoon? Could you make it then?

MB.: Let me look now. Let me check my diary. Oh, yes, that'd be no problem at all. What about two o'clock? Is that OK?

PK.: Perfect. Thanks. It'll be great to see you again. We'll have plenty to talk about.

MB.: That's for sure. See you next week then.

PK.: Right. Bye.

MB.: Bye.

Exercise 18. Read the dialogue, learn it by heart & then carry it out with your classmate. Render the score of the dialogue in Indirect Speech.

Exercise 19. What would you say in reply to the following remarks?

1. Hold on, please. I'll see if Mr. Smith is available. 2 How have you been? 3. I wonder if you and your colleagues will join us for lunch on Friday. 4. I'm calling to invite you to Covent Garden. They are performing "King Liar". 5. Would you like me to call for you? 6. If you're ever in London we'd love to see you. 7. Do let's meet sometime. 8. Thanks awfully, but I'm afraid I'm booked up for tomorrow. 9. I'm afraid I will not be able to attend the Annual meeting, which you will hold on Monday. I'm sorry, really.

Exercise 20. Add some information & make up a small report and give a talk in class.

Exercise 21. Read the information & pick up the essential details in the form of quick notes.

Exercise 22. Complete the sentences with the help of the phrases on the right side.

I. The Engineering Co. Can _____ ?

Could _____ Mr. Smith, please?
 Trying to _____.
 Hello, are _____?
 Yes.
 I'm sorry, _____.
 Thank you. Goodbye.

There is no reply
 goodbye
 I help you
 you there
 I speak to
 put you through

II. Switchboard operator: "What _____?"

3404272
 I'm sorry _____.
 3404272
 Hold ____ I'm _____.
 Hello, are _____?
 Yes _____.
 You _____.
 _____ Goodbye.

the line, please
 thank you
 Is the number, please?
 are through now
 putting you through
 What was the number you wanted?
 you still there

III. Hello, Mr. Green's secretary. What _____?

Could _____?
 Who _____?
 This is Mr. P. from the Trade Delegation.
 Just ____! Sorry _____, _____.
 Yes.
 Hello, you can _____.
 Thank you.

The line is engaged
 A minute, please
 Mr. Green, please
 you put me through to
 What can I do for you?
 is calling, please
 go ahead now
 hold on

IV. Hello, Mr. Bird's Office. Can _____?

I'd like _____.
 I'm sorry Mr. Bird _____.
 When _____?
 I think in a couple of hours.
 Can I _____?
 Yes, please.
 Could you _____ ask him _____?
 Does he know your telephone number? _____.
 Goodbye.
 Thank you. Goodbye.

leave a message for him
 is not in the office now
 certainly
 to phone me back
 to speak to Mr. Bird,
 I help you
 Tell him Mr. P. phoned
 will he be back

Exercise 23. Transfer the given information from the passages onto a table.

№	Activity			
	Notion	When	Where	Score
1.				

Exercise 24. Try to understand the conversations.

I. What is the number, please?

I am sorry, what was the number you wanted? – One moment (Just a minute) please!

- Brown & Co. Can I help you?
- Could I speak to Mr. Brown, please?
- I am afraid Mr. Brown is on the other line at the moment. Would you hold on?
- Yes, I'll hold on.
- Hello, putting you through, now.
- Mr. Brown? Hello, hello... I can't hear anything. It's very poor line.
- Are you there?
- No, I couldn't hear a word. Could you give me a better line?
- Is that better?
- Yes, thank you. Good morning Mr. Brown. This is P.

II. Brown & Co. Who's calling?

- This is Petrov from the Trade Delegation.
- Could you put me through to Mr. Brown, please?
- I'm afraid Mr. Brown is not in the office at the moment.
- When do you think he will be back?
- Not until Monday morning, I'm afraid. Can I give him a message?
- No, thank you. I'll phone him then again. Goodbye.

III. Hello, can I speak to Mr. B., please?

- Mr. B. speaking. Good afternoon.
- Good afternoon. I'm Mr. Hammond's secretary. I'm phoning you to confirm your appointment for Thursday morning 10 o'clock.
- Thank you. I'll be there. My best regards to Mr. Hammond. Goodbye.

IV. Mr. Blake?

- Speaking. Good morning, Mr. P.
- Good morning. Could we meet tomorrow morning?
- Just a minute. (*speaks to his secretary*) Is there any engagement for 11 o'clock tomorrow morning?
- Good. What about 11 o'clock, Mr. P.?
- It's all right with me.
- See you at 11 then. Goodbye.

V. Hello, is that Mr. Hammond's secretary?

- Yes, speaking.
- Mr. O's secretary calling. I understand he has an appointment for this afternoon. Unfortunately, Mr. O. can't keep it. He had to leave London late last night and won't be back until Tuesday or Wednesday next week. He makes his apologies to Mr. Hammond.
- I'll pass it to him. Shall I make another appointment?
- No, thank you. We'll have it at that until he's back.
- OK. Goodbye.

VI. Is that Mr. Ward's office?

- Yes.
- My name's S. I have an appointment with Mr. Ward for tomorrow afternoon, but something urgent has turned up and I have to leave London for a couple of days. Could you put it off till Thursday afternoon same time?
- All right, I'll find out and confirm it today. Goodbye.

VII. Operator: What city, please?

- Chicago.
- Go ahead, please.
- Yeah, do you have a number for Henry Banks?
- There's an H. J. Banks on Lincoln Park West and H.S. on South Lasalle.
- It's the one on Lincoln Park West.
- What number did you dial, please?
- 476-564
- This number's been changed. The new number is 9087965.
- Okay, thanks.

-
- Hello?
 - Hey, Henry! How are you doing? This is Vic. I'm calling from Baton Rouge.
 - Vic! Far out! Great to hear from you, man! What's up?
 - Well, I'm going to be in Chicago this weekend and I thought we could get together. Going to be there?
 - Sure. Why don't you give me a call when you get into town?
 - Will do. See you on Saturday!
 - All right. Bye-bye!

VIII. Terry: Ayers travel. Terry speaking. May I help you?

- Yes, I'd like to speak to Mr. Bixby, please.
- I'm sorry, but Mr. Bixby's tied up at the moment. He's on another line. Can I take a message, or would you like to hold for a moment?
- Well, ...I'm calling long distance from Dallas.... Tell him Sherry Snyder called, please, and I'll try to reach him again later on.
- Fine, Mrs. Snyder, I'll do that.
- Thank you. Goodbye.

IX. Caller: Let's see. Information is 555 – 12.

- What city, please?
- I beg your pardon?
- Yes, Miami, please. I want to know the weekend rate from Chicago.
- I'm sorry, but I don't have that information. You'll have to call an operator.
- Oh. How do I do that?
- Hang up and dial 0, ma'am.
- Yes, I want to call Miami and I need to know how much it costs on Friday night.
- Hold on...It's 39 plus tax for the first minute and 27 plus tax for each additional minute till 11.00. After that it's 26 and 18.

X. Secretary: Mr. Norman's secretary speaking.

- Good morning. My name's Chris Day. I'd like to arrange a lunch appointment with John Norman. He told me to arrange it with you. Is he doing anything on Thursday 12th?
- Let me see now.... Thursday... Oh, I'm afraid he's going away for the whole day.
- How about Friday?
- No, I'm flying to Scotland on Friday. I'm not going to do anything on Wednesday afternoon though. Perhaps we could have a late lunch?
- Well, Mr. Norman's going to a meeting at two o'clock, so he can't have a late lunch. He's free on Tuesday though.
- Tuesday... .. hmmm... .. Well, I'm meeting a client in the morning but I'm not doing anything at lunchtime. Yes. Let's make it Tuesday. I'll come to the office at one o'clock.
- That's fine, Mr. Day. One o'clock on Tuesday then. I'll tell Mr. Norman to expect you.
- Goodbye.
- Thank you. Goodbye.

Brenda: Good morning, Of-Op Ltd.

- Morning. Can I speak to Tony Goode in the Sales Department, please?
- Can I say who's calling?
- Michael Cass of Leighton Electronics.
- Hold on one moment, please. (She rings Tony Goode's extension. There is no answer. She tries another number in the Sales Department. There is still no answer.).... Hello.... Mr. Cass? I'm afraid there's no answer. They're probably all at lunch. Can I take a message?
- Yes. Could you ask Mr. Goode to ring me urgent, please? It's about last week order.
- It hasn't arrived. Mr. Goode said he had phoned me but I haven't heard from him.
- We need the order urgently. I am afraid we'll go to another firm if I don't hear from him today.
- I am sure he will ring you up as soon as he gets back. Has he got your number?
- Oh six three two (that's the code from London) seven nine one eight two.
- Right. That's M. Cass of Leighton Electronics. Have you got an extension number?
- No. That's my personal number.
- Right, Mr. Cass. I'll give him the message as soon as he comes in.
- Thank you. Goodbye.

Mr. Biggs: We have a modern telephone system & this is our busiest time.

- Is there a switchboard operator, Mr. Biggs?
 - Yes, for oncoming calls. You can speak to her, too, and she transfers calls for you. You dial 0 for operator.
 - Go on! Answer it, Jan! (*The telephone rings*).
 - But I... Oh, well... Enginex Accounts Department, can I help you?
 - Newspaper Reporter: Daily Mail, here. We're doing a story about Enginex. We'd like some information about your sales in July.
 - Just a moment, please. You want Mr. Huxley in Sales.... What do I do, Mr. Biggs?
 - Press that button, that holds the call. Now dial the switchboard.
 - Yes, that's '0' for switchboard operator. Operator, would you transfer this call, please?
- The caller wants Mr. Huxley, Sales Department. (*Jan replaces the receiver*).
- Well done, Jan.

TYPICAL PHRASES FOR TELEPHONE CONVERSATIONS

Answering the phone	<ul style="list-style-type: none"> ▪ Hello? (informal) ▪ Thank you for calling Boyz Autobody. Jody speaking. ▪ How can I help you? ▪ Doctor's office.
Introducing yourself	<ul style="list-style-type: none"> ▪ Hey George. It's Lisa calling. (informal) ▪ Hello, this is Julie Madison calling. ▪ Hi, it's Gerry from the dentist's office here. ▪ This is she. ▪ Speaking. ▪ The person says this if the caller does not recognize the voice.
Asking to speak with someone	<ul style="list-style-type: none"> ▪ Is Fred in? (informal) ▪ Is Jackson there, please? (informal) ▪ Can I talk to your sister? (informal) ▪ May I speak with Mr. Green, please? ▪ Would the doctor be in/available?
Connecting someone	<ul style="list-style-type: none"> ▪ Just a sec. I'll get him. (informal) ▪ Hang on one second. (informal) ▪ Please hold and I'll put you through to his office. ▪ One moment please. ▪ All of our operators are busy at this time. ▪ Please hold for the next available person.
Making special requests	<ul style="list-style-type: none"> ▪ Could you please repeat that? ▪ Would you mind spelling that for me? ▪ Could you speak up a little please? ▪ Can you speak a little slower please. My English isn't very strong. ▪ Can you call me back? I think we have a bad connection. ▪ Can you please hold for a minute? I have another call.
Taking a message for someone	<ul style="list-style-type: none"> ▪ Sammy's not in. Who's this? (informal) ▪ I'm sorry, Lisa's not here at the moment. Can I ask who's calling? ▪ I'm afraid he's stepped out. <i>W'd you like to leave a message?</i> ▪ He's on lunch right now. Who's calling please? ▪ He's busy right now. Can you call again later? ▪ I'll let him know you called. ▪ I'll make sure she gets the message.

Leaving a message with someone

- Yes, can you tell him his wife called, please.
- No, that's okay, I'll call back later.
- Yes, it's James. here. When do you expect her back?
- Thanks, could you ask him to call Brian when he gets in?
- Do you have a pen handy. I don't think he has my №.
- Thanks. My number is 222-3456, extension 12.

Confirming information

- Okay, I've got it all down.
- Let me repeat that just to make sure.
- Did you say 555 Charles St.?
- You said your name was John, right?
- I'll make sure he gets the message.

Listening to an answering machine

- Hello. You've reached 222-6789. Please, *leave a detailed message* after the beep.Thank you.
- Hi, this is Elizabeth. I'm sorry I'm not available to take your call at this time. Leave me a message and I'll get back to you *as soon as I can*.
- Thank you for calling Dr. Mindin's office. Our hours are 9am-5pm, Monday-Friday. Please, *call back* during these hours, or leave a message after the tone. If this is an *emergency*, please, call the hospital at 333-7896.

Leaving a message on an answering machine

- Hey Mikako. It's Yuka. Call me! (informal)
- Hello, this is Ricardo calling for Luke. Could you please return my call *as soon as possible*. My number is 334-5689. Thank you.
- Hello Maxwell. This is Marina from the doctor's office calling. I just wanted to let you know that you're *due for a check-up* this month. Please give us a ring/buzz whenever it's convenient.

Finishing a conversation

- Well, I guess I better get going. Talk to you soon.
- Thanks for calling. Bye for now.
- I have to let you go now.
- I have another call coming through. I better run.
- I'm afraid that's my *other line*.
- I'll talk to you again soon. Bye.

Exercise 1. Learn the dialogues by heart and carry them on with your classmate in class. Render the contents of the dialogues in Indirect Speech in English. Translate the dialogue paying attention to italic phrases.

DIALOGUE «EVERYDAY BUSINESS ETIQUETTE»

- Good morning. May I speak to Mr. Smith, please?
- Good morning. Smith speaking. Is that you, Paul?
- Yes, James.
- I'm glad you called.
- James, you know we are starting a new business and opened an office in Kiev.
- I know.
- One of the golden rules in business is that people help each other when help is needed.
- I always observe this rule, Paul. Do you need my help?
- Yes, a professional like you can help us.
- Go ahead, Paul.
- I know that there are some formalities, which a businessman should follow.
- For instance, when I'm sitting at my desk and someone enters should I stand?
- You should stand only for: an executive, male or female, of higher rank than yours; a male or female client; a female executive of your level.
- Should men open doors for women in business offices?
- Yes, men should extend this courtesy.
- Should men remove their hats in elevators in office buildings?
- No, they may keep their hats on until they get to their offices.
- If a businessperson arrives early for a meeting, is it all right to keep him waiting?
- If you are free when he arrives, invite him in. If you are busy with another client, ask him to wait.
- What should I do if I am kept waiting for an appointment for which I am on time?
- If you are kept waiting for a long time do not display your impatience and ask the secretary when her boss can receive you. If you are unable to wait any longer politely ask her to set up another appointment.
- What should I do, if I am in someone's office and they receive a telephone call?
- You may rise and ask if you should wait outside. If the call is not private the person will signal you back to your seat, or he will apologize and ask you to come as soon as he is finished.
- When I have a business visitor, is it necessary to introduce him to anyone we meet in the corridor?
- No, it is not. It is not necessary to introduce him to anyone because they would have no reason to speak to one another.
- When the business is finished who should terminate the appointment?
- Normally, both businessmen know when the business discussion is finished. If this does not occur, the host or the visitor asks whether there is anything they need to discuss. If there is, the business discussion goes on, if there is nothing else to talk about, they shake hands and part.
- Thank you so much, James.
- You are welcome, Paul. Ring me up tomorrow afternoon, and we'll continue our talk.
- I will. Goodbye, James.
- Goodbye, Paul.

Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class. Render the contents of the dialogue in Indirect Speech in English.

DIALOGUES «MAKING AN APPOINTMENT»

I. I would like to make an appointment with Mr. Smith. This is Mr. Petrov speaking.

- Oh, yes. Mr. Petrov. Good morning. I'll get his schedule. Are you there?
- Yes.
- When would you like to come, Mr. Petrov?
- Tomorrow, if possible, please.
- I'm afraid he's tied up tomorrow. Is it urgent?
- No, it isn't that urgent. Is the day after tomorrow possible?
- What time would you like to come?
- As late as possible in the afternoon.
- I'm sorry, that afternoon's full too. How is Friday afternoon at five?
- Yes, that's perfect, thank you. Goodbye.

II. Hello. Is this Mr. Brown? This is Mr. Knox speaking.

- Hello. How are you?
- Fine, thanks. *Pretty busy*. How are you, Mr. Brown?
- O.K. I can't complain.
- Glad to hear that. I'd like to talk to you. Can we *meet early next week*?
- Sure, *with pleasure*.
- Could you come in my office, say on Monday afternoon?
- Let me consult my *schedule*. I guess it'll be all right. What time do you suggest?
- Suppose we make it 3.30. Will it suit you?
- Yes, that's fine.

III. Hello. May I speak to Mr. Ward, please?

- Speaking. Who is it, please?
- Good morning, Mr. Ward. This is Mr. Petrov, Mr. Ivanov's assistant. Mr. Ivanov had to fly to New York on *urgent business* last night. He could not see you personally and so he asked me *to get in touch with you* instead and *settle the matter* you discussed.
 - Sure, Mr. Petrov. Could you come over to my office, say, 4 o'clock?
 - Yes, that's fine for me, Mr. Ward. I'll be there.
 - O.K. I'll be expecting you. I *give you a ride* afterwards.
 - Most kind of you. Thank you.

IV. Hello. May I speak to Mr. Smirnov, please?

- Smirnov speaking.
- Mr. Smirnov, this is Mr. Edward's secretary. I'm calling *to confirm* your *appointment* with Mr. Edward for next Friday at 4 p.m.
 - Thank you. I'm *looking forward to* seeing Mr. Edward next Friday. Will you give him my *best regards*, please?
 - I will. Goodbye, Mr. Smirnov.
 - Goodbye.

Exercise 1. Learn the dialogues by heart and carry them on with your classmate in class. Render the contents of the dialogues in Indirect Speech in English. Translate the dialogues paying attention to italic phrases.

Exercise 2. Analyze the information, which is in the highlight, and use it in practice.

DIALOGUE

- Hello. Mr. Herbert speaking.
- Hello, Tom. Stock here.
- You are just the man I want to speak to.
- Well, here I am. What's it all about, then?
- Well, you know that emergency delivery to Stockholm we were talking about the other day?
 - Yes, you mean the one they wanted delivered by 25th?
 - Yes, that's the one. They've been on the telex about it to us only this morning, and now they say they must have it by the beginning of next week. I don't know.
 - What with this big French order we've got coming up, I've been up to my ears on it.
 - I see. Then we'd better get it off pretty soon, hadn't we?
 - Yes, they're counting on us.
 - That's right. I know old Gustavsson pretty well, actually, and I shouldn't like to let him down either.
 - We'll have to think of something, then, shan't we? What's old Gustavsson like, by the way?
 - A bit difficult to describe actually. Round forty and a little bit heavy-going perhaps. Got his head screwed on the right way, through.
 - That was my impression too, actually.
 - Anyway, to get back to this delivery job, is there anything in particular that's holding us up? Haven't we got all the things we want on hand?
 - No, it isn't that so much. We're a bit short-handed on the packing side, you see. They've all been working like the clappers on this French job, and haven't got round to this other lot yet.
 - Let's see. It's Friday tomorrow, isn't it? That makes it a bit tricky?
 - Look, I've been thinking. What about offering the boys in dispatch a spot of overtime over the weekend? We can bung the whole lot into one lorry and get it straight off to Hull. Should be on the quayside by Monday morning.
 - Yes, of course that's the answer. Should've thought of that before. Well, that's that one solved then. Better be getting back, I suppose. Will you tell Fred, or shall I?
 - Well, I'm seeing him this afternoon in any case so I'll see to it, if you like, Peter.
 - Would you? That's splendid. Look, I must push off now. I'm seeing that chap from Benson's at 2.30.
 - Yes, don't you worry? I'll see that's all laid on.... Bye.
 - Bye.

Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class. Render the contents of the dialogue in Indirect Speech in English. Translate the dialogue paying attention to italic phrases.

Exercise 2. Match the words and phrase (1–10) with the similar meanings (a – j).

1. The line is busy. 2. Will you hold? 3. I'll put you through. 4. A code. 5. An extension number. 6. Who's calling, please? 7. Hold on. 8. This is... .. 9. Go ahead. 10. Anything else?
- a. I'll connect you. b. One moment. c. An office number. d. Could I have your name? e. I'm ready. f. The line's engaged. g. A country or area number. h. Is that all? i. Can you wait? j. ...Speaking.

Exercise 3. Give Russian equivalents for English word-combinations and phrases.

1. Speaking. 2. Who is calling, please? 3. I'm putting you through. 4. The line is engaged. 5. Can you hold on? 6. He is on the other line. 7. Sorry, to have kept you waiting. 8. I'm putting him on the line. 9. I'll see if he is in. 10. He is out at the moment. 11. Could you take a message? 12. Could I leave a message? 13. He is not available. 14. Is there any message? 15. I'll call back later. 16. There is no reply at his number. 17. You are through. 18. Trying to connect you. 19. You've got the wrong number. 20. Sorry to have troubled (bothered) you. 21. There is no one by the name of Smith here. 22. This is a private residence. 23. Are you there? 24. Your voice is fading and there is some background noise interfering. 25. We had a very bad connection. 26. We could scarcely (hardly) hear each other. 27. Then we were cut off completely. 28. I want to book / to place a call to London for 10 p. m. 29. What number are you calling from? 30. Would you like to make it personal? 31. I just want a station-to-station call. 32. Will it be on credit? 33. I'm terribly sorry that you have been disconnected. 34. I can't get through. 35. I'll ring you as soon as I have your party again. 36. Go ahead, please.

Exercise 4. Give Russian equivalents for English word-combinations.

Surveyor; quick work; subsidence; to hold things up; on account of something; in writing; to go ahead with arrangements; the outstanding work; to have a free hand; to put it in hand; to be at one's disposal; to carry on; with any degree of certainty; to stand up to the stress; to get something in the post; to get things moving; emergency delivery; to be on the telex; what with that and this; to be up to one's ears in work; to get something off; to count on somebody; to let somebody down; round forty; heavy-going; to get one's head screwed on the right way; to hold somebody up; to get things on hand; to be a bit short-handed on something; to work like the clappers; to make it tricky; to bung the whole lot into one lorry; to push off; all laid on.

Exercise 5. When you transfer information by phone, they have not to leave long silences or pauses. The phrases will help you.

<i>Starting</i>	Ready?	Go ahead.
<i>Continuing</i>	Have you got that?	Got that.
<i>Finishing</i>	Anything else?	That's all
<i>Checking</i>	Could you read that back to me?	Could I read that back to you?

Exercise 6. Translate the useful sentences.

1. Will you write down the number? 2. I'm afraid he is speaking on the other line. 3. You are speaking too quietly. Can you speak up? 4. Can you repeat that? 5. Can you spell that? 6. Where is the nearest telephone booth? 7. He wants you to call him back. 8. I didn't recognize your voice. 9. Sorry, I can't hear a thing. I'll call you back. 10. Put down the receiver. We have a bad line. 11. Try calling (ringing) me again. 12. There's a call for you from the Ministry. 13. May I have a word with...?

Exercise 7. Transfer the given information from the passages onto a table.

№	Activity			
	Notion	Where	When	Score
1.				

DIALOGUES

- Galaxy Computer Supplies.
 - Overseas Sales Department, please.
 - The lines are busy. Will you hold?
 - The line's free now. I'll put you through.
 - Overseas Sales. Lynne Noon speaking.
 - Good morning. I'm interested in your fire safe cabinets. Do you have a Sales Office in Spain?
 - I'm afraid we don't, but I can arrange for a sales visit from our agent.
 - No, no. That's not necessary. Could you quote me a price for cabinets, CIF Cadiz?
 - May I have your name?
 - Yes, it's Jose Rosales and my fax number is one, that's the code for Madrid, four three zero, six eight seven. Could you read that back to me?
 - 140 6687 And what company are you with, Mr. Rosales?
 - EVP. Right. I'll work out the price and fax a quotation through immediately.
 - Thank you very much. Goodbye.
-

- Galaxy Computer Supplies.
- Extension 143, please.
- Hold on.
- Overseas Sales.
- Could I speak to Mary Thatcher, please?
- Who's calling, please?
- Christophe Terrien of RGF, France.
- Mary Thatcher.
- Hello. This is Christophe Terrien of RGF. I'd like to place an order.
- Certainly Monsieur Terrien. Go ahead.
- I'd like six photoconductor units, reference number seven six nine oh five, a stroke K. Do you have them in stock?
 - Yes, we do. Anything else?
 - No, that's all. This is an urgent order.
 - OK. We'll send them straight away. Could you confirm this in writing, please, Monsiieur Terrien?
 - Of course.
 - Thank you very much.
 - Goodbye.

Exercise 1. Remember these rules of discussion.

The discussion questions deal with different aspects of modern telephone technology. Choose the topics you would like to discuss. Feel free to add related questions of your own. You should focus on using new vocabulary conversation skills. When appropriate for the activity, work in small groups. Assign one person to act as discussion leader and another person to act as recorder. The discussion leader will make sure that everyone talks and stays on the subject. The recorder will take notes and later report briefly to the class on the main points of your group's discussion.

DIALOGUES «TO PLACE AN ORDER»

- Hello, could you put me through to Mr. Phillips, please?
- You're through. Go ahead please.
- Good morning, Mr. Phillips.
- Is that Mr. Pavlov? Good morning.
- We'd like to place another order with your company for spare parts for the equipment supplied by you in the 1st quarter last year.
 - Good. When do you require them?
 - Could you make delivery, say, in November this year?
 - I think that's possible.
 - I understand the spares will be delivered at the same prices as previously?
 - That'll depend on the quantity ordered.
 - There's no problem. We need a large quantity.
 - All right then.
 - We'll be sending you a letter confirming this deal and enclosing 2 copies of a formal order with all the data for signature.
 - Thank you. We'll take steps right away to be able to carry out your order in the time required. Goodbye.
 - Goodbye.

TO GET OR PASS ON INFORMATION

- Hello, can I speak to Mr. Rogers, please?
- Yes, go ahead, please.
- This is Mr. R. Good morning.
- Good morning. Is anything the matter?
- No, I just want you to tell me about the progress of our order.
- Well, we may ship the first lot of the goods ahead of schedule. Is that all right?
- Yes, fine. As to the second lot, I'm afraid you can get it a bit behind schedule.
- How many days?
- Oh, just a couple.
- I think we can manage if it's only a day or two. But it shouldn't be more than that.

DELAY IN SHIPMENT

- Good afternoon, Mr. Pavlov.
- Good afternoon, Mr. Smith. What can I do for you?
 - I'm afraid we have bad news for you. Unfortunately shipment of the 1st machine will be delayed.
 - Oh, what's the matter?
 - We have a serious breakdown at the factory, which cannot be put right until the end of the month.
 - That's very bad. You know the contract stipulates for the Sellers to pay penalty in case of delay in delivery?
 - We know that, but we can't do anything in the circumstances and we apologize for the inconvenience caused. Goodbye now.
- Goodbye. I hope to hear from you soon.

ARRIVAL OF INSPECTORS

- Green speaking. Good morning, Mr. P.
- Good morning. I'd like to confirm that our inspectors would arrive in London tomorrow. So you can expect them at the factory Monday morning.
- Fine. We'll get everything ready. Anything else?
- No, goodbye.

FORCE MAJEURE

- Is that Mr. I.?
- Speaking. Good afternoon, Mr. Green.
- Good afternoon. You probably know that the dockers of Hull are on strike, but all the equipment you ordered was delivered to Hull for loading on board your vessel last week. What are we supposed to do now?
- That's too bad. And our vessel is at the port by now.
- I know that, too.
- Well, I think we'll have to wait and see. Meanwhile I'll try to find out chances at my end and you do it at yours. Then contact me again. Goodbye for now.
- Goodbye.

Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class.

Render the contents of the dialogue in Indirect Speech in English.

Exercise 2. Translate the useful sentences.

1. I look forward to seeing you. 2. 10 o'clock at our office as arranged (as we agreed). 3. I'm afraid I can't manage Monday morning. 4. I'm sorry but I have to go away and won't be able to manage Friday afternoon. 5. Could I suggest Wednesday instead? 6. What about Thursday morning? 7. Perhaps we could meet on Monday instead? 8. Yes, I'm sure that will be fine. 9. Well, I think that will be all right. 10. Yes, that's all right with me. 11. I think that will be OK. 12. I'll be expecting you on Monday 10 o'clock. 13. Could you come over to my office at 2 o'clock this afternoon?

Exercise 3. Sometimes we meet new situations or problems & have to say what action we'll take. Remember that.

A. The line's busy.

A. Could you take a message?

A. I'm afraid your train is delayed.

B. I'll call back later.

B. Hold on. I'll get a pencil.

B. I'll take a taxi.

- The President is busy just now. (later)
- We need some more paper. (order)
- They don't speak English. (translator)
- This quotation is very high. (another supplier)
- I have to go to the head office tomorrow. (a lift)
- They want written confirmation of the order. (fax)
- Mrs. Bell just fainted. (water)

Exercise 4. Make up short dialogues using phrases from the previous exercise.

Exercise 5. Add some information & make up a small report and give a talk in class.

Exercise 6. What would you say on the phone in reply to the remarks and questions?

1. Would you like to make a long-distance call, please? 2. Can you find his phone number for me? 3. Do you want to make a person-to-person call? 4. I'm afraid there will be some delay. 6. Could you spell the name, please? 7. Do I have to confirm my reservation in writing? 8. I would like to make arrangements with you for a birthday party (with a manager of a restaurant). 9. We would like to invite you for our Christmas dinner. 10. Why doesn't this flight suit you? 11. Sorry, I can't give you a definite answer.

Exercise 7. In what situation would you say the following phrases?

1. I cannot get in touch with him. 2. The use of a large telephonic directory is somewhat difficult. 3. I'm sorry you don't have single rooms with private bathroom available. 4. I would like you to see that the apartment is quiet one. 5. Do you have accommodation with a less service charge? 6. We'd like to make arrangements with the restaurant for a small dinner party. 7. A flight leaving London at 11.55 on Monday doesn't suit me. 8. We would prefer to have our seats in the middle of the 5th row. 9. They've changed the cast and we are returning the tickets to the booking office. 10. At last we have come to the airport. Thank you for the lift.

Exercise 8. Rephrase the sentences.

1. I'm ringing to ask you a small favour. 2. I'll do anything – within reason, of course. 3. We'd love to come. 4. In about two weeks' time. 5. Well, you know what it's like. 6. What have you been up to since I saw you last? 7. He is off to Great Britain. 8. This is a comfort. 9. I'll be tied with my work. 10. This situation has just come up for the first time. 11. I'm not going to play hostess. 12. It is so sweet of you. 13. We usually get on fine. 14. Sort it out with him first. 15. It's settled.

Exercise 9. Define the meaning of the phrases. Make up sentences with them.

To ask somebody (to do) a favour; to be disorderly; to be rung up by somebody; to view one's suggestion (un)favourably; to do something within reason; to give a party; to be wondering if; to know where you are; to be up to something; just the usual grind; to be off to (some town or country); to be a comfort; as a matter of fact; to come over; to be rather puzzled; to be put through.

Exercise 10. Read the article on telephoning by writer Ellen Goodman and give your opinion on it.

Now that we have answering machines and voice mail, it is possible for people to avoid talking to each other directly. This phenomenon has led to a new expression in English: **telephone tag**. It occurs when one person leaves a message on a machine, and the person who receives the message responds with another recorded message. The machines convey the messages, but the two people just can't seem to make personal contact.

Exercise 11. Working in a small group, answer everyone's questions. After your discussion, choose one person to report the most interesting points to the entire class.

Exercise 12. Write some questions to ask about Goodman's points. Three questions are started for you; make up the last one.

- What does Goodman think _____ ?
- Do you agree with _____ ?
- Have you ever _____ ?

Exercise 13. Analyze the information, which is in the highlight, and use it in practice.

Exercise 14. Add some information & make up a small report and give a talk in class.

Exercise 15. Read the quotes from the article. Highlight whatever you would like to discuss.

Telephone Tag of the "90-s"

a. "A hundred years ago, the telephone was invented to allow people to talk to each other. Now it's being used to help people avoid talk".

b. "A growing number of Americans have come to prefer voice mail to voices. Have you ever prayed for an answering machine when you called up to break a date? Have you ever deliberately phoned people you knew were out so you could just leave a message? Have you ever RSVPed, apologized, lied, by voice mail? Ever wished you could? Have you ever turned on the answering machine when you were in and then monitored the calls?"

c. "Communication implied that words went two ways, back and forth. Communication was a people skill. Information, on other hand, is a sequence of facts to be delivered and received, dump information on you; you dump it on me. It's a game you can play by machine or by those other telephone toys of the information era, the fax and the modem".

d. "In the much vaunted time-crunch of the '90s, it is faster leave a message on a machine. You don't have to ask the machine whether it had had a nice weekend. Voice mail doesn't want to know why you can't have lunch. Telephone technology doesn't have opinions or feelings. It can't correct you, argue, or engage in what once thought of as social discourse".

e. "So it is that haste has become the new status symbol. Talking is considered wasteful. The powerful are those who eliminate that messy, time-consuming and unpredictable business liability: people".

Exercise 16. Answer the following questions, and then compel from a student at the board to compile a master list of your class's experience with technology.

Have you ever:	Yes	No
▪ used a computer?	—	—
▪ used E-mail?	—	—
▪ set a VCR to record a television show?	—	—
▪ programmed your favorite stations on a car radio?	—	—
▪ set a digital alarm clock?	—	—
▪ used a fax machine?	—	—
▪ bought an answering machine?	—	—

Exercise 17. Chose the right variant in the table below. Who is this?



1. Can I speak to Ms Dupont, please?

- a) The caller
- b) The operator
- c) The person who is receiving the call

2. Who's calling, please?

- a) The caller
- b) The operator
- c) The person who is receiving the call

3. This is Jane Coolimoor from Apex Industries.

- a) The caller
- b) The operator
- c) The person who is receiving the call

4. One moment, please.

- a) The caller
- b) The operator
- c) The person who is receiving the call

5. Hold the line, please.

- a) The caller
- b) The operator
- c) The person who is receiving the call

6. Putting you through.

- a) The caller
- b) The operator
- c) The person who is receiving the call

7. I'm afraid she's out of the office today. I'm replacing her. Can I help you?

- a) The caller
- b) The operator
- c) The person who is receiving the call

8. Can I take a message?

- a) The caller
- b) The operator
- c) The person who is receiving the call

9. Tricia Mellor speaking.

- a) The caller
- b) The operator
- c) The person who is receiving the call

TELEPHONE INTERRUPTIONS

The telephone is an important medium for communication by managers, in comparison to visiting someone or writing a memo, it can save time. However, telephones can become a major form of interruption if not controlled carefully.

Reasons for problems with telephone interruptions are probably similar to the reasons for problems with drop-in visitors. Some managers are afraid of offending people or being unavailable. It is much easier to deal with telephone interruptions than with unannounced visitors. Again, remedies involve a combination of better screening, better communication of role expectations and technical information, and increased alternatives for meeting with you.

✚ If you receive many calls that are not essential, have your secretary screen all of your calls. Provide enough guidance so that the secretary can make good judgements about who should gain access and who should be put off. For example, give the secretary a list of people who should be put through immediately. Have the secretary politely inquire about the identity of other callers and the nature of their business with you. If the secretary is in doubt about the relevance of a call, he or she should ask you before putting it through.

✚ Even if most calls you receive are important, you will want to ask your secretary to take your calls during special meetings or work sessions when you don't want to be interrupted except for an emergency or special person. If no secretary is available to take calls at these times, use an answering machine.

✚ Delegate responsibility for answering particular types of inquiries to your secretary or a subordinate to whom the call can be switched. If it is common to receive misdirected calls, keep handy a list of names and telephone numbers of the appropriate people who can provide information to a caller or deal with the callers problem. Set aside some time periods each week when people know they can call you and get through.

✚ Prepare polite excuses to shorten calls (such as, "I can only talk for a minute now," "I have to leave for a meeting "I am in the middle of a meeting, "can I call you back later?").

✚ Clarify role expectations by setting specific goals and dead lines, giving clear instructions, and reaching agreement on action plans.

✚ Develop standard responses for types of crises and disturbances that can be handled directly by subordinates, making it unnecessary for them to ask you for instructions. Have materials and information ready for calls that you expect to receive, so you are prepared for them and do not need to waste time or call back. Being prepared also shortens call that you initiate.

Exercise 1. Analyze the rules of telephone interruptions and use them in practice.

Exercise 2. Render the contents of the text Time waste - caused by others in English.

- Telephone interruptions.
- Drop-in visitors.
- Lack & unclear communication or instructions.
- Crisis situations, for which no plans were possible.
- Unscheduled meetings.
- Confused chain of authority.
- Inadequate, inaccurate or delayed information from others.

Exercise 3. Add some information & make up a small report and give a talk in class.

TELEPHONE SERVICE IN GREAT BRITAIN

Telephone conversations are very important means of communication nowadays. Instead of former *Telephone Directories* there are special *Phone books*, which contain all dialling codes and related information. It is organized into the four sections.

SECTION 1. GENERAL INFORMATION

No100-operator services. The operator is there to help you if you want to use one of the special call services: *alarm calls, advice of duration and charge, credit card calls, fixed time calls, personal calls, international personal calls, transferred charge calls, Maritime Services* (ship's telegram service and ship's telephone service).

You can also dial 100 and ask the Operator for the appropriate *Freephone Number* (for your local area) which gives information during office hours about British Telecom's telephone, telex and data services.

DIRECTORY INQUIRIES

No142 – for numbers you don't know in the London Postal Area

No192 – for numbers outside London

No151 – Faults (any fault should be reported to the local fault repair service)

No155 – Inmarsat Satellite Service (to book a long-distance call, e.g. to Russia)

No193 – International Telegram (you can send a telegram to most countries)

No 999 – Emergency (tell the operator what service you want: fire, police, ambulance)

INFORMATION SERVICES

For business news index

Timeline for the clock 24-hour service

For international market reports

Weather line, London Area

SECTION 2. LOCAL DIALLING

For 01 – London numbers, dial only the number, omitting the initial 01 – for calls inside London. For outside numbers dial the local code and then the number.

Charges. Different types of call cost different amounts, depending on when & to where you make them. There are three call rates, which relate to different times of the day & week.

Peak rate (9 a.m. – 1 p.m. Monday to Friday).

Standard rate (8 a.m. – 9 a.m. and 1 p.m. – 6 p.m. Monday to Friday).

Cheap rate (6 p.m. – 8 a.m. Monday to Friday, all day / all night at weekend).

Call Categories. There are three basic categories based on distance, plus a fourth which applies to some heavily used routes: "l" rate – Local area rate; "b" rate – over 56 km; "A" rate – up to 56 km; "B/L" rate – some frequently used routes over 56 km. The unit charge is shown on the telephone bill.

SECTION 3. NATIONAL DIALING

The figures before the hyphen show the code of the city, then the local number follows. If you have any problem in finding the right code or getting through to the number, then dial the operator on 100.

SECTION 4. INTERNATIONAL DIRECT DIALLING

International Direct Dialling is based on a standard system comprising four elements. First dial the international code. Then dial the country code. Next dial the area code. Then dial the customer's number you want.

UK TELEPHONE HISTORY

The telephone is an amazing piece of technology that has shaped our lives in more ways than we can possibly imagine. It is such a common item today that we barely even think about it - we just take for granted that we will have access to a telephone, either a landline or a mobile phone. I've been thinking a lot recently about how dependent we are on this technology, which has prompted me to create this article on the history of the telephone in the UK. Who invented the telephone? How did the technology develop? When did telephones enter Britain and how quickly did they catch on?

The word telephone comes from the two Latin words **tele**, meaning at a distance, and **phonic**, referring to sounds. It uses a combination of electricity and acoustics.

As children, you probably remember doing the experiment at school with two plastic cups or tins & a piece of string. One person would speak into the cup & the sound would vibrate along the string, reaching the other cup so that the other person could hear it. This is basically how a telephone works. When a person speaks into the mouthpiece, the acoustic sounds will cause vibrations onto a metal plate, or coil, and electrode.

The plate will vibrate back and forth, causing voltage to be carried along a set of electric wires, which is then reconverted and amplified into the receiver at the other end.

There is much controversy surrounding who really was the first person to invent the telephone. Although Alexander Graham Bell is popularly credited with it, and is probably the name most people would say when asked about the telephone's history, in reality the situation is far more complex.

The Italian Innocenzo Manzetti considered the idea of the telephone as early as 1844; similarly, in 1854, the French telegrapher Charles Bourseul published a plan for transmitting speech and sounds through electricity in a Paris magazine.

In 1854, Italian Antonio Meucci invented a voice communication device whilst in America; unfortunately, Meucci failed to turn this device into a commercial enterprise.

The first person to actually produce a functioning electromagnetic device was Johann Philipp Reis in 1860. Just like Bell's early experiments, the device could transmit indistinct sounds, but could not be relied upon for constant clear sounds or speech.

This was technically a telephone, it was not at all commercially viable at this stage.

1875

Alexander Graham Bell (1847-1922) of Salem, Massachusetts, USA constructed his first experimental telephone in Boston. Thomas A. Watson (1854-1934) assisted Bell in his experiments. Bell was a Scot by birth, and had been born at 16 South Charlotte Street, Edinburgh, UK on 3 March 1847.

The Bell family emigrated to Brantford, Ontario, Canada, in 1870 following the deaths of Graham's two brothers from tuberculosis. From here Bell moved to Boston in the United States in 1872 to take up an appointment as a teacher of the deaf. He had inherited an interest in the training of deaf children from his father, Alexander Melville Bell, who had been a teacher of elocution at Edinburgh. Graham Bell's vocation led him to investigate the artificial reproduction of vowel sounds, resulting in a study of electricity and magnetism, and ultimately the development of the telephone.

1876

Possibly the most famous story associated with the invention of the telephone is the race to the patent office between Alexander Bell and Elisha Gray. Gray was based in Illinois, USA and had been working on a similar telephone device to Bell.

In 1876, Gray signed a notarised statement describing a telephone that used a liquid transmitter, and then sent his lawyer to submit it to the US Patent Office. But, a lawyer acting for Bell had submitted Bell's patent for the telephone mere hours earlier!

It is still massively disputed as to who really invented the telephone first and whose application reached the patent office first. Bell's lawyers were apparently waiting for Bell's patent to be filed in Britain first, as at the time, patents in Britain could only be registered if they were not patented elsewhere.

Rumours abound as to whether Bell's lawyers heard about Gray's invention and rushed to the office to have Bell's invention patented first. Several conspiracy theories also claim that Bell stole Gray's ideas: Bell's lawyers bribed some workers at the patent office to delay the release of Bell's patent for several days, during which time Bell managed to get a hold of Gray's blueprints for the telephone. Bell then submitted a renewed patent with Gray's design, which was issued hours before Gray's.

Whoever really first invented the telephone, there is no doubt that it has become one of the most important inventions in history.

On 14 February an application was filed in America for a patent for Bell's apparatus for transmitting vocal sounds. Within hours, *Elisha Gray* of Chicago (1835-1901), a superintendent of the Western Union Telegraph Company, filed a similar application.

Bell was granted his patent on 7 March, before Gray. On 10 March Bell reputedly spoke to his assistant Thomas Watson the first recognisable words ever transmitted by telephone, *Mr Watson, come here, I want you*. This first articulate sentence was transmitted over 100 feet of wire. *Sir William Thompson (later Lord Kelvin)* exhibited Bell's telephone to the British Association for the Advancement of Science at Glasgow in September. He described it as *the greatest by far of all the marvels of the electric telegraph*.

1877

In July, Mr *W H Preece* (1834-1913), who later became Sir William Preece, FRS and Engineer-in-Chief of the Post Office, brought to this country the first pair of practical telephones seen in Great Britain. Later in the same year Bell's perfected type of telephone was exhibited at a meeting of the British Association in Plymouth.

Also in July, Bell and his financial backers - Thomas Sanders and Gardiner G Hubbard - formed the *Bell Telephone Company* in the United States. The early demand for the telephone had not been great and prior to forming their company Bell and his partners had struggled in their attempts to promote the new invention. At one point they even offered to sell the Bell patents to the Western Union Telegraph Company - Elisha Gray's employers - for \$100,000. At this time the telephone was not seen as a serious rival to the well-established telegraph and the offer was refused. However, following the formation of the Bell Telephone Company, Western Union realised that their telegraph machines were being replaced by Bell's telephones and promptly formed the American Speaking Telephone Company to compete with Bell. The new company employed Thomas A Edison, Elisha Gray and Amos F Dolbear, three leading electrical inventors.

1878

Although Bell was Scottish by birth, the telephone was first brought to the UK by Sir William Thompson (later known as Lord Kelvin). Thompson presented Bell's telephone at a meeting of the British Association for the Advancement of Science in Glasgow, 1877.

Thompson described it as *the greatest by far of all the marvels of the electric telegraph*. The first pair of telephones had been brought into Britain a few months earlier by WH Preece. Bell himself demonstrated how the telephone worked to Queen Victoria in 1878. Based on the Isle of Wight, Bell demonstrated the telephone through making calls to London, Cowes and Southampton. From then on, the telephone began to make headway as a key feature of British life. After Bell's demonstration, the *Telephone Company Ltd* was formed specifically for marketing Bell's patented telephones in Britain. It had a capacity for 150 separate phone lines and opened with approximately 8 subscribers.

These were the first long-distance calls in the UK. The *Telephone Company Ltd* (Bell's Patents) was formed to market Bell's patent telephones in Great Britain. The company was registered on 14 June with a capital of J100,000. Its premises were at 36 Coleman Street. It had a capacity for 150 lines and opened with 7 or 8 subscribers. One of the first telephone lines to be erected in the vicinity of London was from Hay's Wharf, south of the Thames.

From the late 1870s onwards, the telephone slowly began to expand into a key invention in British life. Long distance telephone trials took place between London and Norwich, proving that the telephone would be viable as a method of communication. In the mean time, the technology behind the telephone was constantly improving: the initial transmitter developed by Bell was replaced by an electromagnetic transmitter developed by Thomas Edison. This was then superseded by a new transmitter invented by Francis Blake. Blake's transmitter was based on Professor David Hughes' experiments with the microphone, meaning that the overall sound quality in the telephone would be improved.

Bell's various telephone companies began to use the Blake transmitter for the next 20 years. In January 1880, the first **trunk line** was opened, between Leeds and Bradford in West Yorkshire. The development of the trunk line meant that a circuit connected the two telephone switchboards in Leeds & Bradford, thereby allowing access to several extension lines at once. This was a method that would eventually be repeated across the country.

The development of central batteries by G.L Anders in 1882 ensured that telephones could all be supplied with electricity from a central source, eliminating the need for batteries at each individual telephone. This technology gradually replaced individual batteries throughout the UK, however it took almost thirty years for central battery exchanges to become the norm.

Thomas Alva Edison (1847-1931) of Milan, Ohio, patented in America a carbon telephone transmitter invented the previous year – a great improvement on Bell's telephone transmitter, which worked by means of magnetic current. The first trial of long-distance telephony in Great Britain as a commercial proposition was held on 1 November with a call between Cannon Street in London, and Norwich – a distance of 115 miles - using an Edison transmitter on a telegraph wire. *Professor David Edward Hughes* (1831-1900) invented the microphone.

Francis Blake, an officer in the US Coast Survey from 1866 to 1878, developed a transmitter based on the experiments of Professor Hughes. Blake offered his transmitter to Bell who accepted it as a practical and reliable rival to Edison's transmitter, which was superior to Bell's own. The Bell Companies throughout the world, including in Great Britain, went on to use the Blake transmitter in their telephones for 20 years.

It was ultimately replaced by a transmitter originally patented in September 1878 by *Rev Henry Hunnings* of Bolton Percy, Yorkshire, which used particles of carbon in loosely compacted form between two electrodes. The Hunnings transmitter was later developed by others to replace Blake's as the standard instrument of the Bell Companies.

In the United States, a legal wrangle erupted in September when the *Bell Company* sued *Western Union* to protect Bell's patents. Western Union contended that it was Gray, not Bell, who had invented the telephone.

1879

However, because Bell had filed his patents before Gray, albeit only by hours, settlement was eventually made on 10 November 1879 in favour of Bell, and gave the Bell Company all Edison's telephone rights. Following this court judgement, Western Union withdrew from the telephone business & Bell's company absorbed the American Speaking Telephone Company, reforming as the *American Bell Telephone Company* – Boston on 17 April 1880. The Post Office provided its first telephones, obtained from Bell's UK agent, on rental terms to a firm in Manchester.

The Telephone Company Ltd (Bell's Patents) open another two exchanges towards the end of the year. The number of subscribers totalling 200. Telephone exchanges were also opened by the company later in the year in Glasgow, Manchester, Liverpool, Sheffield, Edinburgh, Birmingham and Bristol. Edison produced a telephone receiver known as the *chalk receiver, motograph receiver or electromotograph*.

The Edison Telephone Company of London Ltd was registered on 2 August with a capital of J200,000 to work the Edison telephone patents. The company's first exchange officially opened on 6 September at 11 Queen Victoria Street, London, with ten subscribers who used carbon transmitters and chalk receivers.

Rivalries & competition & the eventual monopoly of the Post Office

Although Bell had the ultimate patent rights to the telephone, the Telephone Company Ltd began to face serious competition in Britain. In 1879, the company had opened several more exchanges: two more in London, and then several in major cities across Britain, such as Glasgow, Edinburgh, Birmingham, Liverpool and Bristol.

1879, saw the establishment of the *Edison Telephone Company of London Ltd*. After 6 months of operation, Edison's company was serving 172 subscribers. Edison's company was initially far more popular than Bell's as it was cheaper to use.

1880

Although the earlier Telegraph Acts contained no reference to telephones, a court judgement was issued on 20 December in favour of the Post Office in a landmark legal action (*Attorney General vs. Edison Telephone Company of London Ltd. – Law Report 6 Q B D244*). The judgement laid down that a telephone was a telegraph, and that a telephone conversation was a telegram, within the meaning of Section 4 of the Telegraph Act, 1869.

Independent telephone companies were thereupon obliged to obtain 31-year licences to operate from the Postmaster-General, the Post Office taking 10 % of gross income and having the option to purchase a telephone undertaking at the end of ten, 17 or 24 years.

It was Post Office policy to issue licences for the few existing telephone systems, restricting these systems to areas in which they were operating, and to undertake the general development of the telephone itself.

The new company, now controlling Bell's and Edison's patents, reflected the situation in the United States. Up until 1880, private companies could all operate without restriction in Britain. A landmark judgement in 1880, effectively reined in the telephone companies and gave supremacy to the Post Office with regard to telephones.

In December 1880, a court judgement was issued that stated that a telephone was a telegraph and a telephone conversation was a telegram. As the Post Office held the monopoly in Britain on telegram services, all private telephone companies were required to obtain a 31 year license from the Postmaster General in order to carry on operating.

The Post Office would then take 10% of the companies' income. From this point onwards, the Post Office had an effective monopoly over the telephone.

The Postmaster General decided to restrict private company systems to the areas in which they were already operating, so that the Post Office could expand telephone availability into other areas of the country. The court ruling, combined with debates over patent rights, prompted Bell's and Edison's telephone companies to amalgamate, forming the United Telephone Company.

1881

Following the court judgement of the previous year the Post Office proceeded to convert some of its telegraph service exchanges for use as telephone exchanges. The first was Swansea, opened on 23 March, followed by Newcastle-upon-Tyne, Bradford and Middlesbrough. ABC telegraph instruments were replaced by telephones.

The *Provincial Telephone Company* was floated in February with a capital of J75,000 to promote telephone companies. The *National Telephone Company* was formed in March to exploit the market in Scotland, the Midlands and Ireland.

How the Post Office became a major phone supplier

The Post Office decided to take advantage of the court ruling and in 1881 began to convert some of its telegraph exchanges so that they could be used as telephone exchanges. This first occurred in the Welsh industrial cities of Swansea, Newport & Cardiff, followed by other major industrial ports such as Newcastle-upon Tyne and Middlesbrough.

Although the Post Office effectively had a monopoly on the telephone system, private companies could still flourish under the Post Office umbrella. Hence the formation of the *National Telephone Company* in 1881 to exploit the market in the Midlands and Scotland, and the *Lancashire and Cheshire Telephonic Exchange Companies* .

1882

This monopoly of the Post Office was somewhat reversed in 1882, when the Postmaster General, Henry Fawcett, decided that any responsible person or company could be granted a license to operate a telephone system, even if they wished to establish a company where a Post Office system already existed. This reflected the capitalist industrial view of the time, where competition was seen as the best way to create superior industries. This liberalisation of the telephone industry allowed the development of the public call office.

On 17 July the Postmaster-General, Henry Fawcett, decided to grant licences to operate telephone systems to all responsible persons who applied for them.

Even where a Post Office system was established – reversing the previous policy *on the ground that it would not be in the interest of the public to create a monopoly in relation to the supply of telephonic communication*.

G L Anders of London patented a central battery system by which telephones could be supplied with electrical power from the exchange, thereby making batteries at the telephone unnecessary. W H Preece, Post Office Engineer-in-Chief & Electrician (1892-1899) experimented in wireless telegraphy between Southampton and Newport, Isle of Wight.

1883

The second of the *Monarch* cables was built for the Post Office, remaining in service until being sunk off Folkestone during the First World War on 8 September 1915.

Monarch (No. 2) was the first cables ship designed specifically for the Post Office and weighed 1,348 tons. The *Central Telephone Exchange* was established at Oxford Court, London. David Sinclair, an engineer for the National Telephone Company's Glasgow District, patented the first automatic telephone switching device in this country on 7 July. It enabled a subscriber on a branch exchange to be connected to any other on the system by an operator situated at a central exchange, without manual attention at the branch exchange. Sinclair established a working six line automatic exchange at Coatbridge near Glasgow.

1884

On 19 February L M Ericsson of Sweden combined the transmitter and receiver to produce the earliest telephone handset. The *United Telephone Company* absorbed the London and Globe Telephone Company on 24 June. This *liberalisation* by the Postmaster-General also brought about the birth of the public call office. Telephone companies were now allowed to establish telephone stations which any member of the public could use.

There were little more than 13,000 telephones in use at this time and the Postmaster-General's decision allowed access to the telephone to a completely new sector of society to whom the new technology was largely only a rumour.

The new *call offices* were soon advertised in the national and local press. They were at first located in *silence cabinets* found in shops, railway stations and other public places. London's *first trunk telephone line* was opened with Brighton on 17 December.

The *first upright multiple telephone switchboard* in England was installed by Western Electric in Liverpool. The *Western Counties & South Wales Telephone Company* was floated in December with a capital of J400,000.

The *South of England Telephone Company* was floated with a capital of J400,000.

Seven companies now covered the whole of Great Britain. Up until 1884, the use of telephones had been primarily confined to businesses and industries, with extremely little use in a private capacity. The public call office, however, meant that, theoretically, anyone could have access to a telephone. Public call offices were set up in public places such as railway stations and general stores. Again, this decision was taken by the Post Office, showing how it was still the most powerful player in the telephone business. The call office would later evolve to become the iconic red telephone box.

1885

Long-distance telephone trials took place between London and Liverpool. Telegraph circuits were employed and the speakers stationed in Uxbridge and Liverpool.

Through-night service was given for the first time at the Heddon Street & Westminster exchanges of the United Telephone Company, mainly to serve Parliament and its members.

1886

One of the first freestanding call offices (later to be known as *kiosks*) was introduced in Bristol by the United Telephone Company. It was basically a small wooden hut where a three-minute call could be made for just *tuppence*. Not all early payphones had a coinbox built into them; some of the kiosks had a penny-in-the-slot mechanism on the door, while others had an attendant to collect the fee. The National Telephone Company actually produced subscribers' Trunk Pass Keys, which were used to unlock call offices when members of the public wished to make a trunk call in the attendant's absence.

1887-1988

An Englishman, Oliver Heaviside (1850-1925), propounded the theory that the effect of the large electrostatic capacitance of cables could be minimised by increasing their inductance. This increased the distance telephone signals could travel without fading and led to the successful development of long-distance telephone cables.

Heinrich Rudolf Hertz of Germany (1857-1894) successfully transmitted electromagnetic waves (radio waves), proving that they could be reflected and refracted, thus confirming the mathematical theory of James Clerk Maxwell (1831-1879).



1889-1896

Almon B Strowger (1839-1902), a funeral parlour proprietor of Kansas City, filed a US patent for an automatic telephone system on 12 March, and his patent was issued in May 1891. He had discovered (so the story goes) that his local telephone operator was married to another undertaker to whom she diverted Strowger's calls. Strowger's experiments involved the use of brass collar studs and matches, but the Strowger switching system proved extremely popular and in 1922 was adopted as the standard for all automatic telephone exchanges in the UK. This electro-mechanical technology persisted for over seventy years from 1922. These were gradually replaced by digital or modern electronic exchanges during a J20 bn investment in the UK's phone network. For the first time telephone communication was opened between London and the Midland and Northern Counties. The first submarine telephone cable was laid by HMTS *Monarch* between England and France enabling telephone conversations to be made between London and Paris.

The first International service – The London-Paris telephone service, inaugurated in April of this year, was controlled & worked from the Central Telegraph Office until transferred to the Central telephone exchange in GPO South, Carter Lane in February 1904.

The world's first public automatic telephone exchange, using Strowger's automatic telephone system, was installed at La Porte, Indiana in November; 45 subscribers were connected. A Hughes duplex telegraph was installed between London, Paris & Rotterdam.

The Post Office trunk telephone system was opened to the public on 16 July.

The Automatic Electric Company in America developed a rotary dial.

1897-1899

In August, the Post Office permitted Marconi to experiment with wireless apparatus on Salisbury plain. An automatic telephone system was introduced into Great Britain by Strowger and exhibited at Winchester House, Old Broad Street, London.

Marconi established the first permanent wireless station at the Needles Hotel, Isle of Wight. Earlier in the year he made the first ship-to-shore communications, while on a visit to Italy, over a distance of 12 miles. The Italian navy was consequently the first in the world to use radio communication. First long distance cable laid – London to Birmingham.

A Telegraph Act was passed in this year to enable local municipalities outside London to set up their own local telephone systems.

The Telegraph Act, 1899 embodied the Government's decision to set up a large telephone system in London, and to leave competition with the NTC in provincial towns to local authorities to whom licences would be issued. Later in the year the Post Office began laying an extensive system of telephone lines in London. The first maritime distress radio call was made when the East Goodwin Lightship brought the Ramsgate lifeboat to the assistance of the stranded German ship *Elbe*.

1900-1914

The first Central Battery exchange in Europe was opened in Telephone Avenue, Bristol. This development was of great benefit to individual telephone subscribers. The first telephones had a manual Local Battery System where one wire was used to

Marconi formed the International Marine Communications Company Ltd and built the wireless station at Poldhu, Cornwall, designed by John Ambrose Fleming (1849-1945).

The British Pacific Cable between Canada and Australia and New Zealand was completed on 31 October. It opened for traffic on 8 December.

A cheap rate telephone service was introduced by the Post Office; six minutes were allowed for the normal price of a three-minute call between 8 pm and 6 am.

A telephone service was opened with Belgium. John Ambrose Fleming (1849-1945) invented the *Thermionic Valve*, a device with two electrodes which enabled an electric current to pass through in one direction, but prevented the currents from flowing the other way. Fleming's valve can be regarded as one of the first true electronic components.

The telephone systems across Britain became more developed and more complex throughout the 1890s, culminating in the 1899 Telegraph Act, which allowed local authorities outside of London to establish their own local telephone systems. It was hoped that this would establish competition between the National Telephone Company & local entrepreneurs.

The plan however was not as successful as the government would have wished.

There were 1,334 urban local authorities that could have sought licenses, however only 13 asked for licenses, and only 6 actually managed to open their own local telephone systems. The turn of the 20th century saw great advances with regard to the telephone system. In 1901, an agreement between the Post Office and the National Telephone Company allowed free intercommunication between the two systems in London.

This meant that companies registered with the Post Office could ring National Telephone Company lines and vice versa. From 1905 onwards, the two companies began their plan of unifying the two systems, in order to provide a coherent and synchronised telephone system. Government interest in the telephone system had been growing throughout the last two decades of the 19th century, and in 1905 the Treasury and the War Office had both subscribed to the Post Office's London Telephone Exchange. Growing demand from government departments and London businesses led to the installation of a new common battery exchange in 1906. This had a capacity of 150,000 lines. This 'city' exchange was officially opened in 1907.

By 1912, there were seven separate private phone companies operating throughout Britain. However, the Post Office at this point took over the National Telephone Company's system (the largest competitor), meaning that there existed a unified telephone system throughout most of Britain for the first time. Remaining municipal systems existed in Hull, Portsmouth and the island of Guernsey, however, the Post Office in this year took over all other private telephone companies that had sprung up throughout the country.

Telephone technology 1912-1914

The period between 1912 and 1914 is regarded as a pivotal one with regard to telephone development in Britain. As relations with Germany became ever more strained and with the prospect of war looking more and more likely, it was vital that Britain had a fully fledged and sophisticated telephone network to make communication easier. It was also during this period that telephones began to make their way into more and more private homes. Many industrial tycoons had already had private telephones installed, to better keep up with their businesses, however 1912 onwards saw many of the aristocracy and gentry have telephones installed. This was a change that would continue to occur over the next twenty years.

The phone network was growing and developing all the time, and between 1912 and 1914 a series of trunk exchanges were established, to enable better communication between the larger cities. The trunk lines were developed in a variety of ways, with some using telegraph lines, others in underground cables and many on overhead routes.

This paved the way for Britain's central telephone infrastructure, much of which is still in use today. With the outbreak of war in 1914, excellent communications were vital. The government commissioned the expansion of the telephone underground cable network in 1914, ensuring that different areas of the country could be reached at a moment's notice. This developing technology would improve throughout the war period and in to the 1920s.

1915-1929

The *Archangel* submarine telegraph cable was laid between Great Britain and Russia. The Post Office commenced its long-distance radio-telegraph service to ships.

A telephone service was established with the Netherlands (Holland).

A new type of coin-box was introduced, the well-known Button A and Button B prepayment equipment, and for over 25 years its design remained unchanged despite various developments in the design of kiosks. A beam wireless telegraph service was established with Montreal, Melbourne, Cape Town and Bombay.

A regular public transatlantic telephone service from London to New York was begun. Telephone service was established with Austria, Denmark, Norway and Sweden.

Telephone service was established with Czechoslovakia, Gibraltar, Hungary, Italy, Luxembourg, Mexico, Portugal and Spain.

On Monday 2 December, 22 experimental police telephone boxes, installed as part of a new scheme for policing were made available for general use in the Barnes, Kew and Richmond District of 'V' Division, Metropolitan Police District.

The BBC extended its services to include broadcasts of television.

A picture telegraph (facsimile) service between the Central Telegraph Office and Berlin was opened on 7 January. Services to other European cities soon followed.

1930-1932

A radio-telephone service was opened with Australia on 30 April. The service was extended to South Africa and Argentina later in the year. Advice of duration and charge (ADC) at callers' request was introduced. Control of Toll traffic in London was devolved upon local auto-manual switchboards. The first voice-frequency telegraph system with 12 carrier channels was installed between London and Dundee. A telephone cable was laid to the Channel Islands. Telephone service was established with New Zealand. The International Telecommunications Union was created from the International Telegraph Union and the International Radiotelegraph Union. The telephone service regions were divided into telephone Areas under Telephone Managers, of which there were ultimately 57 for the provinces and nine in London. The first large centralised Directory Enquiry Bureau was opened in August. Telephone service was established with Canada (direct), South Africa and the USSR. Telex, Printergram and private telegraph services were introduced.



Telephone history museum

1933-1938

Imperial Chemical Industries Ltd. discovered polyethylene, or polythene as it became known. This material, because of its low dielectric constant, became widely used for submarine cable insulation in place of gutta-percha and rubber, and for many other purposes in telecommunications. Telephone service was opened with India, Northern and Southern Rhodesia and Turkey. Phonogram work was transferred from telephone to telegraph staff. A separate exchange for international calls was opened in London.

The speaking clock was introduced, a service at first available only in London. Under the "Jubilee Concession", introduced as part of that year's celebrations, kiosks were to be provided in every town or village with a post office, regardless of cost.

The London to Birmingham coaxial cable was brought into use, initially carrying 40 circuits with wideband working. A H Reeves, an Englishman (1902-1971), invented Pulse Code Modulation, a revolutionary new system of telephonic transmission.

The first standardised 800-line Unit Automatic Exchange (UAX No. 14) was opened.

The first Administrative Telegraph & Telephone and Radio Conference of the new International Telecommunications Union was held in Cairo.

1939-1950

The outbreak of war on 3 September 1939 heralded six years of hugely increased activity and demand for the Post Office, placing great strain on its resources. Later in the war, as part of the preparations for the Normandy invasion, a new network of cables, switchboards, telephones and teleprinters had to be set up along England's south coast. On the home front the Post Office had soon organised itself to meet the demands of the war. The first mobile Unit Automatic Exchange was put into service. The Bell Telephone Laboratories, USA, announced the invention of the transistor. A shared service was made obligatory for all new residential applicants and for removing residence subscribers. Telephone service was opened with China. The phototelegraph service with Europe was re-introduced for the first time since the beginning of the war.

1951-1959

A Telephone Act became law. The passing of the Act was the first recognition in law of the telephone as a separate instrument from the telegraph. It was the first Telephone Act passed by Parliament, 75 years after the invention of the telephone.

The objective of the legislation was to simplify the provision of a telephone service by replacing the existing system of individual contracts between customers and the Postmaster-General. Post Office engineers evolved an entirely new type of deep sea telephone cable. The Swiss made *Ipsophone*, a record / answer machine, became the first such device to be available in the UK. New Telex service introduced.

The Teletourist Information Service was introduced in London; in English (24 hours) and in French and German. The *700 series* of telephone designs was introduced by the Post Office. It was much lighter than previous designs with lightweight components and a new easily cleaned plastic material, available in a range of six attractive colours, marking the demise of black as the standard telephone colour.

The familiar *curly cord* connecting the handset to the telephone now also made its first appearance. A striking feature of the policy was that *subscribers* were henceforward to be known as *customers*.

Operators in particular were to be released from the strict rules, which governed what phrases they were allowed to use when speaking to customers.

For the previous 54 years operators had not been allowed to say *Good Morning* when taking a call, only such formal phrases as *Number, please*. A car radiophone service for vehicle users was introduced in South Lancashire.

1961-1964

A radio telephone service from aircraft was introduced. The Post Office Satellite Communications Station began working.

The station was designed to track communication satellites and through them to transmit and receive telephone, telegraph and television signals.

Datel services were introduced, enabling data to be transmitted over private telegraph circuits and the telex network. Datel services subsequently became available to a number of European countries and the USA. The Post Office was a founder member of INTELSAT; the International Telecommunications Satellite Organisation founded to develop a global commercial satellite communications system.

1976 -1995

The centenary of the telephone was celebrated on 10 March 1976. A hundred years previously Alexander Graham Bell had heralded a new era in communication with the words, *Mr. Watson, come here, I want you*. To commemorate the event, the Post Office issued a set of four special stamps. All four stamps highlighted the importance of the telephone to the community and featured its use in an everyday situation.

The *first optical cable system* in Europe to form part of the public telephone network was installed. The Post Office launched a facsimile service. A distinguishing name was given to the telecommunications business of the Post Office – British Telecom.

British Telecom's first overseas office was opened in New York. Britain's first credit-card-operated public payphone was introduced. The world's first satellite telephone communications system for airline passengers, *Skyphone*, had its commercial debut on a British Airways. British Telecom's long distance network became totally digital. The first BT shop opened for business on the *Internet* in time for Christmas 1995.

Exchanges & operators & women

Before the invention of automatic telephone exchanges, the assistance of a telephone operator was required to connect the two telephone lines.

The caller would speak to an operator at the central telephone exchange, who would connect a cord to the correct circuit in order to complete the call.

When telephone exchanges were first established, the companies primarily employed men to act as the operators. However, many of the young boys initially employed proved to be untrustworthy, likely to play pranks whilst on the phone and not connecting the phone lines correctly. This resulted in the telephone becoming one of the first businesses to extensively employ women.

In America, Emma Nutt became the world's first female operator, working at the telephone exchange in Boston. Customers were reported to have been so pleased by Nutt's voice that over time, the phone operating profession became strictly women-only. This was a process repeated in Britain, as women's voices were regarded to be more soothing and calm than men's.

§3. CELL PHONE ETIQUETTE

As speaking on the cell phone is one of possible ways of communication it also possesses certain set of communication formulas. So, it is possible to speak about cell phone speech etiquette and cell phone texting etiquette.

As convenient as cell phones are, they can be quite the nuisance at times. It is important that with the advancement of technology come new etiquette rules, especially when the technology involves communicating with others. Following etiquette can prevent one from becoming aggravated by his/her actions when one uses the cell phone.

Etiquette is in essence about proper conduct and presenting yourself favourably. Demonstrating good etiquette is important if one seeks to be successful. An area in which this is essential is the business phone call.

Most business meetings are events that are important for company communications and management. Some serve as platforms to gain approval for new initiatives, while others are creative or informative. The meeting's presenter and attendees should always follow proper business etiquette, no matter what type of meeting it is.

Rudeness and interruptions take away from meeting outcomes and are what make people dread going to them. Moreover, speech etiquette rules inobservance will cause failing the success of the conversation and failing the success of the company as a result.

Cell phone speech etiquette for business is very similar to non-business cell phone etiquette. Respecting the physical presence of a fellow co-worker over a telephone call is the basis of this etiquette. Millions of business phone calls are made every hour and day.

Practicing good business phone etiquette helps encourage clear lines of communication, build rapport and avoid misunderstandings.

Most of us can recollect a phone call that left us feeling frustrated or irritated. It is necessary to use certain SEF for not to find oneself in such situations. All successful business interaction needs preparation. The phone call is no an exception. It is important to know whom one is calling, the most convenient time to do so, the reason for a call and what one can do for a person who is calling. One should be structured, short and sharp.

One should particularize his/her intention behind the call. It should not be assumed that receiver understands why you are calling him/her and what you expect of him/her.

A person should expand upon information and specify the purpose of the call. It is better to ask questions in a concise manner. Paragraph-long questions are annoying for other listeners and confusing to speakers. One should ask a question in 10 words or less and pass on information that the receiver will understand, appreciate and find useful.

Waffling and speaking generically will lose attention and generally reflect poorly on the caller. If the caller is not known to the receiver it is important that the purpose of the call and the caller's credentials are established immediately. A simple introduction followed by a sentence or two not only shows good phone etiquette but allows the receiver to set the forthcoming information within a context.

One of the most important conditions of successful conversation is listening to partner. Lee Bush, an assistant professor in communications, said that there is a difference between hearing and listening to a speaker. Hearing is the physical act of sound waves hitting the eardrum and sending a message to the brain. Listening is the intellectual understanding of the message sent to the ear.

We should catch the idea of the speaker and understand him/her for sure.

Speech etiquette on the phone considers speaking volume to be low. Wherever a person is in public, a voice should be kept at a low decibel. One would not want others around him/her to hear his/her conversation, so the lower speaking the more private conversation is. One should try to keep voice at normal conversational level.

It is effective to answer office phone with a smile. One's co-workers deserve the same courtesy he/she gives his/hre clients. In an article written for Entrepreneur magazine, sales expert Tom Hopkins writes that if your smile can be seen in your eyes, it can be heard over the phone. Smiling gives your voice a naturally pleasant tone and helps you retain friendly professionalism. Remember that phone conversations rely on verbal communication alone to communicate. Nonverbal communication like hand gestures and facial expression aren't able to help you express yourself.

No less important is professional speaking. E-mails are the default communication in most workplaces. Cell phones are often used as main business lines. When answering a call in these cases, one should state his/her name and ask how one may help the caller.

Calling customers by name makes them feel good and aids in memory retention; however, this can annoy if used excessively. A bad connection is a ground for asking for a returning call, rather than making the other person suffers through the noise. If there is a strong need to interrupt a call, use a phone's mute or hold functions.

When the phone rings, one can safely assume that the phone call requires either an immediate response or is of a confidential nature. With that in mind, one should answer the phone quickly and with introducing oneself, giving the name of one's organization or department name, and offering a help.

For example: "Marketing department, this is Jesse. How may I help you?"

This relieves caller of having to guess whether he's reached the right person and lets him get to his point more quickly.

Being at the office always one should check his/her voice mail immediately upon returning to a desk after a break, meeting or lunch. If the message is something that requires a response, one responds immediately via telephone unless the caller specifies otherwise. One's immediate response helps co-worker get his/her job done more quickly.

When leaving voice mail, one keeps it brief, identifying oneself first, then the department and reason for calling. If one expects a response or an action to take place, one states a request clearly and early in the message. When relaying a call back number, always repeats the number, speaking slowly to give co-worker time to write down the number.

For example: "This is Jesse from Marketing. We're advertising our new book, 'Phone Etiquette for Modern Times' in our newsletter and need to have an item description and a product number from the web team. Can you please call me back at ext. 4872? Again, that's ext. 4872. Thank you". The proper way to answer the telephone is "hello".

On the other hand, simply answering "yes" is a curt and inappropriate response. The person making the call draws a very quick conclusion and those is, to think of that person as cold and aloof, and hesitate to communicate readily. When one pick up the phone, greets the person depending on the time of the day. At times, someone other will answer the telephone.

If that person is asked, "may I speak to Mr. ___ please", the response should be, "one moment please, I will get him for you". If the person who is needed is not available the response should be, "I am sorry, Mr. ___ is not available at this time, may I take a message?"

This is simply a form of good manners, whatever form it may be expressed, thoughtfulness for the feelings of others. What would he or she think if the answer to the question, "is Mr. ___ home please", would be an abrupt "no". This response would reflect negatively, on the actual person being called.

One should think about what time it is, when placing a call. One would not want to call when there is the possibility that person may be asleep.

For example on a work morning before 7:00 a.m. would not be a good time. After 9:00 to 10:00 p.m. in the evening is not a good time, and it should be remembered to avoid calls around the usual period most people will be eating. Courtesy is expected when using the telephone just as if you are talking in person.

Dialing too quickly, or in inadequate lighting may be the cause of dialing a "wrong number", never just hang-up. So, one expresses an apology, letting them know one has dialed a wrong number. To avoid disturbing another person unnecessarily one dials carefully and makes sure can see the dial pad.

When speaking, one thinks of the way he/she sounds. Makes sure he/she enunciate words clearly and precisely. One speaks clearly and slowly when taking a business call. It is embarrassing to be asked to repeat what one is saying. The voice reflects courtesy, since that person on the other end of the line cannot see facial expressions a "tone of voice" will need to express this. One should let the telephone ring a reasonable length of time. It is frustrating to just get to the telephone and hear a dial tone.

Good business phone etiquette demands professionalism at all times.

When speaking to someone one should avoid the use of casual words and slang or personal questions. Privacy and security around furtive issues must always be borne in mind on the phone. If it is imperative that sensitive discussions take place over the phone, business etiquette requires confirming with the receiver whether this is appropriate.

Being patient is a good demonstration of business etiquette which relies on staying calm, cool and collected under pressure or when facing a testing situation. Ability to stay patient earns respect and avoids rash actions or decisions.

One should never be rude to a caller no matter whatever provocation. One should always conduct oneself in a professional business like manner. It is inappropriate to eat food or chew gum while talking on the phone. It could possibly irritate the user.

One should not talk on the phone while driving. This is not only dangerous but will also divide attention. It is rude to take a call or have cell phone ringer or buzzer on during a meeting. According to the experts at the Microsoft Small Business Center, cell phones should not be used during interview or small one-on-one meetings with co-workers and subordinates either. If the cell phone device cannot be turned to silent, then it should be left behind or turned off completely.

Texting, sending e-mails or surfing mobile web applications during a meeting is unacceptable. If one must take a phone conversation, he/she apologizes and moves to a hallway or to the parking lot to keep the conversation private. One keeps the conversations brief, and if lengthy deliberation is needed, asks to call back at another time.

It is very impolite to interrupt the conversation with the person whom one is with to answer a text message. It suggests to the person with whom one is speaking that he/she is not interested in what person is saying. The same rule applies to text-messaging while also talking with someone over cell phone.

Phone's keyboard beeps every time one uses it during a call so the person on the other end can literally hear what one is doing, even if one has his/het phone in silent mode.

Following these rules will provide one a successful conversation and will create an image of polite and successful businessman with whom his clients will cooperate with pleasure. Text messaging is a representation of written cell phone speech etiquette. It has continued to become a primary means of communication for many users.

Text messaging is not only a convenient way of communicating, but it has become a much larger part of today's technological world. It's now possible to send a message from phone to phone, via email or various other media outlets.

Text messages were once nothing more than brief written messages, yet they now contain images, videos or other items. As technology continues to evolve, the use and prevalence of text messaging will continue to grow.

Text messaging or **texting** refers to the exchange of brief written messages between fixed-line phone or mobile phone and fixed or portable devices over a network. While the original term was derived from referring to messages sent using the **Short Message Service** (SMS) originated from Radio Telegraphy, it has since been extended to include messages containing image, video, and sound content (known as MMS messages).

The sender of a text message is known as a **texter**, while the service itself has different colloquialisms depending on the region: it may simply be referred to as a text in North America, Australia, the Philippines and the United Kingdom, an SMS in most of Europe, and a TMS (SMS) in the Middle East and Asia.

In straight and concise definition, "Text Messaging" by phones or mobile phones should include all 26 letters of the alphabet and 10 numerals, i.e. alpha-numeric messages or text to be sent by texter or received by the textee.

The SMS concept was developed in the Franco-German GSM (Global System for Mobile Communications) cooperation in 1984 by Friedhelm Hillebrand and Bernard Ghillebaert. The innovation in SMS is Short. The GSM is optimized for telephony, since this was identified as its main application. It was necessary to limit the length of the messages to 128 bytes (later improved to 140 bytes, or 160 seven-bit characters) so that the messages could fit into the existing signaling formats.

SMS was first used in December 1992, when Neil Papworth, a 22-year-old test engineer for Sema Group (now Airwide Solutions), used a personal computer to send the text message "Merry Christmas" via the Vodafone network to the phone of Richard Jarvis.

When texting first came out, it was originally intended for businessmen. It was very expensive and not a realistic option for people who weren't wealthy. When texting began, they were able to send up to 140 bytes that translated to 160 characters of the English alphabet. Initial growth of text messaging was slow, with customers in 1995 sending on average only 0.4 messages per GSM customer per month. One factor in the slow take-up of SMS was that operators were slow to set up charging systems, especially for prepaid subscribers, and eliminate billing fraud, which was possible by changing SMSC settings on individual handsets to use the SMSCs of other operators.

SMS is available on a wide range of networks, including 3G networks. However, not all text messaging systems use SMS, and some notable alternate implementations of the concept include J-Phone's "SkyMail" and NTT Docomo's "Short Mail", both in Japan.

E-mail messaging from phones, as popularized by NTT Docomo's i-mode and the RIM BlackBerry, typically use standard mail protocols such as SMTP over TCP/IP.

Since the 2000s, text message use has continued to grow. Mobile phone carriers have created service plans meant for individuals who primarily text for communication.

Some individuals have mobile phones that are only used for texting and do not have an active calling plan. According to Cellsigns statistics, the average wireless user was receiving 357 text messages while only receiving 204 phone calls.

Today text messaging is the most widely used mobile data service, with 74% of all mobile phone users worldwide or 2.4 bn out of 3.3 bn phone subscribers at end of 2007 being active users of the Short Message Service. In countries such as Finland, Sweden and Norway, over 85% of the population use SMS. The European average is about 80% and North America is rapidly catching up with over 60% active users of SMS by end of 2008.

The largest average usage of the service by mobile phone subscribers is in the Philippines with an average of 27 texts sent per day by subscriber.

As mobile technology continues to grow, the use of text messaging has also changed. Blackberry and iPhone users are able to view and read text messaging as one continued conversation rather than having to change screens to read previous messages.

Text messaging has also become a marketing tool for some companies, who send multiple messages to customers the same way email blasts are used. Programs are also being created to send money transfers using text messages.

As with any new form of technology, text messaging has faced numerous challenges. Users complain of unsolicited spam text messages that are sent to their phone. Some carriers have charged their users for these texts even though they are unauthorized.

Texting while driving has become a major concern in the country. Politicians are working on a federal ban of texting while driving; many states have adopted laws against the action. A study by the Virginia Tech Transportation Institute reported that a risk of crashing is 23 times greater than normal if texting while driving.

Despite of an absolute utility of text messaging it can cause problems. Text messaging has had an impact on students academically, by creating an easier way to cheat on exams. In December 2002, a dozen students were caught cheating on an accounting exam through the use of text messages on their mobile phones.

In December 2002, Hitotsubashi University in Japan failed 26 students for receiving e-mailed exam answers on their mobile phones.

The number of students caught using mobile phones to cheat on exams has increased significantly in recent years. According to Okada (2005), most Japanese mobile phones can send and receive long text messages of between 250 and 3000 characters with graphics, video, audio, and web links. In England, 287 school and college students were excluded from exams in 2004 for using mobile phones during exams. Some teachers and professors claim that advanced texting features can lead to students cheating on exams.

Cell phones have very quickly become an integral part of our everyday lives as we can communicate through phone calls or text-message from virtually anywhere. Text messaging is one of the simplest and most useful means of mobile communication.

As the use of cell phones grows, it becomes more important to understand the speech etiquette rules applied to cell phone texting usage, which include following ways of speech behaving while communicating by messaging.

One of the most important rules in text messaging etiquette is keeping phone on vibrate when at work or in a quiet public place such as a movie or theater.

Nothing is more annoying than the perpetual texter who does not silence their phone. No one wants to hear one's text beep every five minutes. One should keep them short, when needs to write someone an in-depth message, sends an e-mail. Otherwise, one gives a person ring or sees in person. Long texts can be confusing or tough to respond to.

It should be remembered that SMS is informal. SMS should not be used for formal invitations or to dump one's girlfriend or boyfriend. The casualness of SMS diminishes the strength and meaning of the message. It is appropriate to use fun graphics, but there should not be too much. There is nothing quite like getting a wink or kiss from a partner or spouse via text message, as this encourages flirtation and fun. But, reserving smiley's for a few text messages to keeps messages special. One should be aware of his/her tone.

It is extremely difficult to discern tone in text messages, just as in e-mail.

What seems to be a completely innocuous message may be grossly misinterpreted by the recipient, causing certain discomfort if not irreparable harm.

Using cell phone to text-message while driving has become something of a dangerous epidemic to both driver and passengers. There are more and more car accidents every year because of people trying to type with their thumbs while driving.

Text messaging while driving is rude to passengers because one is showing blatant disregard for their safety as well as ignoring whatever conversation that may be going on.

If one needs to know immediately what the text message says and respond to it, politely explains the situation to one his/her passengers and asks them to read the text message and type the response for him/her. If one is uncomfortable asking passengers to read the text message, waits until one is somewhere more private where it is possible to read and respond to the message oneself. When one is a passenger in the car and is receiving text messages, also remembers that it is rude to disregard the other people to respond to a message.

If it cannot wait, explains to his/her fellow passengers that one need to respond immediately and do so quickly. Otherwise, one waits until is in a more private location and not engaged in conversation before responding.

While talking it is not acceptable to interrupt the conversation with the person whom one is with to answer a text message. It suggests to the person with whom one is speaking that one is not interested in what he/she is saying. The same rule applies to text-messaging while also talking with someone over cell phone.

When at a social event such as a movie, concert, classroom or theatrical production, it is rude to interrupt the performance by text-messaging, particularly in places where it is dark, such as a movie theater, where the lights on one's phone can be distracting to others.

A phone should be put on silent mode and messages checked after the event.

There is no agreed-upon maximum number of text messages one can send to someone in a certain period without becoming a pest or a source of dread. How often one can safely text someone depends on how close one is with that person, the importance of the information conveying, and the timing of the texts. It is acceptable to respond to a text message with a phone call, an e-mail message, or any other form of communication.

The recipient is free to choose the medium of the response, or even whether to respond at all. Similarly, there is no strict rule governing how promptly a person should respond to a text or instant message.

The recipient may reply at any convenient time, though in general text messaging and IM are most appropriate for subjects of some urgency. It should be remembered that SMS can be traced. Anonymous messages are still best sent from Web sites.

SMS language or **Textese** (txt talk) is a term for the abbreviations and slang most commonly used due to the necessary brevity of mobile phone text messaging, in particular the widespread SMS communication protocol. SMS language is also common on the Internet, including in e-mail and instant messaging. It can be likened to a rebus, which uses pictures and single letters or numbers to represent whole words.

For words which have no common abbreviation, users most commonly remove the vowels from a word, and the reader is required to interpret a string of consonants by re-adding the vowels (e.g. dictionary becomes dctnry and keyboard becomes kybrd).

The reader must interpret the abbreviated words depending on the context in which it is used, as there are many examples of words or phrases which use the same abbreviations (lol could mean laugh out loud or lots of love, and cryn could mean crayon or cryin(g)).

So if someone says ttyl, lol they probably mean talk to you later, lots of love not talk to you later, laugh out loud, and if someone says omg, lol they probably mean oh my god, laugh out loud not oh my god, lots of love. Context is key when interpreting textese, and it is precisely this shortfall which critics cite as a reason not to use it (English has many words that have different meanings in different contexts). SMS language does not always obey or follow standard grammar, and additionally the words used are not usually found in standard dictionaries or recognized by language academies. The advent of predictive text input and smartphones featuring full QWERTY keyboards may contribute to a reduction in the use of SMS language, although this has not yet been noted.

The objective of SMS language is to use the least number of characters needed to convey a comprehensible message, also as many telecommunication companies have an SMS character limit, another benefit of SMS language is to reduce the character count of a message, hence, punctuation, grammar, and capitalization are largely ignored.

The dialect has a few hieroglyphs (codes comprehensible to initiates) and a range of face symbols. According to a study, though it is faster to write it takes more time to read than normal English. According to research done by Dr. Nanagh Kemp of University of Tasmania, the evolution of "textese" is inherently coupled to a strong grasp of grammar and phonetics. There different even contrary point of view on this phenomenon.

Some scholars and professionals claim than this language is destructive only but others affirm that it develops the language.

Welsh journalist and television reporter John Humphrys has criticized SMS language as "wrecking our language". The author cites ambiguous examples such as *lol* which may mean *laughing out loud*, *lots of love*, or *little old lady*, depending on the context in which it is used. Humphrys describes emoticons & textese as *irritating* and essentially lazy behaviors, and surmises that *sloppy* habits gained while using textese will result in students' growing ignorance of proper grammar and punctuation.

David Crystal has countered the claims that SMS has a deleterious effect on language with numerous scholarly studies. The findings are summarized in his book "Txtng: the Gr8 Db8". Despite scholarly research to the contrary, the popular notion that text messaging is damaging to the linguistic development of young people and to the English language itself persists.

In one American study, researchers found that less than 20% of messages used SMS language. Looking at his own texting history, the study's author, linguist David Crystal, noted just 10% of his messages used SMS language. We would like to present the most widespread and the brightest examples of SMS language. Single letters can replace words: be becomes b, see – c, okay – k, okay cool – kk, are – r, you – u, oh – o. Single digits can replace words: ate becomes 8, for – 4, to or too – 2, won or one – 1. A single letter or digit can replace a syllable: ate becomes 8, so: great – gr8, wait – w8, later – l8r or l8a, tomorrow – 2mro, for or fore becomes 4, so: before – b4, therefore – thr4. Abbreviations for the whole phrases are used: As far as I know – afaik, Age/Sex/Location – a/s/l or asl, As soon as possible – ASAP, At the moment – atm, Be right back – brb, By the way – btw.

Another group of people stick to statement that SMS language has a good effect on the language. Text messaging may help language development. Text speak, rather than harming literacy, could have a positive effect on the way children interact with language, says a study. Researchers from Coventry University studied 88 children aged between 10 and 12 to understand the impact of text messaging on their language skills. They found that the use of so-called "textisms" could be having a positive impact on reading development.

The study is published in the British Journal of Developmental Psychology.

"Children's use of textisms is not only positively associated with word reading ability, but it may be contributing to reading development", the authors wrote in the report.

The children involved in the study were given 10 different scenarios and asked to write about them using text messages. The textisms were split into categories, including shortenings, contractions, acronyms, symbols and non-conventional spellings, and analysed for their use of language alongside more traditional schoolwork. "The alarm in the media is based on selected anecdotes but actually when we look for examples of text speak in essays we don't seem to find very many", said Dr Beverley Plester, the lead author of the report and senior lecturer at Coventry University. Texting is likely to be an important part of a child's learning development, she thinks. "The more exposure you have to the written word the more literate you become and we tend to get better at things that we do for fun", she said. The study found no evidence of a detrimental effect of text speaks on conventional spelling.

"What we think of as misspellings, don't really break the rules of language and children have a sophisticated understanding of the appropriate use of words", she said.

Other reports have produced similar results. Research from the University of Toronto into how teenagers use instant messaging found that instant messaging had a positive effect on their command of language. To our mind text messaging for all that has a negative effect because communicating a lot by text messaging we get accustomed to the SMS language so much that even not consciously we use it in our everyday speech and in formal writing.

Moreover the grammar rules are violated in texting and finally step by step we become victims of illiteracy caused by the SMS language influence.

So, with the advancement of technology come new etiquette rules, for example, cell phone speech etiquette which as a subtype of speech etiquette has its own set of etiquette formulas, which are used both in oral and written forms of communication on the cell phone.

Cell phone speech etiquette is especially important for people in business as using this type of etiquette favours the success and positive result of negotiations. Cell phone conversation needs such preparations as getting an information about whom one is calling, convenient time to do this, the reason for call and help one can offer.

The most common etiquette rules are: short and exact questions and answers, listening to partner, low volume of speaking, smiling while speaking, professional speaking, and using general speech etiquette formulas.

Written representation of cell phone speech etiquette is texting etiquette. It appeared recently as text messaging began less than twenty years ago. But texting usage has both advantages and disadvantages because it is very cheap, quick and convenient mode of communication but it effects the literal language badly.

CONCLUSION

Speech etiquette undoubtedly is of special importance for investigations as it is inalienable moment in communication in different social situations. That is why we have chosen the topic of our study "Speech and Texting Etiquette on the Cell Phone".

Accordingly, we analysed the literature and investigated the formation and development of etiquette and the variety of its types, the use of SEF in communication. Cell phone etiquette, as one of its types, implies using of the SEF conformably to situation.

Texting etiquette is a written representation of the SEF but in brief form.

So, we have come up to the following conclusions:

- etiquette began because of the need to behave correctly in social situations;
- depending on the sphere of usage etiquette can be of different types: Court Etiquette, Diplomatic Etiquette, Business Etiquette, Netiquette, Wedding Etiquette, Speech Etiquette, Cell Phone Speech Etiquette, Texting Etiquette, etc;
- functions of the SE are based on communicative function of the language;
- within the speech etiquette two more subtypes can be distinguished: cell phone and texting etiquette, the first pertains with oral communication and the second pertains with written one;
- cell phone speech etiquette is the system of communication formulae which can be used to establish contact, to make the it go on or to break it between the participants of communication;
- cell phone speech etiquette appeared as a result the advancement of communication technologies which demand using SE;
- cell phone speech etiquette favours successful and effective communication acts;
- the most common etiquette rules on the phone are: short and exact questions and answers, listening to partner, low volume of speaking, smiling while speaking, professional speaking, and using general speech etiquette formulas;
- texting etiquette – are rules of using formulas of speech etiquette in sending short messages from one phone to another;
- the scholars have opposite points of view on problem of the SMS language effect, the first state of its negative effect on language and the second of its positive effect.

Exercise 1. Read the information & pick up the essential details in the form of quick notes.

Exercise 2. Transfer the given information from the passages onto a table.

№	Activity			
	Notion	When	Where	Score
1.				

§ 4. TELEXES

Telegrams sent with the help of teleprinters (teletypes) are called telexes. Telexes are mostly used for information, which it is urgent for you to have or to pass.

The Telex network is worldwide and links over 400,000 subscribers in over fifty different countries. How wide is the Telex network nowadays can be seen just from one example: only one Japanese company *Mitsubisi Serdzi* has got 125 teleprinters all over the world and 60 teleprinters in Japan itself. They are all linked with the Central Computer Exchange of the company in Tokyo by communication lines of 450,000 km long, which is 11 times longer than the circumference of the Earth. All telex numbers are published in the Telex Directory. Company telex number is given on printed company-forms in the letterhead or the bottom of the page. The telex system provides a 24-hour service, and messages may be sent to subscriber even when his teleprinter is unattended if it has not been switched off. So it is possible to send messages at night ready to be dealt with first thing next morning. All calls are charged on a time-and-distance basis.

In addition to standard telex equipment, which transmits messages as they are typed, there is special equipment for the transmission of messages automatically at high speed. This equipment may be fitted to the teleprinter and transmit messages on perforated tape at a continuous speed of 400 characters or 66 words) a minute.

The advantages of automatic transmission are obvious.

Here are some International Telex Abbreviations, which may be useful to remember.

ABS = absent, office closed ATTN = for the attention of

FIN = end of message NC = lines engaged

OCC= customer engaged OK = agreed

PLS / SVP = please RPT = please repeat message

RYT = reference your telex TX / TLX = telex

EEE / XXXX = an error, the next word replaces the last word

Telex should be short, exact and clear. They are often written without the Opening Salutation or the Complimentary Closing and without paragraphs.

Very often conjunctions, prepositions, pronouns and punctuation marks may be omitted if it does not impair the meaning of the message. To mark the end of the sentence, the word *stop* or *full stop* may be used. As a rule no capital letters are used in telex messages. On the top of the page, following words must be written:

zero sheet / lead sheet / leader sheet / cover sheet

At the end of the telex you must write ***the end***. You must sign the number of pages:

Pages to follow: 7 + cover sheet or 7 cover sheet included.

If you don't receive all pages of this message, please contact Mr. X Phone.

In case of any troubles feel free to contact.

The Main Parts of the Telex

Number of telex.

Address of receiver.

Date of sending.

Code.

The main text.

Address of sender.



SPECIMEN TELEXES

attn: vice general director Petrov

pls. confirm our understanding that your requirements will be the purchase of equipment in western countries in accordance with your own specifications and thus our company will not be required to carry any engineering design work.

informing you that our sales manager and myself will be in Kiev again 15-22 November inclusive. we wish to discuss delivery progress of current contract and your recent further inquiries to which quotations were mailed to you lately. Pls. advise as soon as possible by telex suitable firm date and time of our appointment Wednesday or Thursday would be more convenient for us if that is ok with you.

please be advised that effective November 1, 1991 we will no longer accept air mail payment orders in excess of us dlrs 5,00000 all requests for payment or transfers in excess of this amount be forwarded by tested telex we trust you understand that this is our mutual interest to reduce exposure and increase security thank you for your cooperation from Morgan bank money transfer processing unit.

DIALOGUE

- He is in the telex room. He is going to telex Paris now.
- Excuse me. What do I do first?
- Press the 'call' key and dial the access code for Paris, Pedro that's 005.

The telex machine prints a central equipment reference code, the time, Enginex's number plus «G» for Great Britain and «Key».

- What does *key plus* mean?
- It means, type the firm's telex number – the number for Paris Materials.
- Ah, yes, that's 64371. (He starts to type)
- No. First you type the code for France – that's 31, the keying code or *country* code.
- Oh, yes. I haven't used a telex machine for months – that's 31 64371.
- And type a plus sign to show *end of code selection*.
- Right...
- Oh, here comes the answerback now. That was quick!
- Answer back?
- Yes, their number – 64371 Carmater and Framor from France.

Then it prints our number again, too. You type your message now and don't forget – exchange answerbacks at the end. Right. Attention, Mr. R Gomez... (He types the rest of them.) Oh, no! I've just remembered! I have to send it in French, not English! I'll have to start again!

Exercise 1. Translate the specimen telexes into your native language.

Exercise 2. Characterize the main part of the telexes shortly in English.



TELECOPIES/FACSIMILES

While telexes are used to pass information about orders, time of delivery and various other matters during the negotiations or the performance of the contract, important printed material (drawings, diagrams), which the parties have to study, may, if the matter is urgent, be transmitted from one place to another by telecopiers (which is principally a copying machine that is connected to another copier through the telephone network) often called telefacses. New forms of business communication appear: teletexts and videotexts. But letters, signed documents (contracts of sale, charterparties) and pieces of information of less urgent nature are, of course, distributed by post. A fax can be written in a less formal style than a letter. People don't expect a fax to look as good as a letter, but a good-looking communication of any kind gives a better impression than a messy one. When writing to a woman, make sure you use her preferred style of address: Mrs., Miss or Ms. If in doubt, use Ms. Before you print out a letter or fax, always check it through to make sure that you have included all the necessary information – and that you haven't made any mistakes in numbers, prices or dates.

Exercise 1. What would you say in reply to the following remarks?

- ✚ This is Mr. S. speaking. I would like to make an appointment with Mr.P.
- ✚ I'm afraid I'll be tied up today. Could you suggest an alternative date?
- ✚ There is something I'd like to talk to you about. When can we meet?
- ✚ I'm afraid we cannot fit you in today but we could recommend you another specialist.
- ✚ This is Mr. Fray's secretary. I'm calling to confirm your appointment with Mr. Fray for tomorrow, at 11 a. m.
- ✚ I'm calling to let you know that Mr. Bell will not be able to keep the appointment. He is away from London and won't be back until after Friday. We are sorry about this.

Exercise 2. Remember proper telephone business etiquette.

Answer the phone in as few rings as possible.

Try to solve the problem within the call time.

Body language really matter when talking on the phone.

Use the caller's name whenever as possible.

Phone conversation lacks the obvious input of body language; the recipient on the other end will receive your true intentions through the tone of voice you use during the call.

PHRASAL VERBS OF THE TELEPHONE



TELEPHONE PHRASAL VERBS

- Ⓢ **Break - up** = To be inaudible over the mobile phone
*E.g. "Sorry, could you repeat that, please? You're **breaking up**!"*
- Ⓢ **Phone in** = Call in by telephone to a central person or central point.
*E.g. I have to **phone in** and report the changes.*
- Ⓢ **Call back** = To return a phone call
*E.g. She said she'd **call back**.*
- Ⓢ **Call up** = Call someone on the phone
*E.g. My dad **called me up** to tell me the bad news.*
- Ⓢ **Get through** = To contact by telephone
*E.g. I finally **got through** to Tom on his mobile.*
- Ⓢ **Hold on** = Wait for a short time
*E.g. Could you **hold on** a moment, please?*



Telephone Phrasal Verbs



Remember

- That customers may have already been interacting with their telephone key pad, and pre-recorded messages, so some of the initial impression may be out of the hands of your agents.
- Remember that you may be the first and only contact a person may have with your practice, and that first impression will stay with the caller long after the call is completed.
- So the key moment is when the speaking starts. Engage the caller and get them on your side.
- You need to lay the groundwork even before you pick up the phone, and you do this by

EXAMINATION QUESTIONS/TASKS

- ✚ Explain the difference among various means of communication.
- ✚ Characterize each means of communication briefly.
- ✚ Tell some tasks of telephoning.
- ✚ Explain some do's of rules for using the phone.
- ✚ Explain some don'ts of rules for using the phone.
- ✚ Render the contents of Telephone Service in Great Britain.
- ✚ What are telexes used for?
- ✚ Give the characteristic of the main parts of the telex.
- ✚ Characterize the facsimily.
- ✚ Add some features of modern means of communication.

§ 5. TELEGRAMS



ABT = about относительно
ASAP = as soon as possible как можно скорее
B/F = Bill of Exchange переводный вексель
BIBI = bye-bye до свидания
CFM = please confirm просим вас подтвердить
B/L = Bill of Lading коносамент
DLRS = dollars долларов
DOZ = dozen дюжина
INFO = information информация
OK = okay, agree согласны
PLS = please просим вас
LC = letter of credit аккредитив
QOK = question OK, do you agree?
Согласны ли вы?
RE = relating to ссылаясь, относительно
REF = referring to ссылаясь на
RGDS = regards с уважением
RPT = repeat просим вас повторить
TLX = telex телекс
YR = your ваш

Messages transmitted by telegraph are called telegrams if they are sent by means of wire and cables (cablegrams) and if they are sent by means of cable (laid underground or on the ocean bottom). Nowadays in Britain, and in most other English-speaking countries, however, the word *cable* is used for any telegrams, which are sent out of the country.

It is even applicable to wireless communication (to radiograms). Telegrams are usually typed out in capital letters without any punctuation, the word *stop* may be used if necessary to make meaning clear. Since telegrams are charged according to the number of words, they must be economically worded, i.e. kept short:

By means of omitting nonessential words such as article, link words, pronouns as subjects, some prepositions (not *within* or *without*) & other auxiliary parts of the sentence. But the message to be sent must not be out down so far as to make it ambiguous.

By leaving out the Opening Salutation and Complimentary Closing.

Such courtesy-words, however, as *thanks (thank you) -TU*, *please (PLS)*, *kindly*, *appreciate*, *regards (RGDS)* and some others are widely used.

By using abbreviation such as: to avoid mistakes numbers in cables are written in words, and certain numbers, e.g. double figures (cardinal and ordinal) from twenty-one (twenty first) and on – twenty-one, thirty-first, forty-five – are written in one word.

Numbers *one hundred* (thousand), etc. are written in one word as well: nine hundred, seven thousand, five thousand and forty-five. (= 5055) For the sake of economy and occasionally of secrecy instead of writing cables in clear you may use commercial codes (Marconi, Bentley's) and cyphers.

There are special *Code Books*, for example, the British ABC Code, which serve as dictionaries (to read cables written in code)

Exercise 1. Remember that:

a) *certain words are very frequent in cables, for example:*

to advise – уведомлять *Examples:* PLS ADVISE SOONEST DELIIVERY

to expedite – ускорять PLS EXPEDITE REPLY RGDS

to finalize – завершать DATE RGDS SMITH

to report – прибывать BROWN

b) *If a document is quoted, the word "QUOTE" is written at the beginning (meaning - цитирую) and UNQUOTE at the end (=конец цитаты).*

c) *You write the word EYE for the pronoun I to avoid confusing it with the figure 1.*

d) *To stress the importance of something the word REPEAT is used and the important part is repeated.*

Lengthy messages, which are urgent may be sent by letter telegrams at half the rate for ordinary telegrams. They are delivered on the day next the one when they were handed in. Messages sent by letter telegram must have the appropriate indication: L.T. in front of the address. Just a couple of decades ago telegraphic messages were the fastest means of business communication. They were widely used for buying and selling in exchanges, in dealings in raw materials, stocks and shares, foreign currencies, ships and insurance.

But their role has been diminishing over since the appearance of the other means of communication – especially – telexes.

For the convenience of the customers companies register their cable addresses, which are abbreviated registered for use in cables. Company cable addresses were and sometimes still are printed on company forms. Some companies do not print their cable addresses on their forms any longer. Since cables and telexes are not juridical documents and if they contain information concerning changes in terms, dates or other important agreed data, they should be confirmed by letters the same day, either by repeating their words, or by sending their carbon copies, e.g. **Dear Sir,**

We confirm our exchange of cables according to the attached copies, and enclose our Order No 456 with shipping instructions.

ENC: 5 pages

...../signature/

Exercise 2. Remember that:

telegram – телеграмма *Syn. telegraph, cable*

to get (receive) a telegram – получать телеграмму

to send a telegram – отправлять телеграмму

a telegram from London to Glasgow – телеграмма из Лондона в Глазго

I'll reply by wire. – Я отвечу телеграммой.

telephone wires – телефонограмма

wire – телеграф, телеграмма

to down to the wire – телеграфировать, посылать, отправлять

to wire in – сленг. стараться изо всех сил

telephone wires – телефонограммы

to send a wire – отправить телеграмму

to get one's wires crossed – неправильно понять, перепутать (что-л.)

to get in under the wire – едва успеть, чуть не опоздать

to give smb. the wire – тайно предупредить кого-л.

COMMUNICATION QUIZ

CHOOSE THE BEST METHOD OF COMMUNICATION FOR EACH PROBLEM. MATCH ONES ABOVE WITH ONES BELOW.

- + You want to talk briefly to somebody on the 10th floor.
- + You urgently need to contact to firm abroad.
- + You want to communicate something important to someone in the firm.
- + You want to communicate something important to everyone in the firm.
- + You want to talk briefly to somebody in another firm.
- + You want to tell everyone about the office party.
- + You want to inform someone in another firm of something.
- + You want to meet someone in another firm to discuss something.
- + Your secretary is out. You want to let him know you've gone home.
- + You want to call your secretary into your office.
- + You want to tell someone his / her work isn't good enough.
- + You want to discuss a problem with four other people.
- + You urgently need to contact someone in another town who hasn't got a telephone.
- + You want to let 12 people read an interesting 9-page document.
- + You want to talk to someone who has applied for a job with your company.

- a. hold a meeting
- b. write a letter
- c. arrange an appointment with somebody
- d. ring him / her on the telephone
- e. ring him/her on his/her extension
- f. telex
- g. circulate it with a distribution list
- h. write a note
- i. write a memo
- j. put a notice on the notice board
- k. give him / her an interview
- l. talk to him / her face to face
- m. send a telegram
- n. use the intercom
- o. write a memo to all the staff

Make 15 sentences about the different kinds of communications Example: The best way of telling people about the office party is to put a notice on the notice board.

Exercise 1. Remember that:

cable – кабель; телеграмма; каблограмма by cable по телеграфу
to lay, string cable – протягивать кабель cable laying – прокладка кабеля
submarine cable – подводный кабель
telegraph cable – телеграфный кабель
cable address – адрес для телеграмм, телеграфный адрес
cable expenses – телеграфные расходы
cable transfer – телеграфный перевод
to cut / slip one's cable – отдать концы, умереть

§ 6. COMPUTERS

(1) The computer consists of a number of subsystems. These subsystems are arranged in a general pattern, which is rather standard from computer to computer.

Each system is made of smaller building blocks. The engineer is interested in the detailed construction of the building blocks. He subdivides these further into logical blocks, which are made of circuits, which, in turn, are made of components.

(2) By the machine repertoire we mean the set of commands that are comprehensible to the computer. In order to solve a complete problem, we break it down into steps. We continue to break down the tasks required for solving the problem until we reach an *atomic level*. At that point we reach the instruction or command, an atomic job description for the computer. Each instruction describes one small task that computer performs. We might say that the instruction is the interface between the computer and the programs. Let's make this clear at the outset – the one breed of computer of interest is the modern, high speed, internally programmed, electronic digital computer.

Computer is a generic term applied to mechanical or electrical problem – solving instruments ranging in size from pocket calculators to large systems.

(3) Digital computers deal with discrete quantities. The analogue computer deals with continuously varying quantities. The latter have been limited in their activity, since it is difficult for them to alter their own behaviour according to some pattern supplied to them by the problem poses. The modern computer operates almost entirely on electronic principles. Earlier mechanical calculators required mechanical linkage and displacements in order to alter the state of the machine.

(4) In the electronic computer the state of the machine can be altered as fast as electronic storage devices can be reset, at present a matter of a few nanoseconds. A nanosecond is one-billionth of a second, 10^{-9} seconds. The limitation in speed lies only in the state of the art of component and circuit development. The sequence of operations to be carried out by the computer may be communicated to it in one of several ways.

When this sequence is stored in the memory of the computer in a form acceptable to it, the computer is said to be internally programmed.

(5) Computers can be specially constructed to solve a set of similar problems –special purpose computers; or they can be designed to be versatile and cover a large range of problems –general purpose computers.

(6) The modern computer can do many kinds of jobs. These include tasks in the commercial, scientific, industrial, communication, statistical, logical and translation areas.

However, we distinguish only two kinds of computers, scientific and commercial, to do these tasks. The scientific computer most efficiently attacks problems in which calculations predominate.

(7) The commercial computer is most effective in doing the routine clerical problems of the business and commercial world. Large amounts of alphabetic and numeric information corresponding to equivalent written records and files must be finished to the best. Both the scientific and commercial computer are given their instructions in the same manner and therefore, both types will come under our scrutiny. In general, their similarities exceed their differences, which are simply summarized.

Exercise 1. Read the article on computers and give the main idea of it.

Exercise 2. Translate some phrases into Russian & make up sentences with them.

Personal computer; digital computer; all-purpose computer; chess computer; computer center; computer aids; computer automation; computer facilities; computer abuse; computer accessories; computer activities; computer analysis; computer calculations; computer conference; computer equipment; computer field; computer family.

Exercise 3. Read the text «Opinion» & pay attention to the facts.

There were two interesting news items in the paper some time ago. One was about a man who received a bill from the telephone company for \$999,999,00 –for three months!

The other was about a man who received \$2,000 a month –for doing nothing.

The connection between the two news items is simple: computers –the worst invention of the 20th century. The telephone bill came from a computer, which made a horrifying mistake: the man's real bill was only \$21.36. The other item was not so amusing.

A man walked into the unguarded computer room of large packaged food company and expertly programmed the computer to pay him \$2,000 a month for raw meat which he *supplied* to the company. Of course, he never delivered the meat, but he, certainly, received the money. The computer wrote out a cheque, and even signed it.

It was only a random check that uncovered the trick. It could be happening in thousands of other companies all over the world. Computers are not the miracle-workers that some people say they are. They make mistakes they're often slower than humans, and they're easily fooled. The US army used to conscript people with the help of a computer.

The army sent out a card, which had to be filled in and sent back. It was easy to avoid being called up, simply by spreading candle-wax on the card. The computer couldn't read the card, and did nothing with it.

Exercise 4. Look at the statement from a UK charity, which donates computers to children in poor communities throughout the world and choose the best option to complete the sentences.

1. There are many UK charities which provide computers to poor children in this country, so we feel we _____ worry about these children.
a) ought to b) need c) don't have to
2. We feel that we _____ concentrate our efforts in Africa.
a) must b) needn't c) mustn't
3. We realize that we _____ just send computers to countries where there are no technology teachers.
a) should b) shouldn't c) needn't
4. The children _____ learn how to use them as well.
a) shouldn't b) need to c) mustn't
5. Therefore we _____ send teachers to some developing countries.
a) have to b) don't need c) have to
6. If people wish to learn more about us they _____ visit our website.
a) must b) ought to c) have to

Exercise 5. Transfer the given information from the passages onto a table.

№	Activity			
	Notion	When	Where	Score

Exercise 6. Remember when ...

a **computer** was something on TV from a science fiction,
a **window** was something you hated to clean...

Meg was the name of my girlfriend,
And **gig** was a job for the nights.
Now they all mean different things.

An application was for employment
a **program** was a TV show,
a keyboard was a piano.

Memory was something that you lost with age.

Compress was something that you did to the garbage
not something you did to files.

And if you **unzipped** anything in public
you'd be in jail for a while.

Log on was adding wood to the fire,

Hard drive was a long trip on the road,
a mouse pad was where a mouse lived,
a web was a spider's home;
and the **virus** was the flu.

I guess I'll stick to my pad and paper

and the memory in my head;

I hear nobody's been killed in computer crash

But when it happens...

they wish they were dead.

Exercise 7. You know it's time to reassess your relationship with your computer.

- You wake up at 4 o'clock in the morning to go to the bathroom and your e-mail on the way back to bed.
- You turn off your computer and get an awful empty feeling, as if you just pulled the plug of a lived one.
- You decided to stay in college for an additional year or two for free Internet access.
- You find yourself typing „.com. after every full stop.
- You can't correspondent with your mother because she doesn't have a computer.
- You do not know the gender of your three closest friends because they have nondescript screen name and you never bothered to ask.

Exercise 8. Remember laws of computing.

- When computing, whatever happens, behave as though you meant it to happen.
- When you get to the point where you really understand your computer, it's probably obsolete.
- For every action, there is an equal and opposite malfunction.
- He who laughs last probably made a back-up.
- A complex system that doesn't work is invariably found to have evolved from a simpler system that worked just fine.
- The number one cause of computer problems is computer solutions.
- A computer program will do what you tell it to do, rarely what you want it to do.

Exercise 9. Read the text and focus on the three main points.

- a) Where the computers most widely used?
- b) What are the benefits of computerization?
- c) Is it good that more people are being replaced by computerized robots?

Computers seem to be indispensable in our lives. Since they were invented in 1948, they have revolutionized the way millions of people work, study, conduct business transactions, carry out research and rest. A computer is really a very specific kind of counting machine.

It can do arithmetic problems faster than any person alive.

A computer can remember information you give it. It keeps the information in its own memory until it is needed. There are general-purpose and special-purpose computers. The latter are built for a definite purpose and cannot do anything else. The most popular are general-purpose computers which can do many different jobs and are the big *brains* that solve the most difficult problems of science.

At home people usually have personal computers which can be used for different purposes. Computers are having an enormous impact on science and technology.

Complicated mathematical calculations can be performed in minutes.

Data gathering, testing and analysis have been improved by computer use.

Computers are incorporated into products, such as cars, trains, ships, weapons, cash registers or machine tools. Computers are being increasingly used in medicine. They are very helpful in medical diagnosis, patient monitoring and general hospital administration. In banking and finance system they have replaced paper for nearly all accounting.

Such areas as architecture, engineering or machinery are increasingly dependent on computer design. Moreover, computers are revolutionizing such fields as advertising or marketing or of new products. There is a widespread impact of computers in education.

Educational institutions use them for various purposes.

First of all, they perform administrative functions, such as data recording or book-keeping. Second, they play an important role in teaching. More and more secondary schools offer classes in computer science to educate young people how to use them. This trend is increasing as we are all on the brink of a computerized future & an understanding of computers is especially important to the young generation. Everyone will probably agree that the future of modern society depends greatly on computerization.

Exercise 10. Read the text again. Are the statements true or false?

1. The new generation of computer printers can take phone calls. 2. New technology has increased office stress for managers. 3. Coping with information is now key to a manager's productivity. 4. Some managers find email to be an efficient way to get work done. 5. It is best to use a variety of means to communicate the same message. 6. Arlen Henock receives voicemail at night.

Exercise 11. Translate some phrases into Russian & make up sentences with them

Junkie; a self-admitted information junkie; voicemail; voiceless language of the soul; to be up; significant increase; messaging meltdown; to reinforce; to send the report via e-mail; a primary culprit; to run a business; redefining productivity; voicemail; car cell phone; voicemail message; strategies for identifying and prioritising; mental disorder; voicenet; voiceprint; clear message; coded message.

Exercise 12. Read the article and give your opinion on the subject of it.

Computers: a Blessing or a Curse?

Part I. Almost every home, office or school has a computer of some kind these days.

Many people feel that these machines are now essential part of our lives, but how necessary are they really? One of the main advantages is the time that can be saved by using a computer. This is especially beneficial in the workplace where employees can do their work far faster than in the past. In addition to this, computers can be educational and fun. From a very young age children can gain basic computer skills through programs that allow them to learn, draw and play. In today’s technological world this knowledge can only help them in the future. However, there are various negative aspects to using computers. The computers can do many tasks more efficiently than humans. This has led to high unemployment in many countries. What is more, computers can actually cause health problems.

Endless hours in front of a screen can cause eye strain and headaches which have serious side effects. To sum up, it seems that computers are a useful addition to our fast-moving world of high technology. However, it must be remembered that they are here to serve us – not to replace us. **Are Computers a Necessity?**

Part II. Computers play an important role in the lives of most of us today, whether we realize it or not. Some people are beginning to ask if we really need computers. Many people think computers have become a necessary part of modern life.

They can save a lot of storage space. Storing information on computer disks is one of the most efficient ways of keeping data. One computer disk can hold the same amount of information as a several books. Computers save everyone a lot of valuable time.

Stored information can be found at touch of a button whereas searching for it manually takes much longer. Therefore, our everyday life is made easier – from going to the bank to doing the shopping. Nevertheless, there are those who claim that computers are unnecessary and make our lives more complicated. They argue that in the past we managed very well using other methods that we have become too dependant on computers.

However, they fail to consider that the time saved by using computers for repetitive tasks enables us to use our own time more creatively and productively.

Computers are in our lives and they have changed our world for better. So they say there is no reason why we should not make them work to our advantage.

Exercise 13. Write a small essay on the topic «Our life without a computer».

Exercise 14. Read the texts given the above. Find in them the information in favour of computers and against computer influence in our life.

Information	In favour of computers	Against computers
Computers in our life		

Exercise 15. Fill in the chart given above. You’ll use the data from the chart in discussing the problem of computers in teens’ life. Work in pairs. One of you is himself / herself, the other is your English-speaking peer.

Exercise 16. Find out some information on computers and write a short essay on the topic.

Exercise 17. Choose the best option to replace the words in italics.

Information is being produced faster than managers can *process* it.

- a) deal with b) define c) understand

Messages are *trasmitted* to your PC throughout the day.

- a) received b) dispatched c) transformed

"It has become completely *overwhelming*", say Sheryl Battles.

- a) wonderful b) overpowering c) overlooking

The average *white-colour worker* at a Fortune 1000 company sends and receives an average of 190 messages a day.

- a) manager b) office worker c) software technician

Email is seen as less *intrusive* than other forms of communication.

- a) personal b) formal c) disturbing

Email is a new and convenient way of running a business.

- a) fast b) practical c) instant

Bill gates reportedly *spends* hours a day reading and sending email.

- a) is said to spend b) pretends to spend c) enjoys spending

Exercise 18. Match the headings to each paragraph.

Making matters worse _____

When in doubt, ask the boss _____

A day in the life of an information junkie _____

The causes of information overload _____

The scale of the problem _____

COPING WITH INFOGLUT

1. _____

If it's not announced by a ring, beep, or flash, on your telephone it's delivered to your front desk by a person in a uniform. If it isn't spar out by a machine that looks like a printer but takes phone calls, it's transmitted to your PC, announced perhaps by a little toor of arrival. Welcome to the Age of Infoglut. Every day, managers are deluged by emails, faxes, post, voicemail. Just sorting evrything out adds hours and extra stress to a working week. One British psychologist claims to have identified a new mental disorder caused by too much information; he calls it information Fatigue Syndrome.

2. _____

Of course, companies have a huge appetite for information, and have encouraged the development of systems to produce, store, and analyse it. A recent study by Pitney Bowes, in Stamford, Connecticut, found that the average whire-collar worker at a Fortune 1000 company sends and receives an average of 190 messages a day, in a variety of electronic and paper formats. *It has become completely overwhelming*, says Sheryl Battles, executive director of external affairs at Pitney Bowes. She reported that trying to manage the volume of information was redefining productivity in the workplace. In a knowledge economy, the real goal is to get through all the message. *The infolgut has especially affected senior-level executives*, adds Battles. More than ever, managers need strategies for identifying and prioritising.

3. _____

Email is a primary culprit. In the past, lower-level workers would never have dreamed of interrupting the Chief Finance Officer with simple questions, such as whether hotel movies can be expensed. *Today, however, those workers have no problem asking such questions via email, which is seen as less intrusive,* says Battles. It should be noted, however, that executives have turned email to their advantage, finding in the medium a new and convenient way of running a business. Microsoft CEO Bill Gates, for instance, reportedly spends hours a day reading and sending email.

4. _____

The study identified something Pitney Bowes calls messaging meltdown. That's when people try to reinforce their messages with other messages. They might leave you a voicemail message that they are faxing a report. In addition, they might send the report via email.

Then, they might make a follow-up phone call to make sure you received the fax and the email.

5. _____

Arlen Henock, chief tax counsel at Pitney Bowes, didn't need a survey to find out which way the data is flowing. He said that there had been a significant increase over the last few years in his office. He also admitted that dealing with the flow has crept into his personal time. *Each night I take home my faxes and other paperwork,* says Henock. During a typical workday Henock is a self-admitted information junkie. He gets up at 6 a.m. and, over breakfast finishes reading any paperwork left over from the night before. On the way to work he checks his voicemail with his car cell phone and responds to any messages that need immediate attention. *Although I check my voicemail before I leave from home (typically at 7.30 p. m.), there are usually new messages in the morning,* he says. Europe, after, all has been up for hours.

Notes on the text

Deluge – large flood; overwhelming – too large to deal with; culprit – person guilty of crime; junkie – addict.

Exercise 19. Read the text and give a short summary of it.



THE NEW GLOBAL SHIFT

The handwriting is on the wall, writes an IT specialist at the Bank of America. Until recently the bank needed talent so badly it had to outbid rivals. But last fall, his entire 15-engineer team was told their jobs were redundant. Bank of America has already slashed 3,700 of its 25,000 technical and back-office jobs and more are to follow.

Corporate downsizings are nothing new. These layoffs, though aren't just happening because demand has dried up; one-third of those jobs are headed to India, where work that costs \$100 an hour in the US gets done for \$20. at Infosys Technologies Ltd.

In Bangalore, India, 250 engineers are developing computer applications for Bank of America. About 1,600 km north, at Wipro Spectramind Ltd., 2,500 young college-educated men and women are checking accident reports for an insurance company and providing help-desk support for a big Internet service provider – all at a cost up to 60% lower than in the USA. Its globalization's next phase – and one of the biggest trends reshaping the global economy. The first phase started two decades ago with the transfer of manufacturing jobs to economically developing countries. after that, simple service work, like processing credit card receipts, and digital labor, like writing software code, began fleeing high-cost countries. now, all kinds of knowledge work can be done almost anywhere.

The driving forces are digitization, the Internet, and high-speed data networks that circle the globe. By mining databases over the Internet, offshore staff can check individuals' credit records, analyse corporate financial information; search through oceans of economic statistics. The impact of offshore hiring is hard to measure, since so far a tiny portion of US white-collar work has jumped overseas. Indeed, a case can be made that the US will see a net gain from this shift.

In the 1990s, the USA had to import hundreds of thousands of immigrants to ease engineering short-ages. Now, by sending routine service and engineering tasks to nations with a surplus of educated workers, the US labor force and capital can be redeployed to higher-value industries. Globalization should also keep service prices in check, just as it did when manufacturing went offshore.

Companies will be able to reduce overheads and improve efficiently. "Our comparative advantage may shift to other fields", says economist Robert Lipsey, "and if productivity is high, then the US will maintain a high standard of living".

By encouraging economic development In nations such as India, meanwhile., US companies will have expanded foreign markets for their goods and services.

Outsourcing experts say the big job migration has only just begun.

Frances Karamouzis, research director at Gartner Inc., expects 40% of the USA's top 1,000 companies to have an overseas pilot project under way within two years. the really big offshore push won't be until 2010 or so, she predicts. However, if big layoffs result at home, corporations and the US government will face a backlash. Some states are already pushing for legislation to stop public jobs from being transferred overseas and now the unions are moving into the fight to keep jobs at home. The truth is, the rise of the global knowledge industry is so recent that most economists haven't begun to understand the implications. For developing nations, the big beneficiaries will be those offering the speediest and cheapest telecom links, investorfriendly policies, and ample college graduates. In the West, it's far less clear who will be the big winners and losers. However, we'll soon find out.

TOPICAL VOCABULARY

redundancy – 1) а) чрезмерность, избыточность *Syn. superabundance, superfluity*
б) обилие, избыток *Syn. profusion, abundance* 2) брит. а) излишек рабочей силы
redundancy among clerks caused by the increasing use of computers – наличие
большого количества клерков из-за того, что все больше используются компьютеры
б) сокращение штатов (увольнение из-за отсутствия работы, из-за излишка рабочей
силы или из-за неспособности нанимателя выплачивать заработную плату) *Syn. layoff*
redundancies everywhere — повсеместное сокращение штатов
redundancy pay — сумма, выплачиваемая сотруднику, увольняемому в связи с
сокращением штатов

outbid – перебивать цену, превзойти, перецеголять, затмить

rival – 1) соперник; конкурент *Syn. competitor, opponent*

business rivals – конкуренты в бизнесе

rivals in love – соперники в любви

without a rival – вне конкуренции

2) соперничать; конкурировать, соревноваться, состязаться *Syn. compete*

to compete – состязаться, соперничать, конкурировать *Syn. contend*

to compete against (with) – бороться против чего-л.

to vie – конкурировать, соперничать, соревноваться

She had to vie for the prize against very strong competition. – Она должна была
бороться за главный приз при очень сильной конкуренции.

to vie with smb. – соперничать с кем-л

to vie (in) for smth. – соперничать за что-л. (в чем-л.)

to slash – урезывание, сокращение

a slash in the funds – резкое сокращение денежных средств

back-office task – конторская задача

help-desk department – информационно-справочная служба

backlash – отрицательная, негативная реакция (на политическое событие)

offshore – офшорный (расположенный, действующий в другой стране)

offshore company – офшорная компания
outsource

to outsource – 1) излекать данные из внешних источников (в отличие от получения
данных собственными силами) 2) переводить производство из региона с более
дорогой рабочей силой в регион с менее дорогой, тем самым снижая себестоимость

Exercise 1. Make up sentences with some phrases from topical vocabulary and translate them into your native language.



A GLOBAL COMPUTER NETWORK

The Internet, a global computer network, which embraces millions of users all over the world, began in the USA in 1969 as a military experiment. It was designed to survive a nuclear war. Information sent over the Internet takes the shortest path available from one prompter to another. Because of this, any two computers on the Internet will be able to stay in touch with each other as long as there is a single route between them. This technology is called packet swathing.

Owing to this technology, if some computers on the network are knocked out (by a nuclear explosion, for example), information will just route around them. One such packet-swathing network already survived at war. It was the Iraqi computer network, which was not knocked out during the Gulf War. Most of the Internet host computers (more than 50% are in the USA, while the rest are located in more than 100 other countries).

Although the number of host computers can be counted fairly accurately, nobody knows exactly how many people use the Internet, there are millions, and their number is growing by thousands each month worldwide. The most popular Internet service is e-mail. Most of the people, who have access to the Internet, use the network only for sending and receiving e-mail messages. However, other popular services are available on the Internet: reading USENET News, using the World-Wide Web, telnet, FTP, and Gopher.

In many developing countries the Internet may provide businessmen with a reliable alternative to the expensive and unreliable telecommunications systems of these countries. Commercial users can communicate over the Internet with the rest of the world and can do it very cheaply. When they send e-mail messages, they only have to pay for phone calls to their local service providers, not for calls across their countries or around the world.

But who actually pays for sending e-mail messages over the Internet long distances, around the world? The answer is very simple: a user pays his / her service provider a monthly or hourly fee. Part of this fee goes towards its costs to connect to a larger service provider.

And part of the fee got by the larger provider goes to cover its cost of running a worldwide network of wires and wireless stations. But saving money is only the first step.

If people see that they can make money from the Internet, commercial use of this network will drastically increase. Some western architecture companies and garment centres already transmit their basic designs and concepts over the Internet into China, where they are reworked and refined by skilled—but inexpensive Chinese computer-aided-design specialists.

However, some problems remain. The most important one is security. When you send an e-mail message to somebody, this message can travel through many different networks and computers. The data is constantly being directed towards its destination by special computers called routers. Because of this, it is possible to get into any of computers along the route, intercept and even change the data being sent over the Internet.

In spite of the fact that there are many strong encoding programs available, nearly all the information being sent over the Internet is transmitted without any form of encoding, i.e. *in the clear*. But when it becomes necessary to send important information over the network, these encoding programs may be useful. Some American banks and companies even conduct transactions over the Internet. However, there are still both commercial and technical problems, which will take time to be resolved.

Exercise 1. Read the information & pick up the essential details in the form of quick notes.

Exercise 2. Use some of the words to complete the text.

Fair trade, subsidies, celebrities, aid, tariff barriers, campaigners, duties, petition, exports, debt relief, imports, protectionism, charities, quotas.

The New Networked Lobbies

The Internet has proved an essential tool in organising various groups of 1) _____. It has given them, once organized, a powerful and very effective new weapon. Email makes it easy to gather activists and bombard the target with signed 2) _____ from around the world.

The Internet has also played an important role in highlighting issues such as labour and environmental conditions in trade, and 3) _____ for the poorest countries. It has also helped to increase the influence of 4) _____ like Oxfam who criticise 5) _____, which restricts north-south trade. Many economists and governments agree that it would be beneficial to the north to do business with the south rather than just giving 6) _____. They would also like to see the tearing down of some of the high 7) _____ designed to make the 8) _____ from poor countries more expensive. Governments and economists are willing to listen to the so-called *respectable* face of protest, like Oxfam, rather than to large groups of protesters who have sometimes used aggressive and even violent tactics to draw attention to their cause.

Exercise 3. Complete the sentences with the correct form of the verbs in brackets.

If I (find) _____ one on eBay, I (not / buy) _____ this, which probably costs twice as much as it should. More consumers (shop) _____ on the Internet if there (be) _____ better security. If I (see) _____ the fake version, I (not / buy) _____ the genuine brand – but I didn't. In electronic markets (not / exist) _____ consumers (have) _____ less choice. If we (not / patent) _____ the design soon, someone else (do) _____ before us. If you (want) _____ this meeting finished by 3 o'clock we (have) _____ to hurry. The protest (not / be) _____ as effective if it (not / appear) _____ on the news tonight. People (buy) _____ far more branded goods if they (not / be) _____ so expensive. The supermarket (sell) _____ their grey imports if we (not / take) _____ legal action as quickly as we did. If I (be) _____ you, I (not / buy) _____ a fake watch as you've no guarantee it will work.

Exercise 4. Read the extracts sent to a human resources manager and say which type of business correspondence they come from. In what order would you respond to the messages?

For the attention of Ms. Margaret Donnelly.

Human Resource Manager.

Hoping you will find the time to read my enclosed curriculum vitae.

As requested, our pricelist of preferential rates for conference bookings. Please note to benefit from the prices, bookings for next month must be made before the end of this week at the latest.

Out top quality management courses can help you learn to prioritise and gain time.

All personnel who haven't collected their new security badges should do so before Friday this week, as the new system will come into effect from Monday morning.

To conclude though the project was completed on time, it came to my choice that key team members wasted far too much time dealing with paperwork and correspondence.

Exercise 5. What is your preferred way to communicate with friends and colleagues: email, tele-phone or text messaging? How much time do you spend talking on the phone, texting or sending emails?

Exercise 6. Identify how many means of communication are mentioned in the texts above.

Exercise 7. Charles Robinson lectures at major business conference throughout the world on how to use email effectively. Read the text and complete the sentences.

I. I would like to start by talking about the advantages of email. I know many of you who receive hundreds of not always relevant emails a week sometimes wish it had never been invented! But let's not forget that, in comparison with other means of communication, email really is a wonderful way to keep in contact with customers and colleagues.

Firstly, email is cheaper and faster than a traditional letter – which is now known as snail mail. Email is less intrusive than a phone call, especially as people are now constantly interrupted on their cell phones. It's much less trouble than using a fax machine which is very often not in your office. Furthermore, differences in location and time zone are less an obstacle to information with email. And finally, there is conclusive evidence that email leads to a more democratic structure, allowing all computer users easy access to company information and documents.

II. In today's world of information overload, getting your email read has to be your first objective. The flood of unwanted email petitions, jokes and spam means that your message could get deleted before it is even opened if you don't get your subject line right. Subject lines should be brief, they don't need to be a full sentence. More importantly, they should contain clues to the content of the message. Lastly, you should put "urgent" in the subject line if time is limited and if you know the person receives a lot of email.

E-mail:

- is _____ and _____ than snail mail.
- is less _____ than a phone call.
- means that differences in _____ are less an obstacle to information.
- is less _____ to use than a fax.
- leads to more _____ structures.

Exercise 8. Remember these rules.

- ✚ Check you've given all the relevant information.
- ✚ Don't be too informal when writing to superiors or people outside the company, e.g. Got your order, will give it to the guys at dispatches.
- ✚ When answering emails use the reply button, this helps the receiver put your mail into context as the subject line will be repeated with "RE" in front of it and the original message may be included.
- ✚ Never reply simply Yes or No without repeating the context.
- ✚ Don't use pronouns out of context, e.g. I asked them and they agree.

Exercise 9. Write the sentences in the Passive. Don't include the agent if it isn't important.

- ✚ My assistant sorts all my mail in order of priority. _____
- ✚ You have to take risks in a business like this one. _____
- ✚ Last year we sent over 1000 email messages a day. _____
- ✚ You should only use one means of communication per message. _____
- ✚ They've held discussions on the subject of privacy. _____
- ✚ The marketing department will carry out extensive trials before launching the new product. _____

Exercise 10. Translate the e-mail below and write your own one.

From Bill

Subject: urgent: Monday task list

John

I know you're rushing off early today for the weekend but could you get back to me first thing Monday morning with the following information: The date of the next meeting with the sales reps – I'd like to be there. Your thoughts on your new assistant Miriam Anderson – are you happy with her? Any recommendations for a salary increase or bonus for any of your team. I'll be in the office early afternoon Monday but will be checking my mail from home, if you have any questions, contact me on my mobile from 8 a.m. onwards. Have a nice weekend
Bill

Exercise 11. Read and translate the text.

The ISI – ... the Leader in the Information Industry

The Institute for Scientific Information has been producing information tools for the scientific and business communities for more than thirty-five years. Our extensive line of advanced research products provides some of the fastest, most effective ways to search the world's literature. Because we incorporate the latest technologies in the design and development of our products, we are able to provide research tools in a variety of media: print, microcomputer diskette, compact disc, magnetic tape, online.

As the leader in the industry, we are committed to upholding the highest standards of excellence in data retrieval and information management. That commitment is reflected in every product and service that we offer. Every year, thousands of articles are published that contain information essential to your research. It would be impossible for you to search all of this information without sacrificing days of your own research time. But you can't afford to miss out on what your colleagues and competitors are doing. That's why you need.

Exercise 12. Read the text Current Contents and give a brief summary of it.

By reproducing the table-of-contents pages from the world's most influential scientific and technical journals (over 900 on an annual basis), Current Contents provides you with the most critical information on agriculture, biology and the environmental sciences. Each weekly issue contains complete bibliographic data for every item listed. So, for each relevant document you discover, you'll uncover – at a glance – its full title, author, journal title, volume and issue number, and publisher's name and address.

Because Current Contents pulls its data from ISI's massive multidisciplinary database, you not only receive complete information on your own area of study but complete coverage of all the fields that make up agriculture, biology and the environmental sciences. Best of all, Current Contents is published in three convenient formats: a print version, an electronic diskette version for use with your personal computer, and a diskette version with abstracts.

Exercise 13. Transfer the given information from the passages onto a table.

№	Activity			
	Notion	When	Where	Score
1.				

Exercise 14. Read the text on Multitasking and explain the main idea of it.

MULTITASKING

From the earliest time, people have been trying to do several things simultaneously. They can read a book, cook dinner, talk on the phone, and do many other things at the same time. As car has become available, the time of multitasking has increased: people drive, listen to the radio, eat, and smoke in the cars at the same time.

Now an arsenal of new technologies (from notebook computers to cellular phones and portable televisions) makes it possible for everyone to multitask all day. The computer industry introduced the word "*multitasking*" to the vocabulary. Mainframe computers that handled networks were the original multitasks.

Apple's and *Microsoft's* software turned millions of personal computers into multitasks. Today millions of people can set their personal computers to multitask while they are themselves multitask: talking on the phone, receiving faxes, and looking through newspapers at the same time. While multitasking is not bad for computers, it may be a bad thing for some people. Psychologists say it is possible for the human brain to process two or more tasks at the same time, but only one of them receives sharp attention.

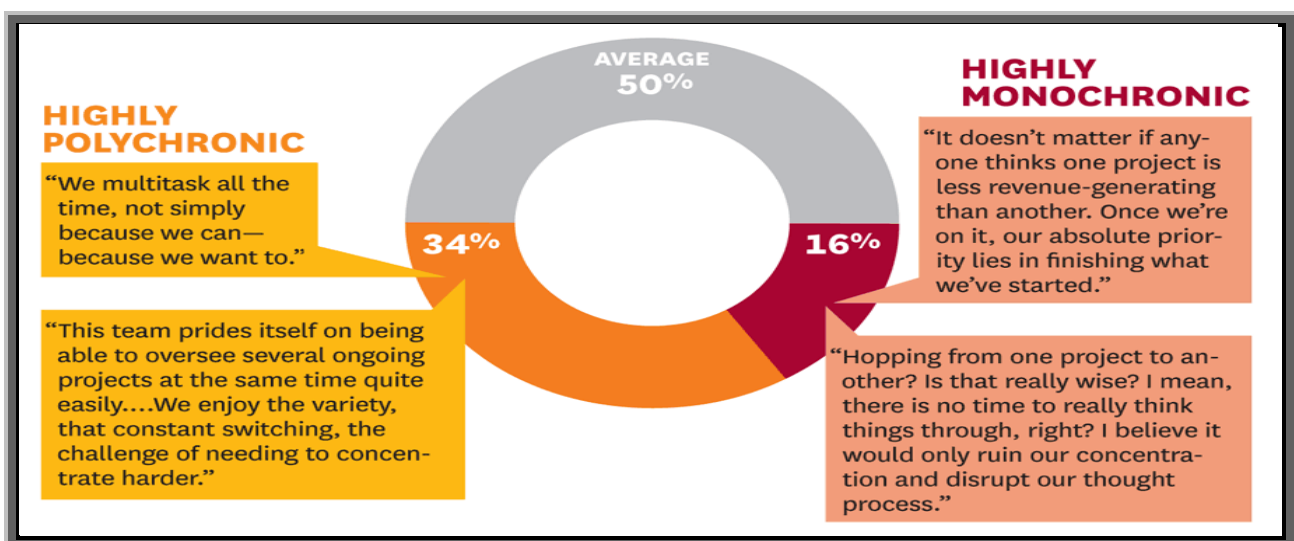
Multitasking makes stressful lives of people more stressful. Experts say that although a lot of people believe that multitasking enhances their productivity, in fact it can reduce it.

Because of the Information of human brain, multitasking can lead to many mistakes. Indeed, a person who is doing several things at the same time may put the wrong number in a spreadsheet or send a message to the wrong e-mail address.

Moreover, people on the other end of the line don't usually like to talk to a person who is doing something else while talking to them. It may alienate the people from the multitasker. Multitaskers also like to do more than one thing at once even in their leisure time. They cannot watch television without reading a newspaper or have dinner without watching TV. Now multitasking takes place nearly everywhere.

A lot of businessmen and managers are never far from their notebook computers and cellular telephones. They are almost always doing two or three things at once, driving and dialling, speaking and typing on keyboards of their computers.

On airplanes, they are using their notebook computers to answer e-mail messages. While driving, they are speaking on their cellular telephones. "*Why wait?*" they ask. That's the world we live in right now.



HUMAN MULTITASKING

Human multitasking is the best performance by an individual of appearing to handle more than one task at the same time. The term is derived from computer multitasking.

An example of multitasking is taking phone calls while typing an email. Some believe that multitasking can result in time wasted due to human context switching and apparently causing more errors due to insufficient attention.

The term *multitasking* originated in the computer engineering industry. It refers to the ability of a microprocessor to apparently process several tasks simultaneously. Computer multitasking in single core microprocessors actually involves time-sharing the processor; only one task can actually be active at a time, but tasks are rotated through many times a second. With multi-core computers, each core can perform a separate task simultaneously.

The first published use of the word *multitask* appeared in an IBM paper describing the capabilities of the IBM System/360 in 1965.

Research

Since the 1990s, experimental psychologists have started experiments on the nature and limits of human multitasking. It has been shown multitasking is not as workable as concentrated times. In general, these studies have disclosed that people show severe interference when even very simple tasks are performed at the same time, if both tasks require selecting and producing action.

Many researchers believe that action planning represents a *bottleneck*, which the human brain can only perform one task at a time. Psychiatrist Edward M. Hallowell has gone so far as to describe multitasking as a "mythical activity in which people believe they can perform two or more tasks simultaneously as effectively as one".

Others have researched multitasking in specific domains, such as learning. Mayer and Moreno have studied the phenomenon of cognitive load in multimedia learning extensively and have concluded that it is difficult, and possibly impossible to learn new information while engaging in multitasking. Junco and Cotten examined how multitasking affects academic success and found that students who engaged in more multitasking reported more problems with their academic work. A more recent study on the effects of multitasking on academic performance found that using Facebook and text messaging while studying were negatively related to student grades, while online searching and emailing were not.

The idea that women are better multitaskers than men has been popular in the media. Recently, a study by British psychologist Professor Keith Laws at the University of Hertfordshire was widely reported in the press to have provided the first evidence of female multitasking superiority. A formal research paper has yet to be published.

Observers of youth in modern society often comment upon the apparently advanced multitasking capabilities of the youngest generations of humans.



INTERNET

The Internet has revolutionized the computer and communications world like nothing before. The invention of the telegraph, telephone, radio, computer set the stage for this unprecedented integration of capabilities. The Internet is at once a worldwide broadcasting capability, a mechanism for information dissemination, and a medium for collaboration and interaction between individuals and their computers without regard for geographic location.

The Internet represents one of the most successful examples of the benefits of sustained investment and commitment to research and development of information infrastructure.

Origins of the Internet

Beginning with the early research in packet switching, the government, industry and academia have been partners in evolving and deploying this exciting new technology. The first recorded description of the social interactions that could be enabled through networking was a series of memos written by J.C.R. Licklider of MIT in August 1962 discussing his "Galactic Network" concept. He envisioned a globally interconnected set of computers through which everyone could quickly access data and programs from any site. In spirit, the concept was very much like the Internet of today.

Licklider was the first head of the computer research program at DARPA, starting in October 1962. Leonard Kleinrock at MIT published the first paper on packet switching theory in July 1961 and the first book on the subject in 1964.

Due to Kleinrock's early development of packet switching theory and his focus on analysis, design and measurement, his Network Measurement Center at UCLA was selected to be the first node on the ARPANET. The other key step was to make the computers talk together. To explore this, in 1965 working with Thomas Merrill, Roberts connected the TX-2 computer in Mass to the Q-32 in California with a low speed dial-up telephone line creating the first (however small) wide-area computer network ever built.

The result of this experiment was the realization that the time-shared computers could work well together, running programs and retrieving data as necessary on the remote machine, but that the circuit switched telephone system was totally inadequate for the job. Kleinrock's conviction of the need for packet switching was confirmed.

All this came together in September 1969. Thus, by the end of 1969, four host computers were connected together into the initial ARPANET, and the budding Internet was off the ground. Even at this early stage, it should be noted that the networking research incorporated both work on the underlying network and work on how to utilize the network. This tradition continues to this day.

As the ARPANET sites completed implementing NCP during the period 1971-1972, the network users finally could begin to develop applications.

In March Ray Tomlinson at BBN wrote the basic email message send and read software, motivated by the need of the ARPANET developers for an easy coordination mechanism. From there e-mail took off as the largest network application for over a decade. This was a harbinger of the kind of activity we see on the World Wide Web today, namely, the enormous growth of all kinds of *people-to-people* traffic.

In October 1972 Kahn organized a large, very successful demonstration of the ARPANET at the International Computer Communication Conference (ICCC). This was the first public demonstration of this new network technology to the public.

It was in 1972 that the initial *hot* application, electronic mail, was introduced.

In 1976, Kleinrock published the first book on the ARPANET. It included an emphasis on the complexity of protocols and the pitfalls they often introduce.

This book was influential in spreading the lore of packet switching networks to a very wide community. A major shift occurred as a result of the increase in scale of the Internet and its associated management issues. To make it easy for people to use the network, hosts were assigned names, so that it was not necessary to remember the numeric addresses.

Originally, there were a fairly limited number of hosts, so it was feasible to maintain a single table of all the hosts and their associated names and addresses. The increase in the size of the Internet also challenged the capabilities of the routers.

Originally, there was a single distributed algorithm for routing that was implemented uniformly by all the routers in the Internet. As the number of networks in the Internet exploded, this initial design could not expand as necessary, so it was replaced by a hierarchical model of routing. Widespread development of LANS, PCs and workstations in the 1980s allowed the nascent Internet to flourish. At the same time that the Internet technology was being experimentally validated and widely used amongst a subset of computer science researchers, other networks and networking technologies were being pursued. In addition, alternate technologies were being pursued in the commercial sector.

The history revolves around four distinct aspects. There is the technological evolution that began with early research on packet switching and the ARPANET (related technologies), and where current research continues to expand the horizons of the infrastructure along several dimensions, such as scale, performance, and higher level functionality. There is the operations and management aspect of a global and complex operational infrastructure.

There is the social aspect, which resulted in a broad community of Internauts working together to create and evolve the technology. And there is the commercialization aspect, resulting in an extremely effective transition of research results into a broadly deployed and available information infrastructure.

The Initial Internetting Concepts

The original ARPANET grew into the Internet. Internet was based on the idea that there would be multiple independent networks of rather arbitrary design, beginning with the ARPANET as the pioneering packet switching network, but soon to include packet satellite networks, ground-based packet radio networks and other networks.

Thus, Kahn decided to develop a new version of the protocol which could meet the needs of an open-architecture network environment. Four ground rules were critical to Kahn's early thinking: Each distinct network would have to stand on its own and no internal changes could be required to any such network to connect it to the Internet.

Communications would be on a best effort basis. If a packet didn't make it to the final destination, it would shortly be retransmitted from the source. Black boxes would be used to connect the networks; these would later be called gateways and routers. There would be no information retained by the gateways about the individual flows of packets passing through them, thereby keeping them simple and avoiding complicated adaptation and recovery from various failure modes. There would be no global control at the operations level. The Internet as we now know it embodies a key underlying technical idea, namely that of open architecture networking.

However, while file transfer & remote login (Telnet) were very important applications, electronic mail has probably had the most significant impact of the innovations from that era. E-mail provided a new model of how people could communicate with each other, and changed the nature of collaboration, first in the building of the Internet itself (as is discussed below) and later for much of society.

Thus, by 1985, Internet was already well established as a technology supporting a broad community of researchers and developers, and was beginning to be used by other communities for daily computer communications. Electronic mail was being used broadly across several communities, often with different systems, but interconnection between different mail systems was demonstrating the utility of broad based electronic communications between people.

This was the beginning of long term experimentation and development to evolve and mature the Internet concepts and technology.

The Role of Documentation

A key to the rapid growth of the Internet has been the free and open access to the basic documents, especially the specifications of the protocols. The beginnings of the Internet in the university research community promoted the academic tradition of open publication of ideas and results. However, the normal cycle of traditional academic publication was too formal and too slow for the dynamic exchange of ideas essential to creating networks. The growth in the commercial sector brought with it increased concern regarding the standards process itself.

Starting in the early 1980's and continuing to this day, the Internet grew beyond its primarily research roots to include both a broad user community and increased commercial activity. Increased attention was paid to making the process open and fair.

This coupled with a recognized need for community support of the Internet eventually led to the formation of the Internet Society in 1991.

In 1992, the Internet Activities Board was re-organized and re-named the Internet Architecture Board operating under the auspices of the Internet Society.

The recent development and widespread deployment of the World Wide Web has brought with it a new community, as many of the people working on the WWW have not thought of themselves as primarily network researchers and developers.

Thus, through the over two decades of Internet activity, we have seen a steady evolution of organizational structures designed to support and facilitate an ever-increasing community working collaboratively on Internet issues. Commercialization of the Internet involved not only the development of competitive, private network services, but also the development of commercial products implementing the Internet technology.

After two years of conferences, tutorials, design meetings and workshops, a special event was organized that invited those vendors whose products ran well enough to come together in one room for three days to show off how well they all worked together.

In September of 1988 the first Interop trade show was born. 50 companies made the cut. 5,000 engineers from potential customer organizations came to see if it all did work as was promised. It did. Why? Because the vendors worked extremely hard to ensure that everyone's products interoperated with all of the other products – even with those of their competitors. The Interop trade show has grown immensely since then and today it is held in 7 locations around the world each year to an audience of over 250,000 people.

They come to learn which products work with each other in a seamless manner, learn about the latest products, and discuss the latest technology.

Network management provides an example of the interplay between the research and commercial communities. In 1994, a National Research Council report, entitled *Realizing The Information Future: The Internet and Beyond* was released.

History of the Future

The Internet has changed much in the two decades since it came into existence. It was conceived in the era of time-sharing, but has survived into the era of personal computers, client-server and peer-to-peer computing, and the network computer.

However, most important, it started as the creation of a small band of dedicated researchers, and has grown to be a commercial success with billions of dollars of annual investment. One should not conclude that the Internet has now finished changing. The Internet, although a network in name and geography, is a creature of the computer, not the traditional network of the telephone or television industry. It will, indeed it must, continue to change and evolve at the speed of the computer industry if it is to remain relevant. It is now changing to provide such new services as real time transport, in order to support, for example, audio and video streams.

The availability of pervasive networking along with powerful affordable computing and communications in portable form (laptop computers, two-way pagers, PDAs, cellular phones), is making possible a new paradigm of nomadic computing & communications.

The Internet is a collection of communities and technologies, its success is largely attributable to both satisfying basic community needs as well as utilizing the community in an effective way to push the infrastructure forward. *Internet* refers to the global information system that is logically linked together by a globally unique address space based on the Internet Protocol. This evolution will bring us new applications – Internet telephone and, slightly further out, Internet television. It is evolving to permit more sophisticated forms of pricing and cost recovery, a perhaps painful requirement in this commercial world.

It is changing to accommodate yet another generation of underlying network technologies with different characteristics and requirements, from broadband residential access to satellites. New modes of access and new forms of service will spawn new applications, which in turn will drive further evolution of the net itself.

With the success of the Internet has come a proliferation of stakeholders – stakeholders now with an economic as well as an intellectual investment in the network. The most pressing question for the future of the Internet is not how the technology will change, but how the process of change and evolution itself will be managed.

The Internet today is a widespread information infrastructure, the initial prototype of what is often called the National (Global/Galactic) Information Infrastructure. Its history is complex and involves many aspects – technological, organizational, and community.

And its influence reaches not only to the technical fields of computer communications but throughout society as we move toward increasing use of online tools to accomplish electronic commerce, information acquisition, and community operations.

Exercise 1. Analyze the information, which is in the highlight, and use it in practice.

Exercise 2. Add some information & make up a small report and give a talk in class.

Exercise 3. Read the text & pick up the essential details in the form of quick notes.

Exercise 4. Read the text Teleworking: The Case For & Against and give your attitude to the main idea of it.

Would you like to be a teleworker? Teleworkers are people who work for companies, but not in companies. That is to say, they do company work at home, usually on computers.

Teleworkers communicate with their supervisors by telephone or fax. They usually transfer information from their own computer to the office computer by electronic means.

Some companies also give video phones to their home workers so they can see colleagues when they speak to them.

Teleworking is becoming more and more popular in Britain and in the USA; (in the USA, it is called "*telecommuting*"). At the moment, about 6% of the working population employed by companies work at home, but experts estimate that this will rise to more than 15% before the end of the century. There are many reasons for this increase.

The biggest advantage for companies is that teleworking reduces their running costs. Fewer employees at work means less office space. Also, computers are now quicker and easier to use, and the price has fallen sharply. For a company, which needs more manpower, one of the cheapest solutions can be to train employees in computer skills and to give them a personal computer to use at home. Applying for a job as a teleworker, think if it is really the best situation for you.

Do you know that ...?

- Half of the world's international business telephone calls are in English.
- Nine out of ten phone messages are either wrong, or create the need for another call (to find out what the first call was about).
- Replying to phone messages can account for 40% of a company's phone bill.
- About 50% of business calls do not reach the right person.

Exercise 5. Translate the sentences into Russian.

1. I have to finish this tomorrow and I'll be working down to the wire. 2. The company found itself working down to the wire to make the deadline. 3. We wired the money to her. 4. She wired home for some money. 5. The auditorium was wired for sound. 6. We wired them to return home immediately. 7. She wired us that the manuscript had arrived. 8. We will wire (you) where to meet. 9. "How did he get to know about it?" – "The bush telegraph works very well".

Exercise 6. Find English equivalents in the exercise below.

1. Мы отправили им телеграмму. 2. Мы незамедлительно вызвали их домой телеграммой. 3. Она известила нас о том, что рукопись получена. 4. Они сообщили нам о том, где мы должны встретиться. 5. Они сообщили нам телеграммой, чтобы мы немедленно выезжали. 6. Она телеграфировала нам, что рукопись уже получили. 7. Они телеграфировали нам о месте встречи. 8. Мы послали ей деньги. 9. Я отвечу телеграммой. 10. Мы попросили их немедленно вернуться домой. 11. Она телеграфировала домой, чтобы ей выслали денег. 12. Аудитория была обеспечена звукоаппаратурой. 13. Она сообщила, что рукопись пришла. 14. Мы сообщим тебе о месте встречи. 15. Мы отправили им телеграмму. 16. Мы незамедлительно вызвали их домой телеграммой. 17. Они сообщили нам телеграммой о том, где мы должны встретиться.

Exercise 7. Add some information & make up a small report and give a talk in class.

Exercise 8. Read the text & pick up the essential details in the form of quick notes.

BUSINESS TELEPHONE CONVERSATION – ROLE PLAY

Telephoning in English is an important part of doing business in English. It's important to know how to answer the phone and help customers over the phone.

Use this telephone conversation role plays to help you practice telephoning in English. It's a good idea to practice these conversations over the telephone.

Ms Anderson (sales representative Jewels and Things): ring ring ... ring ring ...

Secretary (Henry Smith): Hello, Diamonds Galore, this is Peter speaking. How may I be of help to you today?

▪ Yes, this is Ms Janice Roberts calling. May I speak to Mr. Franks, please? I'm afraid Mr. Franks is out of the office at the moment. Would you like me to take a message?

▪ Uhm... actually, this call is rather urgent. We spoke yesterday about a delivery problem that Mr. Franks mentioned. Did he leave any information with you? As a matter of fact, he did. He said that a representative from your company might be calling. He also asked me to ask you a few questions..

▪ Great, I'd love to see this problem resolved as quickly as possible. Well, we still haven't received the shipment of earrings that was supposed to arrive last Tuesday.

▪ Yes, I'm terribly sorry about that. In the meantime, I've spoken with our delivery department and they assured me that the earrings will be delivered by tomorrow morning.

▪ Excellent, I'm sure Mr. Franks will be pleased to hear that.

▪ Yes, the shipment was delayed from France. We weren't able to send along your shipment until this morning.

▪ I see. Mr. Franks also wanted to schedule a meeting with you later this week.

▪ Certainly, what is he doing on Thursday afternoon?

▪ I'm afraid he's meeting with some clients out of town. How about Thursday morning?

▪ Unfortunately, I'm seeing someone else on Thursday morning. Is he doing anything on Friday morning?

▪ No, it looks like he's free then.

▪ Great, should I come by at 9?

▪ Well, he usually holds a staff meeting at nine. It only lasts a half an hour or so. How about 10?

▪ Yes, 10 would be great.

▪ OK, I'll schedule that. Ms Anderson at 10, Friday Morning... Is there anything else I can help you with?

▪ No, I think that's everything. Thank you for your help... Goodbye. Goodbye.

Short Summary of the Telephone Conversation

Ms Anderson telephones Diamonds Galore to speak with Mr. Franks. Mr. Franks is not in the office, but Henry Smith, the secretary, speaks to Ms Anderson about a delivery problem with some earrings. The earrings have not yet arrived at Diamonds Galore.

Ms Anderson tells Peter that there was a problem with the shipment from France, but that the earrings should arrive tomorrow morning. They next schedule a meeting between Ms Anderson and Mr. Franks. Mr. Franks is not able to meet with Ms Anderson on Thursday because he is busy. They finally decide on Friday morning at 10 o'clock after a staff meeting that Mr. Owen usually holds on Friday mornings.

Exercise 1. Analyze the information, which is in the highlight, and use it in practice.

Exercise 2. Read the information & pick up the essential details in the form of quick notes.

Exercise 3. Translate the English sentences into your native language.

1. They cabled (us) where to meet.
2. She cabled (us) that the manuscript had arrived.
3. We cabled them to return home immediately.
4. We cabled the message to them.
5. They telegraphed the information to us.
6. They telegraphed us to leave immediately.
7. She telegraphed us that the manuscript had been received.
8. They telegraphed us where we should meet.
9. I'll reply by wire.
10. We wired the money to her.
11. She wired home for some money.
12. The auditorium was wired for sound.
13. We wired them to return home immediately.
14. She wired us that the manuscript had arrived.
15. We will wire (you) where to meet.

Exercise 4. Remember that.

Communication can be defined as exchange of ideas, views, information, & facts with two or more persons with an aim to develop understanding. Communication system refers to the channels by which exchange of ideas, information's, news and views takes place between different individuals, groups and institutions.



EXAMINATION QUESTIONS

- ✚ Name particular features of a telegram.
- ✚ Give some thoughts about using computers.
- ✚ What is the computer virus?
- ✚ In what respect is it dangerous and perishable?
- ✚ What measures are being taken to reduce its effect to a minimum?
- ✚ What are advantages and disadvantages of Internet?
- ✚ Teleworking: the case *for* and *against*.
- ✚ What exactly is *a teleworker*?
- ✚ What contact do teleworkers have with their (head) office?
- ✚ What percentage of people in your country work at home?
- ✚ Why is the number of teleworkers increasing?
- ✚ What are advantages and disadvantages of teleworking?
- ✚ How long do you work in Internet?

CHAPTER III. LETTERS

INTRODUCTION

Letter writing – is an essential chapter of communication, an intimate chapter of business and life experience. Each letter-writer has a characteristic way of writing, his style of writing, his way of expressing thoughts, facts, etc. But it must be emphasised that the routine of the official or semi-official business letters requires certain accepted idioms, phrases, patterns, and grammar which are found in general use today. Therefore certain skills must be acquired by practice, and details of writing must be carefully and thoroughly learnt.

Proper business letter writing is very important for normal commercial activity. In spite of the development of telephone, telex and telegraphic ways of communication and the increasing personal contacts in international trade, the writing of letters continues. In fact, most telephoned and telegraphed messages have to be confirmed by letters.

So, every good businessman should be competent in writing effective business letters in English. It is not just the matter of translating Ukrainian business phrases literally into English because each language has its own characteristic forms and phrases.

It is useful to remember that the subject of the routine business letters in export-import trade lacks variety. Therefore, first, certain accepted standard phrases are in general use and secondly, Form letters (= standard letters) may be used: it facilitates the communication because the repetitive nature of many business transactions and situations makes the use of standard letters a time-saving service. However, whether you write a special letter or make use of a standard letter, you should know the main parts of any business letter and its layout. Business letters are usually written on printed company-forms (letter-paper).

The letterhead (the heading) gives the name of the company, the postal and telegraphic addresses, the telephone number(s), the number of the telex (-es) and when telefaxes appeared, their number, too; sometimes some other information such as: the names of important officials, the particular official, to whom the company may wish to have all communications addressed, spaces for letter indexes (references) and the date.

There are some styles in modern business correspondence. The most important are: the traditional *Semi-indented Letter Style* and *Fully-blocked Letter Style*. According to this there are two types of punctuation: *the closed pattern of punctuation* and *the open pattern of punctuation*.

Exercise 1. Characterize the styles of letters and their types shortly.

Exercise 2. Remember that.

Punctuation: 1. Comma (Запятая) 2. Full stop (Точка) 3. Colon (Двоеточие) 4. Semicolon (Точка с запятой) 6. Dash (Тире) 5. Question mark (Вопросительный знак) 6. Exclamation mark (Восклицательный знак) 7. Quotation marks (Кавычки) 8. Brackets (Скобки) 9. Apostrophe (Апостроф) 10. Hyphen (Дефис).

Exercise 3. Analyze the information, which is in the highlight, and use it in practice.

Exercise 4. Add some information & make up a small report and give a talk in class.

Exercise 5. Read the text & pick up the essential details in the form of quick notes.



CORRESPONDENCE

Correspondence may refer to: non-concurrent, remote communication between people, including letters, email, Newsgroups, Internet forums, Blogs.

- Correspondence (theology), the relationship between spiritual and physical realities.
- Correspondence (mathematics), several related meanings.
- Correspondence (computer vision), finding depth information in stereography.
- "regular sound correspondence", a linguistics term.
- Correspondence theory of truth, a theory in epistemology.
- Correspondence rules in quantum mechanics.
- Correspondence principle in Physics (theories must agree with experimental evidence).
- Correspondence chess played between different geographical locations.

Sire, this office be invested with the right of reading the *correspondence* with England.

The hero's rogue servant, Chispa, seemed to me, then and long afterwards, so fine a bit of Spanish character that I chose his name for my first pseudonym when I began to write for the newspapers, and signed my legislative *correspondence* for a Cincinnati paper with it.

All this is quite true, my dear Cornelius, but still more certain it is, that if at this moment our *correspondence* with the Marquis de Louvois were discovered, skilful pilot as I am, I should not be able to save the frail barque which is to carry the brothers De Witt and their fortunes out of Holland.

correspondence – communication by the exchange of letters

correspondence – compatibility of observations;

there was no agreement between theory and measurement;

the results of two tests were in correspondence – agreement

compatibility – capability of existing in harmonious or congenial combination

conformance (conformity) – correspondence in form or appearance

correspondence – the relation of corresponding in degree (size, amount)

commensurateness, proportionality – a ratio of two quantities that is constant

A **letter** can refer to the following:

- Letter (alphabet), a grapheme, part of an alphabet, abjad, abugida, or syllabary
- Letter (message), correspondence, a written message
- Letter (paper size), the letter-size paper
- *Letters* can mean literature, as in *arts and letters*.
- Letterman, recipient of an award (letter) given to an interscholastic and/or intercollegiate student of merit in a sport, choir or band (also see varsity letter)
 - Rehearsal letter in an orchestral score

Exercise 1. Translate the word-combinations with the keyword «correspondence».

Correspondence (with); correspondency; diplomatic correspondence; to be in correspondence with smb; to carry on a correspondence; correspondence courses; to have a great deal of correspondence every month; to carry on (conduct, keep (up)) a correspondence; correspondence (paper) college; business (interdepartmental, office) correspondence; privacy of correspondence; correspondence-course student; correspondence column; correspondent.

DISTANCE EDUCATION

Distance education, or distance learning, is a field of education that focuses on the pedagogy and andragogy, technology, and instructional systems design that aim to deliver education to students who are not physically *on site*. Rather than attending courses in person, teachers and students may communicate at times of their own choosing by exchanging printed or electronic media, or through technology that allows them to communicate in real time and through other online ways.

Distance education courses that require a physical on-site presence for any reason including the taking of examinations is considered to be a hybrid or blended course of study.

Distance education dates back to at least as early as 1728, when an advertisement in the Boston Gazette... "Caleb Phillips, Teacher of the new method of Short Hand" was seeking students for lessons to be sent weekly. Modern distance education has been practiced at least since Isaac Pitman taught shorthand in Great Britain via correspondence in the 1840s.

The development of the postal service in the 19th century led to the growth of Commercial correspondence colleges with nation-wide reach. The University of London was the first university to offer distance learning degrees, establishing its External Programme in 1858. The Society to Encourage Studies at Home was founded in 1873 in Boston, Massachusetts.

In Australia, the University of Queensland established its Department of Correspondence Studies in 1911. Another pioneering institution was the University of South Africa, which has been offering Correspondence Education courses since 1946.

In New Zealand, university-level distance education or extramural study began in 1960 at Massey University. The largest distance education university in the United Kingdom is the *Open University* founded 1969.

In Germany the FernUniversität in Hagen was founded 1974. There are now many similar institutions around the world, often with the name Open University (in English or in the local language), and more than a dozen of them have grown to become "*mega-universities*", a term coined to denote institutions with more than 100,000 students.

Charles Wedemeyer of the University of Wisconsin-Madison is considered the father of modern distance education in America. From 1964-1968 the Carnegie Foundation funded Wedemeyer's *Articulated Instructional Media Project* (AIM) which brought in a variety of communications technologies aimed at providing learning to an off-campus population.

According to Moore's recounting, AIM impressed the British who imported these ideas and used them to create the first Open University, now called United Kingdom Open University (UKOU) to distinguish it from other open universities which have emerged. UKOU was established in the late 1960s and used television and radio as its primary delivery methodologies, thus placing it in the forefront of applying emerging technologies to learning. It is fair to say that all "open universities" use distance education technologies as delivery methodologies.

There are many private and public, non-profit and for-profit institutions offering courses and degree programs through distance education. Levels of accreditation vary; some institutions offering distance education in the United States have received little outside oversight, and some may be fraudulent diploma mills. In many other jurisdictions, an institution may not use the term *University* without accreditation and authorisation, normally by the national government.

Online education is rapidly increasing among mainstream universities in the USA, where online doctoral programs have even developed at prestigious research institutions.

In the 20th century, radio, television, and the Internet have all been used to further distance education. Computers and the Internet have made distance learning distribution easier and faster. Private, for-profit Phoenix University, which is primarily an online university, now has two hundred thousand students and expects to serve five hundred thousand by 2010, yet little is known about student success or lack of success in such a fast-growing institution. In 2006 the Sloan Consortium reported that more than 96 % of the largest colleges and universities in the United States offered online courses and that almost 3.2 million U.S. students were taking at least one online course during the fall 2005 term.

One of Canada's leading distance education providers is Open Learning (TRU-OL) of Thompson Rivers University. TRU-OL educational goals are obtainable for anyone through accessible and varied courses that can be taken anytime and at an individually-determined pace.

With over 400 individual courses and more than 57 programs available for completion by distance and online learning, students can take a variety of programs such as: adult secondary school completion; certificates and diplomas, including advanced and post-baccalaureate; associate degrees; and bachelor's degrees. In Ontario, Canada the Ministry of Training, Colleges and Universities established the elearnnetwork.ca in 2007 to provide access to students in small and rural communities across Ontario who wanted to pursue college or university courses from their community by distance education. In the province of Manitoba, the department of Education, Citizenship & Youth provides three options in distance education: Independent Study Option, Teacher Mediated Option and Web-based Course Option.

The Independent Study Option (ISO) provides the opportunity and flexibility for both school-age and adult learners to study a wide range of compulsory optional print based distance education courses from Grades 7 to 12. This form of distance education provides students with support by email or phone. The Independent Study Option also offers several courses in French. In the event that a student leaves the province on a temporary or permanent basis, the ISO provides the opportunity for continuing the study of Manitoba curriculum en route to receiving a Senior Years graduation diploma.

Teacher Mediated Option (TMO) supports the delivery of distance learning courses that are scheduled within the school day and use a variety of technologies to assist students including: instruction twice a school cycle for 40 minutes per class by audio teleconference, recording of classes as required for use up to five days after the class has occurred, and corresponding with an instructor between classes by email or phone.

These courses are only available to students attending school or an adult learning centre. The types of available technologies used in distance education are divided into two groups: *synchronous* and *asynchronous*.

Synchronous technology is a mode of online delivery where all participants are *present* at the same time. Requires a timetable to be organized. Asynchronous technology is a mode of online delivery where participants access course materials on their own schedule. Students are not required to be together at the same time.

There are Learning Management Systems or Learning Management Content Systems which can be used for both Synchronous and Asynchronous learning. (LMS is not so much a learning tool as a framework for an instructor to better administer the classroom.)

Exercise 1. Summarize the information briefly in English.

Exercise 2. Read the information & pick up the essential details in the form of quick notes.

Exercise 3. Types of distance education courses.

- Correspondence conducted through regular mail.
- Internet conducted either synchronously or asynchronously.
- Telecourse / Broadcast, in which content is delivered via radio or television.
- CD-ROM, in which the student interacts with computer content stored on it.
- PocketPC / Mobile Learning where the student accesses course content stored on a mobile device or through a wireless server.
- Integrated distance learning, the integration of live, in-group instruction or interaction with a distance learning curriculum.

Distance Education has traversed four to five "*generations*" of technology in its history. These are print, audio / video broadcasting, audio / video teleconferencing, computer aided instruction, e-learning / online-learning, computer broadcasting / webcasting etc. Yet the radio remains a very viable form, especially in the developing nations, because of its reach.

Australian children in extremely remote areas. In India the FM Channel is very popular and is being used by universities, to broadcast educational programs of variety on areas such as teacher education, rural development, programs in agriculture for farmers, science education, creative writing, mass communication, in addition to traditional courses in liberal arts, science and business administration. The increasing popularity of mp3 players, PDAs and Smart Phone has provided an additional medium for the distribution of distance education content, and some professors now allow students to listen or even watch video of a course as a Podcast. Some colleges have been working with the U.S. military to distribute entire course content on a PDA to deployed personnel.

Distance education has long had trouble with testing. The delivery of testing materials is fairly straightforward, which makes sure it is available to the student and he or she can read it at their leisure. The problem arises when the student is required to complete assignments and testing. Online courses have had difficulty controlling cheating in quizzes, tests, or examinations because of the lack of teacher control.

In a classroom situation a teacher can monitor students and visually uphold a level of integrity consistent with an institution's reputation. However, with distance education the student can be removed from supervision completely.

Some schools address integrity issues concerning testing by requiring students to take examinations in a controlled setting. Assignments have adapted by becoming larger, longer, and more thorough so as to test for knowledge by forcing the student to research the subject and prove they have done the work. Quizzes are a popular form of testing knowledge and many courses go by the honor system regarding cheating.

Even if the student is checking questions in the textbook or online. There may be an enforced time limit. The quiz may be worth so little in the overall mark that it becomes inconsequential. Exams and bigger tests may be harder to regulate. Used in combination with invigilators, a pre-arranged supervisor trusted with overseeing big tests and examinations may be used to increase security. Many Midterms and Final examinations are held at a common location so that professors can supervise directly. When the Internet became a popular medium for distance education many websites were founded offering secure exam software and packages to help professors manage their students more effectively.

Exercise 4. Read and translate the score of the information above.

Exercise 5. Add some information & make up a small report and give a talk in class.

Exercise 6. Analyze the types of education.

- Continuing education. Open learning.
- Electronic learning. Computer-assisted language learning.
- Degree completion program.
- Educational technology. Learning management system.
- M-learning.
- Social Networking.
- Virtual school.
- Web Conferencing.

The use of this lexical approach is essential for successful language acquisition in English for Specific Purposes. However, teachers are often not equipped with the exact English terminology required in very specific trade sectors. For this reason, core vocabulary sheets go a long way in helping teachers provide adequate materials for students with English for Special Purposes needs.

Synchronous technologies

- Telephone
- Videoconferencing
- Web Conferencing

Asynchronous technologies

- Audiocassette
- E-mail
- Message Board Forums
- Print Materials
- Voice Mail/fax

TOPICAL VOCABULARY

remote – а) дистанционный; действующий на расстоянии *Syn. distance*

remote actuation – дистанционное включение, приведение в действие

remote command – дистанционная команда

remote control link – канал дистанционного управления

remote control system – система дистанционного управления,

remote information – дистанционная информация

remote monitoring – дистанционный контроль

remote processing – дистанционная обработка, телеобработка

remote access – дистанционный доступ

remote console – дистанционный пульт

remote cutoff (switch) – дистанционный выключатель

remote user – дистанционный, удаленный пользователь

remote display – дистанционный дисплей

б) легкий, незначительный, слабый; неотчетливый, нечеткий,

remote resemblance – отдаленное сходство

to have the remotest conception – иметь самое слабое представление

distance – расстояние; дистанция at a distance – на расстоянии

the distance of an end – различия в конечном результате

to keep (know) one's distance – знать своё место; держаться в стороне, подальше, держаться на почтительном расстоянии

to keep smb. at a distance – держать кого-л. на известном расстоянии

LETTERS

Letters are the most common form of intercultural business correspondence. They serve the same purposes and follow the same basic organizational plans (direct and indirect) as letters you would send within your own country. Unless you are personally fluent in the language of the intended readers, you should ordinarily write your letters in English or have them translated by a professional translator. If you and the reader speak different languages, be especially concerned with achieving clarity.

- Use short, precise words that say exactly what you mean.
- Rely on specific terms to explain your points. Avoid abstractions altogether, or illustrate them with concrete examples.
- Stay away from slang, jargon, and buzz words. Such words rarely translate well. Nor do idioms and figurative expressions. Abbreviations, *TSCFO*-nyms (such as NOKAI) and CAD/CAM), and North American product names may also lead to confusion.
- Construct sentences that are shorter and simpler than those you might use when writing to someone fluent in English.
- Use short paragraphs. Each paragraph should stick to one topic and be no more than eight to ten lines.
- Help readers follow your train of thought by using transitional devices. Precede related points with expressions like *in addition* and *first, second, third*.
- Use numbers, visual aids, and pre-printed forms to clarify your message. These devices are generally understood in most cultures.

Your word choice should also reflect the relationship between you and the reader. In general, be somewhat more formal than you would be in writing to people in your own culture. In many other cultures, people use a more elaborate, old-fashioned style, and you should gear your letters to their expectations. However, do not carry formality to extremes, or you will sound unnatural.

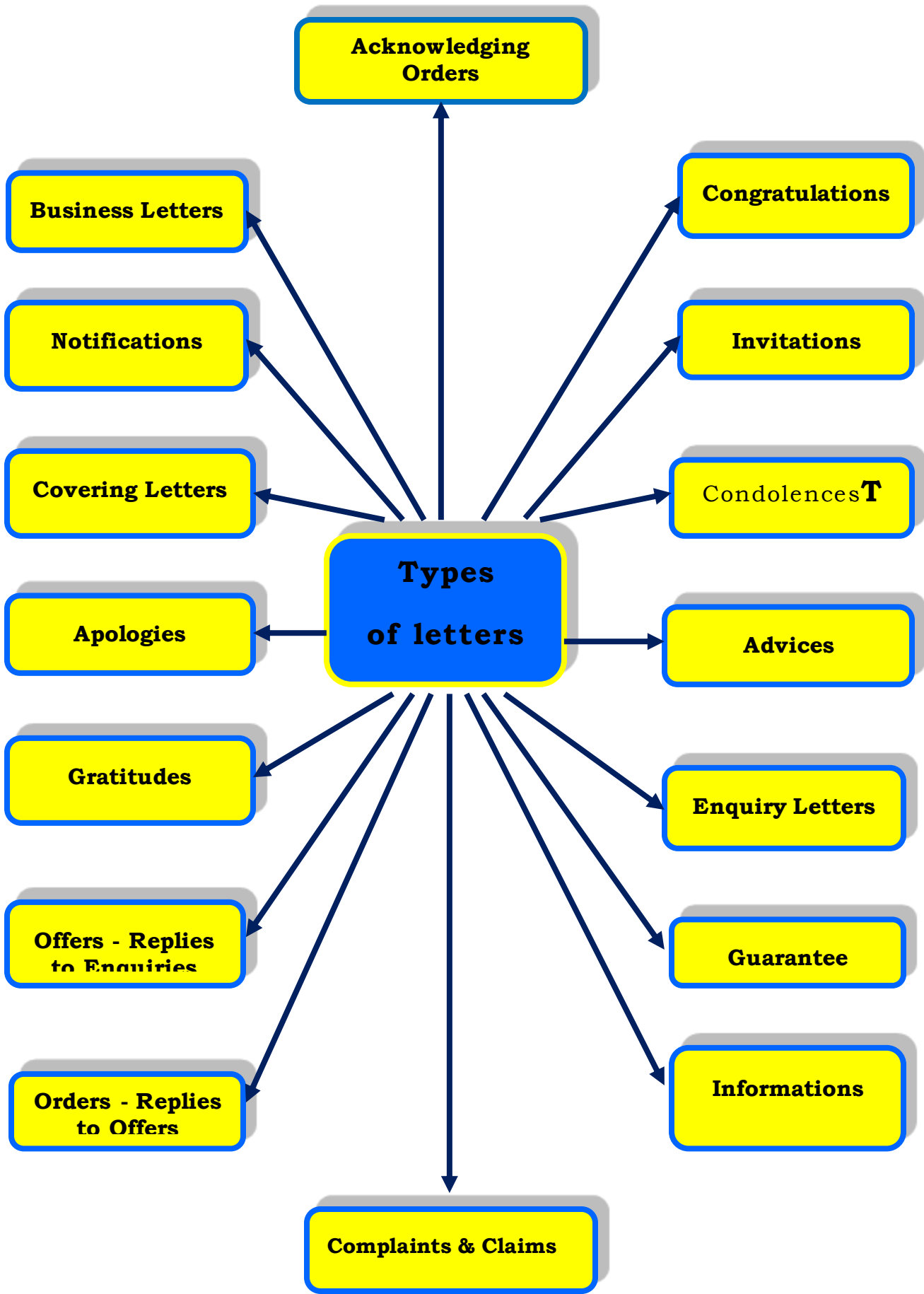
If you correspond frequently with people in foreign countries, your letterhead should include the name of your country and cable or telex information. Send your letters by air mail, and ask that responses be sent that way as well. Check the postage too; rates for sending mail to most other countries are not the same as rates for sending it within your own. In the letters you receive, you will notice that people in other countries use different techniques for their correspondence. If you are aware of some of these practices, you will be able to concentrate on the message without passing judgement on the writers. Their approaches are not good or bad, just different.

The Japanese, for example, are slow to come to the point. Their letters typically begin with a remark about the season or weather. This is followed by an inquiry about your health or congratulations on your prosperity. A note of thanks for your patronage might come next. After these preliminaries, the main idea is introduced.

If the letter contains bad news, the Japanese begin not with a buffer, but with apologies for disappointing you. Letters from Latin America look different too. Instead of using letterhead stationery, Latin American companies use a cover page with their printed seal in the centre. Their letters appear to be longer, because they use much wider margins.

Exercise 1. Analyze the information and compare the letter-writing in various countries.

Exercise 2. Make up a small report and give a talk in class.



Types of letters

§ 1. STRUCTURE OF A BUSINESS LETTER

THE LAYOUT & PARTS OF A BUSINESS LETTER

A business letter is a letter written in formal language, usually used when writing from one business organization to another, or for correspondence between such organizations and their customers, clients and other external parties. The overall style of letter will depend on the relationship between the parties concerned.

The ordinary business letter comprises the following principal parts:

- The Date.
- The Inside Address.
- The Opening Salutation.
- The Subject Heading.
- The Opening Paragraph.
- The Body of the Letter.
- The Closing Paragraph.
- The Complimentary Closing.
- The Signature.
- Enclosures, Postscripts and Copies.

THE DATE

The date is written below the sender's address, sometimes separated from it by a space. In the cases of correspondence with the printed letterhead, it is also usually written on the right-hand side of the page. The name of the month may be abbreviated: January, to Jan, February to Feb, March to Mar, April to Apr, June to Jun, August to Aug, September to Sept, October to Oct, November to Nov, December to Dec. Only May and July are written in full.

The month in the date should not be written in figures as they can be confusing; for example, 11.01.2008 means 11th January 2008 in the UK, but 1st November 2008 in the US. Nor should you abbreviate the month, e.g. Nov. for November, as it simply looks untidy. It takes a moment to write a date in full, but it can take a lot longer to find a mis-filed letter, which was put in the wrong file because the date was confusing.

Many firms leave out the abbreviation 'th' after the date, e.g. 24 October instead of 24th October. Other firms transpose the date and the month, e.g. October 24 instead of 24 October. These are matters of preference, but whichever you choose you should be consistent throughout your correspondence.

In English business letters the date (day, month and year) is typed on the right-hand side. It is customary to type the date in full, not just in figures e.g. 2nd Apr, 2008, which is pronounced, *the second of April nineteen ninety*.

In American business letters the date is written in the following way: Apr 2 2008 which is read: *April second, nineteen ninety*. The name of the month should not be stated in figures, as it may easily be confusing, because in the USA it is the practice to write dates as seen above in a different order: month, day and year, e.g. 9.2.08 means on the second of September, 2008.

Exercise 1. Analyze the information and use it in your practice.

Exercise 2. Render the contents of the information below in some English sentences.

THE INSIDE & SENDER'S ADDRESS

In correspondence, that does not have a printed letterhead, the sender's address is written on the top right-hand side of the page. In the UK, in contrast to the practice in some countries, it is not usual to write the sender's name before the sender's address.

The inside address is written below the sender's address and on the opposite side of the page, i.e. the left-hand one. The name and address of the company written to are usually typed on the left hand side against the margin, all lines starting at the same margin, not diagonally. Firms are addressed as Messrs (the plural of Mr.) only when the firm's name includes a personal name without any other courtesy title and only when the firms are partnerships. e.g.,

Messrs Brown & Smith, But: Sir James Brown & Co.,
25 High Holborn 14, Manor Gardens,
London, W.C.1. LONGBURY, Hants.'
The Brown Electrical Co., Dr John Duncan & Co.,
26, Exton Square, 22, Green Lane,
LONDON, W.C.3. SLEAFORD, Lincs.

Messrs is never used when addressing a registered company whether a public limited company (PLC) or a private limited company (LTD). It is recommended to address the correspondence direct to the company's representative for whom it is intended – the managing director, the sales manager, the export manager, and so on, in which case the company is specified but not addressed.

The name of the company becomes part of the address in the same way as the name of the street or town. If we do not know which of the company's officers will deal with our letter, we should address it to "*The Company Secretary*", since by the Companies Act every registered company must have one, e.g. The Secretary, Brown & Co. Pls.

Letters to men can be addressed as follows: *Mr. Brown, Mr. T. Brown, Mr. Thomas Brown* (preferably the way he signs the letters). Unmarried women and young girls can be addressed as *Miss*. Married women are addressed *Mrs.* (Mary) Brown. Where it is not known whether a woman addressed is married or single *Ms* has recently crept into use instead of *Miss* and *Mrs*. When in doubt use *Miss* rather than *Mrs*.

Should there be doubt about the sex of the person addressed, use "*Mr.*" If the letter is addressed to a person, whose exact address is unknown, it may be sent to an organization, which can pass the letter on or send it to the person. In these cases the words "*Care of*" (-in care of) should be written before the name of the organization.

After the name of the company the number of the house and the name of the street are given, then the name of the town and of the county. In the case of big towns in Great Britain no name of a county is required, but small towns usually need an indication of a county in the address. Especially as the names of small towns are often duplicated (for example, in Great Britain there are two Richmonds – one in Surrey and one in Yorkshire).

In Britain the recommended form of postal address has the Post Town in capital letters, followed by the country in small letters, followed by the post-code (whose system has now been introduced). The use of the code as part of the address speeds delivery by enabling letters to be sorted mechanically. When writing letters to other countries, always give the name of the country, even if the town is the country's capital.

There is London in England and another in Canada, a Boston in England and another in the USA, a Tripoly in Libya and another in the Lebanon.

For the same reason, when writing to firms in the USA you must add the name of the State after the name of the town: Chicago (Illinois).

To secure a balanced layout and also accommodate the use of "window" type envelopes, (transparent-window envelopes), the placing of the inside address, i.e. the correspondent's full address, near the bottom left-hand corner of the letter is also acceptable. If a letter is addressed to a company, and the writer wishes to direct it to a particular person, the words "*For the attention of*" ...or just "*Attention of*" ... (giving the name of the person) should be typed just above the salutation.

THE OPENING SALUTATION

The Salutation varies according to circumstances and should be in harmony with the Inside Address and the Complimentary Closing. If the letter is addressed to the company (which is not recommended, but very often done), the form of addressing is: *Dear Sirs*.

If the letter is addressed to an individual, the most usual forms are: *Dear Sir*, or *Dear Madam*, (it applies to both married and single women). These are the usual greetings in English business letters. Americans prefer *Gentlemen*, and if they use *Dear Sirs*, *Dear Madam*, they use them with a colon instead of a comma.

- *Dear Sir* opens a letter written to a man whose name you do not know.
- *Dear Sirs* is used to address a company. Note: in the US – *Gentlemen*.
- *Dear Madam* is used to address a woman, whether single or married, whose name you do not know.
- *Dear Sir or Madam* is used to address a person you know neither the name nor the sex.

When the correspondent is unknown to you and may be either a man or a woman, always use the form *Dear Sir*. If you know the correspondent personally, or if your firm has traded with his firm for some time, you may use a warmer and friendlier greeting *Dear Mr. Brown*. Often the salutation takes the form of *Dear* followed by a courtesy title and the person's surname. Initials or first names are not generally used in salutations: *Dear Mr. Smith*, not *Dear Mr J. Smith*. The comma after the salutation is optional.

Opening Phrases

We have received your letter of We thank you for your letter of Your letter enclosing (stating that .. asking us to do, requesting us to do..) In reply (response) to your letter of We have pleasure in informing you that We regret (are sorry) to have to remind you that We learn from your letter that In connection with our letter of ... and in confirmation of your cable of Please accept our apologies for We are sorry we are unable to meet your request We are surprise to learn from your telex We have pleasure in offering you

Surname known

If you know the surname of the person you are writing to, you write this on the first line of the address, preceded by a courtesy title and either the person's initial(s) or his/her first given name, e.g. *Mr. J.E. Smith* or *Mr. John Smith*, not *Mr. Smith*. Courtesy titles used in addresses are as follows:

▪ Mr (with or without a full stop; the abbreviated form 'mister' should not be used) is the usual courtesy title for a man.

▪ Mrs (with or without a full stop; no abbreviated form) is used for a married woman.

▪ Miss (not an abbreviation) is used for an unmarried woman.

▪ Ms (with or without a full stop) is used for both married / unmarried women.

▪ Many women now prefer to be addressed by this title, and it is a useful form of address when you are not sure whether the woman you are writing to is married or not.

▪ Messrs (with or without a full stop; abbreviation for Messieurs, which is never used) is used for two or more men, e.g. *Messrs P. Jones and B.L. Parker*) but more commonly forms chapter of the name of a firm, e.g. *Messrs Collier & Clerk & Co.*

▪ Special titles, which should be included in addresses are many. They include:

✚ academic or medical titles, e.g. Doctor (Dr.), Professor (Prof.)

✚ military titles, e.g. Captain (Capt.), Major (Maj.), Colonel (Col.)

✚ aristocratic title, e.g. Sir (which means that he is a Knight; not be

confused with the salutation "Dear Sir" and always followed by a given name – *Sir John Brown*, not *Sir J. Brown* or *Sir Brown*), Dame, Lord, Baroness, etc.

▪ Esq (with or without a full stop; abbreviation for Esquire) is seldom used now. If used, it can only be instead of *Mr* and is placed after the name, e.g. *Bruce Hill Esq.*

Title known

If you do not know the name of the person you are writing to, you may know or be able to assume his/her title or position in the company, e.g. the Sales Manager, or the Finance Director, in which case you can use it in the address.

Department known

Alternatively you can address your letter to a particular department of the company, e.g. The Sales Department, or The Accounts Department.

Company only

Finally, if you know nothing about the company and do not want to make any assumptions about the person or the department your letter should go to, you can simply address it to the company itself, e.g. Soundsonic Ltd., Messrs Collier & Clerke & Co.

Order of inside addresses

After the name of the person and/or company receiving the letter, the order and style of addresses in the UK and in the US, is as follows.

Style and punctuation of addresses

Both the addresses may be *blocked* (i.e. each line is vertically aligned with the one above) or *indented*, as below:

Bredgade 51,

DK 1269 Copenhagen K, DENMARK

An alternative to including the recipient's name or position in the address is to use an *attention of*. E.g. For the attention of Mr. R. Singh (British English) or Attention: Mr. E.G. Glass, Jr. (American English)

Notes

heading – заглавие, заголовок; рубрика
under a heading – под заголовком

a chapter heading – название главы
Syn. title, appellation, cognomen, name.

British style

American style

Inside Address

Messrs Black & Sons,
159 Knightsbridge,
London SWL 87C

The International Trading Company
24 Churchill Avenue
Maidstone, Kent
ZH8 92B

Addressing an individual

The Manager
The Hongkong and Shanghai
Banking Corporation
Main Office
Kuala Lumpur
Malaysia

Dear Sir,
Dear Sirs,
Messrs Mahmound & Son
329 Coast Road
Karachi, Pakistan

Addressing an individual

T. Hardy, Esq.,
c/o Waltons Ltd.,
230 Snow Street,
Birmingham, England

Dear Tom,

Miss Claire Waterson
c/o Miller & Sons Pty. Ltd.
Box 309
Sydney NSW 2000
Australia

International Trading Company
Sabas Building
507 A. Flores Street
Manila
Philippines
The American Magazine
119 Sixth Avenue
New York, NY 11011

on company business

Mr. C.C. Pan
Far East Jewelry Co.
68 Queen's Road East
Hong Kong

Dear Sir:
Gentlemen:
The Standard Oil Company
Midland Building

Cleveland, Ohio 44115

on private business

Mr. C. Manzi
Credito Milano
Via Cavour 86
Milan
Italy

Dear Mr. Manzi,
Continental Supply Company
321 Surawongse
Bangkok
Thailand

There are no rules stating that one style or the other must be used, though blocking, at least in addresses, is more common. In any case you must be consistent, i.e. do not block the sender's address and then indent the inside address. If punctuation is used, each line of the address is followed by a comma, except the last line. But, the majority of firms now use open punctuation, i.e. without any commas.

THE SUBJECT HEADING

The Subject Heading indicates the subject matter of the letter (its topic), thus enabling the reader to see immediately what the letter is about, and is placed just after (below) the salutation (since it forms part of the letter) and in the middle of the page. In front of it the wording *Re* - (short of the Latin *re*) meaning 'regarding' was formerly used.

Now it is out of date. *Abt* (short for *About*) may be used. Or the Subject Heading is just underlined, it is sometimes written in capital letters. This title to a letter, however, is not always required and the date of a letter referred to in the first line of the answer is indication enough of what the subject is.

THE OPENING PARAGRAPH

The Opening Paragraph will often state the subject-matter of the letter, by giving the date of the letter, which is being answered, and the writer's feelings on the subject: pleasure, regret, surprise or gratitude. A short opening sentence will often attract attention more successfully than a longer one.

Exercise 1. Translate the useful phrases.

We are sorry to have to remind you; to our regret we shall have to; we regret to inform you; we are surprised to learn that; we are glad to inform you...; we are happy to tell you...; we are pleased to inform you; further to our letter of 3rd June; with reference to the enquiry of 4th July, 2008; we thank you for your letter dated 3rd June and write to tell you (wish to inform you); in reply to your letter of 2nd March this year we would like to inform you; we have received your letter dated 13th March.

THE BODY OF THE LETTER

Its text, its message. A letter should only deal with one specific subject as several subjects may require attention in different departments and may complicate the filing system. Business letters should be simple and clear, polite and sincere, concise and brief. *That means:*

- using simple, natural, short words and sentences;
- admittance of mistakes openly and sincerely;
- using concise words and sentences instead of wordy ones;
- avoiding repetition or needless words and information.

Express yourself in a friendly way and with a simple dignity. To make a letter easier to read and to a certain extent more attractive, divide it into paragraphs, each paragraph dealing with one idea, one aspect of the subject or giving one detail.

If several paragraphs deal with the same subject-matter (topic or theme), they should fit together smoothly, i.e. each new paragraph giving a new aspect of the topic under consideration should follow the previous one naturally. This is done either by numbering the paragraphs or by using connective words, such as: *however, still, yet, but, on the contrary, otherwise, again, also, in addition, besides, so, therefore, nevertheless, in this way, in short, on the other hand and some others*. If the letter is lengthy, the paragraphs may be given headings, which may be typed in ordinary or capital letters, followed by a *full-stop, colon or a dash*.

If the headings are typed in ordinary letters, they should be underlined to distinguish between heading and text. If more pages than one are written they should be numbered.

The second and following pages are typed on blank sheets (without the letterhead).

The name or initials of the recipient should be placed at the top of the left-hand margin of all continuation sheets, followed by the date after the page number. This may be indented or blocked. It is a matter of choice. Whichever style you use, you must be consistent and use that style all through the letter. It is usual to leave a line space between paragraphs in the body of the letter; if the blocked style is used, this is essential.

Apart from those phrases are sentences expressing regret, gratitude and other feelings, given above and used in *The Opening Paragraph* the following may be useful.

Notes: paragraph – абзац, отступ (в тексте) new paragraph – новый абзац.

1. To express apologies and regrets

We regret being unable to

Unfortunately, we cannot

Please accept our apologies for

We express our apology that

We offer (make) our apology

2. To express gratitude

We would be very much obliged

We shall be grateful to you

We shall appreciate it if

We owe your address to ... a certain company

3. To express request

Please let us know

We would ask (request) you to

We'd be obliged if

We'd be glad to have your latest catalogue.

Kindly inform us of the position of the order.

4. To express confirmation

We confirm our consent to the alterations.

Please acknowledge receipt of our Invoice.

BINDING PHRASES

We express confidence that We are sure (confident) that We find (consider) it necessary (important, reasonable) to note Apart from (Further to) the above (said) We would welcome the opportunity It is self understood .. / It goes without saying We wish to draw your attention to the fact that We would like you to note that In view of the above Otherwise we shall have

CLOSING PHRASES

Your early reply will be appreciated. We are looking forward to hearing from you. On receipt of the letter please cable (telex) your confirmation (consent). We wish (would like) to maintain cooperation with you. Your prompt execution of our order will (would) be appreciated. We shall not fail to contact (to get in touch with) our organizations. We are expecting your representatives (officials, engineers) to arrive for the talks.

THE COMPLIMENTARY CLOSING

It is a polite way of ending a letter. If the letter begins with *Dear Sir*, *Dear Sirs*, *Dear Madam*, *Dear Sir or Madam*, it will close with *Yours faithfully*. If the letter begins with a personal name – *Dear Mr James*, *Dear Mr. Robinson* – it will close with *Yours sincerely*. Avoid closing with old-fashioned phrases such as *We remain your faithfully*, or *Respectfully yours*.

Note that Americans tend to close even formal letters with *Yours truly* or *Truly yours*, which is unusual in the UK in commercial correspondence. But a letter to a friend or acquaintance may end with "*Yours truly*" or the casual "*Best wishes*".

The comma after the complimentary close is optional. The position of the complimentary close — on the right, left or in the center of the page – is the matter of choice. It depends on the style of the letter (blocked letters tend to put the close on the left, indented letters tend to put them in the centre) and on the firm's preference.

It is a polite way of ending a letter.

The expression used must suit the occasion and match the opening salutation.

The standard form (formal)

Dear Sir(s) (or Dear Madam)

Yours faithfully,

Informal (used between people who know each other and to add a friendly touch to a business letter)

Dear Mr. Brown,

Dear Mrs. Brown,

Yours sincerely,

THE SIGNATURE

Always type your name after your handwritten signature and your position in the firm after you typed signature. This is known as *the signature block*. Even though you may think your signature is easy to read, letters such as 'a', 'e', 'o', and 'v' can easily be confused.

Business letters are signed by hand in ink, clearly and legibly. The same style must always be adopted. The writer's name and title are typed below the signature.

The name of the company or of the organization for which the writer signs the letter is typed under the complimentary closing (above the signature).

It is, to some extent, a matter of choice whether you sign with your initial(s), e.g. *D. Jenkins*, or your given name, e.g. *David Jenkins*, and whether you include a courtesy title, e.g. Mr., Mrs., Miss, Ms. in your signature block. But if you give neither your given name nor your title, your correspondent will not be able to identify your sex and may give you the wrong title when he/she replies. It is safer therefore, to sign with your given name, and safest of all to include your title.

Including titles in signatures is, in fact, more common among women than among men, chiefly because many women like to make it clear either that they are married (Mrs.) or unmarried (Miss) or that their marital status is not relevant (Ms.), and chiefly because there is a tendency to believe that important positions in a company can only be held by men. It would do no harm for men to start including their titles in their signatures.

The term *per pro* (p.p.) is sometimes used in signatures and means *for & on behalf of*.

Secretaries sometimes use *p.p.* when signing a letter on behalf of their bosses. When writing on behalf of your company.

It is useful to indicate your position in the firm in the signature. If the writer signs the letter on behalf of a company or on behalf of another person, the *per pro* (short of *per procuracionem*) is used before the name. The person signing is empowered by a proper legal document (a power of attorney) to sign letters and other documents. Otherwise *For* is used before the name of the firm or person. A letter having a *per pro* signature, i.e. when on behalf of a company, should be written in the plural number. Or you may put it the other way around: if you write the letter in the first-person plural, after the complimentary closing the name of the company (V/O) should be included. *For example,*

Yours faithfully, For V/O *Prodintorg* (I. Pavlov) Director

ENCLOSURES & POSTSCRIPTS

If there is an enclosure to the letter, it should be clearly indicated by typing the word "*Enclosure*" or its abbreviation "*Enc*" in the bottom left-hand corner of the page below the Signature. It may be preceded or followed by a figure indicating the number of enclosures. If there are many enclosures, e.g. leaflets, prospectus, etc., with the letter, these may be mentioned in the body of the letter. But many firms in any case write *Enc.* or *Encl.* At the bottom of the letter, and if there are a number of documents, these are listed. For example:

Enc: Specification No, 13/45 (5 pages)

Enc: (3) Invoice

Bill of Lading

Bill of exchange (1 copy)

Insurance Policy (6 pages)

TOPICAL VOCABULARY

letter – буква; литера

block letter – прописная печатная буква

capital (large, upper-case) letter – прописная (заглавная, большая) буква

lower-case (small) letter – маленькая, строчная буква

the letter of the law – буква закона

in letter and in spirit – по форме и по существу

to the letter – буквально; точно

initial letter – заглавная буква, инициал

bold letter – выделенная жирным буква (в слове)

to capitalize letters – переходить на заглавные буквы

capital letter – прописная (заглавная, большая) буква capital letter

code letter – кодовый знак

crisp letter – нечёткая буква

form letter – стандартное письмо (с напоминанием об уплате)

function letters – функциональные символы; знаки; символы кодов

lowercase letter – строчная буква, буква нижнего регистра

Keywords are typed in lower-case letters. – Ключевые слова набраны строчными буквами.

uppercase letter – прописная [заглавная] буква, буква верхнего регистра

letter form – образец письма

letter grades – буквенные оценки (Оценки академической успеваемости и уровня знаний, выражаемые в буквенном виде. A, B, C, D, F, I, N, P, S

letter guide card – буквенный разделитель

letter denotation (designation) – буквенное обозначение

letters – литература man of letters – писатель

the profession of letters – профессия писателя *Syn. literature, belles-lettres*
образованность, учёность, эрудиция *Syn. erudition, learning*

letters of administration – судебное полномочие на управление имением или имуществом умершего

letters of recall – отзывные грамоты

letters to be called for – письма до востребования

lettershop – рассылочная фирма

Exercise 1. Analyze the topical vocabulary, learn it by heart and make up sentences with it.

DIALOGUE

A business schoolteacher is explaining the parts of a business letter to a student.

- Will then, your company's name and address is printed at the top of the letter.

This is called the letterhead.

- I see. So the letterhead's at the top of the letter.
- Yes. And the person you are writing to is the reader.
- And the reader's name and address is on the left.
- That's right below the reader's name and address and the references.
- Oh, yes. "Ref" is short for "reference". I suppose.
- Yes. The references are usually the initials of the writer's name and the initials of the secretary's name. In this letter JB stands for Joy Brandley and SY stands for Simon Young.

▪ Oh, see.

▪ Now, what is there on the right?

▪ The twenty-third of January 2008. Oh, it's the date.

▪ Yes. The date's on the right. Now on the left, under the references is the opening salutation.

▪ The opening salutation. Is that "Dear Ms. Meiners"?

▪ Yes. And below the opening salutation is the body of the letter – this is what you really want to write.

▪ So the body of the letter is between the opening salutation and the closing salutation.

▪ Yes. *Yours sincerely* is the closing salutation.

▪ And then there is the signature and the writer's name and the writer's position in the firm.

▪ That's right. The signature is above the writer's name and the name is above the writer's position in the firm. What's Simon Young's position?

▪ He's a sales assistant.

▪ Right.

▪ What does *Encl.* mean at the bottom?

▪ It stands for "Enclosure". It means something is enclosed with the letter.

▪ Oh, I see. In this letter the enclosure is the catalogue.

▪ Right.

Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class. Render the contents of the dialogue in Indirect Speech in English

TOPICAL VOCABULARY

address – адрес at an address – по адресу

At what address does she live? – По какому адресу она живет?

business address – рабочий адрес, адрес организации

forwarding address – адрес, по которому следует пересылать письма

home address – домашний адрес

return address – обратный адрес

permanent address – постоянное место жительства

temporary address – временное место жительства

accommodation address – адрес для переписки; адрес до востребования

residential address – адрес местожительства

I addressed the letter to him. – Я направил ему письмо. How shall I address this parcel? – Какой адрес мне написать на этой посылке? You must address your complaints to Head Office. – Вы должны направить ваши жалобы начальству. We must finally address these issues. – Пора, наконец, решать эти вопросы.

mail – почта (система доставки корреспонденции); почтовая корреспонденция

by mail – по почте piece of mail – письмо, почтовое отправление

I'll send the book to you by mail. – Я пошлю тебе книгу по почте. The order came by mail. – Заказ пришёл по почте. The letter must have been lost in the mail. – Должно быть, письмо потерялось при пересылке по почте.

express mail – экспресс-почта

overland mail – сухопутная почта

surface mail – обычная почта (в отличие от авиапочты) *Syn. post*

to send (out) (the) mail – посылать почту

to address (the) mail – надписать адрес (на почтовом отправлении)

to forward (the) mail – пересылать почту по новому адресу

to deliver mail – доставлять почту

diplomatic mail – дипломатическая почта

undelivered mail – недоставленная почта

by return mail – (с) обратной почтой, (с) ответной корреспонденцией

certified mail – зарегистрированное почтовое отправление

domestic mail – письмо внутри страны

foreign mail – письмо из-за рубежа

franked mail – франкированное (маркированное) почтовое отправление

hate mail – письма с угрозами, оскорблениями

junk mail – "макулатура"

return mail – ответ на письмо

outgoing mail – исходящая почта

incoming mail – входящая почта

air mail – авиационная почта, авиапочта

computer mail (e-mail, electronic mail) – электронная почта

facsimile electronic mail – факсимильная электронная почта

multimedia mail – многоформатная электронная почта

mail circulation – тираж рассылки по почте

Electronic-mail circulation of physics articles has increased greatly in the last few years owing to the ubiquity of personal computers and the advent of flexible software for transmitting text files. – Тираж рассылки по электронной почте значительно увеличился за последние несколько лет благодаря повсеместному использованию персональных компьютеров и появлению гибкого программного обеспечения для передачи текстовых файлов. Select a state and town to which to mail the letter. – Выберите штат и город, в который необходимо отправить письмо. The envelope indicated the letter was mailed from Brooklyn. – На конверте было указано, что письмо было отправлено из Бруклина. Staff required to work at a large direct marketing organisation which mails letters to households. – Большой компании прямого маркетинга необходимы сотрудники для рассылки писем домохозяйствам. Mails and duties are the rents, whether in kind or money, of an estate. – Рента — это плата за аренду собственности, уплачиваемая деньгами или в натуральной форме.

mail exploder — распространитель почты, рассыльщик, разборщик почты

Mail Clip — система доставки мультимедийных материалов "ТВ-камера — локальный компьютер — удаленный компьютер"

mail fraud — почтовое мошенничество (рассылка по почте почтовой рекламы, неверно описывающей свойства товара)

MAIN STEPS BY LETTER-WRITING

Identify your Aims

Clearly establish what you want to achieve from the letter – whether it is to win back a dissatisfied customer or to reprimand an employee. Whatever the aim, create your letter from these goals.

Establish the facts

Make sure you have the relevant accurate facts available. For a late payer, this might include relevant invoices, complaint forms, talks with your sales department and any previous correspondence from the customer.

Know the recipient of the letter

Write in the language of your recipient. Try to put yourself in the position of the recipient. Read it from his point of view. Is the letter clear or open to misinterpretation. If you know the recipient, use this knowledge to phrase the letter to generate your desired response.

Create a sample copy

Having established your aims, amassed the relevant facts with a conscious view of the recipient – write down the main points of your letter.

Decide on physical layout of letter

The physical appearance of a letter consists of the paper and the envelope. The first thing a recipient sees is the envelope. It is essential that it is of suitable quality with the name and address spelt correctly. Quality envelopes and paper suggest a professional company. It is wise to make sure the envelope matches the size of the paper. But insist that properly sized envelopes are used for the size paper, allowing you maintain and convey and coordinate image.

TECHNICAL LAYOUT OF A LETTER

Letterhead

This will include your company's name, address, telephone number, fax number and email address. Include your web address if available. Other information may be required depending on the legal status of your business formation. Contact your legal adviser for exact details.

Name & address

Always include the recipient's name, address and postage code. Add job title if appropriate. Double check that you have the correct spelling of the recipient's name.

Date

Always date your letters. You may use either the American format for dates (with the month, day, year, in that order) or the European style (the day before the month and year).

Reference

These are optional. They are a good idea if you have a large volume of correspondence. These days modern word processors made this an easy task to complete and maintain.

Salutations

The type of salutation depends on your relationship with the recipient. Always try to personalise letter thus avoiding the dear sir/madam situation.

Subject Matter

Again this is optional, but its inclusion can help the recipient in dealing successfully with the aims of your letter. Normally the subject sentence is preceded with the word Re: It should be placed one line below the greeting.

Communication

This will contain a number of paragraphs, each one dealing with one point only.

Signature

The signature should be clear and legible—showing you are interested in the letter and consequently the recipient. Your signature should also be followed underneath by a typed version of your name and your job title.

Enclosures

If you include other material in the letter, put *Enclosure*, *Enc*, or *Encs*, as appropriate, two lines below the last entry.

A Letter's Style

Previously we created the main points of our letter, now we must transform this into a final version. To do this, four main considerations are necessary.

Format

There are *three main formats*: blocked, semi-blocked and indented. The former has all entries tight against the left-hand margin. The semi-blocked format sets the references and the date to the right margin for filing and retrieval purposes, with the remaining entries placed against the left margin. The indented format follows the same layout as either of the above, but indents each paragraph by five or six spaces.

Prose

Clarity of communication is the primary goal. Don't use technical jargon if the recipient is unlikely to understand it. Short sentences are less likely to be misunderstood or misinterpreted. Be precise, don't ramble. Check each sentence to see if it is relevant. Does it add to the point?

Manner

Always try to personalise your letters. Always try to be civil and friendly even if the subject matter is stern and sensitive. Give the impression to the recipient that some effort and thought has gone into the letter.

Accuracy

Once the final version of the letter has been created, polish it off with a final spelling and punctuation check.

Letter writing etiquette

Always make sure you start and end your letters correctly. If you are writing to Mrs Jane Smith then you should start the letter *Dear Mrs. Smith* and finish it with *Yours sincerely* – N.B. *sincerely* does not start with a capital S.

Particular care is required when you are writing to a woman. If she has just written her name as Jane Smith do you start the letter *Dear Jane* or *Dear Ms Smith*. She might be offended if you refer to her as *Ms* and you might not feel comfortable writing *Dear Jane* as it sounds too familiar. To get round this problem all you have to do is ring the company and ask them how she likes to be addressed. If there is not a telephone number for the company in the advertisement just call Directory Enquires (dial 192 in the UK). When you ring the company all you have to say is that you are writing to Jane Smith. And you would like to know whether she is a Ms, Mrs or Miss so your letter can be correctly addressed.

If the advertisement just says reply to J. Smith how would you address the letter? Dear Sir? or Dear Madam? Dear Mr Smith? You would be well advised to ring the company and find out J. Smith's full name and title (Mr/Mrs/Ms/Miss).

Remember *politeness costs you nothing, but it can really pay dividends* and you will probably be the only person who has bothered to find out. This may distinguish you from everyone else who applied – being noticed is the key to writing a potential interview-winning covering letter. If the advertisement just says write to the Personnel Department or reply to Box Number 55 it may not be possible for you to find out who will be handling your reply. In these cases you will have to start your letter *Dear Sir / Madam* and finish the letter with *Yours faithfully*. Please note that 'faithfully' does not start with a capital "F."

Striking the right tone

An underlying goal of most business letters you write is to promote goodwill between you and your reader. Especially when writing to someone for the first time, you should use a tone that will encourage that person to listen to you and want to work with you now and in the future. If your letter is primarily informational or contains good news, a direct approach is usually best. State your point or offer your news immediately and briefly, and then explain any other information the reader needs to know.

Finding the proper tone is more difficult if you are delivering bad news. In this case, taking an indirect approach may be a better strategy. In the first few sentences.

You could begin on a positive note by stating how much you want to work with the reader's company or by reminding the reader of times you accommodated his or her requests in the past. When you do get to your point, try to minimize the reader's disappointment or anger by delivering the message in carefully considered language that conveys your news clearly but tactfully.

Establishing the courteous tone

The fast pace of letters makes it easy to send a message without fully considering the nuances of its tone. If you do not take the time to think about your words and how they may be perceived, your letters may seem overly blunt or even insulting. A simple rule can keep you from writing inadvertently offensive letters.

Always ask yourself how you would feel if you received the message you are sending.

If you would bristle at its terseness, you can assume the reader will as well. If you are unsure how the message might be taken, ask for someone else's opinion, or let it sit overnight and read it again the next morning with a fresh eye. If someone sends you a rude e-mail message (or *flame*, in e-mail slang), take a moment to calm down before responding.

The best way to douse a flame is to write back using the most neutral and measured tone you can muster. In some cases it's best not to respond to a flame.

Exercise 1. Analyze the rules of technical layout of a letter and use them in practice.

Exercise 2. To remember the rules better make up some dialogues from the information and carry them on in class with your classmates.

Exercise 3. Summarize the information briefly in English.

The diagram illustrates the layout of a business letter on an A4 sheet. The letter is enclosed in a rectangular border. On the left side, several orange callout boxes with lines pointing to specific parts of the letter are labeled: 'sender's/company name and address' points to the top-left header; 'salutation' points to 'Dear Ms. Smith:'; 'body' points to the main text paragraph; 'closing' points to 'Cordially,'; and 'sender's name and contact' points to the bottom signature block. On the right side, an orange callout box labeled 'receiver's name, designation, address' points to the recipient's information. A 'date' callout box points to '15 November 2012'. A green checkmark icon is located in the bottom right corner of the letter area. The text 'A4' is printed in the top right corner of the page. At the bottom of the page, there is a green banner with the text 'wiki How to Write a Business Letter'.

sender's/company name and address

Company, Inc.
123 Alphabet Drive
Los Angeles, California 90002

date

15 November 2012

receiver's name, designation, address

Ms. Susan Smith
Supervisor of Product Development
Pet Supply Provider, Inc.
472 Canine Road
Los Angeles, California 90002

salutation

Dear Ms. Smith:

body

It was a pleasure meeting you at the conference last week. As we discussed, I sincerely believe that the widget gizmo produced by Company, Inc. can greatly streamline your production process. If you are still willing, I would like to bring some of the key members of my team along with me to meet with you at Pet Supply Provider, Inc. We would like to give you an overview of our services and discuss with you the best plan to suit your needs.

Meeting in person would allow us to fully evaluate your wants and needs. Our team is available to meet any time this week or next. Please let me know, at your earliest convenience, when you would be available.

closing

Cordially,

sender's name and contact

Sam Brown
Vice President of Company, Inc.
555-555-5555
s.brown@companyinc.com

A4

wiki How to Write a Business Letter

TOPICAL VOCABULARY

letter – письмо

long letter – письмо удлиненной формы

He has not heard from her for a long time. – Он давно не получал от нее писем.

to drop a letter into a mailbox (letterbox) – бросить письмо в почтовый ящик

to get (receive) a letter – получить письмо

to register (certify) a letter – зарегистрировать письмо

to mail (send, forward, post) a letter – отправить, послать письмо

to take (down) (transcribe) a letter – записать письмо (под диктовку)

to type a letter – напечатать письмо

to deliver a letter – доставить письмо

draft letter – черновик письма

to write a letter – написать письмо

anonymous letter – анонимное письмо

open letter – открытое письмо (в газете)

dead letter – востребованное адресатом или не доставленное ему письмо

Your letter of the 15th May has come to hand. – Ваше письмо от 15 мая получено нами.

brief letter – короткое письмо

business letter – деловое письмо

detailed letter – подробное письмо

fan letter – письмо поклонника

love letter – любовное послание

night letter – телеграмма по ночному тарифу

personal letter – письмо личного характера

rambling letter – бессвязное письмо

airmail letter – авиаписьмо

certified letter – заказное письмо

chain letter – *письмо счастья* (религиозно-мистического содержания; рассылается несколькими адресатам с тем, чтобы получатель разослал его другим адресатам)

covering letter – сопроводительное письмо

express letter – экспресс-письмо

follow-up letter – повторное рекламное письмо

letter of advice – извещение, авизо

letter (warrant) of attorney (authority) – доверенность

by warrant, by power of attorney – по доверенности (получать, действовать)

to give () a power of attorney – выдать доверенность

letter of credit – аккредитив

irrevocable and confirmed letter of credit – подтвержденный аккредитив

to open (establish) a letter of credit with / in a bank – открыть аккредитив в банке

collection letter – письмо с предложением о погашении задолженности

commercial letter of credit – товарный аккредитив

letter of guarantee (guaranty, indemnity) – гарантийное письмо

letter of instruction – директивное письмо

letters of recall – отзывные грамоты

special-delivery letter – письмо со специальной доставкой

accompanying letter – сопроводительное письмо
to address a letter – направить письмо по адресу
as requested in your letter – как Вы просили в вашем письме
audit letter – уведомление о ревизии (об аудиторской проверке)
bank letter – банковский документ
circular letter – циркулярное письмо, рекламный листок
commitment Letter – письменное обязательство
complaint letter – рекламация

confirmed letter of credit – подтвержденный аккредитив (аккредитив, выданный иностранным и подтвержденный отечественным банком)

dead letter – не применяющийся, но и не отменённый закон

The best laws, when they become dead letters, are no laws. – Лучшие законы, если они не применяются, перестают быть законами.

письмо, не востребованное адресатом

dead-letter office – отдел невостребованных писем

to enclose with a letter – приложить к письму

envelope for a letter – конверт для письма

insured letter – заказное, ценное письмо

letter contract – предварительная (письменная) договорённость о начале работ до оформления контракта

letter of hypothecation – залоговое письмо

letter of deposit letter of hypothecation – закладная на недвижимость

letter of inquiry – письменный запрос

letter of intent (investment) – письмо о намерениях

letter of introduction – рекомендательное письмо

rogatory letter – судебное поручение, рогаторий

indecent letter – письмо непристойного содержания

letter of deposit – залоговое письмо

letter of privilege (grant) – грамота о предоставлении привилегии

official letter – официальное письмо, уведомление; заключение экспертизы

letter bond – облигация

letter blank – бланк письма

letter file – скоросшиватель для писем

letter of appointment письмо — извещение о назначении (на должность) (направляется работодателем кандидату на данный пост; содержит извещение о приеме на работу и краткое описание условий занятости: срок действия трудового договора, дату начала работы и т. д.) *Syn. appointment letter, job offer, application letter, acceptance letter, letter of dismissal*

letter of awareness – письмо-извещение (уведомление)

comfort letter – письмо-подтверждение (письмо одной стороны договора другой стороне о том, что определенные действия, четко не оговоренные в соглашении между ними, будут или не будут предприняты) *Syn. letter of comfort*

letter of confirmation – письмо-подтверждение

letter of conveyance – транспортная накладная

letter of demand – справка для погашения (документ, предоставляемый кредитором заемщику, который хочет досрочно погасить кредит; содержит данные о непогашенном остатке кредита, процентах и других условиях) *Syn. payoff statement*

letter of denization – патент на гражданство, свидетельство о натурализации

letter of dismissal – письмо (извещение) об увольнении (направляется работодателем увольняемому работнику) *Syn. dismissal letter, pink slip, walking papers*

letter (certificate) of employment – служебное удостоверение

letter of licence – письмо-разрешение (направляется кредитором должнику, который не может своевременно вернуть долг; в этом письме кредитор устанавливает дополнительное время для погашения долга и обязуется не обращаться в суд до истечения этого срока)

letter of recommendation – рекомендательное письмо, рекомендация

letter of reference – характеристика, рекомендательное письмо (документ, в котором работодатель, преподаватель, научный руководитель или коллега соискателя на какую-л. должность описывает личные и профессиональные качества соискателя, проявленные им в ходе работы, учебы, научной работы, сотрудничества и т. п.)

Syn. reference letter, letter of recommendation, character reference letter

Could you write a letter of reference for me? – Вы могли бы написать для меня рекомендательное письмо?

letter of reminder – письменное напоминание (о сроке платежа и т. п.)

Syn. note, memo, memorandum, reminder

letter of request – письменное ходатайство

letter of resignation – заявление (предупреждение) об увольнении (отставке)

letter of response – ответное письмо

letter of transmittal – сопроводительное письмо

letter of understanding – подтверждающее письмо

letter on a form – письмо на бланке

letter symbol – буквенный символ; буквенное обозначение

letter trademark – буквенный товарный знак (состоит из одной или нескольких букв, не являющихся словом (напр., товарный знак "Я" или "P&G"))

letter vignette – буква-виньетка (напр. в товарном знаке)

letter-card – письмо-секретка (складывающаяся почтовая открытка)

letter-head – фирменный бланк

letter-perfect – точный, безукоризненный (о словах) *Syn. flawless, unexceptionable*

letter-printing communication – телеграфная связь

letterbomb – *заминированное* письмо, посылаемое по электронной почте сообщение, имеющее огромный размер, содержащее вирусы либо ESC-символы, блокирующие некоторые типы терминалов

letterbomb (mailbomb) – *бомба в конверте* (вирус, встроенный в текст электронного письма)

lettered – а) начитанный, образованный; культурный, развитый *Syn. cultured*

a man well borne and better lettered – человек, родившийся в знатной семье и получивший еще лучшее образование *Syn. learned, educated, literate*

с тисненными, выгравированными буквами, заглавием; обозначенный буквами

letterer – художник-шрифтовик

lettergram – письмо-телеграмма (оплачиваемое по сниженному тарифу)

mailgram – письмо-телеграмма (США)

lettering – надпись; тиснение *Syn. inscription, address*; подпись; шрифтовое оформление; начертание шрифтов, букв

hand-drawn lettering – подпись от руки

insular lettering – островное письмо (английский шрифт)

type lettering – надпись печатными буквами

reverse lettering – надпись, выполненная выворотным способом (напр. белые буквы на чёрном фоне), *выворотка*

lettering style – стиль шрифтового оформления; характер шрифта

letterless – необразованный; безграмотный, невежественный *Syn. uneducated*

не имеющий надписи; без писем, корреспонденции

letter opener – конвертовскрывающая машина

letters case – сортировочный ящик (клетка) для почтовых отправок

letter sorter – устройство для сортировки писем

letter paper – почтовая бумага; бумага форматом 25,4 на 40,7 см

letter size – формат бумаги *письмо* стандартный размер бумаги в США,

letter spacing – межбуквенная разрядка, интервал между знаками

letter printing – печать на конвертах

letter rack – полка для писем (в почтовом вагоне)

letter-carrier – письмоносец, почтальон *Syn. postman, mailman*

black letter – старинный английский готический шрифт *Syn. Old English, gothic*

a blind letter *письмо* – письмо с неполным / неразборчиво написанным адресом

letter of congratulation – поздравительное письмо

a bread-and-butter letter – благодарственное письмо

art of writing – искусство письма

letter writing manual – письмовник

clerk (office) manager – письмоводитель

message – послание (обращение, письмо)

clear message – ясное сообщение

coded message – закодированное сообщение

to convey (relay, transmit) a message – передавать письмо

to deliver a message – доставлять письмо

to get (receive) a message – получать письмо

to leave a message for smb. просить передать что-л. кому-л.

We received a message that we were to return at once. – Мы получили известие о том, что нам нужно немедленно возвращаться.

to run messages (for smb.) – исполнять поручения (для кого-л.)

message ensemble – множество сообщений

commercial message – коммерческое обращение

pack message – информация, которую несет внешнее оформление товара

sales message коммерческое обращение

telephone message – телефонное сообщение

Exercise 1. Analyze the topical vocabulary, learn it by heart and make up sentences with it.

§ 2. TYPES OF LETTERS

NOTIFICATION LETTER (ПИСЬМО – ИЗВЕЩЕНИЕ)

2nd Jun 20__

Contract No. 57/187

Dear Sir,

We would like to notify you that our inspector Mr. Pavlov will arrive in London on 17th June this year, Aeroflot flight No 367.

We look forward to having the results of his inspection as soon as possible.

Yours faithfully

V/O PROMMASJEXPORT

LETTER OF ADVICE – ADVICE NOTE (ПИСЬМО – УВЕДОМЛЕНИЕ)

16th July 20__

Dear Sir,

Your Order No.1355

We are writing to inform that we have shipped the first grinding machines against the above Order by the m. v. Odessa this morning.

Acknowledgment of receipt in good order and condition will be appreciated.

Yours faithfully,

INFORMATION LETTER (ПИСЬМО – СООБЩЕНИЕ)

Dear Mr. Brown,

I would like to tell you that a delegation from our company of three people would arrive in London in the second half of this month. I would be grateful if you could arrange their visit to some of your factories to see the equipment we spoke about in operation.

I thank you in advance for your help and cooperation.

Yours sincerely,

INVITATION LETTERS (ПИСЬМА – ПРИГЛАШЕНИЯ)

A formal invitation, usually in the form of a letter or printed card, is written in the third person, and replies also follow the same style. Other invitations are written less formally. Any written invitations should be answered in writing too, not by phone. A distinction is made between a formal invitation, a semi-formal and informal invitation, and the correct form of reply to each is indicated.

There are several ways of extending an invitation to a social gathering.

1. *The formal way*, by means of a written invitation in the third person, often on printed cards in whose blank spaces the name and the details of the gathering are inserted.

2. *Less formal way*, by an ordinary friendly letter.

2. *The least formal way* when an invitation is given in a conversation or over the telephone. The invitation should be sent about two or three weeks before the event.

The form of the reply is determined by the form of the invitation.

RSVP (Please send your reply) is usually written on the right-hand side. But even if it is not written, courtesy dictates that a reply should be sent.

THE INVITATION CARD (FORMAL WAY)

Dear Dr. Truman,

I very much regret that I am unable to accept your kind invitation to a Reception to be held in Hotel Ritz at seven o'clock on Friday, the tenth of March, 2000, as I have already accepted a previous invitation for that date and time.

Yours Truly,

Simon Perry

The Chairman and Directors of The Brush Group Plc.

request the pleasure of your company at a Reception to be held at the Reception Hall, at 7 p. m. on Friday, 24th April 20__.

Evening Dress

RSVP to the Secretary

ACCEPTANCE OF THE INVITATION

The answers to formal invitations are written in the third person, without the opening salutation, the complimentary closing or signature.

Mr. I.P. thanks the Chairman and Directors of the Brush Group Plc for their kind invitation to the Reception to be held at the Reception Hall, ... at 7 p. m. on Friday, 24th April 2007, which he has much pleasure in accepting.

REFUSING THE INVITATION

Mr. I.P. thanks the Chairman and Directors of the Brush Group Plc. for their kind invitation to the Reception to be held at 7 p.m. on Friday, 24th April 20__, but regrets that he is unable to accept owing to a previous engagement on that evening.

AN INVITATION LETTER (LESS FORMAL)

7th Aug 20__

Dear Mr. I. P.,

It would give us great pleasure if you and your wife could join us for dinner on Saturday, the 23rd August, at seven o'clock.

Yours sincerely,

ACCEPTING THE INVITATION

Dear Mr. Anthony Brown,

Thank you very much for your invitation to dinner on Saturday, the 23rd August. Both, my wife and I will be delighted to come (or We are pleased to accept.)

Yours sincerely,

I. Pavlov

REFUSING THE INVITATION

Dear Mr. Anthony Brown,

Thank you very much for your invitation to dinner on Saturday, the 23rd August, but I very much regret that we are unable to accept your invitation owing to a previous engagement.

Yours sincerely,

We are delighted to accept; we are pleased to accept; we look forward to joining you...; we regret we cannot accept...; we are sincerely happy to join you...; very regretfully we find that we cannot...; unfortunately it will be impossible for us...; I am sincerely sorry that we cannot join you for.

CONGRATULATION LETTERS (ПИСЬМА – ПОЗДРАВЛЕНИЯ)

GOODWILL LETTERS

A goodwill letter, as its name implies, is not written to obtain an order, or to collect outstanding bills. It is intended to pay for itself in another way, by building up goodwill.

It is difficult to measure its value, but if this could be done businessmen would probably write goodwill letters more often. They give both the reader and writer pleasure when the occasion arises to enclose a gift, to send good wishes, to express thanks or to remember an anniversary.

Letters of introduction can also be a great help, both to a young person starting out in a chaptericular field of business and to the established businessman wishing to expand his operations. Goodwill letters let customers feel that they are in tough – in good times and bad – when business friends show sympathy, when they offer assistance, and when congratulations are due. If you want your letter of congratulation to be a success, you should write it as soon as you hear the good news.

There are a lot of reasons for writing congratulation letters: Business promotion, an important company anniversary, business policy changes, achievements in advertising, servicing or creating new products, etc.

There is no hard-and-fast rule about acknowledging letters of congratulations, but if you do that, you will show your good upbringing. In writing this kind of letter, you should always mention the occasion that prompts it.

Note. Only the man receives congratulations on his engagement. The woman receives best wishes.

November 30, 20__

Dear Dr. Simpson,

I want to introduce you to Ms James, who worked with me at Connaught Centre for five years. She is a person of great intellect and work ability. Ms James is currently involved in a project which might be of interest to you, and she shall be contacting you soon to arrange a meeting. I am sure you will benefit if you agree to see her.

Yours Sincerely,

Mr. Watson

Sales Manager

21st Jun 20__

Dear Mr. N. Brown,

I have just read of your promotion to sales manager. Let me offer my warmest congratulations. I don't have to tell you that all of us here wish you the best of luck in your new position. We are sure we will be reading more good news about you in the trade papers in the future.

Yours sincerely,

We congratulate you on; congratulations on; warm (sincere) congratulations; good luck and best wishes; permit me to congratulate you on; please accept our heartiest congratulations on; I was delighted to learn; it was with great pleasure that we learned of your appointment...; may we congratulate you on your promotion...; we were delighted to read in the trade journal that you had been promoted and...; we want to send you our sincere, good wishes and...; your note of congratulations is deeply appreciated; your message of good wishes gave me a great deal of pleasure; it was good (fine; nice; kind; wonderful; thoughtful) of you to write to me as you did.

LETTERS OF GRATITUDE (ПИСЬМА – БЛАГОДАРНОСТИ)

It is a matter of courtesy to write to your host personally if you have enjoyed his/her company's hospitality. Here you can see how to express thanks for the fulfilment of other requests, too. A letter of thanks for hospitality should be written two or three days after your return home, when it is still fresh in mind.

August 29, 20__

It was a pleasure meeting you today, Mr Smith. You couldn't have chosen a better restaurant. The food was superb. Thank you.

I am glad we had plenty of time to discuss the construction project. You helped clear up almost all the questions I had. And you pointed me in the right direction to find the answers to the few queries I have left.

I look forward to meeting you again in the near future. I will call you when I return from my trip to the head office and then it will be my pleasure to treat you to lunch.

Regards,

M.J. Johnson

22nd May 20__

Dear Mr. Brown,

Back now home I would like to thank you most warmly for your hospitality extended to me. I very much appreciated your kindness in showing me round your works. I had a most pleasant and interesting trip and hope to be of similar assistance to you if you come to Moscow. I thank you very much again. We look forward to further cooperation with you.

Yours sincerely,

To afford (render) hospitality (assistance); we thank you for the samples of your products; thank you ever so much (most sincerely, very much indeed)...; I am most grateful to you for...; I regret very much that I did not have a chance to thank you personally for; ... thank you for doing so much to make your trip to London interesting and fruitful; I am very grateful to you for your generous hospitality.

Vice-President
The Nona Company
98 Percy St
YORK

Dear Ms Jamieson,

9 July 20__

I am very grateful to you for offering me the post of Instructor. I shall have to decline this position, however, with much regret, as I have accepted a permanent post with my current firm. I had believed that there was no possibility of my current position continuing after June, and the offer of a job, which happened only yesterday, came as a complete surprise to me.

I apologize for the inconvenience to you.

Yours sincerely,

Exercise 1. Analyze the information, which is in the highlight, and use it in practice.

Exercise 2. Add some information & make up a small report and give a talk in class.

Exercise 3. Read the text & pick up the essential details in the form of quick notes.

LETTERS OF APOLOGY (ПИСЬМА – ИЗВИНЕНИЯ)

There are occasions when you should apologize for a mistake, error or oversight. Do it promptly with an explanation but without any lame excuses. Express your regrets and assurances that it will not happen again.

2nd July 20__

Dear Sir, Order No.389

We write to inform you about a delay in shipment of any goods from the London port because of a strike of transport workers. Your goods are actually in London, and we are trying to get them to the Docks so that they can be loaded on the next vessel sailing on the 7th July. We apologize for this unfortunate delay and are doing our best to get your order away.

Dear Sir,

Thank you for your cable of 28th May this year, reminding us about our promise to send you some technical information about our new model. Please accept our apologies for the delay, but we could not do anything earlier because of pressure of work at this time of the year. We are sending you now the technical information required and hope that we shall establish good trade relations with you.

Yours faithfully,

COVERING LETTERS (СОПРОВОДИТЕЛЬНЫЕ ПИСЬМА)

They are written when sending contracts, specifications, catalogues, and samples of goods or information material.

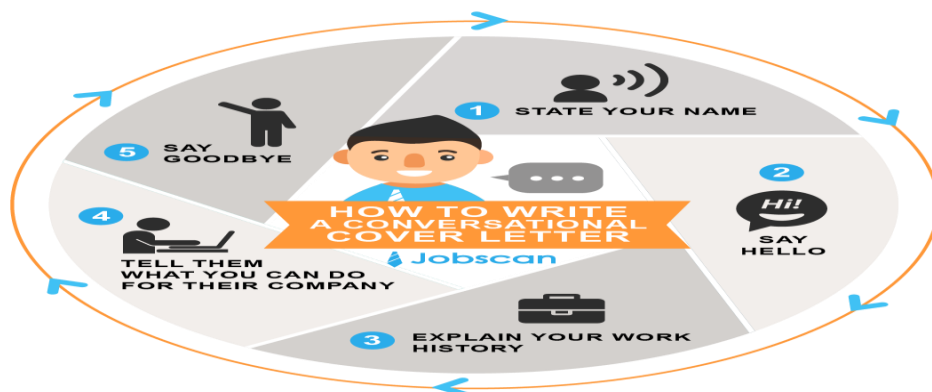
3rd Jun 20__

Dear Sir,

At your request we are sending you, under separate cover, our latest illustrated catalogue and some other technical data about our new model. We hope that you will find our machine useful and reliable and place an order with us.

Yours faithfully,

We are extremely (very) sorry that ...; I hope you will accept my sincere apologies ...; we certainly owe you an apology for ...; I wish to apologize for ...; we are sending you in today's mail ...; we are glad to send you by parcel post ...; we are pleased to send you separately ...; further to our letter we are sending you ...; we are glad to send you a list of organizations dealing in ... as requested; at your request we are pleased to send you ...; we thank you for your telex informing us that ...; we have received your Order No.3267 and started to ...; in confirmation of our telephone conversation this morning we ...; we are sending you our confirmation that ...; we confirm our telex by this letter and



LETTERS OF CONFIRMATION (ПИСЬМА – ПОДТВЕРЖДЕНИЯ)

1. When you need to acknowledge receipt of a document (a letter, a telex, an offer or a contract, etc.), you just write: "We have received your letter of the 2nd of July...".

2. When you need to confirm the previous agreement (arrangement) made on the telephone, by telegram, by telex or by word of mouth, concerning the price, the terms of payment or delivery, the date of the talks, etc., then you write: "We are writing to confirm our today's telephone conversation about the price...."

Dear Sir,

We thank you for your telex informing us that you have signed Contract No.60-464 and are sending one copy back to us by today's post. We are pleased that we have established business relations with you and assure you that you will have our full cooperation.

Dear Sir,

We thank you for your telex informing us that you have signed Contract No.60-464 and are sending one copy back to us by today's post. We are pleased that we have established business relations with you and assure you that you will have our full cooperation.

Yours faithfully,

ENQUIRY LETTERS (ПИСЬМА – ЗАПРОСЫ)

An enquiry usually states the name of the goods, terms and conditions on which the Buyer would like to have the goods, such as: the quantity and quality of the goods, the model (trade mark), the price, terms of delivery and terms of payment.

27th May 20__

Dear Sir,

We are interested in the new model of the harvester advertised by you in the current number of the Industry and we are considering ordering 4 machines on trial. We need the harvesters in a month's time. The advertisement, however, does not give sufficient information about the delivery time and otherwise. Therefore, we would appreciate further details as soon as possible. We hope to establish business relations with your company and are looking forward to hearing from you soon. *Yours faithfully,*

Dear Sirs,

We read your advertisement in the "Pet Magazine" of 25th December. We are interested in buying your equipment for producing pet food. Would you kindly send us more information about this equipment: *price, dates of delivery, terms of payment, guarantees if the price includes the cost of equipment installation and our staff training.*

Our company specializes in distributing pet products in Ukraine. We have more than 15 dealers and representatives in different regions and would like to start producing pet food in Ukraine. If your equipment meets our requirements, and we receive a favourable offer, we will be able to place a large order for your equipment. Your early reply would be appreciated. *Yours faithfully,*

Dear Sir or Madam,

Please send me a list of local hotels and guest houses in the medium price rungs. Please send me details of local coach tours available during the last two weeks in August.

Thanking you in advance, *Yours faithfully,*

23rd February 20__

Dear Sir or Madam,

I noticed your hotel listed in the "Inns of Devon" guide for last year and wish to reserve a double (or twin) room from August 2nd to 11th (nine nights). I would like a quiet room at the back of the Hotel, if one is available. If you have a room free for this period please let me know the price, what this covers. and whether you require a deposit.

Yours faithfully,

Dear Mr and Mrs Murchfield,

I am writing response to the advertisement you placed in "Home Today".

I am very interested in renting your Cornish cottage for any two weeks between July 24th and August 28th. Please would you ring me to let me know which dates are available. If all the dates are taken, perhaps you could let me know whether you are likely to be letting out the cottage next year, as this is an area I know well and want to return to.

I look forward to hearing from you.

Yours sincerely, Michael Settle

We are interested in ... and would ask you to send us your offer (tender, quotation) for these goods (for this machine, for this equipment); we require; we are in the matter for ...; please send us samples of your goods stating your lowest prices and best terms of payment; please let us know if you can send us your quotation for....(if you can offer us ...); please inform us by return at what price, on what terms and when you could deliver ...; we are interested in...advertised by you in; we have seen your machine, Model 5 at the exhibition and; we have read your advertisement in; we have received your address from ...; we have learnt from ... that you are exporters of

LETTERS – OFFERS (REPLIES TO ENQUIRIES)

(ПИСЬМА – ПРЕДЛОЖЕНИЯ / ОТВЕТЫ НА ЗАПРОСЫ)

It is impolite to leave the letter (or the telex) unanswered even if at the moment you are not ready to give a definite reply. You should send an intermediate answer (letter, telex), thanking for the letter (telex) received and stating that as soon as the matter is cleared, a detailed reply will be sent.

A reply to an enquiry (if the Seller cannot send an offer immediately) states reasons why the Seller cannot send an offer at once and what is being done meanwhile. It also states alterations as to the quantity of the goods, their model (trade mark), delivery dates, etc., if any. If the Seller can meet the requirements of the Buyer, he sends an offer stating the name of the goods offered, their quantity and quality, the price, the delivery time or date, the terms of payment, the marking and packing instructions and other conditions.

Dear Sir,

Abt: Your Enquiry of the 27th May

We thank you for your enquiry for our new model and enclose with this letter our latest leaflet for details. But unfortunately the delivery date you asked for is rather short, and we hope you can extend it, say, by another month. In that case we are ready to make you an offer. Your early reply on the matter will be appreciated.

Yours faithfully,

Dear Mr. North,

Thank you very much for your enquiry. We are, of course, very familiar with your range of vehicles and are pleased to inform you that we have a new line in batteries that fit your specifications exactly. The most suitable of our products for your requirements, in the Artemis 66A Plus. This product combines economy, high power output and quick charging time and is available now from stock. I am enclosing a detailed quotation with prices, specifications and delivery terms. As you will see from this, our prices are very competitive.

I have arranged for our agent Mr. Martin of Fillmore S.A. to deliver five of these batteries to you next week, so that you can carry out the laboratory tests. Our own laboratory reports, enclosed with this letter, show that our new Artemis 66A Plus performs as well as any of our competitor's product and, in some respects, outperforms them. If you like further information, please, telephone or telex to me. My extension number is 776. Or you may prefer to contact Mr. John Martin of Fillmore S.A. in M: his telephone number is 01779902.

I look forward to hearing from you.

Yours sincerely, Fred Stock

Dear Julie,

Thank you for your reply to our advertisement for an au pair. Out of several applicants, I decided that I would like to offer you the job. Could you start on the 5th June and stay until the 5th September when the boys go back to boarding school? The pay is £50 a week and you will have your own room and every second weekend free. Please let me know if you have any questions. I look forward to receiving from you your confirmation that you accept the post. With best wishes,

Yours sincerely, John L. King

Dear Mr and Mrs Neubauer,

Thank you for your letter of enquiry about our holiday home. The house is available for the dates you mention. It has three bedrooms, two bathrooms, a big lounge, a dining room, a large modern kitchen and a two-acre garden. It is five minutes' walk from the shops. Newtek is a small village near the Sussex coast, and only one hour's drive from London. The rent is £250 per week; 10% (non-refundable) of the total amount on booking, and the balance 4 weeks before arrival. Should you cancel the booking after that, the balance is returnable only if the house is re-let. Enclosed is a photo of the house. We look forward to hearing from you soon.

Yours sincerely,

Margaret Henderson

Exercise 1. Translate the useful phrases.

In reply to your enquiry on we are offering you; in reply to your enquiry and in confirmation of our today's telephone conversation we're pleased to offer you; we have received your enquiry and are happy to inform you that we can make you an offer for; we thank you for your enquiry and are happy to inform you that we can make you an offer for ...; we thank you for your enquiry and are pleased to inform you that we could supply you with ...; referring to your enquiry we would like to tell you that we could deliver ...; we are carefully studying your enquiry and hope to send you our quotation very soon.

Exercise 2. Analyze the information, which is in the highlight, and use it in practice.

Exercise 3. Add some information & make up a small report and give a talk in class.

Exercise 4. Read the information & pick up the essential details in the form of quick notes.

LETTERS – ORDERS (REPLIES TO OFFERS)

(ПИСЬМА – ЗАКАЗЫ: ОТВЕТЫ НА ПРЕДЛОЖЕНИЯ)

Dear Sir,

Enclosing your latest leaflet of the new model of the machine, we have decided to place a trial order with you for 3 machines. As to the delivery date we agree that they should be shipped 2 months after your confirmation of the order. Despatch and making instructions will be given by our forwarding agents in London, who will tell you of their charges. Your invoice should include CIF Odessa, and the amount of our credit is sufficient to cover this and your bank commission. Please tell us by telex when the machines have been despatched.

Yours faithfully,

LETTERS ACKNOWLEDGING ORDERS

(ПИСЬМА – ПОДТВЕРЖДЕНИЯ ЗАКАЗА)

Dear Sir,

Your Order for cars

We are very happy to have your trial order for 5 cars to be delivered in the second half of August. It is a pleasure to have the opportunity of supplying you, and we are quite sure you will be satisfied both with the quality of our machines and our service. Your choice of method of payment is quite acceptable to us, and we note that this will be irrevocable Letter of Credit, valid till 15th September.

We assure you that this trial order and all further orders will be carefully fulfilled.

Yours faithfully,

Dear Sirs,

Thank you for your letter of 21st March 1998. We are pleased to acknowledge your order for 400 men's silk shirts and enclose a copy of it, duly signed, as requested. Delivery will be made immediately on opening a letter of credit with our bank for the amount of \$4212. We hope our shirts will be in great demand in Ukraine and you will be able to place large orders with us in the future.

Yours faithfully,

Alfred Smithers

Sales Manager

I left a large oil portrait with you six weeks ago for framing. At the time you told me that it would be delivered to me within three weeks at the latest. Since the portrait has not yet arrived I wondered if there was some problem? Would you please telephone to let me know what is happening, and when I can expect the delivery? I hope it will not be too long, as I am keen to see the results.

Yours faithfully,

9th February 20__

Dear Sirs,

I confirm my phone call, complaining that the work carried out by your firm on our patio last week is not up to standard. Large cracks have already appeared in the concrete area and several of the slabs in the paved part are unstable. Apart from anything else, the area is now dangerous to walk on. Please send someone round this week to re-do the work. In the meantime I am of course with holding payment.

Yours faithfully,

6th June 20__

Dear Ella,

I am writing to you, with great regret, to resign my post as Commissioning Editor with effect from the end of August. As you know, I have found the recent management changes increasingly difficult to cope with. It is with great reluctance that I have come to the conclusion that I can no longer offer my best work under this management.

I wish you all the best for the future,

Yours sincerely,

Dear Sirs,

Mary O'Donnel. Date of birth 21-3-57

I am glad to be able to write most warmly in support of Ms O'Donnel's application for the post of Designer with your company. During her studies, Ms O'Donnel proved herself to be an outstanding student. Her ideas are original and exciting, and she carries them through — her MSc thesis was an excellent piece of work. She is a pleasant, hard-working and reliable person and I can recommend her without any reservations.

Yours faithfully,

A LETTER OF GUARANTEE (ГАРАНТИЙНОЕ ПИСЬМО)

This is to certify the first class quality of the materials used for the manufacture of the machines and their high quality and reliable operation for the period of 18 months from the date of delivery or 12 months after putting them into operation, whichever comes earlier.

Should the machines within the guarantee period prove defective or not conform to the terms and conditions of the present Contract, the Sellers shall eliminate the defects or replace the defective parts in the shortest possible time and at their own expense or the Sellers are to compensate the Buyers expenditure for their repairing.

A letter of guarantee is a document issued by your bank that ensures your supplier gets paid for the goods or services it provides to your company, in the event that your company itself can't pay. In that case, your bank will pay your supplier up to a specified amount. A letter of guarantee is different from a *commercial letter of credit*, which commits the bank to pay the supplier directly on your behalf when the services are rendered, whether your company has the ability to pay, or not.

Your company might request a letter of guarantee from your bank when your suppliers are uncertain about your ability to pay. This may happen when:

Your company is working with a new supplier that does not want to offer trade credit (i.e., allow the purchase of goods or services without immediate payment).

Your company is in start-up mode and doesn't have enough credit history for a supplier to judge your ability to pay. Your company is dealing with a supplier outside its normal trading area or in another country. To get a letter of guarantee for one of your suppliers, your company must apply to your bank just like any other loan application.

If approved, your bank essentially transfers its credit rating to your company, so the supplier company can rely on it for payment. This makes it easier for your company to buy the products and services it needs. As long as your company is able to cover its expenses, it won't actually require the bank to pay any of its bills, which is why a letter of guarantee is also known as a "standby loan." Companies pay an annual fee but no interest for this privilege. The fee is usually a percentage of the total amount guaranteed by the letter.

LETTERS OF COMPLAINTS & CLAIMS

(ПИСЬМА – ЖАЛОБЫ / ПИСЬМА – РЕКЛАМАЦИИ)

Mistakes may occur in day-to-day business, and these give cause for *complaints*.

There might have been a misunderstanding about the goods to be supplied; the warehouse clerk made an error in addressing the parcel; sometimes a consignment is dispatched too late or delays are caused in transit; damages may have occurred during delivery; a manufacturing defect is discovered when a machine is used. The customer is understandably annoyed. He will get better results if he takes the trouble to explain his complaint clearly, and to propose ways in which matters can be put right. His company may make mistakes too: firms often have to manage with insufficiently trained personnel or to contend with staff shortage.

It is chaptericularly necessary to exercise tact in *handling complaints*.

A disappointed customer cannot be put off with mere apologies – he is entitled to know how the mistakes will be remedied: when he will receive the goods ordered; what he is to do with the wrong consignment or the damaged goods he received; when he will receive a replacement for his defective machine, or if it can be repaired quickly. Complaints and Claims usually arise from the delivery of wrong goods, damaged goods or not enough goods.

There is also the matter of the goods not being of the kind expected, i.e. not being according to the sample or description.

Delay in delivery is another case for complaints. Replies to letters of complaints should open with an apology, or, at least, an expression of regret, when an apology is inappropriate.

Then the circumstances, which caused the trouble, should be explained. It will then be advisable to express the hope that the party making the complaint has not been unduly inconvenienced. Then the writer should state what is proposed to be done to set things right.

In most cases Sellers can do no more than offer to take the goods back or allow a special reduction in the price. Finally the writer should state that every effort would be made to prevent the recurrence of this kind of trouble.

13th July 20__

Dear Sir,

Equipment under Contract No.184/115

We are sorry to have to inform you that in the consignment of the equipment we have received against the above Contract there are several broken cases and some machines are damaged. We are sending your report signed by our inspectors from which you will see the extent of the damage. Also, we would like to draw your attention to a fortnight's delay in shipping the machines. This is an infringement of Clause 4 of the Contract, which, you may well see, also stipulates payment by the Supplier of damages in case of delay in delivery. So, we ask you to transfer to our account the sum of the penalty and to strictly observe the terms of the Contract in future. We hope to hear from you soon.

Yours faithfully,

Exercise 1. Transfer the given information from the passages onto a table.

№	Activity		
	Letter	When	Score
1.			

GRANT & CLARKSON

Gentlemen:

Thank you for your delivery of *Swinger* dresses which were ordered on November 4. However we wish to draw your attention to two matters.

Of the red dresses supplied one lot of 100 (size 12) included clothes of a lighter red than the other sizes. Since we deliver a collection of various sizes to each store, it would be obvious to customers that the clothes are dissimilar. In addition the red belt supplied does not match these dresses. We are returning two of these by separate mail, and would ask you to replace the whole lot by 100 dresses size 12 in the correct colour. As far as your charges for airfreight are concerned, we agree to pay the extra costs which you invoiced. However your costs for packing and insurance must have been lower for air cargo.

We request you to take this fact into consideration and to make an adjustment to the invoice amount. Would you please send us a rectified invoice, reduced accordingly.

We look forward to your dealing with these questions without delay.

Very truly yours,

Wilson

Exercise 1. Translate the useful sentences.

a) In connection with poor quality or damage of goods

1. We have forwarded your enquiry to the manufacturers and will contact you as soon as we have their reply. 2. We thank you for your enquiry of... but regret to inform you that we cannot offer you the goods required. 3. We are very sorry that we are unable to accept new orders for delivery within the specified time. 4. Our factory is fully engaged with orders now, and we cannot send you a quotation, but we may revert to the matter late next month. 5. We regret to inform you that you have supplied goods below the standard we expected from the samples. 6. The bulk of the goods delivered are not up to sample (is inferior to sample). 7. Unfortunately, we find that you have sent us wrong goods. 8. We have had an analysis made and the report says that the chemical content is...% less than guaranteed. 9. We cannot accept these containers as they are not the size and shape we ordered. 10. Although the quality of the goods is not up to sample, we are prepared to accept them if you reduce the price by 12%.

Exercise 2. Translate the useful sentences.

1. We much regret that we have to complain about the insufficient (inadequate) packing (or carelessness in packing, or a packing of the wrong type, i.e. unsuitable to local conditions). 2. The packing inside the case was too loose as a result of which there was some shifting of the contents and several things have been broken; the attached list will give you all the details. 3. The cartons must have been very roughly handled during loading or discharging and the contents appear to have been slightly damaged. Therefore, we reserve the right to call on you for compensation. 4. We hope you will pay more attention to packing to avoid any breakage in future. 5. A number of cases arrived in a badly damaged condition, the lids were broken and the contents were crushed. 6. The goods shipped by you against our Order do not correspond to the sample on the basis of which our order was placed. 7. As the period of guarantee has not yet expired, we ask you to replace the machine by another one. 8. We have examined the goods in the damaged cases and find that we cannot use them. 9. We cannot make use of the goods and are very sorry to have to return them to you. 10. We must ask you to carry out our orders more carefully in future.

Exercise 3. Translate the useful sentences.

b) In connection with missing or short-shipped goods

1. The consignment contains only 30 cases instead of 35 cases stated (entered) on the Bill of Lading. 2. On checking the received goods we find that several items on your Invoice have not been included; we enclose a list of the missing articles. 3. Unfortunately, you haven't sent us all the goods we ordered; the following are missing... 4. There is a discrepancy between the packing list of case 3 and your invoice: the number of items entered on the invoice and that in the case do not coincide. 5. We regret to have to tell you that the last consignment was short-shipped by 1 cwt. (hundredweight).

Exercise 4. Read the letter. What specific complaints are made?

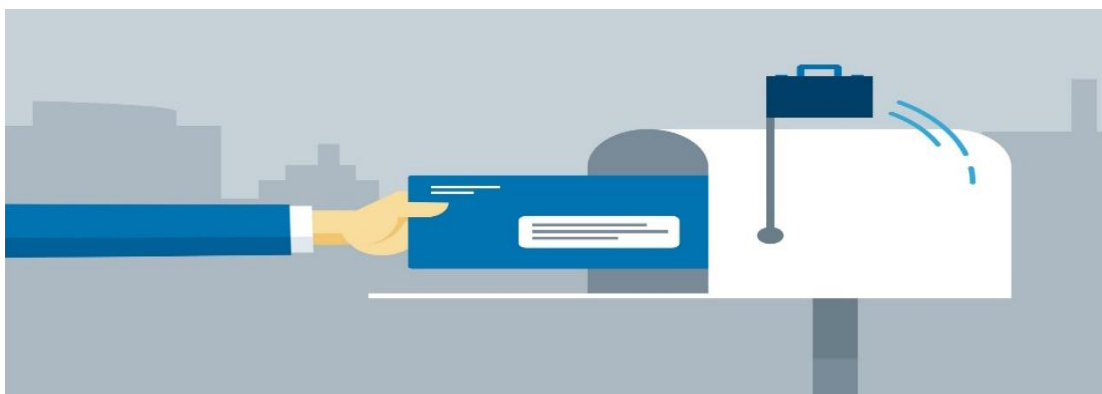
I am writing to complain about the terrible service I received recently on a holiday arranged by your company. The holiday in question was the *Supersun Special* departing August 20th (holiday reference: SS974 / 05).

My particular complaint concerns the travel arrangements, which were disastrous from start to finish. As requested we arrived at the airport two hours before departure in order to check in. However, we were told in a most impolite way that we could not check in as the flight was overbooked. We were offered no explanation by the check-in staff and we could not find any representative of your company at the airport.

Surely, you should employ someone to oversee the smooth running of these arrangements. When we eventually got on a plane –four hours later!

We found that it was extremely crowded, there was very little leg-room, there was no in-flight movie as we had expected, and the meal was, quite frankly, disgusting. Again, my complaints to the flight attendant were ignored. She was most unfriendly, and even managed to spill hot coffee over my partner.

On arrival at the airport we found that there was nobody to meet us, although a representative from another company did direct us to the Sunsearch coach. After a 50-minute journey (advertised in your brochure as 20 minutes) we arrived at the hotel, exhausted and fed up. We were reasonably happy with the resort and the hotel, although the food was not really up to the standard we are used to. However, on your return journey, we found the same disorganization and inefficiency: the coach was late, we were late checking in so that we had to be separated on the plane, and on arrival back here we found that our luggage had been mislaid. I find such service totally unacceptable. We paid a lot of money for this holiday and I think we have a right to expect better standards of service. I would be grateful if you could give me some explanation and offer some form of compensation. I look forward to hearing from you. *Yours truly,* Leah Haus



Exercise 5. Now read the tour operator's reply

Dear Ms. Haus,

Thank you for your letter of September 14th regarding your recent holiday with Sunsearch Holidays. I was sorry to hear that you were disappointed with some of the arrangements for your flight and transfer, and I apologize unreservedly for the inconvenience you experienced. I have investigated your complaint in detail and you may be interested in the following explanation. The problems with the flight were due to circumstances beyond our control. Unfortunately, on the day of your departure the airline experienced serious technical problems in two of its charter planes. These had to be substituted with alternatives, which were not up to the same high standards.

I am sure you can understand the importance ensuring that the planes are safe. I can only apologize for the fact, that airline check - in staff were not polite to you.

I have noted your point about a company representative at the airport and I will suggest that at our next planning meeting. As far as the arrangements for the transfer at your destination are concerned, I can only assume that there was some misunderstanding, as I have been assumed by our representatives at the resort that they were on duty.

The journey took longer than expected because of the delayed flight, which meant that more people had to be taken to different hotels on the same coach.

Please accept my sincere apologies for the problems you experienced on your return.

These were due to local difficulties with the coach company and with the airport baggage handlers. I can assure you that we have taken steps to ensure that these problems do not occur again. Once again I would like to apologize for the unsatisfactory service you received. As a sign of goodwill I enclose a voucher for 20% off your next holiday should you book with Sunsearch Holidays again. *Yours sincerely,*

Christina Macrae

Customer Services Manager

Exercise 6. Translate the useful sentences.

c) In connection with the delay in delivery

1. If you cannot deliver the goods within the next month, we shall have to cancel the order and get the goods elsewhere. 2. The delay in delivery against our Order is causing us considerable inconvenience. 3. This is not the first time we have to complain of the delay in delivery. 4. Please ship the Spare Parts by the first boat available. 5. You will remember that it was agreed the goods would arrive here by the end of the month; otherwise the installation of the machinery cannot be carried out in the time planned. 6. If the goods have not been shipped yet, we must ask you to send them by air. 7. An explanation of this delay will be appreciated. 8. We must ask you to despatch the consignment immediately if you have not already done so; anyway, please inform us by telex what the position is. 9. We hope to hear from you by telex that the consignment is on its way. 10. As the delay in delivery has lasted over six weeks, in accordance with Clause 4 of the Contract you will have to pay us for the damages. 11. Our Import Licence is due to expire on the 30th of this month. We, therefore, urge you to do everything possible to hasten the despatch.

Exercise 7. Add some information & make up a small report and give a talk in class.

Exercise 8. Read the information & pick up the essential details in the form of quick notes.

CONDOLENCES (ПИСЬМА – СОБОЛЕЗНОВАНИЯ)

It is not the custom in Britain to send out long announcements of deaths.

Letters would only be written to regular business associates and especially to those who knew the deceased personally. A notice is usually put in the appropriate column of such papers as *The Times*. Letters of condolence are written on the death of an executive of another firm. They should be brief, tactful and sincere. A letter of condolence has only one purpose – to give comfort tactfully and sincerely. Replies to letters of condolence (their acknowledgements) usually contain thanks for the expressed sympathy.

22 June 20__

Dear Mrs Robinson,

I would like to send you my deepest sympathies on your sad loss. It came as a great shock to hear of Dr Robinson's terrible illness, and he will be greatly missed by everybody who knew him, particularly those who, like me, had the good fortune to have him as a tutor. He was an inspiring teacher and a friend I am proud to have had. I can only guess at your feelings. If there is anything I can do please do not hesitate to let me know. With kindest regards, Yours sincerely,

Exercise 1. Translate the useful phrases. Some other possible ways of expressing sympathy.

1. We were deeply grieved to hear (to learn) of the sudden death of the Director of your company 2. We are writing immediately to express our sincere sympathy on the death of 3. On the sad occasion of the decease of ... it is our wish to offer our condolences in sympathy with you and your association in your great loss. 4. Please accept our deepest sympathy and condolences on sad death of your 5. On learning of the death of your ... we would like to express our deepest sympathy for the loss this will be to you and your company. 6. I am writing to convey you my sincere condolences and those of all of us at the Trade Delegation, on the sad death of We hold his memory in deep respect. 7. We have just heard (learned) with profound sorrow (regret) the sad news of the death of Please accept our sincere condolences on this sad occasion. Would you please convey (express) our sympathy also to his family?

Exercise 2. Read and translate the text Good News Letters.

If you ask most job applicants, they will agree that good news comes over the phone and bad news appears in their mailbox. As the writer on this occasion, you have to weigh many aspects of the situation. You have also to consider ways to organize your letter effectively and to maintain positive and productive customer relations. A positive answer to an inquiry about a particular product might include such particulars as cost and availability.

There might be a range of products available. In an effective conclusion to «good news» letter the writer tries to build a relationship that will lead to good feelings about the writer's organization and, in some cases, future business. In order to be effective, writers of *good news* letters should always begin with a positive *you* attitude, placing an emphasis on the reader's needs and using pronouns to add that personal touch.

Then, in the body of the *good news* letter, the writer should again take into account the reader's needs by being as specific and concrete as possible, supplying enough information to keep the reader from being puzzled. Finally, the writer should strive to a true sense of goodwill.

Together, these 3 elements will make a *good news* letter.

Exercise 3. Add some information & make up a small report and give a talk in class.

Exercise 4. Read the information & pick up the essential details in the form of quick notes.

USING PERSUASIVE APPEALS

The art of persuading through appeals is not always easy. It takes a deliberate effort on writer's parts to select just the right appeal that fits their audiences. Basically appeals fall into three general categories: rational, ethical, and emotional. In other words, writers can reach their audiences through reason, through appeals to their sense of what is right and wrong, and through eliciting emotions such as fear.

RATIONAL APPEALS

Rational appeals are used often in organizational settings, especially when professionals have to deal with each other on a day-to-day basis. Some professionals would not think of resolving problems in any way but through logical and reasonable consideration and debate. They consider reacting emotionally or ethically to a problem inappropriate in the workplace.

Dear Purchasing Agent,

On January 20, we shipped you an order for four Phillips Rotary Unions at a cost of \$ 356,666 each and still have not received payment, despite our attempts with previous reminder letters and phone messages. We cannot understand why you have not made the payment as yet. As you know, Phillips has always responded quickly to your needs in the past, and we do manufacture the only industrial quality rotary unions on the market. We would like to continue selling you our products and add your name to the list of our satisfied customers. However, we believe that unless you settle this past-due account now, we will be unable to honour your purchase orders in the future, perhaps at a time when you might need our products the most. Won't you please send your payment today?

We look forward to doing further business with you. *Sincerely,*

This letter effectively demonstrates the use of a rational appeal by attempting to get the audience to see that it is in their best interest to pay the past-due account.

There is no appeal to fair play, nor is there an attempt to evoke an emotional response. The tone and language of this letter are reasonable, lacking harsh words and strong ultimatums. Its effect, at the very least, would be to get the reader to think differently about the situation and then, presumably, to make prompt payment.

ETHICAL APPEALS

An ethical appeal goes beyond reason and attempts to tap the reader's moral sense, arousing him or her to take responsibility for the debt. In credit and collection cases a strong appeal is often made fair pay. The language in such letters is correspondingly stronger.

Mrs. Saunders,

We are indeed disappointed that we have still not received payment from you concerning our Invoice \$44312 for \$ 533.50. And, frankly, we are puzzled why you have decided to conduct your credit business in a way that runs contrary to standard business practices. We would like to believe that a Saunders' purchase order is an earnest document, one that is made in good faith, like many of the others we receive daily. In fact, we believe that shipment before payment is the only way that we can satisfy your immediate sales needs. But we must insist that you uphold end of our business relationship.

Please send us your check today.

Yours faithfully,

EMOTIONAL APPEALS

Often in credit is a collection correspondence, rational and ethical appeals are not enough to make the reader act or think a certain way. The reasoning of the reader may be strong enough to refuse the logic of the rational appeal; moreover, the reader's sense of right and wrong may not be affected. When this situation occurs, the writer may have to appeal to the reader's emotions. Emotional appeals, such as those of fear and anger, are often powerful tools for an organizational writer.

In the case of the credit and collection matters the most often used emotional appeal is to the reader's fear. An appeal to emotion can also backfire, however. The reader may sense the emotional play or may be hardened to it by experience. In such a case the writer will appear to have taken a too shallow and subjective approach to the problem. Thus, the effective writer will carefully weigh the merits of using an emotional appeal in a letter before it goes out.

SAMPLE COPIES OF «SWISS REVIEW»

Dear Madam, dear Sir,

As requested, we are sending you sample copies of the *Swiss Review of World Affairs*. We hope you will find them illuminating. Published by the prestigious daily newspaper *Neue Zurich Zeitung*, the *Swiss Review* is noted for its high journalistic standards and the unique depth and perspective of its articles. Though it was initially conceived for political and intellectual circles in the English-speaking world. The "Swiss Review" is finding a steadily increasing readership throughout Europe, including Switzerland itself. It would be a pleasure to number you among our regular subscribers. We look forward to receiving your order.

Sincerely Yours, *Swiss Review of World Affairs* *Karl Durscher*

In replies to letters of condolence the following phrases can be used.

1. Thank you very much for your kind letter of sympathy. 2. We thank you most sincerely for your kind expression of sympathy. 3. Your letter of sympathy brought me considerable comfort in my great bereavement ... 4. We thank you for your very kind letter of condolence on the occasion of our bereavement. 5. We have all been greatly comforted by the kindness and sympathy of those around us (by the kindness and sympathy shown by his business associates). 6. With my renewed thanks for your understanding and sympathy. 7. Your kind, sympathetic letter touched me more than I can say ... 8. With many, many thanks for all your tender sympathy.

You can see that the replies are mostly of individual nature, i.e. probably written by the members of the family who have received the letters of condolence.

THE NOTES ON THE ENVELOPE

In the right upper corner on the envelope you must write the characteristic of the delivery: Private, Private and Confidential, Confidential, Strictly Confidential; and Air Mail, Express, Urgent, Registered. Near it you must put a stamp. In the middle of the envelope you must write the address with two intervals between the lines. Each of the following information is put on a separate line.

Name of the addressee, his position, the Name of the company, the number of post-office, number of the house, street, town, county/state, country, postindex.

Exercise 1. Read the text *An Effective No Letter and retell it.*

Dear Mr. Keeps,

Your recent application to work with us on a contractual basis regarding the carbide-valve project has been given serious and careful consideration, and we appreciate your interest in Wheeler's.

In the past, we have worked very successfully with outside vendors and in fact have used this type of arrangement in meeting heavy production loads. We have usually found that, because of changing demands, we work best with vendors who are other familiar with our operations or who have the capacity for immediate growth.

Many of our vendors have been active in the marketplace for three or more years and consequently have had a chance to get a good financial grounding.

So, Mr. Keeps, while we are unable to work with you at the present time, we would welcome the chance to again consider your services in the future.

WRITING MEMOS & REPORTS

A memo letter (a letter sent to someone in the same firm) can be a brief note for the files or reminder to someone. A longer memo to an English-speaking member of staff may need almost as much care as a letter to a client. A memorandum might be described as an internal note (or letter) circulating within an organisation.

Quite often the memorandum will be handwritten. Each organisation will have its own design for memoranda (the plural for memorandum), but a typical format is shown below. Memoranda are used for a variety of reasons, but to be informal and brief that explains why the forms are often printed in the smaller paper sizes. They need to be addressed sufficiently to enable them to land on the right desk after going through the internal mailing system, and the date and the initials of the originator are essential.

Memoranda might be used to:

- seek information, or co-operation (as in the case of Peter Robinson's note to the Chief Safety Officer);
- give instructions or advice (perhaps from a manager to a member of his team);
- offer ideas and suggestions;
- notify, clarify or explain events which have occurred.

The type of memorandum shown here is an alternative to the telephone message. Most internal communication in organisations is face to face or by telephone, but when these avenues are closed for one reason or *another* (perhaps the person you are trying to contact is 'out of the office' or otherwise unavailable) the memorandum comes into play.

While a memorandum is often addressed to an individual, it may be reproduced and circulated to a number of different people in the organisation.

For example, a manager might circulate notice of a meeting to various members of his staff. Increasingly in modern offices desktop visual display units (VDUs) are used to convey information from one part of the organisation to another, and this has the effect of reducing the flow of paper.

Exercise 1. Read the rules about writing memos and reports and use them in practice.

Exercise 2. Add some information & make up a small report and give a talk in class.

Exercise 3. Read the information & pick up the essential details in the form of quick notes.

Exercise 4. Read the memo and translate it.

Alpha Engineering Co Ltd To Graham Dolby Chief Safety Officer

25th Sept 20__

Subject: Accident to Julia Styles

I have been asked to prepare a report for the Managing Director and need to know what instructions there are for we order changing gas canisters. There seem to be conflicting of what actually happened. Can you see me before Thursday if possible? Please give my secretary a ring to fix a mutually convenient time.

Exercise 5. Draft a memorandum to the Personnel Manager explaining the situation.

Peter Robinson, the Personnel Manager at Alpha has called for a meeting of his staff next Friday afternoon at 3 p.m. You are a member of his team but have arranged to visit a couple of local schools on Friday, hoping to recruit some new clerical staff. You are not sure how long this will take and might not be able to get to the meeting until later.

Exercise 6. Read the memo and try to understand it.

Futura Footwear Internal Memorandum
From Paula.

Sorry to leave you on your own for a few days. I shall be back on Wednesday of next week. If there is anything too difficult, save it for then, but I hope you'll use your initiative and not leave too much for me next week. I have scribbled a few notes on a couple of the letters and signed the cheque for Apex. You'll find it in the Petty Cash box. A last favour.

I've been invited to give a twenty minute talk on Racial and Sexual Discrimination in the Workplace to the local Rotary Club – an all-male audience of businessmen. I don't know why I said 'yes', but will you make a list of points I might bring into the speech, e.g. discrimination is, illegal. You don't need to write the speech. Just give me a list of key words / phrases in some sort of logical sequence so I can see the way your mind is working. Two heads are better than one, and I want to make them sit up and take notice.

Exercise 7. Write a memorandum.

This cartoon was drawn by one of Kevin Benton's workmates on the production line at Formby Electrics the day after his accident. They put it on the staff notice board as a joke, though Kevin may not have been amused. You asked to play the role of Kevin's foreman who has to explain briefly to David Peterson, the Personnel Manager, what happened. Kevin is a fitter, responsible for checking-heavy metal adapters to turbines as they move along No. 3 production line. The accident happened when one of the turbines ran off the production line. This is the second time this has happened recently and you have reported both mishaps to the Chief Engineer who has promised to find out the cause. According to Kevin it was in trying to stop the turbine turning over that he twisted his ankle. He has given you a letter from the hospital which indicates he has a badly sprained ankle and has to go back to the Outpatient's Department on Wednesday of next week. His absence has created a problem for you because you are now a fitter short on the line and you are dealing with a very important export, order.

Exercise 8. Translate the sentences.

1. They were reported to be safe. / It was reported that they were safe. 2. I'll report you to the police if you don't stop annoying me. 3. It is reported. 4. Your job is to attend all the meetings and report back to the committee. 5. Anyone entering the military camp must report to the guardhouse. 6. How many men have reported for duty this morning?

REPORTS

The business report is usually reserved for the more important deliberations.

The matters considered are likely to be more complex and the contents aimed at helping management to make rational decisions. Still on the subject of the accident to Julia Styles, the Works Manager has asked for a full report on the accident from the Supervisor in the Welding Section. The accident would have been reported in the official log book for accidents.

Accident Log Book				
Date /Time	Day	Department	Worker involved	Nature of Accident
22 nd Sept	Monday	welding	Julia Styles	Gas canister exploded.
				Worker burned face / hands.
				Taken to hospital.

The entries in this log are very important as the accident would have to be reported to the appropriate authorities. For example, a formal report arising from the accident might be presented to the Works Manager at Alpha by the Supervisor in the Welding Section where the accident happened.

Report

To Mr. Houseman Works Manager

From Conn McBride Supervisor (Welding Section) 25th September 20__

Re: Accident to Julia Styles

As requested I have looked into the circumstances of the accident that happened to Julia. I understand the purpose of this report is to ascertain whether she can claim against Alpha Engineering (or its Insurance Company) for the injuries she received.

Cause of the Accident

It seems that when her gas canister ran dry Julia went to the reloading bay in compliance with the normal safety drill, but when she went back to her workstation she found the new canister malfunctioning. She then played with the fastening nut to tighten it, but instead loosened it. As a result, some of the liquid gas sprayed on to the flame of a workmate's gun.

Result of the Accident

The blowback from the naked flame to the malfunctioning canister caused the casing to crack and release the rest of the gas. There was a massive explosion and, although Julia had thrust the canister away from herself just before it happened, her hair caught fire and the left hand side of her face was badly burned. A welding gun and some aluminium casings were completely destroyed.

Injuries Incurred

I have visited Julia twice in hospital. The first time she was hardly able to speak, but when I saw her yesterday she was recovering. She was comforted by the news from the doctor that they would be able to repair all the damage with the aid of plastic surgery. Apparently, there will be no permanent scars.

Conclusion. I cannot see that Julia was in any way to blame for the accident, but on a strict interpretation of the rules applied in the Welding Section she should have gone to the reloading bay to adjust the gas canister.

GUIDELINES

Conciseness

Perhaps the most important factor to bear in mind in reporting to people within the organisation is that the person receiving the report is likely to be very busy. Essentially reports are produced to give information to senior managers.

The higher the managers in the organisational hierarchy, the greater the concentration of decisions in their hands. A senior manager will have to deal with many different situations during the course of a day's work. A lengthy report may have the merit of covering every conceivable issue, but the manager's time is valuable and by asking for a report he is looking for a summary of the situation.

Precision

Since the report is drafted with the purpose of deciding what, or whether action is required, any information provided needs to be as accurate as possible. The art is to steer a path between overburdening the report with detail and omitting data which may turn out to be significant.

Headings

The name of the person (or persons) to whom the report is addressed should be clearly stated, with appropriate courtesy titles. Managers expect to be addressed properly by their subordinates and, in any case, the report will need to pass through the normal internal mailing system. The name and status of the author (or authors) of the report will also need to be clearly stated. Apart from other considerations, if the report is from a senior member of staff it will carry a higher level of priority.

Sub-headings

You will already have noticed how much easier it is to read a text book when the chapters are broken down into small sections. It is the same for managers reading reports. Subheadings help them to refer back to earlier points which have been made, and generally make the report more palatable.

Title & Subject

The manager should be able to see at a glance what the report is about. Other considerations apart, this will also give him the opportunity to accord it a level of priority. Managers face a daily barrage of incoming mail and have to select those items requiring urgent attention. Consider, for example, the relative importance of two reports which land on a managing director's desk on the same day. One is headed *Proposed Improvements to Staff Canteen*. The other is entitled "Threatened Strike Action by Line Workers". Which do you think the managing director would read first?

Format

The layout of the report will vary according to the organisation's requirements, but as a general guide there should be an Introduction briefly setting out the terms of reference. Why has the report been drafted? What does it set out to achieve? The middle sections will cover the main contents of the report, be they information, explanations, ideas or arguments. The final section will be given over to conclusions and recommendations. Having produced the facts included in the report, the author is able to make certain proposals.

Exercise 1. Choose the keywords and phrases that best convey the gist of the information.

THE DATE OF THE REPORT

How recent is the report? Situations in business are constantly changing.

Recommendations which are valid at one time may become invalid as a new situation develops. The author of the report on the threatened strike may have recommended on 5th September offering the workforce a new bonus scheme. On 18th September the workforce were offered the bonus scheme and rejected it. For anyone subsequently reading the report these facts and dates become significant. Again emphasising the importance of dating material, the report on the canteen may be low priority when it is originally presented, but if it is disregarded for too long the conditions in the canteen may have become a cause of urgent concern. Yesterday's low priority rating may well become today's high priority.

Tone

The tone of the report is a critical element. While it has to be objective, it is a form of communication from one person to another and should be courteous at all times, though civility rather than servility should be the order of the day. One young man wrote in a report to his office manager, "It's fairly obvious the office has deteriorated since Mr. Webster left." Mr. Webster was the previous manager. It was the young man's last report in that firm.

Appendices

In view of the need to keep the main report as brief and concise as possible it is common to include statistical data in the form of an appendix at the end of the main report.

Your task

Summarise the ground rules for writing reports in no more than 100 words using the key words and phrases technique explained in Chapters One and Two.

Annual Reports to Shareholders

As well as being able to write reports, one also has to be able to understand them.

The key words and phrases technique can be used of course, but a second approach to the problem of comprehension is possible. This is the questioning approach introduced in Chapter One. It can be used both to improve understanding and to test it. Here is a report to the shareholders of Omega Electronics PLC by the company's chairman. Once a year Geoffrey Chalmerston accounts to them for the stewardship of his Board of Directors.

This year his address (or speech) recounted on page 3 of the company's glossy illustrated Annual Report reads.

Exercise 1. Complete the sentences.

1. If I see her, 2. If I were you, 3. If you studied English better, 4. If I had money, 5. I should apply to this company if 6. We shall have a good time if 7. If I had the chance to study abroad, I 8. If I were a very rich person, I 9. If I were a good consultant, I 10. If I had the chance to get the job, I 11. If I were she 12. If I had the opportunity 13. I should do it, if 14. If I had amount of money, I 15. If I had the chance to be an actor,

Exercise 2. Analyze the information & answer the question: Why do you write memos?

Exercise 3. Explain the notion.

A memo is a short official note that is sent by one person to another within the same company or organization.

Exercise 4. Read the report to shareholders and translate it.

Dear Shareholders,

Our extensive measures to reduce costs and increase productivity in all company sectors have counteracted the fall in prices resulting from the enormous increase in overseas competition in the UK electronics industry. In all but one of our Divisions profits have increased slightly in spite of the fall in prices. Indeed, the Robotics Division has increased profits by a creditable 8%, though elsewhere the profit increases are much lower.

The most disappointing progress is reported from the Components Division. You will recall that over the past three years we have spent close on £5 million to modernise the equipment used in this division to provide a variety of components for the world's major corporations. It was as well we did this because the UK electronics industry has had to accept competition from a barrage of cheap micro integrated circuits from the Far East.

Until this happened we had been UK market leaders in this particular field, and we now have to divert our attention and our resources to new products and new markets. Inevitably, during the interim, the performance of the Components Division will languish.

This year their profits have been negligible but I hope to be able to bring you better news in my next report. The value of our company's human resources has never been underrated and during the year we have introduced a profit sharing scheme for all employees who have been with the firm for more than five years. As a result of this scheme I am pleased to report that we have been able to allocate over £1 million to the long-serving employees of this company. And this should serve as a practical thank you for their loyalty. In the coming year we hope to benefit from the new plant which is being built on the outskirts of Ledbury.

Belvedere Constructions, the company erecting the plant, assure us that it will be possible for it to be fully functional within the next six months. Once this new plant is in operation it will become a valuable profit-earning unit, and signal for us what I hope will be a great leap forward. *Sincerely,* *Geoffrey Chalmerston Chairman*

You will note that, since this report was in the form of a speech to the shareholders, it is in a different form to that produced by the Supervisor in the Welding Section at Alpha Engineering.

Exercise 5. After reading through the report answer these questions.

1. Which company is building the new plant? 2. When will it be completed? 3. What effect will it have on the company? 4. How are the company rewarding their loyal staff? 5. How much has been spent on modernising the equipment in the Components Division? 6. Where has the main competition come from? 7. Which Division has made most progress this year? 8. Has the company made a profit this year?

Exercise 6. Now think of four further questions of your own, and answer them.

By asking questions and answering them you are improving as well as demonstrating your comprehension. The early questions should be the easy ones to answer. When these are dealt with the more general and searching questions can be raised. As you build up the battery of questions and answers your understanding will increase.

Exercise 7. Translate the sentences.

1. He had died in his cell, the memo claimed, presumably of a heart attack. 2. Do you remember the memo I sent round? 3. What is interoffice memo like?

Exercise 8. Explain the score of the Report Forms.

Apart from Alpha Engineering's Accident Log, the reporting discussed so far has been what might be described as 'one-off'. So far we have looked at reports called for in connection with a particular non-recurring situation. Yet the bulk of reports are required on a regular basis. They tend to be routine and repetitive and call for a set format. Increasingly the details appear on visual display units (VDUs) and become part of the business's computerised memory store, the data being retrievable almost instantaneously either on a screen or on a computer print-out.

A sample of reporting forms used by one firm, Delta Food Products Ltd, is shown here. Delta is a medium sized company with a total workforce of 4,700. It produces and sells a variety of fancy biscuits and cakes, mainly serving quality confectioners and restaurants in the high streets. The first of the reports is an Annual Staff Report Form. Its purpose is to update the records of individual members of staff so that, among other things, performance and attainments can be referred to when pay increases and promotions are considered.

Immediate Supervisor's Report

Colin is a satisfactory worker. He is a good man to have around when there is a crisis. I have had to warn him a few times about punctuality, but he has a long journey to make and the buses sometimes run late.

Departmental Manager's Report

Salary increase of £2500 recommended.

Exercise 9. Read and try to understand the contents of the memos.

Memorandum 1

To: All members of staff, Northern Branch From: K.L.J.

Date: 5 December 20__

As you know one of the reasons for the introduction of PCs (personal computers) in Northern Branch was to provide us with feedback before we decide whether to install PSc in other departments. The Board has asked me to submit a report on your experiences by the end of this week. I talked to some of you informally about this last month. During my brief visit I noticed a junior member of staff playing some kind of computer game in the lunch hour, and a senior manager told me that he used his for writing letters - a job for a secretary, surely? I would like everyone to let me know what they personally use the PC for, it would be useful to find out how their PC has not come up to expectations and any unanticipated uses they have found for their PC, so that others can benefit from your experience.

Memorandum 2

To: Production Director From: Chief Executive

Date: April 10, 20__

This is a great idea, Ralph!

Please investigate fully automated handling equipment and the possibility of installing new robots for finishing and assembly shops. Also make sure the recommendations of the consultant are put into practice.

Exercise 10. Translate the words & phrases.

Inter memo, office memo, internal memo, office memorandum, memo file, memo-post application, memo/ notepad, memoirs, to publish/to write one's memoirs, memoirist.

MEMORANDUM 3

From: H.G.W. To: Department managers

Subject: In-service English classes.

1. From Monday, 8 May English classes will be held in the Training Centre (room 317). There will be 2 groups: advanced level (10.30-12.00) and intermediate level (8.30-10.00). Please encourage your staff to attend one of the sessions.

All teaching materials will be provided but students will be expected to do homework and preparation outside working hours.

2. Please send me the names of all interested staff on Wednesday, 26 May. They will be given an informal oral test during the first week in May, so that we can decide which of the classes is best for them.

3. The size of each class will be limited to 12 participants.

Exercise 1. Read a memo from the office manager to all the staff about documents, which are circulated with a distribution list.

To: All staff From: Office manager

Re: Documents circulated with a distribution list.

I have received complaints about documents circulated with a distribution list. Some people are taking too long to read them and sometimes people forget to pass the documents on to the next person on the list. Please think about other people who might want to read the documents.

Exercise 2. Read memos and try to understand them.

To: All Senior Managers From: Assistant to the Managing Director

Subject: Royal Visit

Date: 8th July

We have just been informed that the Prince of the Royal Family will visit our firm. This is a great honour for us. The visit will take place on Thursday in 2 months' time and will last for 2 hours, starting at 11 a. m. The Prince will tour the factory and at 12 noon, have a buffet lunch in the canteen with our administration. A meeting has been called for Friday next, the 15th July. It is important to keep staff informed of what is going on and it would be a good idea to call separate meetings for the four areas — canteen / offices / production shop and transport, to look at possible disruptions caused by the Royal Visit.

Memo

Mr. John Wallace, Cold Aston

Gloucestershire

Dear Mr. Wallace,

The four shops that I am setting up in Gloucestershire as part of my expansion plans will be opening on 2 April. You will recall our telephone discussions about supplying them with your products. I thought it would be pleasant if we could meet personally to finalise everything and get to know each other. If you agree, and it is convenient for you, I could call to see you on Monday, 9 March. I could arrive by train at Cheltenham Station at 10.30 a. m. and wonder if you could arrange for me to be met there? I should be delighted if you can manage this.

I look forward to your reply.

Yours sincerely, Edward Homer

DIALOGUE «MISSING MEMO»

Morning George. I've got a complaint about a missing memo. I typed the memo to Fred McLean three days ago and it hasn't arrived yet. A memo to Fred McLean? I'm not sure. But I see a lot of memos and letters each day.

- Let me explain the system to you, then you'll understand ... Every morning
- the postman delivers the post and it's sorted into two categories: business letters and personal or confidential letters. The business letters are opened and then all the mail is distributed to the different departments.

- But that's nothing to do with my memo.

- Wait a moment. I'm coming to your memo Now, every afternoon all the post – including your memo – is collected from each department and sorted into four categories: internal post, first class letters, second class letters and parcels.

The parcels are wrapped, labeled and weighed and the letters are weighed if necessary, that is if they look heavy. Then all the post is franked and taken to the postbox before half past five.

- And the internal post? What happens to memos?

- The internal post is distributed each morning with the incoming post.

- That's very interesting, but it still

- Can I ask you a question, young man?

- Yes, of course.

- Did you put your memo in an envelope?

- Er .. maybe. I don't remember.

- Did you put it in this envelope addressed to Fred Mclean?

- Yes. That's the one.

- Hmm. It was posted with the outgoing post.

- The postman has just returned it.

- Oh no!

Exercise 1. Learn the dialogue by heart and carry it on in class.

Exercise 2. Supply the missing words for the gaps below. Use the first phrase as a model.

Every month a *monthly* meeting. Every week a ... magazine.

Every day a ... paper. Every hour an ... date.

Every three months a ... newsletter. Every year a ... report.

Exercise 3. Answer the questions.

1. Have you completed the task? 2. Is it the correct person? Is it from the correct person?
3. Does the subject line tell you in a few words what the memo is about? 4. Is it the correct date?
5. Have you included all relevant information? 6. Have you left out all irrelevant information? 7.
Have you ordered the information in the best way? 8. Is the language appropriate for a memo? 9.
Have you checked spelling, grammar and punctuation? 10. What is the structure of a memo? 11.
Why do we write memos? 12. Have you ever write any memo?

Exercise 4. Translate the phrases and remember them.

Memorandum, to draw up, prepare a memorandum; to send around a memorandum (in an office); to initial a memorandum; confidential, secret memorandum; diplomatic memorandum; official memorandum; private memorandum.

Exercise 5. Read the text and remember the golden rules for writing letters.

- Give your letter a heading. It will help the reader to see what you're writing about.
- Decide what you are going to say before you start to write or dictate: if you don't do this, the sentences are likely to go on until you can think of a good way to finish in other words, always try to plan ahead.
- Use short sentences.
- Put each separate idea in a separate paragraph.
- Use short words that everyone can understand.
- Think about your reader. Your letters should be *clear, complete*, must be addressed in a sincere polite tone, it should be courteous.
- May get a bad impression if there are mistakes in grammar, punctuation and spelling.

Exercise 6. Read and try to understand the text and give a short characteristics of the strategies.

No-Letters

Saying *no*, which is usually difficult in person, is easier in a letter. But when an organization rejects a request made by a customer, the organizational writer has to remember that future business and the organizational image are at stake.

The word *ling* and approach have to be careful. The best way to prepare a reader for bad news is to demonstrate that what the reader has requested or proposed has received due consideration. This consideration can be indicated by referring specifically to the situation at hand and by assuring the reader you know who he or she is. The more specific and personal the reference, the more palatable the refusal. The opening of a *no* letter should contain a buffer statement to get the reader into the right frame of mind. After the buffered beginning, the next step is to present the refusal along with an explanation.

What the writer wants the reader to do is come to a conclusion similar to the one expressed in the letter – that is, the negative outcome is the only outcome possible given the circumstances facing the writer. *Example:* As you know, we receive a large number of grant proposals, and, unfortunately, can only approve a limited number.

Our decision does not reflect any lack of interest in your project but rather our inability to stretch our resources to cover all worthwhile requests. After having conveyed the bad news in the body of a *no letter*, the writer has the opportunity to sweeten the reaction of the reader with a closing encouragement or alternative.



Exercise 7. Analyze the three strategies to sweeten the reaction of the reader to no letter.

1. When the reader has a customer relationship to the writer, a mild sales pitch at the end of the letter might be appropriate. In most cases such a conclusion may not result in future business right away, but it does suggest a willingness on the part of the refuser to continue doing business with the reader. A good example would be: "Though we are unable to honour your claim at this time, we suggest that you try one of our other product lines that have similar capabilities and maintenance agreements available."

2. When the reader does not have a regular relationship with the writer (business or otherwise), a kind statement of regret or a sincere goodwill wish might be appropriate. For example: "We regret that we were unable to fund your program, but we wish you will in seeking funds from other sources."

3. When an alternative to the negative situation is possible, the writer might suggest this in the conclusion of the letter as in the following example: "Though we no longer handle the RX line, we understand that it is still available from...."

The writer should keep in mind, however, that steering readers in another direction after giving them a rejection could cost the writer the readers' loyalty.

Exercise 8. Read the article *Our Family Therapy* and discuss it with your classmates.

The Great Communicator was shy up close, but on paper he opened his heart.

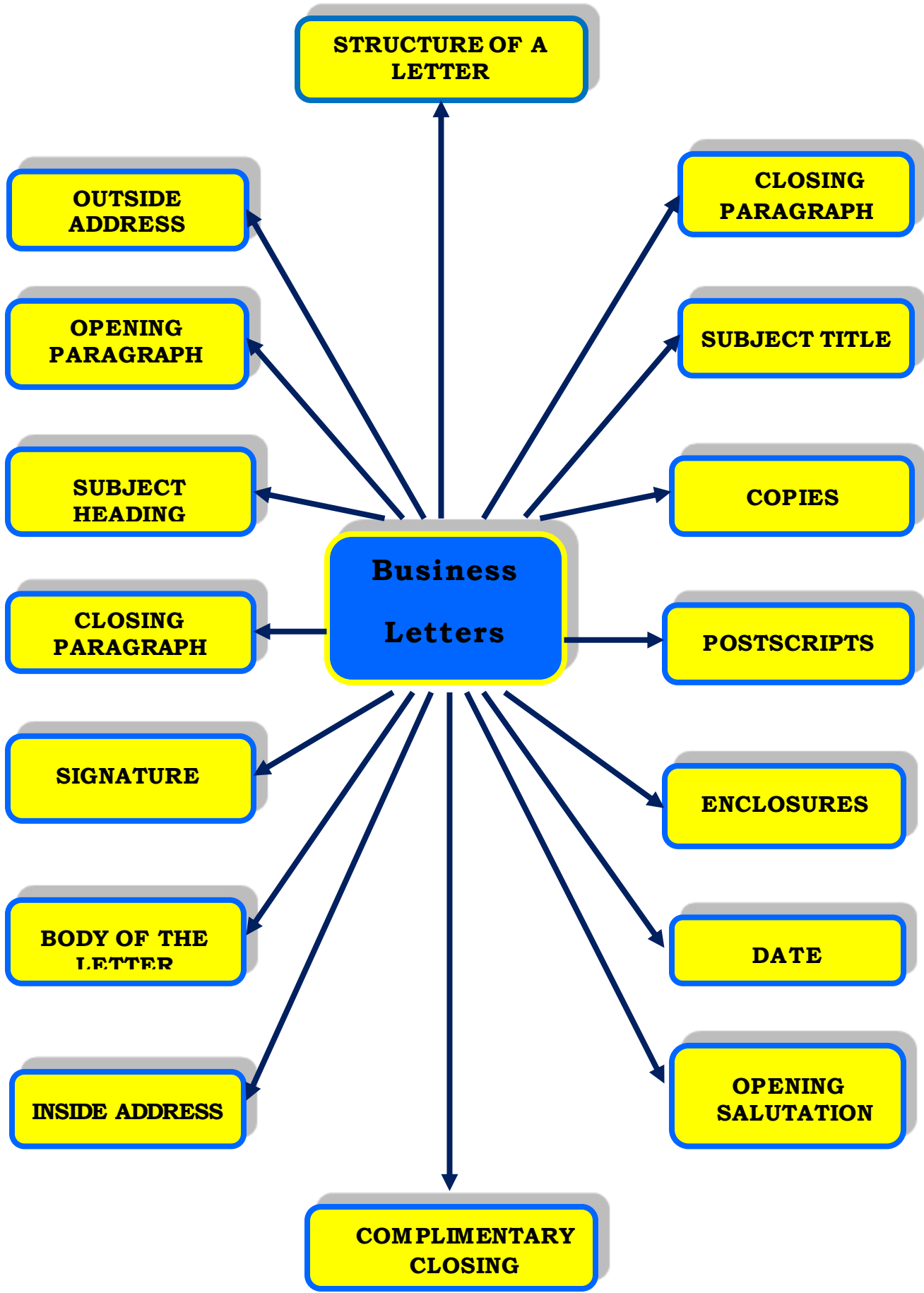
What would my father say, if he could, about the just published volume of his letters? You first notice its heft — almost 900 pages, if you count notes and acknowledgments. He might shrug, smile mischievously and say something like, "Gee, these editors must have had too much time on their hands to spend so much of it collecting my letters". Lifting the book, I thought about the weight of a life. We leave imprints of ourselves on this earth: memories, relationships, accomplishments as well as mistakes. All have weight. So do letters; they mark the paths between human beings. I can so easily walk through a door of memory into long-ago afternoons when I came home from school to find my father at his desk in my parents' bedroom. Sitting in front of a small atrium filled with ferns and tropical plants, he would be writing, soft green light and like a fingerprint, is unique.

I got to see in this letter how my father spoke to his son, a male-to-male moment. He used words like uptight and cop out, which he never used with me. It's as if he were looking ahead, past the need to be a disciplinarian, to a future when he and Ron could have the camaraderie of two guys hanging out. In a letter to friends, when Ron and I were in our 20s, my father wrote casually about my songwriting and occasional television roles, and about Ron's decision to become a ballet dancer. He kept to the smooth surface — a parent passing along news of his kids. He didn't divulge that our relationship was strained because I was living with my boyfriend. Ron's career choice had caused some bewilderment (it wasn't prejudice on my father's part, just that Midwestern boy showing through — guys in his town never wore tights).

Like the accomplished swimmer he was, he knew that the calm surface of the water is easy on the eyes and soothing to the soul. It's the turbulence beneath that's risky. He gave his friends the soothing view of our family, sparing them the rough currents below. The weight of my father's life in letters is heavy, but the lightness of his spirit and the easy way of his heart are evident throughout.

Exercise 9. Analyze the information, which is in the highlight, and use it in practice.

Exercise 10. Add some information & make up a small report and give a talk in class.



Business letters

§ 3. BUSINESS LETTERS

Business letter

A business letter is a letter written in formal language, usually used when writing from one business organization to another, or for correspondence between such organizations and their customers, clients and other external parties. The overall style of letter will depend on the relationship between the parties concerned.

Commercial business letter

They are used for different purposes like placing orders, making inquiries, credit request, requesting claims and adjustment. There are many reasons to write a business letter. It could be to request direct information or action from another party, to order supplies from a supplier, to identify a mistake that was committed, to reply directly to a request, to apologize for a wrong or simply to convey goodwill. Even today, the business letter is still very useful because it produces a permanent record, is confidential, formal & delivers persuasive, well-considered messages. Every day they are useful because it produces a permanent record, they are confidential, formal and delivers persuasive, well-considered messages. The style of the letter depends on the relationship between the parties concerned.

There are two main styles of business letters:

Full block style: Align all elements on the left margin.

Modified block style with other elements on the left page margin.

The salutation/greeting is generally followed by a comma in British style, whereas in the United States a colon is used. The valediction/closing is followed by a comma.

Business letters conform to generally one of six indentation formats: Standard, Open, Block, Semi-Block, Modified Block, and Modified Semi-Block. Put simply, *Semi-* means that the first lines of paragraphs are indented; "Modified" means that the sender's address, date, and closing are significantly indented.

In a standard format letter, (1) uses a colon after the salutation, (2) uses a comma after the complimentary closing. In an open format letter, (1) uses no punctuation after the salutation, (2) uses no punctuation after the complimentary closing.



TYPES OF LETTERS

Letter of Inquiry

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 for 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.

GENERAL FORMAT

Elements

Business letters (in the United States) usually contain the elements, in order:

Sender's address & contact information; Date of writing; Subject; Recipient's name, title, company, & address; Salutation/greeting; Message (body of the letter); Valediction/closing; Sender's signature; Sender's name, title, company. In some situations, a business letter may also include the following optional information: Enclosures (Encl.); Carbon Copy Recipients (cc:); Reference Initials (of the typist).

Line Spacing

In general, each paragraph of the letter is followed by a single blank line, except:

- the date, followed by three or four blank lines;
- the final content paragraph, followed by two blank lines;
- the valediction/closing, followed by three or four blank lines (enough for the sender to sign the letter);
- the sender's title, followed by two blank lines.

Font Formatting

No special character or font formatting is used, except for the subject line, which is usually underlined. The salutation/greeting is followed by a colon, the valediction/closing is followed by a comma.

Indentation Formats

Business letters generally conform to one of four indentation formats: Block, Semi-Block, Modified Block, and Modified Semi-Block. Put simply, *Semi-* means that the first lines of paragraphs are indented; *Modified* means that the sender's address, date, and closing are significantly indented. In a Block format letter, (1) all text is aligned to the left margin, and (2) paragraphs are not indented. In a Semi-Block format letter, (1) all text is aligned to the left margin, and (2) paragraphs are indented. In a Modified Block format letter, (1) all text is aligned to the left margin, except for the author's address, date, and closing; and (2) paragraphs are not indented. The author's address, date, and closing are usually indented three inches from the left margin, but can be set anywhere to the right of the middle of the page, as long as all three elements are indented to the same position.

In a Modified Semi-Block format letter, (1) all text is aligned to the left margin, except for the author's address, date, and closing; and (2) paragraphs are indented. The author's address, date, and closing are usually indented three inches from the left margin, but can be set anywhere to the right of the middle of the page, as long as all three elements are indented to the same position.

CONTENTS OF A BUSINESS LETTER

Length

How long should a letter be? The answer is as long as necessary and this will depend on the subject of the letter. It may be a simple subject, e.g. thanking a customer for a cheque, or quite complicated, e.g. explaining how a group insurance policy works.

It is a question of how much information you put in the letter: you may give too little (even for a brief subject), in which case your letter will be too short, or too much (even for a complicated subject), in which case it will be too long. Your style and the kind of language you use can also affect the length. The right length includes the right amount of information.

Different people in reply to the same enquiry from a Mr. Arrand write the three letters that follow about the company's product:

Too long

Dear Mr. Arrand,

Thank you very much for your enquiry of 5 November which we receive today. We often receive enquiries from large stores and always welcome them, chaptericularly at this time of the year when we know that you will be stocking for Christmas. We have enclosed our winter catalogue and are sure you will be extremely impressed by the wide range of watches that we stock. You will see that they range from the traditional to the latest in quartz movements and include ranges for men, women and children, with prices that should suit upper-market bracket priced at several hundred pounds. But whether you buy a cheaper or more expensive model we guarantee all merchandise for two years with a full service.

Enclosed you will also find our price-list giving full details on c.i.f. prices to London and explaining our discounts which we think you will find very generous and which we hope will take full advantage of. We are always available to offer you further information about our products and can promise you personal attention whenever you require it. This service is given to all our customers throughout the world, and as you probably know, we deal with countries from the Far East to Europe and Latin America., and this fact alone bears out our reputation which has been established for more than a hundred years and has made our motto a household world – Time for Everyone. Once again may we thank you for your enquiry and say that we look forward to hearing from you in the near future?

Yours sincerely,

There are a number of things wrong with a letter of this sort. Though it tries to advertise the products and the company itself, it is too wordy. There is no need to explain that stores or shops are stocking for Christmas; the customer is aware of this. Rather than draw attention to certain items the customer might be interested in, the letter only explains what the customer can already see, that there is a wide selection of watches in the catalogue covering the full range of market prices. In addition, the writer goes on unnecessarily to explain which countries the firm sells to, the history of company and its rather unimpressive motto.

Too short

Dear Sir,

Thank you for your enquiry. We have a wide selection of watches which we are sure you will like. We will be sending a catalogue soon. *Yours faithfully,*

There are number of points missing from this letter, quite a chapter from the fact that, since the writer knew the name of his correspondent he should have begun the letter *Dear Mr Arrand* and ended *Yours sincerely*. There is no reference to the date or reference number of the enquiry. Catalogues should be have sent with a reply to the enquiry; it is annoying for a customer to have to wait for further information to be sent. Even if a catalogue is sent, the customer's attention should be drawn to chaptericular items that would interest him/her in the line of business. He / she might be concerned with the upper or lower end of the market. He might want moderately priced items, or expensive ones.

The Right Length

Here is a letter that is more suitable.

Dear Mr Arrand,

Thank you for your enquiry of 5 November.

We have enclosed our winter catalogue and price-list giving details of c.i.f. London prices, discounts and delivery dates. Though you will see we offer a wide selection of watches in our catalogue, which we think might suit the market you are dealing with? On page 34 you will notice our latest designs in pendant watches, which are becoming fashionable for both men and women. As you are probably aware, all our products are fully guaranteed and backed by our world-wide reputation. If there is any further information you require, please contact us. Meanwhile, we look forward to hearing from you soon. *Yours sincerely,*

Let's sum up the basic rules concerning the letter length. The letter should be neither too long nor too short. It is better to include too much information than too little. Your reader cannot read your mind. If you leave out vital information, he won't know what he wants to know, unless he writes back again and he may not bother to do that. If you include extra information, at least he'll have what he wants, even though he may irritate by having to read the unnecessary chapters. Provided, of course, that you include the vital information as well as the extras: the worst letter of all is the one that gives very piece of information about the product, except for the price.

Order & Sequence

As well as containing the right amount of information, the letter should also make all the necessary points in a logical sequence, with each idea or piece of information linking up with the previous one in a pattern that can be followed. Do not jump around making a statement, switching to other subjects, then referring back to the point you made a few sentences or paragraphs before.

Unclear Sequence

Consider this badly written letter. There is no clear sequence to the letter, which makes it difficult to understand.

Dear Sir,

We are interested in your security system. We would like to know more about the prices and discounts you offer. A business associate of ours, DMS (Wholesalers) Ltd., mentioned your name to us and showed us a catalogue. They were impressed with the security system you installed for them, so we are writing to you about it. Do you give us guarantees with the installations? In your catalogue we saw the *Secure 15* which looks as though it might suit our purposes.

DMD had the 'Secure 18' installed, but as we mentioned, they are wholesalers, while we are a chain of stores. We would like something that can prevent robbery and shoplifting, so the 'Secure 15' might suit us. How long would it take to install a system that would serve all dechapterments? Could you send us an inspector or adviser to see us at some time? If you can offer competitive prices and guarantees we would put your system in all our outlets, but initially we would only install the system in our main branch. We would like to make a decision on this soon, so we would appreciate an early reply. *Yours faithfully,*

Clear Sequence

Here is a better version of the same letter, in which the ideas and information are in logical order.

Dear Mr. Jerry,

We are a chain of retail stores and are looking for an efficient security system. You were recommended to us by our associates DMS (Wholesalers) Ltd. for whom you recently installed an alarms system, the *Secure 18*. We need an installation which would give us comprehensive protection against robbery and shoplifting throughout all dechapterments; and the *Secure 15* featured in your catalogue appears to suit us.

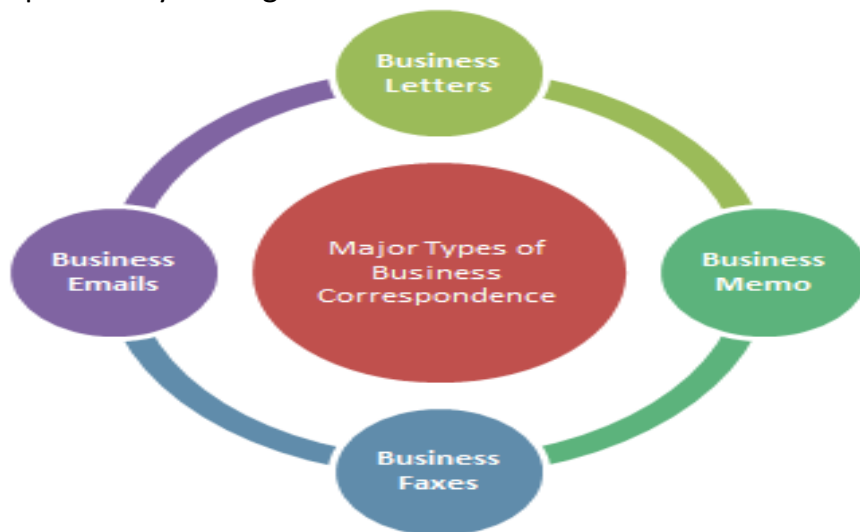
However, if one of your representatives could come along to see us, he would probably be able to give us more advice and details of the available systems. Initially, we will test your system in our main branch, and if successful. Then extend it throughout our other branches, but of course a competitive quotation and full guarantees for maintenance and service would be necessary. Please reply as soon as possible as we would like to make a decision within the next few months.

Thank you *Yours sincerely,*

Exercise 1. Comment the given details about the features of a business letter.

Exercise 2. Answer the questions.

1. What are the basic rules concerning the letter length?
2. The letter should be neither too long nor too short, isn't it?
3. What is better to do?
4. Can a reader read our mind?
5. In what case he won't know what he wants to know?
6. What will he do if you include extra information?
7. May he irritate by having to read the unnecessary chapters?
8. What should we provide by writing a business letter?



Format for a

Business Letter

1.
Sender's
address

2.
Date

3.
Recipient's
address

4.
Salutation

5.
Body of
the letter

6.
Closing

7.
Signature

8.
Enclosures



Wonderful Company
55 Main Street
White Plains, NY 10601

December 7, 2017

Ms. Jane Hernandez
President
Fabulous Company
100 Broad Avenue
White Plains, NY 10601

Dear Ms. Hernandez:

I live around the corner from the offices of Fabulous Company. As a neighbor, I know how truly fabulous Fabulous Company is. Not only do you produce a fabulous product, you give back to the community. I'm a big fan of your annual community drive.

I am writing to let you know about Wonderful Company, a business I recently launched that also produces a wonderful product. I'm certain if we put our heads together, we can find synergies between our two companies and find ways to work together that are mutually beneficial.

Could I call on you for a strategy meeting? Thank you in advance for your response.

Sincerely,

John Smith
President
555-555-5555
j.smith@wonderful.com

Enclosure: Wonderful Company brochure

Exercise 1. Translate the words and phrases from the passage.

To enclose, winter catalogue, price-list, to give details, discounts, delivery dates, a wide selection of, to draw one's attention to smth., design, to become fashionable, to be aware, world-wide reputation, to require, to contact, to look forward to, the right amount of, the necessary points, in a logical sequence, in a pattern, jump around, to make a statement.

Exercise 2. Make synonyms to the following words..

To mention, to show, delivery, catalogue, enquiry, to notice, notice, design, except, to provide, world-wide, to deal with smth., require, to sum up, rules, to include, extra, to irritate, statement, points, prevent, robbery, offer, to recommend, protection, available, pattern.

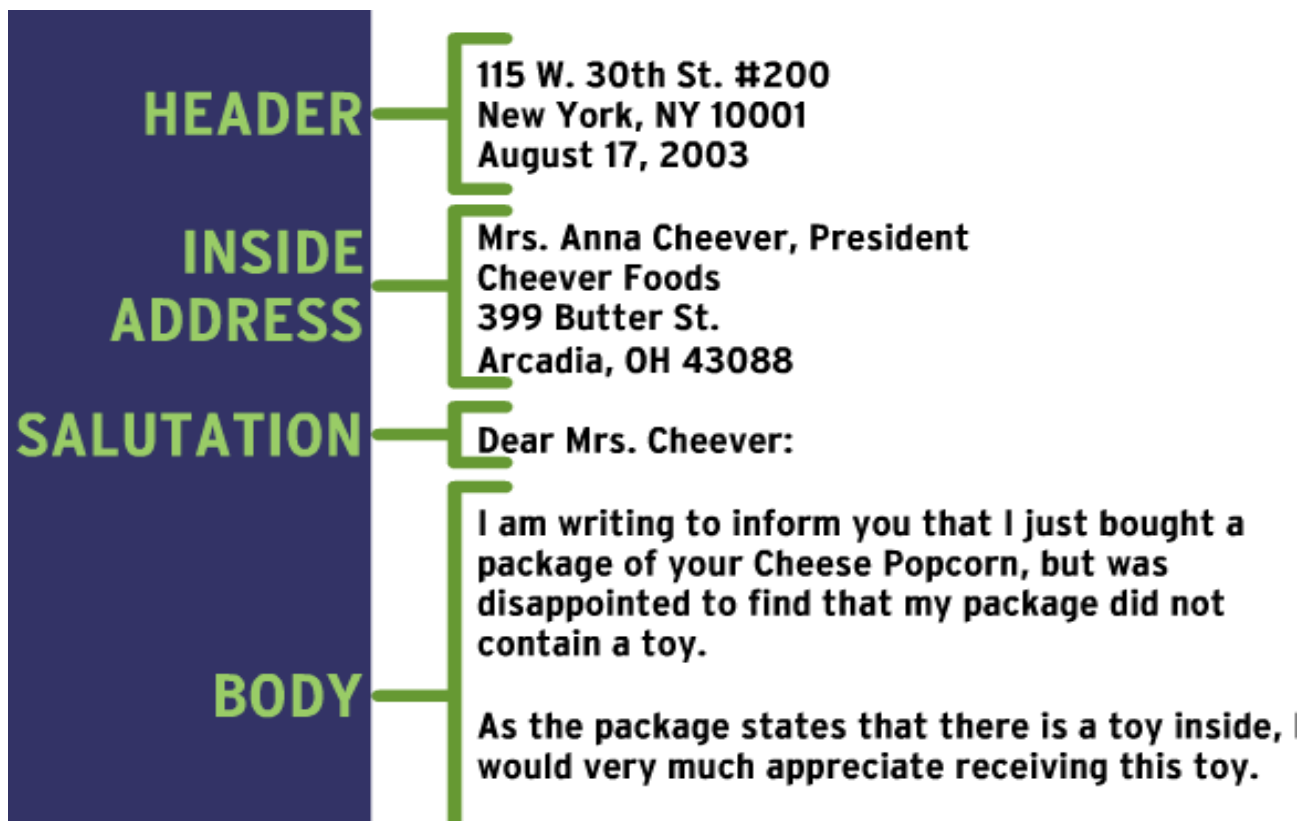
Exercise 3. Make antonyms to the following words.

Successful, winter catalogue, logical, sequence, possible, suit, retail, available, comprehensive, interesting, sequence, order, competitive, to install, maintenance, suitable, too long, to look for, unnecessary, clear.

Exercise 4. Explain the notion.

What is a business letter? Written to

- give information
- serve evidence in the cases of dispute
- build goodwill
- remember facts
- To whom is one written?
- What should be in one?
- What is a proper format?



PARAGRAPHS

The opening paragraph should always state why you are writing. Then, in a simple and straightforward manner, explain the situation, the solution, the suggestion. Be as brief as possible since long complicated messages often distract readers. Starts one line below greeting. The body of the letter contains whatever you have to say. When writing a letter using block form, no lines are indented. You then include the name & address the person you are sending a letter to. With new paragraphs just skip a line instead of indenting.

First Paragraph

The first sentence or paragraph of a letter is an important one since it gets the tone of the letter and gives your reader his first impression of you and your company.

Generally speaking, in the first paragraph you will thank your correspondent for his letter (if replying to an enquiry), introduce yourself and your company if necessary, state the subject of the letter, and set out the purpose of the letter.

Here are two examples.

"Thank you for your enquiry dated 8 July in which you asked us about our range of cosmetics.

As you have probably seen in our advertisements in fashion magazines, we appeal to a wide age-group from the teenage market through to more mature women, with our products being retailed in leading stores throughout the world." "Thank You for your letter of 19 August which I received today. We can certainly supply you with the industrial floor coverings you asked about, and enclosed you will find a catalogue illustrating our wide range of products, which are used in factories and offices throughout the world."

Middle Paragraphs

This is the main chapter of your letter and will concern the points that need to be made, answers you wish to give, or questions you want to ask. As this can vary widely with the type of letter that you are writing, it is dwelt in other chapters of this diploma work. It is in the middle paragraphs of a letter that planning is most important, to make sure that your points are made clearly, fully and in logical sequence.

Final Paragraph

When closing the letter, you should thank the person for writing, if your letter is a reply and if you have not done this at the beginning. Encourage further enquiries or correspondence, and mention that you look forward to hearing from your correspondent soon. You may also wish to restate, very briefly, one or two the most important of the points you have made in the main chapter of the letter. Here are some examples. Once again thank you for writing to us, and please contact us if you would like any further information. To go briefly over the points I have made – all prices are quoted c.i.f. Yokahama. Delivery would be six weeks from receipt of order. Payment should be made by bank draft. I look forward to hearing from you soon.

I hope I have covered all the questions you asked, but please contact me if there are any other details you require. May I just point out that the summer season will soon be with us, so please place an order as soon as possible so that it can be met in good time for when the season starts. I hope to hear from you in the near future. We are sure that you have made the right choice in choosing this chaptericular line as it is proving to be a leading seller. If there is any advice or further information you want, we shall be happy to supply it, and look forward to hearing from you.

RULES & MANNERS FOR THE WRITING A BUSINESS LETTER

Writing an effective business letter is an important skill for every manager and business owner. In this brief overview we will examine the five main steps in creating an effective business letter.

Business writing is different

Writing for a business audience is usually quite different than writing in the humanities, social sciences, or other academic disciplines. Business writing strives to be crisp and succinct rather than evocative or creative; it stresses specificity and accuracy.

This distinction does not make business writing superior or inferior to other styles.

Rather, it reflects the unique purpose and considerations involved when writing in a business context. When you write a business document, you must assume that your audience has limited time in which to read it and is likely to skim. Your readers have an interest in what you say insofar as it affects their working world. They want to know the *bottom line*: the point you are making about a situation or problem and how they should respond.

Business writing varies from the conversational style often found in email messages to the more formal, legalistic style found in contracts. A style between these two extremes is appropriate for the majority of memos, emails, and letters. Writing that is too formal can alienate readers, and an attempt to be overly casual may come across as insincere or unprofessional. In business writing, as in all writing, you must know your audience.

In most cases, the business letter will be the first impression that you make on someone. Though business writing has become less formal over time, you should still take great care that your letter's content is clear and that you have proofread it carefully.

Personal pronouns (like *I*, *we*, and *you*) are important in letters and memos. In such documents, it is perfectly appropriate to refer to yourself as *I* and to the reader as *you*. Be careful, however, when you use the pronoun *we* in a business letter that is written on company stationery, since it commits your company to what you have written. When stating your opinion, use *I*; when presenting company policy, use *we*.

The best writers strive to achieve a style that is so clear that their messages cannot be misunderstood. One way to achieve a clear style is to minimize your use of the passive voice.

Although the passive voice is sometimes necessary, often it not only makes your writing dull but also can be ambiguous or overly impersonal. Of course, there are exceptions to every rule. What if you are the head of the Global Finance Team?

You may want to get your message across without calling excessive attention to the fact that the error was your team's fault. The passive voice allows you to gloss over an unflattering point – but you should use it sparingly.

Focus & specificity

Business writing should be clear and concise. Take care, however, that your document does not turn out as an endless series of short, choppy sentences. Keep in mind that *concise* does not have to mean *blunt* – you still need to think about your tone and the audience for whom you are writing. Consider the following examples:

After carefully reviewing this proposal, we have decided to prioritize other projects this quarter. Nobody liked your project idea, so we are not going to give you any funding.

The first version is a weaker statement, emphasizing facts not directly relevant to its point. The second version provides the information in a simple and direct manner.

However, you don't need to be an expert on style to know that the first phrasing is diplomatic and respectful (even though it's less concise) as compared with the second version, which is unnecessarily harsh and likely to provoke a negative reaction.

Style of a Business Letter

Now we will deal with some common writing problems that do not involve rules of grammar. These problems – of parallelism, redundancy, and the like – are more rhetorical than grammatical; that is, they involve choices you must make as a writer trying to create a certain style of expression. You must determine what stylistic choices will afford greater clarity and cogency to each of your efforts to communicate. We all make different choices when faced with different communicative tasks depending on what we feel will be most effective.

An expression that is appropriate for a formal letter may be utterly off-putting in an informal message. A successful and distinctive writing style is an elusive bird of paradise.

It is unmistakable once you see it but difficult to find. It involves many things: creating an appropriate voice for your purpose, choosing the right words for the subject and audience, constructing elegant sentences whose rhythm reinforces their meaning, presenting an argument in a logical fashion that is both engaging and easy to follow, finding vivid images to make thoughts accessible to your readers.

Parallelism

Most memorable writing has as one of its recognizable features the ample use of parallel grammatical structures. A basic guideline about parallel constructions is to make sure that all the elements in a balanced pair or in a series have the same grammatical form.

That is, if you start with a *that-clause*, stick with *that-clauses*; if you start with an infinitive, stick with infinitives; if you start with a chaptericiple, stick with chaptericples; and so on. A second point is to make sure that once you have chosen the kind of grammatical forms you want to make parallel, you structure them symmetrically.

Remember that an initial article, preposition, auxiliary verb, or modifier will tend to govern all elements in the series unless it is repeated for each element. For example, if you set up a series of nouns with the first modified by an adjective, the reader will expect the adjective to modify the rest of the series as well.

When you spot a faulty parallel, recast the structure to give all the elements equivalent treatment. If your new parallel construction does not seem much of an improvement, rewrite the sentence completely to avoid the parallel construction. Better to have no parallel structures than to have parallel structures that sound overblown or stilted. Faulty parallelism is all around us. We see and hear it every day – often without taking notice.

How many times have you heard «Please, leave your name, number, and a brief message?» After waiting for the tone, have you ever objected to the imperfect symmetry of this sentence? In our most recent ballot we presented some sentences with questionable parallelism to the usage panelists to see how tolerant they would be. As we expected, they had a range of opinions. Crafting sentences with flawless parallelism takes effort and practice.

Even if your readers don't notice or object when you make mistakes, balance and symmetry are worth striving for in your writing. There are certain constructions that are notorious for throwing things out of whack. We listed some of them below.

(both ... and ... ; comparisons with, as and than; compound verbs; either ... or / neither ... nor; not only ... but also; rather than)

Passive Voice

Writing handbooks usually include warnings about the passive voice – it is wordy and clumsy and leads to static rather than dynamic writing. The passive voice also has legitimate uses, and in many instances it is preferable to the active voice.

Such phrases as *The material will be delivered*; *The start date is to be decided*; *The figures must be approved* are obscure ones leaving unsettled who it is that delivers, who decides, and who does the approving. Which side it is to be?

Passives used in contracts can destroy the whole negotiations. *You will deliver* is better for it identifies the one who will do delivering. Certainly, *must be approved by us* violates other canons. *We shall have the right but not the obligation to approve* is less unfortunate. There is no doubt that passives do not suit business letters, and if they go all the way through without adding something like *by you* or *by us* they are intolerable. Once in a long while one may find passives used purposely to leave something unresolved.

Redundancy

A certain amount of redundancy is built in to the English language, and we would never consider getting rid of it. Take grammatical number, for instance.

Sentences such as *He drives to work* and *We are happy* contain redundant verb forms.

The -s of *drives* indicates singularity of the subject, but we already know the subject is singular from the singular pronoun *he*. Similarly, *are* indicates a plural subject, which is already evident from the plural pronoun *we*. Number is also indicated redundantly in phrases like *this book* and *those boxes*, where the demonstrative adjective shows number and the noun does as well.

But there are redundant ways of saying things that can make the rest of your writing seem foolish. Many of these are common expressions that go unnoticed in casual conversation but that stick out like red flags in writing. Why say: *at this point in time* instead of *now*, or *because of the fact that when* because *will do*?

Something that is large in size is really just large. The trouble lies less in the expressions themselves than in their accumulated effect. Anyone can be forgiven for an occasional redundancy. But writing that is larded with redundancies is likely to draw unwanted laughs rather than admiration.

Listed below are some of the more problematic redundancies.

(but ... however; close proximity; consensus; consider as / deem as; cross section; else; empty rhetoric; equally as; free gift; from whence; inside of; mental telepathy; old adage; rarely ever / seldom ever; reason is because; reason why; refer back; revert back; VAT tax.)

Wordiness

In a world in which efficiency has become a prime value, most people view economy in wording as a sign of intelligence. Its opposite, therefore, is often considered a sign of stupidity. Most of us are busy and impatient people. We hate to wait. Using too many words is like asking people to stand in line until you get around to the point. It is irritating, which hardly helps when you are trying to win someone's goodwill or show that you know what you're talking about. What is worse, using too many words often makes it difficult to understand what is being said. It forces a reader to work hard to figure out what is going on, and in many cases the reader may simply decide it is not worth the effort. Another side effect of verbosity is the tendency to sound overblown, pompous, and evasive.

What better way is to turn off a reader?

It is easy to recommend concision in expression but much harder to figure out how to achieve it. In general, wordy writing has three distinguishing characteristics: weak verbs, ponderous nouns, and lots of prepositional phrases. The three are interconnected. The key to writing clearly and concisely is to use strong active verbs.

This means that you should only use the passive voice when you have a solid reason for doing so. If you look down a page you have written and see that you are relying on forms of the verb be and other weak verbs like seem and appear, you can often boil down what you have written to a fraction of its size by revising with active verbs.

Here is an example: "It is essential to acknowledge that one of the drawbacks to the increased utilization of chapter – time employees is that people who are still engaged full-time by the company are less likely to be committed to the recognition and identification of problems in the production area". This passage has 45 words. We can boil it down to 14 by cutting out the unnecessary words, using active verbs, and using noun modifiers to do the work of prepositional phrases. Using more chapter-time employees often makes full-time employees less willing to report production problems. A certain amount of repetition and redundancy has its uses. It never hurts to thank someone and add that you appreciate what was done.

The recapitulation of the major points in a complicated essay can be a generous service to the reader, not a needless repetition. If you keep focused on what you are trying to accomplish and on what will help your readers or your listeners, you will have less need to remember formal rules of good writing. You will be able to trust your instincts & your ear.

Lexics of Business Letters

From the lexicological point of view isolated words and phrases mean very little. In context they mean a great deal, and in the special context of contractual undertakings they mean everything. Contract English is a prose organised according to plan.

It includes, without limitation, the right but not the obligation to select words from a wide variety of verbal implements and write clearly, accurately, and/or with style.

Two phases of writing contracts exist: in the first, we react to proposed contracts drafted by somebody else, and in the second, which presents greater challenge, we compose our own. A good contract reads like a classic story. It narrates, in orderly sequence that one chapter should do this and another should do that if certain events occur, the outcome will be changed. All of the rate cards charts, and other reference material ought to be ticked off one after another according to the sense of it. Tables and figures, code words and mystical references are almost insulting unless organised and defined.

Without organisation they baffle, without definition they entrap. In strong stance one can send back the offending document and request a substitute document in comprehensible English. Otherwise a series of questions may be put by letter, and the replies often will have contractual force if the document is later contested.

Contract Phrases

Now it appears logical to examine the examples of favourite contract phrases, which will help ease the way to fuller examination of entire negotiations and contracts. A full glossary is beyond reach but in what follows there is a listing of words and phrases that turn up in great many documents, with comments on each one. The words and phrases are presented in plausible contract sequence, not alphabetically.

Whereas

Everyone's idea of how a contract begins. Some lawyers dislike *whereas* and use recitation clauses so marked to distinguish them from the text in the contract.

There the real issue lies; one must be careful about mixing up recitals of history with what is actually being agreed on. On the whole *whereas* is acceptable, but what follows it needs chaptericular care.

It is understood & agreed

On the one hand, it usually adds nothing, because every clause in the contract is *understood and agreed* or it would not be written into it. On the other hand, what it adds is an implication that other clauses are not backed up by this phrase: by including the one you exclude the other. *It is understood and agreed* ought to be banished.

Hereinafter

A decent enough little word doing the job of six (*Referred to later in this document*). *Hereinafter* frequently sets up abbreviated names for the contract chapteries. *e.g. Knightsbridge International Drapes and Fishmonger, Ltd (hereinafter Knightsbridge)*.

Including without Limitation

It is useful and at times essential phrase. Earlier I've noted that mentioning certain things may exclude others by implication.

Thus, *e.g. "You may assign your exclusive British and Commonwealth rights"* suggests that you may not assign other rights assuming you have any. Such pitfalls may be avoided by phrasing such as: *e.g. "You may assign any & all your rights including without limitation your exclusive British & Commonwealth rights"*. But why specify any rights if all of them are included? Psychology is the main reason; people want specific things underscored in the contracts, and "Including Without Limitation" indulges this prediction.

Assignees & Licensees

These are important words which acceptability depends on one's point of view "*Knightsbridge, its assignees and licensees...*" suggests that Knightsbridge may hand you over to somebody else after contracts are signed. If you yourself happen to be Knightsbridge, you will want that chaptericular right and should use the phrase.

Without Prejudice

It is a classic. The British use this phrase all by itself, leaving the reader intrigued. *Without Prejudice* to what exactly? Americans spell it out more elaborately. But if you stick to American way, remember *Including Without Limitation*, or you may accidentally exclude something by implication. Legal rights, for example, are not the same thing as remedies the law offers to enforce them. Thus, the American might write: "*Without prejudice to any of my existing or future rights or remedies...*". This leads to another phrase.

And/or

It is an essential barbarism. In the preceding example I've used the disjunctive *rights or remedies*. This is not always good enough, and one may run into trouble with "*Knightsbridge or Tefal or either of them shall...*". What about both together? "*Knightsbridge & Tefal*", perhaps, followed by *or either*. Occasionally the alternatives become overwhelming, thus and/or is convenient and generally accepted.

Shall

If one says "*Knightsbridge and/or Tefal shall have...*" or *will have...*, legally it should make no difference in the case you are consent in using one or the other.

Shall is stronger than *will*. Going from one to another might suggest that one obligation is stronger somehow than another. Perhaps, one's position may determine the choice. *You shall* is bad form.

Understanding

It is a dangerous word. If you mean agreement you ought to say so. If you view of affairs that there is no agreement, *understanding* as a noun suggests the opposite or comes close to it. It stands, in fact, as a monument to unsatisfactory compromise. The softness of the word conjures up pleasing images. *In accordance with our understanding...* can be interpreted in a number of ways.

Effect

Here is a little word which uses are insufficiently praised. Such a phrase as *We will produce...* is inaccurate, because the work will be subcontracted and the promise-maker technically defaults. Somebody else does the producing. Why not say "*We will produce or cause to be produced...*"? This is in fact often said, but it jars the ear. Accordingly "*We will effect production...*" highlights the point with greater skill.

Idea

This word is bad for your own side but helpful against others. Ideas as such are not generally protected by law. If you submit something to a company with any hope of reward, you must find better phrasing than *my idea*. Perhaps, *my format* or possibly *my property* is more appropriate. Naturally, if you can develop an idea into a format or protectable property, the more ambitious phrasing will be better justified.

As between us

It is useful, because people are always forgetting or neglecting to mention that a great many interests may be involved in what appears to be simple dialogue.

I reserve control over... and *You have the final power of decision over...* sound like division of something into spheres, but frequently *I* am in turn controlled by my investors and *You* - by a foreign parent company, making the language of division inaccurate. Neither of us really controls anything, at least ultimately. Thus it will be useful to say, *As between us, I control...* and so on.

Spanning

Time periods are awkward things: "*... for a period commencing August, 1 and expiring November, 15..*" is clumsy; "*.. from August, 1 to November,15...*" is skeletal when informing how long a contract obligation endures. But during chaptericular time periods one may be reporting for work, for example, three days out of every five, or doing something else that is within but not completely parallel to the entire time period involved. A happy solution is the word *Spanning*. It goes this way: "*Throughout the period spanning August, 1 - November, 15 inclusive you will render services as a consultant three days out of every five.*"

It will be useful to put *inclusive* at the end for without it you may lose the date, concluding the period being spanned.

Negotiate in good faith

The negotiators have worked until late at night, all points but one have been worked out, the contract will never be signed without resolution of some chaptericular impasse.

What is there to do? Agree to *Negotiate in Good Faith* on the disputed point at later time. This is done frequently, but make no mistake about the outcome. The open point remains open. If it happens to be vital you may have no contract at all. *Negotiate in Good Faith* is one of those evasions that must be used sparingly. At the right time it prevents collapse, at the wrong time it promotes it.

Confirm

It suggests, of course, that something has been agreed upon before. You are writing now only to make a record of it. "*I write to confirm that you admit substantial default in delivery*" Frequently we encounter it in ordinary correspondence: *Confirming your order*, *Confirming the main points of our agreement*, and so on.

Furnish

It is a handy word which usefulness lies in the avoidance of worse alternatives.

Suppose you transact to deliver a variety of elements as a package.

Deliver leaves out, even though it may well be implied, the preliminary purchase or engagement of these elements; at the other end it goes very far in suggesting responsibility for getting the package unscathed to where it belongs.

Alternatives may go wrong, slightly, each with its own implications. *Assign* involves legal title; *give* is lame and probably untrue; *transmit* means send.

Thus, each word misses some important – detail or implies unnecessary things. *Furnish* is sometimes useful when more popular words fall short or go too far. It has a good professional ring to it as well: "*I agree to furnish all of the elements listed on Exhibit A annexed hereto and made chapter hereof by incorporation.*" Who is responsible for non-delivery and related questions can be dealt with in separate clauses. *Furnish* avoids jumping the gun. It keeps away from what ought to be treated independently but fills up enough space to stand firm. The word is good value.

Solely on condition that

One of the few phrases that can be considered better than its short counterchapters. Why not just "if"? Because "if" by itself leaves open the possibility of open contingencies: "*If Baker delivers 1,000 barrels I will buy them*" is unclear if you will buy them only from Baker. Therefore what about *only if*? Sometimes this works out, but not always. "*I will buy 1,000 barrels only if Baker delivers them*" is an example of *only if* going fuzzy. One possible meaning is "not more than 1,000 barrels" with *only* assimilated with the wrong word. Here then a more elaborate phrase is justified. "*I will buy 1,000 barrels solely on condition that Baker delivers them*" makes everything clear.

Right but not obligation

One of the most splendid phrases available. Sometimes the grant of chaptericular rights carries with it by implication a duty to exploit them. Authors often feel betrayed by their publishes, who have various rights *but do nothing about them*. Royalties decrease as a result; this situation, whether or not it reflects real criminality, is repeated in variety of industries and court cases. Accordingly it well suits the guarantee of rights to make clear at the very beginning that he may abandon them.

This possibility is more appropriately dealt with in separate clauses reciting the consequences. Still, contracts have been known to contain inconsistent provisions, and preliminary correspondence may not even reach the subject of rights. A quick phrase helps keep you out of trouble: *The Right but not obligation*. Thus, "*We shall have the Right but Not Obligation to grant sublicenses in Austria*" (*But if we fail, we fail*). Even this magic phrase has its limitations because good faith may require having a real go to exploiting the rights in question. Nevertheless *Right but not obligation* is useful, so much so as to become incantation and be said whenever circumstances allow it.

Exclusive

It's importance in contract English is vast, and its omission creates difficulties in good many informal drafts. Exclusivity as a contract term means that somebody is barred from dealing with others in a specified area. Typically an employment may be exclusive in that the employee may not work for any one else, or a license may be exclusive in the sense that no competing licenses will be issued. Antitrust problems cluster around exclusive arrangements but they are not all automatically outlawed. It follows that one ought to specify whether or not exclusivity is chapter of many transactions. If not, the phrase *nonexclusive* does well enough.

On the other hand, if a consultant is to be engaged solely by one company, or a distributorship awarded to nobody else except X, then "*exclusive*" is a word that deserves recitation.

Exclusive right but not obligation is an example that combines two phrases discussed here.

The linking of concepts is a step in building a vocabulary of contract English.

Subject to

Few contracts can do without this phrase. Many promises can be made good only if certain things occur. The right procedure is to spell out these plausible impediments to the degree that you can reasonably foresee them. E.g.: *Subject to circumstances beyond our control. We will deliver these subject to our receiving adequate supplies;*

Our agreement is subject to the laws of Connecticut;

Repeat. This word is often used in cables to emphasize a negative.

e.g. *Do not REPEAT not send order 18551.*

Or to emphasize an important detail. e.g. *Flight delayed by six REPEAT six hours.*

Foreign Esoteric Word

Every now and then a scholarly phrase becomes accepted in business usage.

Pro rate and *pari passu* are Latin expressions but concern money. *Pro rata* proves helpful when payments are to be in a proportion reflecting earlier formulas in a contract.

Pari passu is used when several people are paid at the same level or time out of a common fund. Latin, however, is not the only source of foreign phrases in business letters. *Force majeure* is a French phrase meaning circumstances beyond one's control.

English itself has plenty of rare words. One example is *eschew*; how many times we see people struggling with negatives such as "and we agree not to produce (whatever it is) for a period of X". The more appropriate phrase would be *we would eschew production*.

But here it should be mentioned that not everyone can understand such phrases.

Therefore rare words should be used only once in a long while. Those who uses them sparingly appears to be reliable.

Exercise 1. Using the phrases draw up some dialogues.

ABBREVIATIONS

Abbreviations can be useful because they are quick to write and easy to read. But both chapters need to know what the abbreviations stand for. The International Chamber of Commerce uses a set of terms for delivery in overseas contracts – these are called *Incoterms*.

c.i.f. – cost, insurance, freight. If consignment is to be delivered according to c.i.f., then the supplier insures the goods and pays for the whole delivery.

f.o.b. – free on board. If consignment is to be delivered according to f.o.b., then the supplier pays for transportation to port, steamer or air shipment and dispatch; and the customer pays for onward transportation and insurance.

f.o.r. – free on rail. It is the same as f.o.b., but for railway transportation.

c & f – cost and freight. If consignment is to be delivered according to c & f, then the supplier pays for the whole delivery and the customer - for insurance.

CPT (Carriage Paid To) named place of destination

Delivery happens when goods are given to the carrier (if more than one, the first carrier, or a freight forwarder). The seller pays the costs of delivery to the named place and the buyer's risks start from here.

CIP (Carriage & Insurance Paid) named place of destination. Delivery occurs, as in CPT with the buyer's risks being the same. The only change is the exporter pays the cost of cargo insurance.

DAF (Delivery at Frontier) named place. Delivery happens when the buyer gets the goods at a named place on the frontier, cleared for export, but not cleared for import.

The buyer assumes risks from here. The exporter pays all the costs to this point, but does not pay for unloading or import clearing charges.

DES (Delivery Ex Ship) named port of destination

Delivery happens when buyer gets goods at named port. He then assumes all risks, but the exporter pays all costs to that point, but not unloading or import clearance.

DEQ (Delivery Ex Quay – Duty Paid) named port of destination. Delivery happens when the buyer gets the goods on his/her quay (dock) and assumes all risks from that point.

DES and **DEQ** can only be used for sea and inland waterways.

DDU (Delivery Duty Unpaid) named place of destination. Delivery takes place when the buyer gets the goods at the named place in the importing country and takes all the risks thereafter. The seller pays all costs to this point, but not duties and taxes.

DDP (Delivery Duty Paid) named place of destination. Delivery happens as in DDU, with the buyer taking the same risks. The seller pays all costs to this point including duties & taxes.

Ex-Works (EXW) from the factory or warehouse. Seller packs and prepares goods for dispatch with delivery taking place at his/her factory or warehouse. The buyer now takes all transit risks.

FCA (Free Carrier) named place e.g. where the carrier – the plane or ship etc., pick up goods. Delivery occurs when the seller gives the goods to the carrier (airline, shipping company, or freight forwarder) who is named by the buyer. The seller will pay all the costs up to the point, including export formalities and licences. From this point the buyer takes the risks for the goods and transit.

FAS (Free Alongside Ship) with port of shipment named e.g. where the goods are leaving from. Delivery occurs alongside the ship named by the buyer at the named port of the shipment. The buyer has the expense of loading. The seller pays costs up to and including delivery alongside the ship, including all documentation.

SOME FURTHER FEATURES OF A BUSINESS LETTER

Private & confidential

This phrase may be written at the head of a letter above salutation; more importantly on the envelope, in cases where the letter is intended only for the eyes of the named recipient. There are many variations of the phrase – *Confidential*, *Strictly Confidential* – but little difference in meaning between them.

Subject Title

Some firms open their letters with a subject title (beneath the salutation). This provides a further reference, saves introducing the subject in the first paragraph, immediately draws attention to the topic of the letter, and allows the writer to refer to it throughout the letter.

It is not necessary to begin the subject title with *Re*: e.g. *Re: Application for the post of typist*. Postscript should be used as an emergency not as a normal conclusion only when information to be conveyed comes to hand after the letter proper has been completed. Otherwise it is a sign of bad construction of the letter.

Postscript is abbreviated to P.S. An additional postscript is labelled P.P.S.

+ c.c. (= carbon copies) is written, usually at the end of the letter, when copies are sent to people other than the named recipient.

+ b.c.c. (=blind carbon copies) is written at the copies themselves, though not, on the top copy, when you do not want the named recipient to know that other people have received the copies as well.

Exercise 1. Explain the rules and manners of a business letter.

Exercise 2. Translate the information Business letters: where to begin below.

Reread the description of your task (for example, the advertisement of a job opening, instructions for a proposal submission, or assignment prompt for a course).

Think about your purpose and what requirements are mentioned or implied in the description of the task. List these requirements. This list can serve as an outline to govern your writing and help you stay focused, so try to make it thorough.

Next, identify qualifications, attributes, objectives, or answers that match the requirements you have just listed. Strive to be exact and specific, avoiding vagueness, ambiguity, and platitudes. If there are industry- or field-specific concepts or terminology that is relevant to the task at hand, use them in a manner that will convey your competence and experience.

Avoid any language that your audience may not understand. Your finished piece of writing should indicate how you meet the requirements you've listed and answer any questions raised in the description or prompt.

Exercise 3. Translate the words and phrases & sentences with the keyword « confidence».

Confidence; to enjoy (have) smb.'s confidence; to gain (win) smb.'s confidence; to tell smth. in confidence; confidence level; confidence indicator; confidence factor; to enjoy confidence; in confidence; to express confidence; confident; confident market; confidential; confidential information; strictly confidential.

He had perfect confidence in her ability to succeed. She's a good student but she lacks confidence in herself. We had every confidence in the staff. How can anyone say with confidence that the recession is over? I will show you the report in confidence. His record on ceasefires inspires no confidence. I always thought the worst of myself and had no confidence whatsoever.

APPLICATION LETTERS

Many people believe that application letters and cover letters are essentially the same. For purposes of this handout, though, these kinds of letters are different.

The letter of application is a sales letter in which you market your skills, abilities, and knowledge. A cover letter, on the other hand, is primarily a document of transmittal. It identifies an item being sent, the person to whom it is being sent, and the reason for its being sent, and provides a permanent record of the transmittal for both the writer and the reader.

When writing an application letter, remember that you probably have competition. Your audience is a professional who screens and hires job applicants – someone who may look through dozens or even hundreds of other applications on the day she receives yours.

The immediate objective of your application letter and accompanying resume is to attract this person's attention. Your ultimate goal is to obtain an interview. As you write your application letter, be sure you complete three tasks: catch the reader's attention favorably, convince the reader that you are a qualified candidate for the job, and request an interview.

Application letter checklist:

- Identify the job by title and let the recipient know how you heard about it.
- Summarize your qualifications for the job, specifically your work experience, activities that show your leadership skills, and your educational background.
- Refer the reader to your enclosed resume.
- Ask for an interview, stating where you can be reached and when you will be available. If your prospective employer is located in another city and you plan to visit the area, mention the dates for your trip.
- If you are applying for a specific job, include any information pertinent to the position that is not included in your resume.

To save your reader time and to call attention to your strengths as a candidate, state your objective directly at the beginning of the letter.

Example: *I am seeking a position as a manager in your Data Center. In such a management position, I can use my master's degree in information systems and my experience as a programmer/analyst to address business challenges in data processing.*

If you have been referred to a company by one of its employees, a career counselor, a professor, or someone else, mention that before stating your job objective.

Example: *During the recent ARRGH convention in Washington, D.C., one of your sales representatives, Dusty Brown, informed me of a possible opening for a manager in your Data Center. My extensive background in programming and my master's degree in information systems make me highly qualified for the position.* In subsequent paragraphs, expand on the qualifications you mentioned in your opening. Add any appropriate details, highlighting experience listed on your resume that is especially pertinent to the job you are seeking.

Close with a request for an interview. Proofread your letter carefully. Two sample letters of application are presented below. The first letter is by a recent college graduate responding to a local newspaper article about the company's plan to build a new computer center. The writer is not applying for a specific job opening but describes the position he seeks. The second letter (Sample 2) is from a college senior who does not specify where she learned of the opening because she is uncertain whether a position is available.

Exercise 1. After reading the text try to understand the application letters & cover letters.

Sample 1

Dear Human Resources Director:

I just read an article in the *News and Observer* about Taylor's new computer center just north of Durham. I would like to apply for a position as an entry-level programmer at the center.

I understand that Taylor produces both in-house and customer documentation. My technical writing skills, as described in the enclosed resume, are well suited to your company. I am a recent graduate of DeVry Institute of Technology in Atlanta with an Associate's Degree in Computer Science. In addition to having taken a broad range of courses, I served as a computer consultant at the college's computer center where I helped train users to work with new systems.

I will be happy to meet with you at your convenience and discuss how my education and experience match your needs. You can reach me at my home address, at (919) 233-1552, or at krock@devry.alumni.edu.

Sincerely,

Raymond Krock

Sample 2

Dear Ms. Jones:

I am seeking a position in your engineering department where I may use my training in computer sciences to solve Taylor's engineering problems.

I would like to be a part of the department that developed the Internet Selection System but am unsure whether you have a current opening.

I expect to receive a Bachelor of Science degree in Engineering from North Carolina State University in June and by that time will have completed the Computer Systems Engineering Program.

Since September 2010, I have been participating, through the University, in the Professional Training Program at Computer Systems International in Raleigh. In the program I was assigned to several staff sections as an apprentice. Most recently, I have been a programmer trainee in the Engineering Department and have gained a great deal of experience in computer applications. Details of the academic courses I have taken are included in the enclosed resume. If there is a position open at Taylor Inc., please let me know whom I should contact for further information. I look forward to hearing from you soon. I may be reached at my office. *Sincerely, Rebecca Brock*

Exercise 1. Analyze the information, which is in the highlight, and use it in practice.

Exercise 2. Explain the notion on basic body of a business letter.

For block format, all the paragraphs are single spaced.

There is a blank line between each new paragraph.

Don't indent paragraphs for block format.

Don't be too wordy. Know what you need to say and say it in a brief, intelligent way.

Remember your audience. Be formal and polite. Make good word choices.

Formatting business letter

Block format is the most common format used in business today. With this format nothing is centred. The sender's address and the recipient's address the date and all new paragraphs begin at the left margin.

COVER LETTERS

As mentioned previously, application letters and cover letters are not the same.

A cover letter identifies an item being sent, the person to whom it is being sent, and the reason for its being sent. A cover letter provides a permanent record of the transmittal for both the writer and the reader. In a cover letter, keep your remarks brief.

Your opening should explain what you are sending and why. In an optional second paragraph, you might include a summary of the information you are sending. A letter accompanying a proposal, for example, might point out sections in the proposal that might be of particular interest to the reader. The letter could then go on to present a key point or two explaining why the writer's firm is the best one for the job. The closing paragraph should contain acknowledgements, offer additional assistance, or express the hope that the material will fulfill its purpose. The following are examples of cover letters.

A *cover letter, covering letter, motivation letter, motivational letter or a letter of motivation* is a letter of introduction attached to, or accompanying another document such as a résumé or curriculum vitae. Job seekers frequently send a cover letter along with their CV or employment application as a way of introducing themselves to potential employers and explaining their suitability for the desired position. Employers may look for individualized and thoughtfully written cover letters as one method of screening out applicants who are not sufficiently interested in their position or who lack necessary basic skills. Cover letters are typically divided into three categories:

- The application letter or invited cover letter which responds to a known job opening.
- The prospecting letter or uninvited cover letter which inquires about possible positions.
- The networking letter, which requests information & assistance in the sender's job search.

Cover letters are generally one page at most in length, divided into a header, introduction, body, and closing.

- *Header.* Cover letters use standard business letter style, with the sender's address and other information, the recipient's contact information, and the date sent after either the sender's or the recipient's address. Following that is an optional reference section ("RE: Internship Opportunity at Global Corporation") and an optional transmission note ("Via Email to jobs@example.net"). The final part of the header is a salutation ("Dear Hiring Managers").

- *Introduction.* The introduction briefly states the specific position desired, and should be designed to catch the employer's immediate interest.

- *Body.* The body highlights or amplifies on material in the resume or job application, and explains why the job seeker is interested in the job and would be of value to the employer. Also, matters discussed typically include skills, qualifications, and past experience. If there are any special things to note such as availability date, they may be included as well.

- *Closing.* A closing sums up the letter and indicates the next step the applicant expects to take. It may indicate that the applicant intends to contact the employer, although many favor the more indirect approach of simply saying that the applicant will look forward to hearing from or speaking with the employer. After the closing is a valediction ("*Sincerely*"), and then a signature line. Optionally, the abbreviation *ENCL* may be used to indicate that there are enclosures.

Exercise 1. Add some information & make up a small report and give a talk in class.

Exercise 2. Read the text & pick up the essential details in the form of quick notes.

TECHNICAL LAYOUT OF A BUSINESS LETTER

There are five means of layout of a business letter across

- fully assembled
- assembled
- semi-assembled
- right-angled
- reductive

Fully assembled mode: all parts of a letter begin from the edge of the left field. This is the fastest and traditional mode.

Assembled mode: All parts of a letter begin from the edge of the left field, except the date, politely compliments, title of the company, and name of the author, that are typed from vertical line of the page. The concrete addressee and the subject of the letter also can be typed from the center of the page.

Semi-assembled mode: layout is as well as in the second type, except that each indent begins from the indent line.

Letters used to be and still are means of communication, which is not easy to learn and is still more difficult to be super in writing perfect letters.

NATIONAL ORGANIZATION OF RETIRED PERSONS
Freeport High School
Freeport, Vermont 66622

October 14, 20__

Dear Mrs. Stravinsky,

Subject: Guest Lecture

The members of the Freeport **chapter** of the National Organization of Retired Persons would indeed be interested in a lecture on "The Social Security Act: What It Means to You". Therefore, **with much appreciation**, I accept your offer to address our club.

The NORP meets every Tuesday at 8 P.M. in the auditorium of Freeport High School. The programs for our meetings through November 20th have already been established. However, I will call you in a few days **to schedule** a date for your lecture for the first Tuesday after the 20th that **meets your convenience**.

The membership and I look forward to your lecture on a topic so important to us all.

Sincerely yours,

NATIONAL ORGANIZATION OF RETIRED PERSONS

Henry Pursell

President

Exercise 1. Write a small essay on the topic on the letter writing nowadays and in the past.

Exercise 2. Read and translate the letter paying attention to italic phrases.

Exercise 3. Transfer the given information from the passages onto a table.

No	Activity			
	Notion	When	Where	Score
1.				

ROUGHSONS ELECTRONICS
21 Mead Road
Swansea, Glamorgan 3ST1DR

January 15, 20__

Dear Mr. Brown,

Thank you for **inquiry** about our new tape-recorder. I am enclosing our brochure, which gives general information about the product.

In answer to your specific questions:

1. It costs J300 + **VAT** at 13.5%.

1. We offer a **discount** of 5% on orders of 5 units or more.

2. We will be able to deliver your order within 10 days of receiving it.

4. Unless you already have an account with us, we will require payment with your order. If you have any further questions, please do not hesitate to contact me. *Sincerely Yours,*

Robert Roughson General Manager

STATE CHAMBER OF COMMERCE

Preston New Road
Denver, Colorado 61043

July 14, 20__

Dear Mr. Bennett,

Subject: Request for Marketing Information

Thank you for your letter of 2 July. The **provision** of a **list** of commercial and industrial **wholesalers** and distributors will constitute a **chargeable** enquiry. The approximate cost of this service will be \$300. The list will be sent to you approximately six weeks from the date of payment receipt. If you wish **to pursue** the inquiry, you should contact the nearest branch of our information department. I should be grateful if you could send trade literature on your products and company. *Faithfully yours,* *Tony Dillman Office Manager*

JASONS COAL MINING LTD.

Dear Mr. Simpson,

Thank you for **advising** us that you never received the 14 tons of coal covered on your purchase order No. 1239 dated 5 April 2000. The coal was shipped on 16 April 2000. A **tracer** is being initiated and we will **notify** you as soon as the information becomes available.

If we are unable to determine the status, we will immediately release a duplicate shipment.

We are sorry for this situation and assure you of our prompt attention.

Yours sincerely *Emily Snake* *Shipment Department*

UNITED DENTAL CARE CORP

Claim on Toothpaste Quality

It is upsetting to learn that you have problems with our toothpaste.

Tony Wednesday Mailer, our representative, will meet you on morning, 15 November **to investigate** the problem. He will take the **samples**, which will be forwarded to our Quality Control Department for analysis. We assure you that the problem will be promptly resolved to your satisfaction. Please accept our apologies for **inconvenience**. *Michael Rainbow, Vice-President*

Right-angled mode: It is as well as the first type, but the date begins in the same line as the address from the right side and ends at the right field. Initials of the author and performer, list of enclosures are written at the end of the letter in the lines where there is a signature, name and title of the writer. If you unite the extreme points of the letter, you can receive a rectangle. This mode can allow to you to write a long letter on one page.

Remember: the length of the line should have no less than 50 signs not to allow the different positions of the letter to interflow.

Reductive mode: horizontal stuff is located as well as in the first type of the letter.

There arent any greetings and complements; the subject of the letter is written in capital letters; the word subject isn't written at all; the name and post and title of the author is as well written in capital letters. This mode is very reductiv and economical, but very impersonal. So, you should mention the name of the addressee in the content of the text at least once.

FRANKLIN & GORDON OFFICE SUPPLIES, INC

72-01 Lefferts Boulevard
Rego Park, New York 11206

Dear Mr.Nathan,

We appreciate your interest in Franklin and Gordon **office supplies** and are delighted to send you the information you requested:

Ruled ledger paper, by the ream only, costs \$25; with the **purchase** of six or more reams, the price is reduced to \$22 per ream, a saving of at least \$18.

Black, reinforced ledger **binders** are \$14 each; with **the purchase** of six or more binders, the price is only \$12 each, a savings of at least \$12. Because we are the manufacturers of many other fine office supplies, ranging from ballpoint pens to promotional novelties, we have enclosed for your consideration a copy of our current catalog. Should you decide to place **an order**, you may use the convenient order form in the center of the catalog.

Please let us know if we may be of further assistance. *Sincerely yours, Franklin and Gordon Office Supplies, Inc. George Gillian Customer Service Manager* Enclosure

Exercise 1. Read and translate the letter paying attention to italic phrases.

Exercise 2. Translate the passages into English.

Стиль делового письма

Стиль делового письма так же важен, как и правильное его оформление, безупречность с точки зрения грамматики и орфографии. Наиболее типичная, характерная ошибка – это придание деловому письму чрезмерной официальности:

As per your request, please find enclosed herewith a check in the amount of \$17.

Согласно Вашей просьбе к настоящему письму прилагается чек на сумму \$17.

Такие выражения, как *herewith* и *as per*, ничего не добавляя к содержанию высказывания, делают его сухим и трудно воспринимаемым. Поэтому при написании делового письма лучше забыть, что оно деловое. Несмотря на то, что в большей или меньшей степени письмо – это всегда официально, оно должно быть написано естественным языком. Приведенная выше фраза, с учетом этого требования, примет следующий вид:

As you requested, I am enclosing a check for \$17.

По Вашей просьбе прилагаю чек на \$17. Второй вариант одной и той же фразы не только звучит более дружественно, но в то же самое время он и точнее.

Notes

If the letter have got any special information (figures), they are framed up by special indent – with indentation of five blanks on the right and on the left as well by intervals in one line from the top and from the bottom.

Сравните примеры двух писем одного и того же содержания. Судите сами, почему одно из них звучит сухо и неестественно, а при чтении другого нет такого ощущения.

Variant 1

Dear Mr. Smith,

With reference to your order for a Sony VCR, we **are in receipt of** your check and are returning same. I beg to inform you that, as a manufacturer, our company sells camers to dealers only. **In compliance with** our wholesale agreements, **we deem it best to** refrain from direct business with private consumers. For your information, there are many retailers in your vicinity who carry Sone VCR.

Attached please find a list of said dealers. Hoping you understand. *Your truly,*

Notes

with reference to – по отношению

incompliancewith – в соответствии

to be in receipt of – (офиц.) получать

I beg to inform you – уполномочен Вас уведомить

we deem it best to refrain from – мы полагаем, лучше воздержаться от

Variant 2

Dear Mr. Smith,

We have received your order for a Sony VCR but, unfortunately, must return your check.

As a manufacturer, we sell cameras only to dealers, with whom we have very explicit wholesale agreements. Nevertheless, we sincerely appreciate your interest in Sony products. We are therefore enclosing a list of retailers in your community who carry a full line of our cameras. Anyone of them will be happy to serve you.

Sincerely yours, John Knight Sales manager

Другой не менее существенный принцип, которому нужно следовать при написании делового письма, заключается в том, что независимо от его содержания оно всячески должно показывать ваше уважение к получателю. Не забывайте в деловой переписке чаще добавлять такие простые фразы, как *please, thank you*. Чем чаще вы употребляете в переписке такие фразы, как *We are sorry, I appreciate*, тем прочнее и результативнее будут ваши взаимоотношения с партнером.

Помните о тактичности и в том случае, если ваше послание неприятно для получателя. Никогда в деловой переписке не употребляйте *обвинительных* выражений типа *your error, your failure*. Их можно обойти следующим образом: 1. Because you have refused to pay your long overdue bill, your credit rating is in jeopardy. 2. Because the \$630 balance on your account is now over ninety days past due, your credit rating is in jeopardy.

Несмотря на то, что во втором варианте предупреждения содержится та же самая информация, что и в первом, оно воспринимается более позитивно благодаря тому, что там нет непосредственного обращения к получателю.

Письмо будет звучать более тактично и вежливо, если при его чтении у получателя возникает впечатление, что вы разделяете его реакцию на определенные факты, излагаемые в письме. В том случае, если вы употребляете в письме на английском языке местоимения *I, We*, помните о трех моментах: Используйте *I* в том случае, если речь идет только о вас лично (или о человеке, который подпишет письмо). *We* – когда вы говорите от имени компании. Но не используйте имя компании или выражение *our company*, это сделает ваше письмо слишком сухим и официальным. Ведь когда вы пишете письмо о себе, то крайне редко употребляете свое имя, не считая тех случаев, когда подписываетесь. Кроме того, будьте осторожны с использованием имени получателя. Может показаться, что чем чаще оно употребляется, тем более личным будет письмо. На самом деле, письмо примет несколько снисходительный оттенок.

Учитывая все вышесказанное, обратите внимание на те выражения, которых следует избегать при написании делового письма.

According to our records; acknowledge receipt of; as to, with reference to, with regard to, with respect to; at hand, on hand; attached please find, attached hereto, enclosed herewith, enclosed please find; beg to inform, beg to tell duly; for your information; hereby, heretofore, herewith; I have your letter; I wish to thank, may I ask in; in due time, in due course of time; in receipt of; in the near future; in view of; our Mrs; Campbell; permit me to say; pursuant to; thank you again; thank you in advance; thereon. Сравните два письма, сообщающих, что вы не можете открыть кредит клиенту. В одном информация излагается сухо и сдержанно, в другом же вы сочувствуете адресату.

Variant 1

Dear Mrs. Biggs,

Having conducted our standard **credit investigation**, we have concluded that it would be unwise for us **to grant you credit** at this time. We believe that the extent of your **current obligations** makes you a bad credit risk. As you can understand, it is in our best interest to grant charge accounts only to those customers with proven ability, to pay. Please accept our sincere regrets and feel free to continue to shop at Alien's **on a cash basis**.
Sincerely yours,

Notes

a credit investigation – анализ платежеспособности

to grant a credit – дать кредит

current obligation – настоящие долги

on a cash basis – за наличные деньги

to turn down an application for credit – отказать в кредите

Variant 2

Dear Mrs. Biggs,

I am sorry to inform you that your application for an Alien's charge account has been **turned down**. Our credit department believes that, because of your current obligations, additional credit might be difficult for you to handle at this time. Your credit reputation is too valuable to be placed in jeopardy.

Перед написанием письма нужно четко представить себе все, что вы хотите сказать. Напишите все самое необходимое и затем закончите письмо. Итак письмо должно быть логически последовательным, полным и точным.

Можно набросать тезисный план. Затем выделить детали, те детали на которые следует обратить внимание. Здесь могут быть самые разнообразные данные: какие-либо факты, причины, объяснения и т.д. Кроме того, постарайтесь написать письмо так, чтобы оно получило желаемый эмоциональный отклик. Словом, сделайте все возможное, чтобы получить ответ, на который вы рассчитываете. И, с другой стороны, не старайтесь быть многословными. Если письмо получилось коротким, подавите соблазн сделать его длиннее. Не возвращайтесь к одной и той же мысли два раза. Помните, что, дополняя письмо информацией, не имеющей никакого отношения к главной, вы тем самым ослабляете его основную идею.

Variant 1

Dear Mrs. Rodriguez,

I am very pleased with the invitation that I received from you inviting me to make a speech for the National Association of Secretaries on June, 11. Unfortunately, I regret that I cannot attend the meeting on June 11. I feel that I do not have sufficient time to prepare myself because I received your invitation on June 3 and it is not enough time to prepare myself completely for the speech. *Yours truly,*

Notes

to regret – сожалеть *sufficient* – достаточный

to give a bit more notice – предупредить заранее

Variant 2

Dear Mrs. Rodriguez,

I am pleased with the invitation to speak to the National Association of Secretaries. Unfortunately, I cannot attend the meeting on June 11.

I feel that I will not have sufficient time to prepare myself because I received your invitation on June 3. I will be happy to address your organization on another occasion if you would give me *a bit more notice*. Best of luck with your meeting. *Sincerely yours,*

Exercise 1. Compare patterns of two letters. In the second one we succeeded to replace verbose phrases with more short.

Exercise 2. Comment on the given details about given information.

Exercise 3. Remember useful phrases below.



Instead of ...	Use ...
advise, inform	say, tell, let us know
along these lines, on the order of	like, similar to
as per	as, according to
at an early date, at your earliest convenience	soon, today, next week, a specific date
at this time (writing), at the present time	now, at present
check to cover	check for
deem	believe, consider because
due to the fact that, because of the fact that	because
favor, communication	letter, memo, et al.
for the purpose of	for
forward	send
free of charge	free
in accordance with	according to
in advance of, prior to	before
in compliance with	as you requested
in rare	regarding, concerning
in the amount of	for
in the event that	in, in case
kindly	please
of recent date up to this writing	recent until now
party	person, a specific name
said	not to be used as an adjective
same	not to be used as a noun
subsequent to	after, since

CATEGORIES OF BUSINESS LETTERS

Business letters can be divided into two broad categories, based on the intended recipient: **business-to-business letters** and **business-to-customer letters**.

It is important to note that a lot of confusion exists as to what are true business letters and what are NOT business letters. For example, a *cover letter* for a resume or c.v. is NOT a business letter – it is a personal employment-related letter. On the other hand, a *cover letter* used to transmit a report or a legal document IS a business letter.

Letters that some people loosely define as business letters which are NOT business letters at all include: resume cover letters, personal character and job reference letters, complaint letters, letters to landlords, personal thank you letters, resignation letters, job inquiry and application letters; and other letters of a personal nature such as letters of apology, congratulations, invitation, and condolence, among others.

Business-to-business letters are letters that businesses send in *normal* business situations, including internal correspondence. The term *business* is used here in the broad sense to include any kind of enterprise, for-profit or non-profit, for which activities focus on the creation and/or delivery of a good or service to customers. "Customer" refers to any recipient of a good or service delivered by a business. The links below will take you to typical sample letter templates for each of the two main categories of business letters:

Appreciation letter - thanking a conference speaker.

Business introduction letter - introducing yourself and/or a service.

Business letter - confirmation follow-up after business meeting.

Business memorandum - internal memorandum to employee.

Business thank you letter - to another company for assistance.

Congratulations letter - to a former employee.

Contract letter - request to expedite payment.

Contract letter - notification of audit.

Cover letter - transmit annual report to a business.

Donation letter - typical fundraising solicitation letter.

Fundraising letter - request business donation for school project.

Invitation letter - invite conference speaker.

Letter of commendation - commend an employee.

Letter of credit - construction project guarantee.

Letter of introduction - to introduce professional contact.

Letter of interest - to participate in a project.

Letter of recognition - to recognize and thank a speaker.

Letter of reference - business customer reference.

Performance evaluation letter - medical residency candidate.

Recommendation letter - former employee - marketing job.

Reference letter - former employee - sales job.

Sympathy letter - death of long-time employee.

Termination letter - when terminating an employee.

Exercise 1. Analyze the first & the second category of business letters.

Business-to-customer letters are defined as typical letters that businesses send to their customers under normal operating circumstances. The term "business" is used here in the broad sense to include any kind of enterprise, for-profit or non-profit, which activities focus on the creation and/or delivery of a good or service to customers. "Customer" refers to any recipient of a good or service delivered by a business, including internal customers. The following links go to real-life templates for the most requested business-to-customer letters:

- Apology letter - customer service error.
- Collection letter - third notice letter in a standard series.
- Contract letter - request for more information.
- Cover letter - transmit franchise application forms.
- Donation letter - hospital fundraising campaign.
- Follow-up letter - after customer's initial visit.
- Invoice letter template - for professional services.
- Letter of acceptance - mortgage application accepted.
- Letter of appreciation - to special customer list.
- Letter of condolence - death of customer and friend.
- Letter of invitation - for special event.
- Letter of rejection - turned down for loan.
- Marketing letter - to promote a conference event.
- Rejection letter - to unsuccessful job applicant.
- Sales letter - to promote a product or service.
- Welcome letter - to welcome a new customer.

Exercise 2. Look at the verbose phrases and pay attention how you can replace them.

Exercise 3. Add some information & make up a small report and give a talk in class.

Exercise 4. Analyze the information, which is in the highlight, and use it in practice.

Instead of...	Use...	Instead of...	Use...
and et cetera	etc.	enter into	enter
as otherwise	otherwise	forward by post	mail
at about	about	have a tendency to	tend to
attached hereto	attached	in many instances	often
avail oneself of	use	in the amount of	for
be of the opinion	believe	in the matter of	about
both alike	alike	in the process of being	being
both together	together	in this day and age	nowadays
check into	check	inform of the reason	tell why
connect up	connect	letter under date of	letter of
continue on	continue	letter which regard to	letter about

CORRESPONDENCE ON BUSINESS SITUATIONS

Letter of Inquiries

An inquiry is sent when a businessman wants some information, especially

- about the supply of goods;
- leaflets or catalogues;
- quotation or prices;
- samples;
- terms and discounts;
- availability of goods;
- delivery times and deadlines;
- method of transport;
- insurance.

A businessman will save unnecessary correspondence by giving full details that are relevant. If a prospective customer approaches suppliers for the first time, it is useful what purpose they are required. In this case the customers of long standing or repeat orders, the inquiry may be very simple. Often a phone call or a postcard will do.

MATTHEWS & WILSON

October 21, 20__

Gentlemen:

We saw your women's dresses and suits at the London Fashion Show held in New York on October 17. The lines you showed for teenagers, the *Swinger* dresses and trouser suits would be most suitable for our market. Would you kindly send us your quotation for spring and summer clothing that you could supply to us by the end of January next. We would require 2,000 dresses and suits in each of the sizes 10-14, and 500 in sizes 8 and 16. Please quote c.i.f. Chicago prices. Payment is normally made by letter of credit.

Thank you for an early reply. *Very truly yours,* P. Wilson, Jr. Buyer

MAHONEY & MILLMAN, INC

Dear Sirs,

We intend to purchase a new office **copier** before the end of the **fiscal year**. We would like to consider an RBM copier and wonder if you have a model that would suit our needs.

Our office is small, and a copier would generally be used by only three secretaries. We run approximately 3,000 copies a month and prefer a machine that uses regular paper. We would like **a collator**, but rarely need to run off more than 25 copies at any one time.

We would also like to know about your **warranty** and repair service.

Since our fiscal year ends June 30, we hope to hear from you soon.

Sincerely yours, William Wilson Office Manager

Notes

copier – копировальная машина

collator – коллатор

to collect debts – собирать долги

fiscal year – финансовый год

warranty – гарантия

Quotations & Offers

The quotation in reply to an inquiry may be a simple one, containing simply the prices and other information asked for. The sales-conscious businessman, however, will take the opportunity to stimulate his correspondent's interest in his goods or services by including a sales message and the assurance that the customer will receive personal attention. *Offers* are also sent without a preceding inquiry when a supplier wants to draw the attention of customers and new customers to a special product or range of goods. A *firm offer* is subject to certain conditions, a deadline for the receipt of orders, or a special price for certain quantities. E.g. (export quotation: firm offer, reply to the first inquiry example)

Sales Letters

Direct advertising, in the form of letters to a selected group of readers, is an effective way to promote sales. Such sales letters should appeal to the potential customer. They should: a) arouse the reader's attention; b) create desire to make use of your offer; c) convince him that these products or services are the best ones for him; d) activate him to place an order. Almost any communication can be used as a sales letter. *Announcements* to customers and others or *important changes* can be used to make your company, your products or services better known to the public, and to attract buyers. E.g.

FARMERS FRUIT PRODUCTS

Dear Sir,

In the field of fruit preserves, English jams marmalades have been regarded as the best for the century and a half. Their reputation is spread by everyone who tastes them: they are recommended by word of mouth to relatives, friends and many prospective customers. English fruit farmers supply FARMERES with the best quality produce from their orchards and gardens. Fresh citrus fruits are imported from Spain and Israel all year round. Please refer to the enclosed price-list, and let us know your requirements on the form attached. You may be able to profit from special terms on your initial order. Delivery can be made shortly after we receive your order. FARMERS look forward to hearing from you soon. *Yours faithfully,*

Order Acknowledgements

In comparison to the correspondence so far, *placing an order* is simple from the point of view of letter-writing. Very often the purchasing department or the buyer fills in an order form, although he may prefer to write a letter to make certain points quite clear. There could be special import regulations, which make it necessary to complete formalities, or he may want to stress delivery instructions or other matters.

Dear Sir,

Enclosing your latest leaflet of the new model of the machine, we have decided to place a trial order with you for 3 machines. As to the delivery date we agree that they should be shipped 2 months after your confirmation of the order. Despatch and making instructions will be given by our forwarding agents in London, who will tell you of their charges. Your invoice should include CIF Odessa, and the amount of our credit is sufficient to cover this and your bank commission. Please tell us by telex when the machines have been despatched.

The supplier sends an *order acknowledgement* promptly, to thank his customer for the order. If prices or delivery times have changed, the customer must be notified. If the goods ordered are no longer available, a substitute may be offered.

ANSWERS TO INFORMATION INQUIRY

Dear Mr. Long,

Thank you for your interest in A & M **equipment**. We are happy to **supply** you with the information you requested. The following prices are quoted **per dozen**. **Individual units** are slightly higher. *Sincerely yours, Mick Burrows Sales Manager*

Notes

equipment – оборудование **to supply** – снабжать **per dozen** – за дюжину

DISPATCH PACKING TRANSPORT

When the supplier has made up the order and arranged shipment, the customer is informed of this in an *advice of dispatch*. This may be done on a special form or in a letter.

Dear Mr. Crane,

We would like to advise you that your order has been shipped on the *SS Marconissa* and should reach you within the next ten days.

Meanwhile our bank has forwarded the relevant documents and sight draft for \$ 1, 445.60 to the Northminster Bank Birmingham. We are sure you will be pleased with the consignment and look forward to your next order. *Yours sincerely, D. Causio*

Payment & Reminders

Customers usually settle their accounts by cheque when payment is due, according to the terms of payment. However, some overlook the date and have to be reminded of the amount outstanding. The first letter is written in a friendly tone, as the delay may have been due to an oversight. When *payment* has not been received in reply to this *reminder*, the creditor will write again in a firmer tone. If the debtor gives no reason for *non-payment* and sends no remittance, the last course is to use the services of a collection agency or to take legal actions. There may be good reasons for a customer's inability to pay. Where possible he should at least make a partial payment, and agree to settle the balance of his account within a reasonable time.

THE MANVILLE CORPORATION

Gentlemen:

In settlement of your invoice No. 20015, we enclose our cheque for \$870. May we add that we are pleased with the way you executed this order. The furniture arrived exactly on time, and could be put on sale without delay. Thank you, *Sincerely yours, William S. Carsons*

LETTERS OF REQUESTS

Dear Sirs,

Please **reserve a double room** with bath for Mrs. Linda Lettman for October 27-29. Mrs. Lettman, **executive** of the Condo Corporation, will arrive at the hotel at approximately 6 p.m. on October 27. While in Evansville, Mrs. Lettman will meet with six members of the local **Chamber of Commerce**. She would, therefore, like to reserve the use of a small conference room for the morning of October 28, from about 9 A.M. until noon.

Please let us know the rates for both Mrs. Lettman's accommodations and the conference room, and **confirm** this reservation. *Truly yours,*

M. Stewart Manager

ATLAS VACUUM CLEANER COMPANY

Dear Mr. Shandy,

We are sorry that you are not completely satisfied with your Atlas Vacuum Cleaner. You are entirely justified in expecting more than four years of reliable use from an Atlas appliance, and we are always eager to service any product that does not for some reason **live up to standard**. We appreciate your giving us the opportunity to examine the damaged vacuum cleaner. According to our service department, the filter had **never** been **replaced** although the **owner's manual** advises replacement every few months. As a result, the motor itself gradually became **clogged** with dust and dirt.

The cost of repairing and cleaning the vacuum is estimated at \$35. If you would like to have it repaired, please let us know. With regular cleaning and replacement of the filter and exhaust bag, you should receive several more years of service from your Atlas appliance.

Yours truly, P. Lane Customers Relations

Notes

to live up to standards – соответствовать стандартам

owner's manual – руководство по эксплуатации

clogged – забитый пылью

CONFIRMATION OF VERBAL UNDERSTANDING

THE COMMITTEE TO KEEP MINNESOTA GREEN

Dear Mrs. Solars,

We are pleased that you will be **participating** in the Ecology Colloquium sponsored by the Committee to Keep Minnesota Green. As we discussed in our recent conversation, the Colloquium will take place on June 29 in the **convention room** at the Blackburn Inn.

The Colloquium will begin with the **keynote address** at 10:30 A.M. At 11:00, you will join our other guests **of honor** in a **debate** on the **topic**, "The Cost of Conservation: Public or Private Responsibilities?" Along with the other members of the Committee, I am looking forward to our meeting on the 29th. *Sincerely yours, David Marston Chairman*

THE BARCLAY

Dear Mr. Durrell,

This letter will confirm your reservation for a single room with bath for August 24-27. Your room will be **available** after 2 P.M. on the 24th. Since you will be arriving in Omaha by plane, you may want **to take advantage** of The Barclay's Shuttle. Our limousine **departs from** the domestic terminal every hour on the half hour, and the service is free for guests of the hotel.

Cordially yours, M. Allison Manager

Notes

to participate – участвовать

Guests of honour – почетный гость

a convention room – зал заседаний

to be available – быть в наличии

to depart from – отправляться от

a keynote address – основной доклад

debate – дебаты

a topic – тема

to take advantage – воспользоваться

to be free – бесплатно

DELAY OF ORDER PERFORMANCE

Dear Mr. Norton,

Thank you for your order of October 22 for 6 rolls of black nylon webbing. We are eager to **deliver** Order 129 to your store as soon as possible.

But first, please let us know whether you'd like the webbing in 1-, 1.3- or 1.5-inch widths. If you note your preference on the bottom of this letter and mail it back to us today, we can have your order ready by the beginning of next week.

OLSEN'S UPHOLSTERY products are among the finest made, and we're sure you'd like to receive your **purchase** without further delay. *Sincerely yours, K. Winford Sales Manager*

PARTLY PERFORMED ORDER

Dear Mrs. Corum,

Thank you for your recent order, number 622. We are always especially delighted to serve an old friend.

Your six pairs of Chinese Knot **earrings** (item 15b) and one dozen Primrose **pendants** (item 8a) have been **shipped** by United Parcel and should arrive at your **boutique** within the week. Unfortunately, our stock of cloisonne bangle bracelets (item 9d) has been **depleted** because of a delay in shipments from China. Our craftsmen have **been at great pains to keep up with the demand** for these **intricate and finely wrought** bracelets. We have put your one dozen bracelets on back order and hope to have them on their way to you before the end of the month. *Very truly yours, Chun Lee Ng Manager*

Notes

to ship – отправлять, транспортировать *to deplete* – истощаться

to be at great pains – прилагать огромные усилия

to keep up with the demand – удовлетворять спрос

intricate and finely wrought – сложный и изящно изготовленный

RECOMMENDATIONS TO ANOTHER ADDRESSEE

Dear Mrs. Simpson,

Your request for information regarding marriage counselors in your community can best be answered by the Board of Community Services. I am therefore referring your letter to Mr. Orlando Ortiz at the Whitestone Community Board. He will, I am sure, be in touch with you soon.

Yours truly, Mitchel Hill

LETTERS OF REFUSAL

Dear Mr. McKeraie,

Thank you for your recent request for my **endorsement** of your campaign for United States Senator. I am honored that you believe my name could be of value to you.

My professional policy, however, is **to refrain from** public endorsements. In my practice, I treat patients of all political parties, and I strongly believe that it is in their best interest that I maintain a **nonpartisan** position. Privately, of course, I allow myself more leeway. I have always been impressed by your stand on the issues, particularly your support of the Equal Rights Amendment. I wish you all the best in your campaign. *Sincerely yours,*

endorsement – поддержка *to refrain from* – воздержаться *nonpartisan* – беспартийный *I allow myself more leeway.* – Я позволю себе политические привязанности.

КРЕДИТНЫЕ ПИСЬМА И ТРЕБОВАНИЯ ВОЗМЕЩЕНИЯ ПРОСРОЧЕННЫХ ПЛАТЕЖЕЙ

Кредит означает покупку товаров в рассрочку. Давая возможность покупать сейчас, а платить позже, вы тем самым увеличиваете объем своих продаж. И в условиях рыночной экономики торговля в кредит занимает все большее и большее место.

Безусловно, прежде чем давать кредит, необходимо удостовериться в платежеспособности вашего клиента. Кредитные письма включают в себя следующую корреспонденцию:

- заявка на кредит;
- запрос информации о платежеспособности;
- ответ на запрос о платежеспособности;
- письмо о предоставлении кредита;
- письмо об отказе в кредите.

Кредитные заявки на потребительские товары от частных лиц обычно оформляются на специальных бланках. В них указываются домашний адрес и адрес предприятия, название банка и номер счета, рекомендации. Заявка на открытие кредитного счета чаще всего оформляется в виде делового письма. Если предприятие недавно учреждено, ему может понадобиться кредит для закупки сырья или основных фондов. В приложении к письму такого рода должны быть кредитные рекомендации от банков или других организаций, которые могут открывать кредит.

Ваше послание также должно сохранять дружественный тон. Вы все еще уверены, что клиент намерен уплатить. Однако, здесь нужно потребовать объяснения отсрочки. Апеллируйте к порядочности клиента, его желанию сотрудничать с вами в дальнейшем, его обязательности. Подчеркните ваше желание сохранить его незапятнанную репутацию и кредитную линию. Постарайтесь убедить в том, что клиент сам заинтересован в немедленной оплате, укажите на опасность, которой он себя подвергает, не платя долг. Дайте почувствовать вашу озабоченность о создавшейся ситуации. В конце концов, оплата должна быть потребована.

Возможно, что только угроза судебного вмешательства заставит клиента заплатить.

Письмо может подписать уже не управляющий отдела кредитования, а администратор более высокого уровня, что придаст письму больший вес и внушительность и покажет клиенту серьезность создавшейся ситуации. В то же время вы должны дать последний шанс заплатить, прежде чем предпримете последние шаги.

Dear Sir,

We are truly at a loss. We cannot understand why you still have not cleared your balance of _____, which is now overdue.

Although you have been a **reliable customer** for years, we are afraid you are placing your credit standing in jeopardy. Only you by sending us a check today, can **insure your reputation** and **secure** the continued convenience of buying on credit. We would hate to lose a valued friend, Mr./Mrs. _____ Please allow us to keep serving you. **Sincerely,**

Notes

reliable customer – надежный партнер

to insure reputation – сохранить репутацию

to secure – сохранить

Dear Sir,

Our Collection Department has informed me of their intention **to file suit as** you have failed to answer any of our requests for payment of \$ 3000, which is now overdue. Before taking this action, however, I would like **to make a personal appeal** to your sound business judgment. I feel certain that, if you telephone me, we can devise some means to settle this matter out of court. Therefore, I ask that you get in touch with me by the so that we might avoid taking steps, which neither of us would like.

Truly yours,

Notes

to file suit – подавать иск в суд

a personal appeal – личное обращение

charge account – кредит по открытому счету

charge purchase – покупка, когда деньги снимаются с банковского счета

mutually rewarding – взаимовыгодный

to take advantage – пользоваться преимуществом

Dear Sirs,

Enclosed is our purchase order 121 for 6 four-slice toasters, model 18E.

We would like to place this order on open account according to your regular terms. Our store has been opened for two months, and you may check out credit rating with Mrs. Peggy Sawyer, branch manager of the First Bank of Chicago, 1160 State Street, Chicago, Illinois 60688.

You may also check our credit standing with the following companies: the Kenso Clock Company, ISO Ottawa, N.W., Grand Rapids, Michigan 49503 National Kitchen Products, Inc., 15 East Main Street, Round Lake Park, Illinois 60733 Eastern Electric Corporation, 750 East Street, Chicago, Illinois 60637.

Please let us know your decision regarding our credit as well as an approximate delivery date for our first order.

Sincerely yours,

Notes

checking and saving accounts – чековый и сберегательный счета

to approve a request for credit – одобрить заявку на кредит

to be due in full – должно быть выплачено полностью

merchandise – товары

inconfidence – конфиденциально

an owner – владелец

concerning – по отношению к

to be past due – быть просроченным

to borrow – брать в долг

credit reference – кредитная рекомендация

loan – заем

a statement – отчет

a rebate – скидка

Exercise 1. Analyze the information, which is in the highlight, and use it in practice.

Exercise 2. Remember the facts on the body of a business letter.

Skip two lines after the salutation. This is the main part of your letter. Skip one line between each Don't indent paragraphs! Each paragraph should be 5-7 sentences.

Paragraph 1: your reason for writing. Are you writing to complain or command?

Paragraphs tend to be short, some only sentence long. Business letters are not read the same way as articles, reports or books. They are usually read rapidly. Big, thick, dense paragraphs over ten lines, which require much concentration, may not be read carefully.

CORRESPONDENCE RELATING TO A JOINT VENTURE

Dear Sirs,

Following your recent negotiations with Mr. Smith and Mr. Long in London we understand that both sides consider establishing of JV to be necessary for successful marketing and sales of products on the Ukrainian market. At the same time we realize the *Kaskad* is not ready now to make large investments in the JV.

What is necessary in authorized fund is shared 50-50%. That is why we suggest investments be shared 90% - Ukrainian side, 10% - English side. This amount of money must be enough to organize sales and production activities. We consider the offered division of shares to be preferable because of the following reasons:

1. It will be possible to organize the JV as the best way to succeed with *Kaskad* on the Ukrainian market.
2. Any time 'Kaskad' would like to enlarge its share they are welcome.
3. *Kaskad* will not be involved seriously in pre-press production business. We suggest that we should discuss this proposal during our meeting in Kiev.

Best regards,

Dear Sirs,

Meetings were held between the Ukrainian delegation and the delegation of the USA to review the Technical and economic Feasibility Study for the project based on production facilities at Ukraine, Kiev. During the meetings the two delegations was advised that the project location would be moved to the factory in Kharkov. No reasons for the change in site were provided by the Ukrainian side. Much of the discussion at the meetings focused on the assumption used in the feasibility study and the modifications that would have to be made. The next steps therefore are to:

- Visit the production facilities of the construction site in Kharkov (visit planned for 15 of March).
- Reassess the Ukrainian partners contributions, quality and value.
- Agree on assumptions to be used for production, labour costs and distribution.
- Prepare a revised Technical and Economic Feasibility Study.
- Meet with the USA partners to agree Technical and Economic Feasibility Study.
- Jointly develop the aggregate business plan (5 year projection) for the *Kaskad*. We trust that the above suffices for your update.

Yours faithfully,

Dear Sirs,

We would like to take this opportunity to extend an invitation to you to visit Clivland during your trip to the US starting June 4. We understand you are planning a series of meetings from June 4-13. It would be our pleasure to welcome you at our corporate headquarters in New York. The purpose of these meetings will be to introduce you to our firm and discuss the food processing joint ventures being discussed by both delegations in Kiev.

Our chairman, Mr. Smith would be pleased to meet you.

We look forward to your visit and to briefing you about our plans in Ukraine market.

Thank you and best regards

Sincerely yours,

Dear Sirs,

In accordance with the agreement reached in Kiev we kindly ask you to provide us with relevant information needful for considering the possibility of setting up a joint venture to produce furniture in Ukraine. At the moment we are having negotiations with probable subcontractors. The number of the sitting participants is 16 persons from 14 till 15 of February.

Yours faithfully,

Exercise 1. Supply the correct forms of the verbs.

Dear Sirs,

We (to receive) ____ your letter dated 5th June 19 ____ We (to write) to inform you that we (to wish) ____ to obtain your authority for selling your cotton in Great Britain. We (to appreciate) ____ that you already (to appoint) ____ a representative in this country, but we (to feel) ____ that the chances of selling your product in the British market (to increase) ____ at present. May we point out that we (to sell) ____ direct to the British mills. Your consideration (to appreciate) ____ by us and we (to look) ____ forward to your favourable reply in due course.

Yours faithfully,

HERE IS A LETTER PROPOSING A JOINT VENTURE

Dear Mr. C.,

During our recent visit to Russia, and specifically when we met with you, regarding the possibility of forming a joint venture aimed at developing and manufacturing a new line of machine for sale in the North American market, it was agreed that we would put forward our preliminary thoughts for your consideration.

Conceptually, we see Machinoexport and Co-op Implements forming a Canadian joint venture company, with ownership of that company to be shared by both Machinoexport, and Co-op Implements complete the manufacture and assembly of the new machines here in Canada. The joint venture company would then distribute the completed machines throughout North America through the distribution systems now utilized by both Machinoexport and Co-op Implements.

In our opinion, this form of venture would be extremely beneficial to both parties. As you are aware, Co-op Implements is a leader in the development of new products, and we are confident that with our engineering abilities and plant facilities, we can, in conjunction with your engineering personnel and the supply of the engines and power trains now produced by Machinoexport, develop an excellent line of machines which would be readily acceptable in the North American market.

This matter has been reviewed carefully by the Board of Directors of Co-op Implements and they authorized the investigation of this concept after we have concluded the transaction with Machinpromimport. The first step that must be taken is to have representatives of both Machinoexport and Co-op Implements met to develop a more detailed proposal together, and consider the steps, which must be taken to realize the goals that may be set. As our representatives will be returning to Russia in late January /early February, we would appreciate receiving an indication of your interest in advance of that time so that we may further prepare ourselves for future discussions.

Yours truly,

V.E. Hamilton,

Chief Executive Officer

**HERE IS A PROPOSAL OF A FOREIGN COMPANY FOR COOPERATION
ON A BUY-BACK BASIS.**

Dear Sir,

We have several clients in Europe, Canada and the USA engaged in the business of fruits and vegetables. Some of the clients have been purchasing certain berries and fruits from Russiaexport. So far, their dealings have been in raw materials for the preserving industry.

However, for obvious reasons, our studies show that it will be more advantageous for both sides to do business in finished products in frozen form.

For Russia to be able to deliver frozen fruits and vegetables it must build a freezing plant, which will freeze fruits and vegetables to minus 40° C and be able to store at minus 20° C. We have the possibilities of freezing a minimum of 4,000 tons of fruits and vegetables a year. We are prepared to buy as a minimum the above quantity annually. Based on the above facts we propose to supply the necessary equipment, know-how and finance to construct such a freezing plant to be paid by products we will buy over a period of five years.

If this proposal is of interest to you, we are prepared to immediately start discussing the details & conclude the appropriate contracts. *Kind regards* *Sincerely yours,*

Gentlemen:

Our client, Lewis International, has requested us to utilize the opportunity of being in Moscow on other business to bring to your attention its outstanding capabilities in constructing on a turnkey basis complete factories for the Food Industry and the Meat Dairy Industry. If you have any technical assignments for buying such facilities, Lewis International would be pleased to review your requirements and, if appropriate, present their offer and send their technical specialists to Moscow to discuss your requirements and their capabilities.

The Lewis Companies, Inc., which is the subsidiary involved in construction, construction management and turnkey, has been awarded contracts in many countries for the turnkey supply of cold storage plants and vegetable processing operations.

The contracts included site and building design, building construction, furnishing and installation of all equipment, plant start-up, personnel training, production guarantees and a major maintenance program. Lewis has a great deal to offer to the Eastern European market, particularly in the food industry. Perhaps, we could take the opportunity of my next visit to Moscow in April to discuss the possibilities for organizing scientific and commercial cooperation between Russiaimport and Lewis International. *Sincerely yours,*

Exercise 1. Supply the prepositions where necessary.

Dear Sirs,

We refer... the recent talks we had... your representative ... the Trade Delegation ... Russia ... London ... the possibility ... our acting as your agents ... the sale ... the machines. We have considerable experience ... the sale ... different types ... machinery and are sure that we could sell a large number... your machines annually. We have large showrooms throughout the country, which are provided ... testing facilities and where your machines could be shown widely. We have carefully studied your catalogues and specifications and are attaching ... this letter ... a list ... the machines which ... our opinion would be ... demand ... our country and which we would like you to send us ... consignment. If you would point us as your agents we should charge a commission ... 5% ... the value ... the goods sold ... us. We should be glad to hear whether our proposal is acceptable ... you. Please call or email us at the address below if we can answer any questions. *Yours truly.*

PRELIMINARY ADVERTISING

Dear Sirs,

You were right in there when the microwave oven made its debut, and you've seen that «stove of the future» becomes part of the past, making profits' for us both today.

Well, we at New Wave Stove haven't stopped looking toward the future, and we are about to unveil what we expect will be the stove every American housewife will be cooking in the beginning of the 21st century – the Sunlight Range.

The Sunlight is a solar-powered stove that uses a set of four reflectors to concentrate the rays of the sun on its cooking chamber. It can do anything a gas or an electric range can do without the high cost of fuels. As Americans become more and more energy conscious, we believe the Sunlight will be the cooking appliance they turn to.

The Sunlight has to be seen to be believed. So we've arranged a week of demonstrations at our factory showroom. To see this solar-powered phenomenon in action, just contact your New Wave representative, at 824-8229. She'll be happy to arrange an appointment for you.

Yours truly, T. Grover

CORRESPONDENCE PERTAINING TO ADVERTISING

Dear Sirs,

In your letter of 23d January, this year, you offered your services in placing our clients' advertisements in magazines published in France.

Our clients welcome the opportunity and should be glad to have full information about the magazines in which you intend to place their advertisements.

In particular they would like to know the readership, circulation and one-time advertising rates. A prompt reply will be appreciated.

Yours faithfully,

LETTER OF ADVERTISING

Dear _____,

What do Miss Universe and Mr. America have in common? They both lift weights **to keep in shape**, with very different results of course. And many women across the country are discovering, just like Miss Universe, that **weight-lifting** is an effective and fun way to a better-looking body and better health in **the bargain**.

All-Pro has put together a special package to help women get started. We will send you a pair of three-pound **dumbbells** and a fully illustrated body-building regime. In just 45 minutes a day, three days a week, these easy-to-follow exercises will firm up every muscle of your body from your **deltoids** to your **calves**. Despite the myths that have grown up around bodybuilding, lifting weights will not make a woman look like a man. Does Farrah Fawcett look like Burt Reynolds? Weight-lifting is completely safe. According to Dr. Leonard Paddington of the Phoenix Sports Medicine Institute, Weight lifting, which strengthens the **cardiovascular system**, is safe for people of all ages. If you start a weight-lifting program now, you will be able to continue to whatever age you want. Weight-lifting shows results faster than any other form of exercise. Get started now and you'll be all set for your bathing suit and the beach this summer. Our Women's Weights package, with the two dumbbells and complete exercise regime is available only through the mail. You can't buy it in any store.

And for a limited time only, we will send you, along with your purchase, an exercise mat FREE. This 100% cotton, **quilted** mat is machine washable. To order your Women's Weights package, and your free exercise mat, SEND NO MONEY NOW. Just fill in the enclosed postage-paid reply card, and your better body will be on its way to you. *Yours truly,* Alan Patton

Notes

dumbbells – гантели

quilted – стеганный

weight-lifting – тяжелая атлетика

to make profits – приносить выгоду

solar-powered – на солнечной энергии

cardiovascular system – сердечно-сосудистая система

the enclosed postage-paid reply card – прилагаемая открытка для ответного письма.

to be energy-conscious – испытывать беспокойство по поводу энергии

in the bargain – в придачу, к тому же

to keep in shape – поддерживать форму

representative – представитель

calf – икра (ноги)

deltoid – дельтовидная мышца

Dear Mrs. May,

Now that you've used your Pine White **credit card** for the very first time, we are sure you have seen for yourself the convenience and ease a **charge account** provides. So we won't try to «resell» you on all the **benefits** you can **take advantage** of as a new charge customer.

We'd simply like to take this time to thank you for making your first **charge purchase** and assure you that everyone at Fine White is always ready to serve you. We are looking forward to a long and **mutually rewarding** association.

Welcome to the «family». *Sincerely yours,*

CORRESPONDENCE RELATING TO PRICES

Dear Sirs,

We have received your letter of January 10, this year, asking us to grant you a discount of 25 % off the price, which we quoted in our Draft Contract for the delivery of equipment and materials for the extension of the textile plant. In doing so, you refer to our Contract No 456 for the delivery of equipment and materials for the construction of the first stage of the plant. We regret to inform you, that we cannot meet your request for the following reasons:

1. You think that in the 6 years since signing the Contract the prices for this kind of equipment have gone up by 20%. However according to the price indexes put out in the FRG, USA and UK the average annual price rise for machines and equipment makes 8-10%, i.e. 48-60% in 6 years, which corresponds to the 60% price rise indicated in the draft contract.

2. According to the published data, the production of 1 ton of aluminium required investments of up to \$ 200000.

You certainly know that the cost of equipment makes 50-60% of the investments required for the construction of an metallurgical plant.

This proves that our price is reasonable. Meanwhile we would like to draw your attention to the fact, that the equipment intended for delivery meets modern requirements and the level of automation is considerably higher than that of the equipment supplied before. Herewith we are sending you our calculation of the prices as well as information on the construction costs of plants of this kind in different countries. Will you please scrutinize the materials as we feel confident they will help you to accept our proposal. We look forward to your reply. *Your faithfully,*

Dear Sirs,

We thank you for the competitors materials handed over to us by your representative on May 20, this year with the view to our revising the price, which you find overestimated by 30%. We have carefully studied the materials and come to the conclusion that we cannot meet your request to reduce the price of the equipment and materials indicated in our Draft Contract. We believe that our price is much the same as the prices state in the materials you gave us. At the same time we should like to draw your attention to the following:

1. We trust that our terms of payment are more favourable than those of our competitors. As stated in our Draft Contract we suggest payments be made on the basis of commercial credit to be granted for 8 years at a 10 % annual interest rate while our competitors offer commercial credit for a shorter period of time and at a higher interest.

2. We undertake to deliver the equipment and materials within 30 months of the date of signing the contract. The delivery period in our competitors' offers is 40 months.

3. In addition, the volume of deliveries as shown in your competitors' materials does not comprise delivery of an automated system for the production process.

In view of the above, we feel certain that our price is quite reasonable. We should, however, be pleased to allow you a discount of 10 % if you care, upon completion of the first stage to order from us equipment and materials for further extension. We hope you will see a real opportunity in our new proposal.

Your faithfully,

Dear Sirs,

We have carefully studied your comments on our draft contract for the construction of The Plodiv Power Station in Plodiv on a «turn-key» basis.

We have accepted some of your requests and instructed our representative to amend the Draft Contract accordingly. Much to our regret, however we cannot accept your suggestions on the points listed below:

1. The 5% of the contract value, which you allotted for mobilization expenses is 4 times less than the 20% we indicated originally and is insufficient to cover our expenses on the preparation period.

2. The 5% of the contract value in free currency would not be adequate to purchase the required equipment in third countries. The 5% states in our Draft Contract is based on the actual requirements and covers only the cost of the equipment as per world prices, freight, insurance and our expenses on procurement and delivery of the equipment to the construction site.

3. Calculation of labour and material unit costs are based on the official documents we received from your state organization and our potential subcontractors among local civil-engineering firms. In view of the above we would request you to withdraw your suggestions and agree to the provisions of the Draft Contract. To substantiate our point we are sending you further calculation of mobilization expenses as well as copies of offers and materials containing the unit costs.

Your faithfully,

Exercise 1. Add some information & make up a small report and give a talk in class.

Exercise 2. Analyze the information, which is in the highlight, and use it in practice.

Exercise 3. Read the text & pick up the essential details in the form of quick notes.

CORRESPONDENCE ON METHODS & TERMS OF PAYMENT

Dear Sirs,

Much to our regret we have to inform you that so far we have not received a bank guarantee from you. In view of the above we would like to remind you of your letter of 20th May this year, in which you asked us to change the L/C method as inconvenient owing to the difficulties and extra expenses incurred.

Being aware of your difficulties our firm made a concession in suggesting payment for collection terms. You accepted the suggested method of payment and undertook to submit within three weeks a first-class bank guarantee for 80% of the contract value.

Further we authorized our trade representative in your country to sign an addendum to our contract providing for the change in the original method of payment. The above addendum was signed on 15th June this year. After signing the addendum the manufacturing works started shipping the spare parts to the port.

However, as we are still without your bank guarantee, we have had to give instruction to suspend the above shipments. At present over 100 tons of spare parts are at the port causing storage expenses, which we feel should be charged to your account.

We urge you to advise us at your earliest convenience when the bank guarantee will be submitted and also let us have your consent to covering the above storage expenses.

Yours faithfully,

Dear Sirs,

In reply to your letter of 15th March, this year, asking us to specify the terms of payment we are ready to advise you as follows:

1. All payments for the equipment to be delivered shall be made in pounds sterling in accordance with the Trade and Payments agreements in force between our countries, the sums due to us being remitted to the account of the Ukrainian Bank for Foreign Economic Relations with the Central Bank of your country in favour of our association.

2. Payments under the contract shall be made in the following way:

— advance payment of 25 % of the contract value shall be paid within 30 days of the date of signing the contract

— remaining 75 % shall be paid by five annual installments of the date of the bill of lading for the last consignment under the Contract.

At the date of the last shipment the Supplier will draw five drafts on the Customer. The drafts shall be accepted by the Customer within 5 days of the date of their receipt. For using the credit the Customer will pay to the Supplier a 5 % interest per annum. The amount of each draft will include the interest due on the maturity date of the draft.

We trust the information we have given you is sufficient for you to be able to favourably consider the suggested terms of payment and we would be glad to discuss them in detail during our talks.

Yours faithfully,

Exercise 1. Add some information & make up a small report and give a talk in class.

Exercise 2. Analyze the information, which is in the highlight, and use it in practice.

Exercise 3. Read the text & pick up the essential details in the form of quick notes.

Dear Sirs,

In accordance with Contract № 56 of 22nd March, this year, we have sent to your country competent Ukrainian specialists to give you assistance in preparing Memorandum of Instructions for the ore-dressing complex to collect initial data and carry out survey works in the area of construction.

Payments for the services of Ukrainian specialists should be made by you quarterly against our invoices attaching a detailed calculation. The payments procedure is stipulated in Article 10 of the above contract.

Under it we have made out our first invoice for the services of our specialists.

However you have paid only part of the invoiced amounts. The traveling expenses and the cost of luggage transportation of the Ukrainian specialists' families have not been covered. Moreover you have not calculated the reimbursement rates in strict conformity with Article 25 of the contract, which provides for consultation between the parties on matters of dispute. We are sending you this letter enclosing calculations of the outstanding sums. Please give the matter your prompt attention and arrange for the earliest possible payment of the amount due.

At the same time we would like to note that so far you have failed to meet the contractual obligations with regard to free medical treatment of Ukrainian specialists and provision of adequate transport facilities to take them to their place of work. In view of this we would ask you to take urgent action in setting the matter in question.

Awaiting your early reply, we remain,

Yours faithfully,

Dear Sirs,

After careful study of your comments on our Draft Contract for the construction of the Thermal Power Station on a *turn-key* basis, we would like to draw your attention to the following points of your comments on *Terms of Payment* article:

1. Credit part of contract price.

We cannot accept your proposal with regard to payment of the credit part to be made against the schedule of payments as the method runs counter to the provisions of the intergovernmental agreement.

2. Payments in local and hard currencies.

We agree that payments for the customs clearance, delivery of equipment and materials to the construction site, execution of civil and erection works, insurance of the works and buildings, etc. should be made in accordance with a schedule of payments. Having considered your schedule of payments and the schedule of civil and erection works, however, we conclude that the amounts of monthly payments during the first year of construction should be increased and adjusted to the volumes of work planned to be done. As to the payments in hard currency, we agree that they will not be considered and would be prepared to receive them in the currency of your option.

In view of the above will you please reconsider your stand on the clause 'Terms of Payment' taking into account our Draft Contract and the present letter.

Awaiting your early reply, we remain,

Yours faithfully,

CORRESPONDENCE ON THE DELIVERY OF EQUIPMENT

Dear Sirs,

Further to our letter № 34 of August 10, this year, we regret to inform you that the equipment stipulated in Supplement I cannot be manufactured at the construction site as we lack the required number of metalcutting machine tools.

We would like to remind you that Article 9 of the present contract provides for the manufacture of equipment on the construction site only if its production does not involve complicated work. In this connection we would ask you to make respective alterations in "Division of Supplies" to provide for delivery of the above equipment from Ukraine in the forth quarter of 2005. As to the nonstandard equipment specified in Supplement 2 it can be manufactured in our country on condition that all the necessary materials are supplied from Ukraine.

Yours faithfully,

Dear Sirs,

Under Contract № 45 the delivery of equipment for the construction of the mineral fertilizer plant is scheduled to be carried out in three consignments.

The first two consignments were delivered to you in the contractual time and you were satisfied with the technical characteristics. Much to our regret the third consignments was delayed because the manufacturers had failed to produce the equipment in time and also due to difficulties in providing transport facilities. The equipment had not arrived at the port of loading until November 20, when the validity of the above contract had expired. Since the letter of credit validity for the last third consignment is no longer valid we would request you to either extend it till January 2005 or to confirm payment of invoices to be made for collection.

Yours faithfully,

CORRESPONDENCE ON TRANSPORTATION

Dear Sirs,

In accordance with contract № 23, signed between Britain and Ukraine on 12.08.2004 the delivery of the equipment for the expansion of the first stage of the works is to begin in November this year. The main equipment will be delivered c.i.f. In order to avoid the detention of cars and delay in transshipment at Kharkov as well to avoid disruption of the delivery to the construction site, we would ask you to prepare suitable platforms for reloading the equipment into cars at Kharkov.

In accordance with the schedule of the deliveries and erection oversized heavy-weight technological steel structures will be given priority.

We suggest the delivery of the converters be done by sea on special barges, as the equipment is too bulky to be transported by railway.

Please inform us about the measures being taken to provide delivery of the equipment to the site in time.

Yours faithfully,

Exercise 1. Add some information & make up a small report and give a talk in class.

Exercise 2. Analyze the information, which is in the highlight, and use it in practice.

Exercise 3. Read the text & pick up the essential details in the form of quick notes.

CORRESPONDENCE ON GUARANTEES

Dear Sirs,

We have received your letter of 20th December, this year and are surprised to hear of your decision to prolong for one month only the guarantee period for the generator, which broke down to manufacturing defects.

In view of this we would like to draw your attention to Clause 7 of our contract providing for the prolongation of the guarantee period, if the equipment breaks down owing to the manufacturing defects during the period during which the equipment stood idle. You certainly know that we duly informed you about the breakdown of the generator. Your representatives, however, arrived at the plant very late as a result of which the generator was put into operation only two months after its breakdown.

Moreover we are surprised at your refusal to compensate us fully for the losses caused by the idle of the generator. Under our contract the Customer has the right to make a claim if the equipment fails due to the above reasons. Taking into account the above, we would like to resume our talks to finalize the date of the guarantee period expiration and to solve the matter of full compensation for our losses. *Yours faithfully,*

CORRESPONDENCE ON CLAIMS & ARBITRATION

Dear Sirs,

We acknowledge receipt of your letter of September 5, this year, from which we learn that you are making a claim on us for \$ 20000 for the delay in submitting the technical documentation under Contract № 45. We have carefully studied your claim and would like to refer to the contract terms and conditions. The matter is that Article 6 of the above contract runs that the technical documentation should be submitted within three months of your opening an irrevocable L/C in our favour with the Ukrainian Bank for Foreign Economic Relations for \$ 20000. you undertook to open the L/C before June 5, this year, but in fact you did not do so until July 25, which made a delay of over one month. Thus, you have infringed the contract in respect of the terms of payment, which has caused the delay and consequently we feel that you cannot hold us responsible and claim damages.

Yours faithfully,

Dear Sirs,

With reference to your letter of May 30th, this year, from which we learn that you are making a claim on us because of delay in commissioning the station and claim damages we would like to remind you that under the contract you were to have provided the construction site within one month of the date of signing the contract.

This was not done until three months later which affected the commencement of the construction works. Also in the course of contract performance there were serious difficulties resulting from failures to meet the contractual obligations. There was a long delay in constructing the workers' settlement and you failed to provide due assistance in clearing through the customs the required equipment and materials.

In spite of the fact that only 3 months have passed since the expiration of the contractual time the station is ready to perform acceptance tests. In view of the above, we find your claim unjustified and would request you to withdraw it.

Yours faithfully,

CORRESPONDENCE ON INSURANCE

Dear Sirs,

We have received your letter of March 13th, this year, requesting us to revise the terms of insurance indicated in our Draft Contract for the delivery of equipment for the machine-building plant. You suggest that the contract should provide insurance of the equipment against allowed risks. We wish to draw attention to the fact that Ingostrakh of Ukraine does not insure equipment delivered to ports against allowed risks. We know that insurance against allowed risks can be done with the London Insurance Company.

As to insurance against other risks losses are indemnified as per terms and conditions of an insurance contract. We are ready to discuss once again the terms of insurance.

Dear Sirs,

Please note you that we are completing the contractual obligations under our contract for the construction of the Power Station and are making arrangements to take back to the Ukrainian part of the building equipment and unused materials brought in on a re-exportation basis.

As you know it has recently become standard practice to sell building equipment and unused materials in the country of the Customer upon completion of the works on a 'turn-key' basis we intend to use it in the situation.

Since you have expressed intention to have a first option in purchasing our building equipment, we are sending you a list of our equipment and materials available for sale your country. All the equipment is serviceable and is going to be sold complete with a standard set of spare parts. The equipment will be available at reasonable prices and allowance is made for depreciation.

The prices do not include import duties, which should be paid by the Buyer in compliance with the customs regulations in force in your country. Inspection of the equipment and materials can be made at any time convenient for you.

CORRESPONDENCE ON FORCE-MAJEURE CIRCUMSTANCES

Dear Sirs,

We have carefully studied your letter in which you write that you are concerned about a possible delay in our commissioning the project.

Although we fully share your concern we would like to stress again that we are making every effort to meet the contract dates for all civil and erection works. At the same time, we would like to point out that we are still havng serious difficulties since you failed to settle in time a number of matters you were responsible for.

In this connection we have to remind you again that there was a three-month delay in your commissioning the transformer substation.

Besides the bridges on road № 5 were not properly strengthened in due time which caused a considerable delay in delivering the equipment to the construction site.

We are anxious about your failure to deliver to the construction site operational and raw materials required for the start-up and adjustment operations and tests.

Under the circumstances we believe it necessary to hold talks wherein we could either arrive at joint solutions helpful for our meeting the contractual dates or agree on new dates for commissioning the project. *Yours faithfully,*

A LETTER CONCERNING PROBLEMS WITH TRAINING

Gentlemen: Contract ...

This is to advise you regarding your requested arrangements for factory training in the USA on this Contract. This letter follows our telex on March 31st to you concerning these arrangements. The training programme is enclosed herein. We want to emphasize that the computer schools where training is to be provided are only periodically, and therefore, you should make define arrangements for the specialists to arrive in the USA by June 3rd, so that they can attend the courses on this schedule. As soon as you confirm that these arrangements are satisfactory we will make hotel reservation beginning June 4th in Boston.

Please confirm by telex as soon as possible that this training schedule meets with your approval.

Yours truly,

Dear Sirs,

Confirming our telephone conversation of 2nd February, this year, we ask you to accept our order for publication of our clients' advertisements in the catalogue of the coming fair. Kindly arrange for 1/1 page BW advertisements.

Please advise us when the advertisements will be ready and forward samples of the advertisements in due course.

We thank you in advance for your kind attention to this matter.

Encl.: photos – 5, texts – 5, stamps – 5.

Re: Contract № ...

We have just received your letter dated November 15th as well as your telex relative to your specialists whom we have been expecting for training.

We wish to indicate that it may be necessary for us to request additional payment for training your specialists depending upon their exact time of arrival.

If they were to arrive during Christmas week, it would certainly be necessary to ask for additional payment.

We want to assure you that we will continue to make every possible effort of assist in having visas issued to your specialists. At this time we must have at least three weeks notice before the date of arrival of your specialists so that we can recognize the training program and resemble the required individuals to provide the training.

Since this means that the earliest your specialists could arrive will be the last week in December, and since our Christmas holidays fall on that week, we suggest that the arrival of them on January 6 should be more suitable. If you accept our suggestion your specialists will arrive three months later than required under the terms of the Contract, and for this reason completion of the Contract may not be possible as stipulated in the terms of the Contract.

Best regard

Cordially yours,

Exercise 1. Translate the phrases with the keyword «train».

To train for; in the / its train; to train personnel; train-the-trainer; train-the-trainer course; to get [receive] training; to give [provide] training; thorough training; basic training; by training; hands-on training; in-service training; intense training; on-the-job training; sensitivity training; training and development specialists; industrial training board; training budget; training camp; training centre; training college.

TRAINING OF BUYERS' SPECIALISTS

Dear Sirs,

In accordance with Contract № 34 dated 23.04.2004 the railway in Nabutu which is undertaken for construction with the technical assistance of your firm is scheduled to be completed in July 2005. We are aware that currently the country is lacking in qualified senior staff to operate the railway. In view of this we would like to ask you to assist us in training the necessary specialists. Could you send to our country 3 or 5 qualified specialists to work as advisers in the Ministry of Communications and also to deliver a course of lectures on different aspects of railway transport operation. We would also request you to assist us in setting up a training center in Nabutu to train our personnel to operate transport and communications.

We look forward to your prompt reply.

Yours faithfully,

Dear Sirs,

We have received your letter enclosing a list of trainees to be sent to Ukraine this year to undergo vocational training. We are surprised to learn from your letter that you have already scheduled the departure of the first team for February 20th this year. In this connection we feel we have to remind you that we expected you to start with forwarding a list of specialities you would like your specialists to be trained in. In addition, in accordance with this Article 6 you are expected to inform the Association of the date of the trainees' scheduled arrival in Ukraine 10 days before their departure. Our Association requires the above data to be able to coordinate the trainees arrival with the appropriate factories, as well as to book accommodation in hotels, provide transport facilities in Kiev and arrange further bookings for their trips to the places of training. As the above mentioned information has not reached us, we have to inform you that we shall not be able to receive your trainees until April this year.

Yours faithfully,

CORRESPONDENCE PERTAINING TO COOPERATION WITHIN THE FRAMEWORK OF CONSORTIUM AGREEMENT

Dear Sirs,

We wish to inform you that the Ministry of Industries of Ukraine has announced tenders for the construction of an engineering complex in Irpen. Tenders are invited for carrying out design works, construction of the project and training of local personnel to operate the plant. We have gained experience in the *turn-key* construction of similar projects and are interested in participating in the tenders. As you may know the implementation of such large-scale projects involves a variety of technical, organizational and financial matters and is carried out successfully if projects are built by several companies on a joint basis.

Hence, we suggest you consider the possibility of our joint participation in the above tenders. Should you be interested in our proposal, we should be ready to submit a Draft Agreement on setting up a consortium and hold talks at any time convenient with the view to signing the Agreement. We shall also be able to discuss the preparation of a joint tender and engagement of a local agency firm to give us assistance in the tenders. The bidding deadline is scheduled for 5th August, this year. The tender documents will be sent to you on receiving your favourable reply. *Yours faithfully,*

CORRESPONDENCE IN TENDERING

Dear Sirs,

We have pleasure in informing you that the central Tender Committee on behalf of our government has invited tenders for carrying out design works, delivery of complete equipment and construction of a thermal power station. If you wish to participate in the tender, please send us relevant information on the projects, constructed with your assistance, including such data as the cost, the period of construction (commencement and completion of the work), the volume of works, etc. As soon as we receive this information from you, we shall register you as participants of the tender and obtain a complete set of tender documents for you. The expenses shall be charged to your account.

Will you please note that the bidding deadline is set for April 23. We expect to receive your offer and the necessary documents at least two days before the closing date, so that we can submit them to the tender committee in time. You may be interested to know that the inspection of the construction site is going to be arranged on March 3. *Yours faithfully,*

Dear Sir,

Reference: Account No. S6S/A7

We note your account with us, standing at £2,305.00 remains unsettled though the machinery was delivered over three weeks ago. We would like to remind you that we have recently introduced a cash discount of 3 % which is deducted on all bills paid within one month. You would still qualify for this discount if you paid within the next three days. While writing, I would also like to remind you that you are entitled to a free service for the machine six weeks after installation. Although we do not expect to find any problems developing, it is a complex machine and we would like to make an early inspection to make sure that all the parts are functioning correctly. The purpose is to ensure that the machine gives you many trouble-free years. Our engineer will be in your area during the next few weeks and perhaps you would like to make arrangements for him to call. The inspection should not take more than 20 minutes. We look forward to hearing from you. *Yours faithfully*

Dear Mr Bonham,

We have been trading with your firm for nearly two years, and in the early days we were always impressed by the efficiency of your service and the quality of your goods. However, over the past three months we have been much less satisfied.

During that time we have ordered a total of 160 of your High Fashion shoes and have been concerned to note the increasing time taken between ordering the goods and receiving delivery. We have been obliged to monitor the time taken because a number of our customers have started to complain at the delays and we have been pressured by phone calls, letters and visits from irate customers waiting for delivery of their shoes. Until recently we have always been able to assure customers that their orders will be completed within 14 days. Now we are lucky if we get delivery from you in one month. When I phoned up to complain I was told that you were waiting for a new machine.

Unfortunately that is not an excuse I can give to my customers. They say, and I agree with them, they pay good money for shoes and they expect a good service.

From our point of view, this is a very serious matter and we are thinking of discontinuing this line unless we can look forward to a much improved service.

Yours faithfully,

Dear Sir or Madam,

Account Reference SB/46166

I have received your letter asking for payment of the outstanding account. First, I would like to clarify the amount involved. According to the statement you sent me last month, there is £413.65 to pay, not £491.65 as mentioned in your letter. When your Miss Jones came to see me last August, she told me that I would always be able to collect the money from my customers before you called for payment.

I have tried to telephone your office in the lunch hour – which is the only time it is convenient for me to telephone – but I have been unable to get a reply from your number. I would have explained the situation earlier if I had been able to get through.

Because two of the pairs of shoes arrived Tate (Invoices 63457 and 63501) my customers cancelled the orders. Rather than return the shoes I put them on display in the window, but they are still there and I wish now I had sent them back to you.

I have another six pairs of shoes on order (£400 approximately in value) and X can only hope you will not let me down on delivery for these. With regard to the £419.65 outstanding I am hoping you will be aeporous about this, particularly since the delay was on your side.

Dear Sirs,

I confirm that all containers will carry the FFB logo in red and blue together with your company's address and telephone number. Whether or not the individual containers are returned to you, I am sure this will be good publicity for your business. Our production department have agreed to accept a target date of three weeks from today. As promised, I will get your first order of 1000 of each size to you immediately they are available. We can deal with the need for any modifications as they arise. Please let me know if I can be of further help in the meantime. Thank you again for your hospitality – and your confidence.

Yours sincerely, Ms Alyson Hall **Note:** The letter from Alyson Hall may sound surprisingly informal. Sensibly, Alyson is showing interest and enthusiasm for her customer's business.

COLLECTION LETTERS

Most transactions between business firms are for credit. In the previous example Takiko will not be expected to pay cash for the plastic containers when they are delivered.

She will be given a *breathing space* of about one month before Elmo expect her to settle the account. This is normal business practice.

In general, it gives the purchasers time to sell the goods before they have to pay for them. Of course some businesses are slow paying their accounts and they have to be *chased*.

The larger the amount involved, the more vital it is for us to take appropriate action.

Customers may be slow to pay for a number of reasons. For example: they may have genuinely forgotten that payment was due; they may need a few more days or weeks before they are in a position to pay. In these circumstances, we sometimes say they are having cash flow problems.

Points to note

The first letter was signed by a clerk, the second by the Credit Control Manager, and the third is addressed to the proprietor of the carpet store personally. What starts off as a routine matter becomes more serious and finally very serious. There are no fixed periods between the stages. Nor is there a limitation to the number of stages. Much will depend on:

- The amount outstanding.
- The previous history and credit worthiness of the customer.
- The financial reputation of the customer.

One would obviously be less concerned if the customer was a well-known and reputable company. A stage three letter would probably never be written in that case. Instead, there would be a succession of reminders.

- How long Barton's Carpet Emporium have been customers.
- Any additional evidence, which is available.

For example, John Lee might visit Barton's and discover they are doing a brisk business – in which case he might be re-assured. Conversely, he might see sales notices across the windows. Everything at half-price – or even more alarming Closing down sale – every thing must go. Or there could be rumours in the trade that Barton's are in serious financial difficulties, which would speed up the whole process. In any case he might use the opportunity of a visit to talk to the proprietor.

LETTERS OF COMPLAINT

General trade correspondence deals with information about products and services offered. Correspondence involving enquiries orders and estimates can be regarded as routine but letters expressing dissatisfaction need to be considered in a separate category.

The problem may be a faulty product or inadequate service though the complaint may also be connected with an unpaid account. Special thought and care is required when you are replying to a customer's complaint about the goods or services your firm has provided.

People tend to be very sensitive and should be dealt with accordingly but it is not enough to simply placate or reassure the customer. Action is often more important than words. Here is an example of a letter of complaint; it is to a local supermarket.

Dear Sir,

Last week I visited your store as usual to pick up my groceries for the week. One of the things I bought was a tin of baked beans. When I got home to unload my shopping the beans were missing. I checked the receipt the girl had given me at the check-out and the 67p for the beans was shown on the list. I telephoned the store on Monday to tell them about it and the girl on the telephone was quite rude to me. She said it had got nothing to do with the store and I should have been more careful.

I am 75 years old and find it difficult enough to get to the store. When your girl was rude to me it was very upsetting. *Yours faithfully. Thomas Carter*

How does the manager of SupaSave Stores deal with this letter? To some extent he will be bound by company policy, but let us assume he has some discretion in the matter. His reply might be along the following lines.

Dear Mr Carter,

I am sorry to hear about the lost regard to the subsequent telephone young lady who took your call and discourteous. Please make a point store next time. I can assure you like yourself. Can of beans and conversation she tells me she of asking for me we do value the your unhappiness with have spoken to the had no wish to sound when you visit the goodwill of customers.

Points to note

1. Mr Curtis has avoided admitting that the telephonist was rude. He has also avoided the temptation to give Thomas a replacement can of beans. He will have the opportunity to talk to Thomas face-to-face before deciding how to deal with the complaint. He will no doubt consider producing a replacement can of beans if on talking to Thomas he feels that this will safeguard Thomas's custom for the store.

2. Regardless of the merits of the case, the girl who took the telephone call from Thomas was wrong if she was in any way rude to him. Courtesy is a vital resparement in business. The following is an example of a letter dealing in detail with a complaint from a customer of another supermarket. The story will unfold as you read the letter.

Dear Mrs Brady,

We were very concerned to learn from the Manager of our Linton branch, Mr Peterson, that you believed your purchase of Belgarda Tuna may have been responsible for your daughter being unwell. This product is obtained from a very reputable supplier whose standards are generally of the highest order. We are therefore extremely disturbed at this possibility. Regrettably, as the sample you kindly returned had been opened for some time, conclusive microbiological tests could not be carried out to establish its condition at point of sale. Neither were we able to obtain a sample of the same canning code batch for examination, as these had all been sold.

We can assure you that tuna fish for Bestbuy Supermarkets is carefully selected and is processed under conditions of stringent hygiene to our own high specifications. It is subjected to rigorous quality control at source and our own food chemists make regular checks on deliveries. Our Canned Goods Buyer has explained that in cold weather the oil in the can may tend to thicken, but this does not detract from the product in any way and should not cause a stomach upset.

Our Chief Chemist added that sickness can result from numerous causes. Therefore, to establish its origins conclusively, it would be necessary to test samples of everything eaten and drunk by the sufferer for at least 48 hours prior to an attack.

Notes

The phrase *without prejudice* has legal implications. It is used to avoid a situation where Mrs. Brady takes the company to court and claims (through her lawyers) that – £3 payment of £25 made by the company was an admittance that the goods sold were faulty circulars. The distinction between a letter and a circular is that the former is normally addressed to an individual while the latter is sent in the same form to large numbers of potential customers. The distinction is sometimes blurred because circulars these days are often cleverly contrived to look like personalised letters. They are almost invariably a form of advertising and as such need to be persuasive. They also need to be checked very carefully because any mistake that is made will be repeated as many times as the number of circulars distributed. One of the aims of a circular is to let the public know about a product or service on offer to them. In other words it is a form of advertising.

Regrettably and expensively for those footing the bill the majority of circulars addressed to the public end up in the waste bin. This explains why many advertisers include a free gift element in the circular. At least then more people might be interested in the accompanying literature.

The ground rules for circulars

- The presentation should be eye-catching.
- The message should be persuasive.
- The message should be simple and straightforward.

It should be easy for the recipient to respond (a prepaid envelope might be enclosed).

An example of a circular is shown here. The merit of this example is that there are no postal costs. The costs are limited to the printing of the circular.

Dear Sir,

I read with interest your advertisement in the local papers for the apple pies. I found it most amusing. I did purchase a sample for myself to find out whether the product was as good as you made it out to be. I must admit I was impressed. Which brings me to the point of this letter. While I cannot pretend to operate a supermarket (in the normal sense of the word), my turnover is quite good for an independent retailer, and I would very much like to stock up with some of your pies - and indeed any other products of a similar nature. Can we talk business? *Yours faithfully,* Sharon G. Green

Exercise 1. Read the letters and try to understand them. Remember the ground rules.

Exercise 2. Remember that.

The core vocabulary provide between 50 and 40 key words and phrases for each industry. In taking this lexical approach to attaining key vocabulary, students should be encouraged to translate the specific words and phrases into their native tongues as each phrase has a very specific translation in each language.

Exercise 3. Remember the fact on business letter format.

Single space within paragraphs.

Double space between paragraphs.

Double space between last sentence and closing (Sincerely, Best wishes).

Leave 3-5 spaces for handwritten signature.

CC (meaning *copies to*) comes after typed name if necessary.

Enc. (meaning *enclosure*) comes next if necessary.

Fold in three (horizontally) before placing into envelope.



§ 4. UNITED NATIONS COMMUNICATIONS

FORMAL LETTERS

In the United Nations Organization official communications may take the form of formal or informal letters, *notes verbales* or *memoranda*. The following descriptions will suggest the appropriate form to use in different circumstances.

Formal letters are those employing diplomatic style and phraseology. Normally used letters are addressed only to heads of States or Governments, ministers for foreign affairs and permanent representatives. Subjects which require formal letters include, among others, official statements of policy by the Secretary-General in connection with decisions or recommendations of organs of the United Nations, acknowledgements of the credentials or appointments of permanent representatives, and similar information to Governments and permanent missions on matters involving the duties and responsibilities of the Secretary-General under the Charter.

The proper salutation for a formal letter is *Sir or Madam* followed by a comma. In addressing a person with ambassadorial rank, the form 'Excellency' may be used.

The salutation should begin with the same margin as the text and should be typed six or more lines below the reference number, depending on the length of the letter. The text should be begun with the expression *I have the honour to...* except in the case of formal letters from undersecretaries or officials of equivalent rank to permanent representatives. These begin with *I am directed by the Secretary-General to* or *On behalf of the Secretary – General, I have the honour to ...* . Succeeding paragraphs should normally begin without this introductory phrase. The complimentary close for formal letters is *Accept, Sir (Madam), the assurance(s) of my highest consideration*. It should be intended as a separate paragraph.

To contribute effectively to the conduct of the business of the United Nations, its official correspondence must be clear and accurate in content, direct and dignified in style, correct in form and attractive in appearance.

INFORMAL LETTERS

Informal letters are used for the day-to-day correspondence of the Secretariat with persons outside the Secretariat and for communications addressed to other organizations in the UN system. The salutation of an informal letter should begin with the same margin as the text and be followed by a comma. It should be six or more lines below the reference number, depending on the length of the letter. The complimentary and corresponding closing may take any of the following forms, as appropriate: *Yours truly; Yours sincerely; I remain, dear Mr. (Madam)* When the name of the addressee is known, it should be used. The forms *Dear Sir* and *Dear Madam* are appropriate only in impersonal letters. On informal letters the date should appear in the upper right-hand part of the page on the same horizontal line as the reference number, ending at least fifteen spaces from the right-hand edge.

Exercise 1. Answer the questions.

1. What may take the form of formal or informal letters in the UNO? 2. What are formal letters like? 3. What is the proper salutation for a formal letter like? 4. How should you begin the text? 5. Succeeding paragraphs should normally begin without this introductory phrase, shouldn't it? 6. What are informal letters like? 7. What forms may the complimentary and corresponding closing take?

NOTES VERBALES

A *note verbale* (referred to in the text of a communication simply as a *note*) is a formal note written in the third person. This form is always used in replying to an incoming note verbale; an incoming letter is answered by a letter. Notes verbales may be addressed to a permanent representative (an observer) or a permanent mission, a minister for foreign affairs or a ministry of foreign affairs. The note verbale is not normally used for communications with other organizations in the United Nations system, and should never be used for communications with non-governmental organizations or the public.

Typical uses of notes verbales include the exchange of information between the UN & Governments or permanent missions, the transmission of decisions or recommendations of UN organs, requests for & acknowledgements of information & documents, the transmission of information regarding the time and place of meetings, acknowledgements of changes in the membership of permanent missions or delegations & other requests or acknowledgements to Governments relating to the substantive work of the UN.

A note verbale contains a complimentary closing. Its salutation forms part of the opening sentence of the text and begins with the regular paragraphing. In selecting the form of the salutation, it is important to note the following instructions. It may be written in the name of the Secretary-General or of the Secretariat, but not in the name of a department or of an official of the Secretariat. It contains no signature; instead it should be initialled under the date by the officer responsible for its dispatch. The address doesn't appear on a note verbale but should be typed on the accompanying envelope.

CONCLUSIONS

In recent years English has become a universal business language. As such, it is potentially an instrument of order and clarity. A neatly arranged letter will certainly make a better impression on the reader, thus good letters make good business chapteners.

But words and phrases have unexpected ways of creating binding commitments. Letter-writing, certainly, is not the same as casual conversation, it bears only the some power of thoughts, reflections, and observations as in conversational talk, but the form may be quite different. What makes the letter so attractive and pleasing is not always the message of the letter, it is often the manner and style in which the message is written.

In the case of *scientific correspondence* the majority of letters bear mostly a semi-official character and are concerned with different situations associated with scientific activities concentrated around the organisation of scientific meetings (congresses, symposia, workshops), the arrangement of visit, invitation, publication, the exchange of scientific literature, information. Letters of this kind have a tone of friendliness, naturalism. Modern English letters should not be exaggerated, overburdened, outmoded with time-worn expressions.

The key note is simplicity. Modern letters tend towards using the language of conversational style. Writing is not only a means of communication and contact, but also a record of affairs, information, events, etc. So it is necessary to feel the spirit and trend of the style in order to write a perfect letter. Business-letter or contract law is a complex and vastly documented subject, only a lawyer can deal with it on a serious level. A number of basic principles, can be outlined sufficiently to mark of encounters that require the use of specialised English.

- Your knowledge of Business English lexics is crucially important.
- Include just the right amount of information in your letter.

- Plan your letter before you start writing, to make sure it says everything you want to say and says it in a logical sequence.
- Use a simple but polite style of language. Beware of idioms.
- Your letter should be clear and unambiguous. Take care with abbreviations and figures.
- Accuracy is important. Pay special attention to titles, names and addresses, references, prices, and enclosures. Writing of business letters is highly complicated science. It is not enough for a good business letter writing to know lexics and grammar, but you should comprehend the whole range of such things as: occasions on which the chaptericular letter is written, the style of letter, useful expressions, and accepted idioms.

There are certain rules which not everybody could learn since they have to be felt by correspondents. Letter writing requires long practice and experience.

In spite of the difficulties of business correspondence, we as interpreters of the English language must be able to prepare our students to be proficient in any sphere of the language. In order to do that we must primarily know how to teach the *golden rule*, which must be followed by every business correspondent that the official letter should be formal, courteous, tactful, concise, expressive, and to the point.

EXAMINATION QUESTIONS

1. What are the parts of a Business letter? 2. Why isn't "Letterhead" considered a part of the letter any longer? 3. What is the difference between the English and American ways of writing the date? 4. What is the difference of writing the inside address in English and Ukrainian? 5. How do English and Americans write the opening salutation & the complimentary closing? 6. What is the difference in placing the subject heading in English and Ukrainian business letter writing? 7. What is the opening paragraph intended for? 8. What is the main principle of dividing the letter into paragraph? 9. What phrases do you know that may be used in the opening paragraph? 10. What words are used to fit the paragraphs together smoothly? 11. What is the closing paragraph intended for? 12. What phrases do you know that may be used in closing paragraph? 13. Why should the writing of the signature be consistent? 14. What should you remember about enclosures and why? 15. Why do you think writing of postscripts is considered to be bad? 16. What is a *window* envelope? 17. Is the "window" envelope widely used in our commercial practice? 18. What is the proper Opening Salutation for a partnership? 19. To whom is it recommended to address your business letters if you write to Limited Liability Company? 20. If you want a letter addressed to a firm to reach a certain person how would you indicate this?



CHAPTER IV. NEGOTIATIONS

NEGOTIATING

Most of your activities as managers involve negotiating. If you're a skilled manager you're probably a skilled negotiator. Successful negotiation is where you get what you want, and the other party is happy with what he gets, where the result is, *I win, you win*. This is certainly true of the variety of negotiations, big and small, that you carry on every day with your colleagues, your boss, your subordinates.

Losers are not the easiest people to have to go on working with, but it's also true of business negotiations. And not just for negative reasons. A better deal is always possible for both parties if both approach the negotiations as a cooperative enterprise. There are, of course, many people who would be quite glad to have you as a loser. So plan your strategy carefully. Decide first of all what you want to get from the negotiations.

What is the best result you could hope for? What is the best result you could realistically expect? What is the minimum you'll accept? Of the different points at issue, which are the most important to you? Which are most important to the other party? What are your strengths and weaknesses? What are theirs?

How can you strengthen your position and weaken theirs – before the negotiations begin? What information do you need? Where can you get it? You want the other party to feel satisfied with the outcome of the negotiations, so consider the disadvantages for him if you get what you want. How can you lessen these? How can you encourage him to feel that he too has won? There are a number of factors that affect the negotiating process. Your attitude is one. The higher are your aspirations, the better are your results.

The more committed and determined you are, the better you will perform. The attitude of the other party is important too. It's up to you to alter his expectations, to encourage him to be satisfied with less than he originally hoped for.

Take into account the personal needs of the other party – not just what he wants to gain in the issues you're negotiating about, but his underlying needs. Most people want to have a good image of them; they want to be liked; they want to impress their boss. Give attention to such needs and you'll find people are more willing to go along with you.

At the centre of all negotiating is the question of power – and it comes from a variety of sources. It comes from knowledge – the more you know about the other party, the more power you'll have. It comes from time – the more time you have to negotiate, the more power you have to negotiate with. But most of all power is in the mind. You need to know that you have it, and you need to know what it's based on. All of these factors – attitudes, personal needs, sources of power – should be considered before you sit down at the negotiating table. When the negotiations actually begin, it's often a good tactic to start off with a firm demand. Don't bargain unless you have to. This approach needs to be taken carefully though. Present it in a way that doesn't rouse hostility. There is a variety of ways of doing this. You can refer to the policy of your company. Your company has always done things this way. You can refer to regulations to your published price lists.

And allow him to save face-give him time to express his views. Negotiation, however, usually involves making concessions.

But before you start making concessions, find out what the other party wants. Don't let him know what you'll be satisfied with, until you've found out what he'll be satisfied with. Encourage him to resent all his demands first, and try not to reveal your own.

Then try to secure his agreement to each of your demands, starting with the most important. Don't give concessions easily. The longer you hold out, the more likely you are to get something in exchange. Don't be afraid of reaching a deadlock.

Be prepared to stop the negotiations and to start again. A deadlock can be a useful tactic but, if you decide it's up to you to get the negotiations going again, do it in a way that doesn't reduce your credibility. Throughout the negotiations, try to keep the relationship friendly. It's easier to get the agreement you want when the other party is well disposed towards you. Negotiation is about rational choices and logical decisions, but it helps if he likes you. Maintain your integrity. You may often hide things from the other party, and you may allow him to form wrong impressions, but it's essential that trust is maintained.

Exercise 1. Answer the questions.

1. What is negotiating like? 2. What is the best result you could hope for? 3. What is the best result you could realistically expect? 4. What is the minimum you'll accept? 5. Which are most important to the other party? 6. What are your strengths and weaknesses? 7. What are theirs? 8. Which points are the most important to you? 9. How can you strengthen your position and weaken theirs – before the negotiations begin? 10. What information do you need? Where can you get it? 11. Are there a number of factors that affect the negotiating process? 12. What are they?

DIALOGUES

John Cartwright, a Sales Manager of the British company, has just arrived in Borispol Airport from London. He is visiting an Ukrainian company that wants to buy equipment produced by his company. We are presenting dialogues between him and the staff of the Ukrainian company.

At the Airport

- Excuse me... Are you Mr. Cartwright?
- Yes.
- I'm V. I., from TST Systems. How do you do?
- How do you do?
- Have I kept you waiting?
- Oh, no... the plane's just arrived. Thank you for coming to meet me.
- Not at all. Did you have a good trip?
- Yes, thank you. I was airsick a bit, but now I'm OK.
- My car's just outside the airport. Shall my driver take your suitcase?
- Oh, yes...thank you.

In the car

- We are going to our office in the centre of the city. It'll take us about half an hour to get there. Mr. P. is waiting for you.
- What is Mr. P.? Remind me, please.
- He is our Director General. He is going to discuss with you some details of our future agreement.

- What hotel may I stay at?
- We reserved for you a single room with private bathroom at a hotel near the centre.
- That's OK. Thank you very much.

At the office

- I'd like you to meet Mr. P., our Director General.
- Glad to meet you, Mr. P.
- So am I. Have you ever been to Kiev, Mr. Cartwright?
- No, it's my first visit to Kiev.
- What are your first impressions of Kiev?
- I like Kiev, it's a very beautiful city and quite different from London.
- I hope you'll enjoy your visit Mr. Cartwright. Let me introduce my staff to you. This

is my secretary, Miss K.

- Nice to meet you, Miss K.
- So am I. Call me Ann.
- I also want you to meet V. V., our Sales Manager. You have already met Mr. I.
- What does Mr. I. do?
- He is our Export-Import Manager. Sit down please, Mr. Cartwright. A cigarette?
- Yes, thank you.
- Ann, could you make coffee for us, please?
- Certainly, sir. What coffee do you prefer, Mr. Cartwright, black or white?
- Black, please.
- By the way, Mr. Cartwright, what are you by profession?
- I am an engineer. But at Continental Equipment I work as a Sales Manager.
- Here's my card.

Let's go down to business, Mr. Cartwright. We're extending our business and want to buy equipment for producing in Ukraine some goods we are importing now from western countries. We know some companies, like yours, that produce the sort of equipment we need. Your company provides advanced technology and efficient service, which small companies can't provide. That's why we are interested in your equipment.

Yes. I see. You'll be pleased to find out that service life of our equipment was considerably extended; moreover, we reduced its price.

Would you mind speaking a bit slower, Mr. Cartwright? I'm not very good at English.

Sure. I said we had improved the performance of our equipment.

It's very interesting. But first of all I would like to know if it's possible to adapt your equipment to our needs.

Mr. P., I have to visit your factory and study your requirements.

I'll show you our factory tomorrow.

What time?

Let me see...I have an appointment with my lawyer at 9 a.m. How about 10?

That's fine.

Now we are seeking a Commercial Director for this project so in the future

you'll have to deal with him. If we decide to buy your equipment, he'll visit your company and you'll discuss with him the main principles of the contract in detail.

Fine. I've got some advertising materials so you'll be able to study the main characteristics of our equipment yourself.

- Thank you, Mr. Cartwright. Our driver is at your disposal during your visit.
- Thank you very much, Mr. P.
- Well. That's all our driver's waiting for you. He'll take you to your hotel. You need a rest.
- Goodbye, Mr. P.
- Goodbye, Mr. Cartwright. See you tomorrow.

Exercise 1. Learn the dialogues by heart and carry them on with your classmate in class.

Exercise 2. Translate the useful sentences.

1. Let's go down to business. 2. We'd like to establish economic ties with Russia. 3. We'd like to establish contacts with France. 4. We'd like to restore our ties with... Great Britain. 5. We're interested in your product. 6. I saw your product at the exhibition and I was greatly impressed. 7. Now we'd like to see the equipment in operation. 8. What exactly are you interested in? 9. Can I get (obtain) detailed information on the issue? 10. We can offer you advertising materials and technical specifications. 11. Your firm has never placed its orders with us but I think our terms will suit you. 12. What are you going to order? 13. It will depend on the negotiations. 14. I hear, you're already had talks with "Kyivstar"? 15. The parties've already begun the talks. 16. Have you begun the talks? 17. Who will come to negotiate a contract? 18. Our product is in great demand all over the world. 19. Our equipment meets the world up-to-date requirements. 20. Our product sells like crazy in London.

Exercise 3. Translate the useful sentences.

1. I don't think your product will be successful in 2. We'll send you a draft contract. 3. We've got your enquiry already. 4. We'll discuss the problem (question) tomorrow if you don't mind. 5. What points of the contract have you discussed? 6. We discussed prices, terms/ dates of delivery, terms of payment, and lines of contract, technical specifications. 7. I'm glad we agreed on the major points of the contract. 8. On the whole the contract is acceptable but I'd like to clean up some points. 9. We would like to make some amendments into the draft contract. 10. We have a few remarks on the contract. 11. All this is specified in the draft contract. 12. We accept your proposal / offer. 13. It doesn't suit us. 14. What documents have you submitted? 15. Any information you are interested in will be submitted to you without delay. 16. We can't sign the contract tomorrow (Next month, week, within 3 weeks). 17. We didn't sign the agreement / contract yesterday as we failed to settle the question with prices. 18. We have conflicting views of how our position on the issue should be developed in future. 19. The discussion between us failed to resolve the differences. 20. We'll warn you beforehand (we'll give you a 3 months notice), as the terms of the agreement require.

Exercise 4. Remember that.

to negotiate – 1) вести переговоры; договариваться о чем-то; вести дело.

2) преодолеть препятствие 3) достичь самого высокого результата

to negotiate with smb. for smth. – вести переговоры с кем-либо о чем-либо

negotiated procurement – контракт на поставку по принципу закрытых торгов

negotiations – переговоры, обсуждение условий *Syn. discussion, talks, treaty*

to break off negotiations – прекращать переговоры

to conduct (carry) negotiations – вести переговоры

negotiating – переговоры; ведение переговоров; обсуждение условий

change in attitude to negotiating – изменение отношения к переговорам

negotiating authority полномочия на ведение переговоров

THE ART OF SUCCESSFUL NEGOTIATIONS

Are you satisfied with the way handled that last set of negotiations?

Couldn't you have done just a little bit better?

Are you letting down your company – and yourself?

This list of helpful hints may allow you to come away from your next negotiation with a greater sense of achievement.

PREPARATION

Being prepared is the most important thing. If you haven't had time to prepare properly, and then cancel the meeting – you'll be wasting your time.

- Make sure you know the arrangements – the time and the place.
- Set aside enough time for the meeting.
- Have a clear set of objectives: what do you really want to achieve? List your main objectives and your secondary objectives. What is the minimum position you are prepared to accept?
 - Take what you need: documents, materials, and people.
 - Dress appropriately. *Power-dressing* may help, but it's more important to dress so that you feel comfortable and confident.
 - If you're hosting the negotiation, then think carefully about the arrangement of the room and the layout of the furniture.

LANGUAGE & BEHAVIOUR

Your behavior should be polite and respectful – you won't gain anything by being rude.

In international negotiations you may also find you're talking to someone whose first language isn't the same as yours.

- Allow time for social conversation – have a few topics of conversation up your sleeve.
- Don't use threatening body language or gestures (unless you want to threaten!).
- Be polite and civil, even when you're being tough.
- Make sure you understand what the other person is saying. Ask for clarification if necessary.
 - Be sure the other person understands you. Offer repetition or clarification.
 - Don't patronize the other person if they don't understand your language easily.
 - Don't treat them as if they are deaf or stupid just because their first language is not yours.
 - Show respect for different cultures and find about them before your meeting – it may help you get what you want!
 - If the language difference is really great, then employ an interpreter.

ACHIEVING YOUR OBJECTIVES

If you've done all of the above then you're nearly there. But you've still got to keep alert during the meeting, and respond to developments effectively.

- Prepare a strategy – *game plan* – of how you want the meeting to go, but be ready to adapt. Flexibility is vital.
 - If you're negotiating in a team, then think about your different roles and strategies – you may each have a different area of expertise, or you may each decide to take a different approach (*hard man, soft man*).

- Make concessions it helps to achieve your main objectives. The concessions can be real or apparent.
- Avoid an atmosphere of conflict.
- Listen to the other speaker. Don't interrupt – let them finish their points.
- Respond to the points they make with respect.
- Avoid saying "No".

FOLLOW UP

A successful negotiation can be destroyed if you don't spend time confirming what has been agreed.

- Keep notes of the main points as the meeting progresses – even if there's minute-taker or it's being recorded.
- Make sure all parties agree on what has been agreed before you leave the meeting.
- Follow up the meeting a few days later with a letter or a contract listing the terms on which you agreed.

NEGOTIATIONS WITH A FIRM

There are five kinds of styles using at negotiations.

- *Frozen style:* visitors should make their way at once to the upper floor by way of the staircase.
- *Formal style:* visitors should go upstairs at once.
- *Consultative style:* would you mind going upstairs right away?
- *Casual style:* time you all went upstairs now.
- *Intimate style:* up you go, chaps.

STANDARD PHRASES

OPENING THE MEETING

Right, can we start? Ladies and gentlemen, are we ready to begin?

Well, then, if we could get things rolling

Ok then, perhaps we could make a start?

If everybody is ready, may be we could make a start?

Well, shall we get things started?

DIRECTING ATTENTION

Let's get straight down to business.

Shall we get down to business?

Let's get the meeting under way.

WHY ARE WE HERE?

As you all know, we're here today to

I've asked you here to

We're meeting today to

The reason we are here is to

The subject of today's meeting is to

Today we shall be dealing with

Today we intend to

Let's take the first item on agenda

Has everybody got a copy of the agenda?

GETTING THE MEETING UNDER WAY

Invite someone to state his or her position.

Would you like to start, John?

Could I ask you for your comments first, John?

Can I turn first to Mr. H.?

Could I ask you first for your opinion / for your view on this matter?

John, perhaps you could give us a brief outline of your company's position on ...

What are your first impressions of new proposals?

John, can I ask you for your views on...?

STARTING YOUR OWN POSITION

I think I should make it clear right from the outset that ...

If you would allow me to give you a brief outline of my position on this matter ...

I think I ought to say right from the start that ...

If I could just begin by saying ...

I want to make it clear that ...

I would like to say here that ...

I feel I should point out to you that ...

MAKING POINTS

I would like to say that ...

You should know that... The point is that ...

I'd like to make one thing clear from the outset ...

You do realize that... I believe you know that ...

I think I should mention here that ...

I think we have to consider that ...

We must bear in mind the fact that ...

We should always remember that ...

ELICITING INFORMATION

I wonder if you'd mind telling me ...

What I'd like to know is ...

Can you give me some information about...?

I'd like some details about ...

What really need to know ...?

What's your position on ...?

MAKING SUGGESTIONS

Couldn't we ...? (make a better offer)

Why don't we ...? I think we should ...

How about ... - ing? / hat about ... - ing? Can't we just ...?

It may be a good idea if we would ...

Have you considered ... - ing? / Have you thought about ... - ing?

Wouldn't it be possible to ...?

I don't see why we can't ...

Is there any possibility of ... - ing?

It might be worth looking into ...

EXPRESSING OPINIONS

I'm inclined to think that I definitely think that

I tend to think that I really do think that

I'm sure that I am certain that

I'm absolutely convinced that

There is doubt in my mind that

STANDARD PHRASES DURING THE DISCUSSION

I should like to ask you

I have a question and a comment (a remark).

I should like to know / I should like to point out

I have every (good) reason / ground to believe that

Do you consider that ... ?

What is your opinion about the reason for ... ?

I hold (am of) the same opinion.

I could comment this question. Taking into consideration

If I understand you correctly

Unless I am mistaken As a matter of fact

Do you agree to that?

I don't think so. / I don't agree. / I can't but agree with you

I'm afraid you are mistaken there. It's unlikely that

I'm particularly interested in this problem.

The speakers are invited (welcome) to be brief.

Will you give me the floor, please?

Could you clarify your point of view?

HESITATING

Sometimes when you are answering questions you need to be ready replaying in order to collect your thoughts. Here are some useful phrases.

Well, let me see

Oh, let me think for a moment

I'm glad you asked me that

Actually you've caught me on the top here

However, it may be you want to avoid answering altogether.

I'd rather not answer that, if you don't mind.

I've no idea, I'm afraid.

I'm sorry, but I'm not the right person to answer that question.

I can't answer that.

I'll need some time to think about that one.

Well, at a rough guess I'd say that

Don't quote me on this but

INTERRUPTING

If I could just get a word in

Do you mind if I just interrupt?

Might I interrupt at this point?

Can I just say something on the point?

I can't let that pass
Could I just correct one small detail?
May I add something to what has just been said?
May I make a point?
Could I say a word about something?

ACCEPTING INTERRUPTIONS

Certainly... Sure... Go ahead.... Please do.... Yes, of course.... Not at all.... No problems.

REFUSING INTERRUPTIONS

You could just allow me to finish.
I'm sorry, but / Could I just finish?
Just a moment, please. One moment, please.
This won't take more than a few seconds.

GETTING TO POINTS

What I'm trying to say is that
What I'm getting at is that
The point I'm trying to make is that
The crux of the matter is that

REFERRING TO PREVIOUS POINTS

If I could just pick up on the point you mentioned earlier.
I'd like to say something about a point John mentioned earlier.
If we could cast our minds back to something, which was said earlier.
I'd like to talk about something that was mentioned in passing earlier.
I'd like to return to the point made a few minutes ago. (to previous point)

EMPHASIZING POINTS

Let's get this straight.
I want to make it quite clear that
I want to underline the fact that
There's no doubt that I don't have to spell it out.
I think the figures/ facts speak for themselves.
You don't need me to tell you that
Everybody should know by now that
I thought I'd made myself clear when I said that
I can't make this point strongly enough.
I don't want to leave anyone in any doubt about the fact that
I hope I've made myself clear.

EXPRESSING INCREDIBILITY

When you refuse to believe someone, use one of the following expressions:

Is there any proof that...? Do you really mean to say that...?
I find that very hard to believe that
You don't really expect me to believe that
You're not seriously trying to tell me that
That's incredible!
Oh, come on! / Oh, come off it! / You must make joking!

CONTINUATION OF THE DISCUSSION AFTER THE BREAK

Getting back to the point

Discussions on the matter are still in progress.

If we could just get back to the subject under discussion

If I could just bring you back to my original point / question

I think we've strayed a little from our point.

I think we're moving away from the main problem.

Let's get back to your original question.

Could you stick to the point?

We seem to be getting off the point here.

Perhaps we could return to that later.

REFERRING

I think that's something we could look at in details later.

Perhaps we could consider that matter a little later in our further discussions.

I see your point, but perhaps we could leave that matter until later on.

I'd rather not go into those details here, if you don't mind.

Perhaps you could leave those points until a later stage.

Perhaps we can pick up on that point later.

It might be better to return to this point later.

CHECKING THE POINT

Sorry, but can we just go back to what you said earlier?

Am I right in thinking that you're proposing ...?

Correct me if I'm wrong, but what you're proposing is

So, what you seem to be suggesting is

DIGRESSING

If I might digress for a moment here and say that

Let me digress for a moment. I know it isn't strictly what we're here to discuss, but I think it might be worthwhile to spend a little time looking at

BACKGROUND INFORMATION

I think it would help if I give you a little background information on this matter.

Perhaps you would just allow me to fill you in on some background to this situation.

RECAPPING / SUMMARIZING

So, let's just recap for a moment.

Maybe we could just run over the main point again.

Can we just stop here a moment and summarize the point so far?

Let me just summarize our main demands again.

MAKING INITIAL OFFERS

Would you be prepared to consider our offer of ...?

Are you prepared to accept ...?

Would your company consider ...?

We've examined the situation in details, and are prepared to make an offer.

MAKING SUBSEQUENT / FINAL OFFERS

We've considered all the points you've put forward, and our final offer is

Our original offer still stands.

We can't do better than that, I'm afraid.

We're prepared to offer

We've come up with what seems to us be a very attractive offer.

ASKING FOR OFFERS

What would be your position on ... ?

What can you offer us with regard to ... ?

What's your policy on ... ?

I was wondering what you had in mind as far as ... is concerned?

What figure did you have in mind?

What can you offer us on ... ?

ACCEPTING OFFERS

I can't see any reason why we shouldn't agree to that

That seems like a reasonable offer to us.

Yes, I think we can do business on this basis.

Yes, I think that would be satisfactory to us.

That sounds most satisfactory. OK. It's a deal.

Are there any comments on the draft?

REFUSING OFFERS

We appreciate your position but we simply can't afford accepting an offer like that.

We have taken all that factors into account, but find your offer just isn't good enough.

I'm afraid that wouldn't be acceptable to our company.

I'm afraid I must reject that offer.

I'm afraid we can't see eye-to-eye on that.

I'm sorry, but we can't agree to that.

I'm sorry, but that's completely out of question.

ASKING FOR RECONSIDERATION OF OFFERS

In the light of what's been said, perhaps you'd reconsider your offer.

I was wondering if you'd look again at the offer we've made.

Would you like to think again about the original offer?

There's still time to reconsider the offer again.

CONSIDERING OFFERS / HEDGING

I think that your proposal is attractive.

There are certain points I'd like to clarify before I give my final word.

I'll have to consider that very carefully.

I agree in principle, but there are certain points I'm not happy about.

I can't give you my final decision until ... I'll have to get back to you on that one.

MAKING CONDITIONS

We could do it as long as ... / we can't do it unless

It's not worth...ing unless ... / I won't do it unless all else fail

Even then I'll only do it on condition that

We did it on the understanding that

They've agreed on conditions that

AGREEING

I absolutely agree. / I completely agree.

I agree with you most strongly. You are right. Yes, indeed!

I quite agree with you. Couldn't have put it better myself.

Hear, hear. Exactly. That's a wonderful idea.

That would be marvelous.

TENTATIVE AGREEMENT

You may well be right, but

To a large extent you're right, but

I agree with you to a certain extent, but

I see what you mean, but

I appreciate your point of view, but

DISAGREEING

Are you sure?

I'm not sure I entirely agree

I can't quite go along with you there.

I don't think I really like the idea.

No, I think you are mistaken here.

I disagree entirely; I can't agree at all.



PRIVATE COMMERCIAL TALKS

PERSONAL CONTACTS

Starting positions

We'd like to reach a deal with you today.
Right, let's try to get 10% off their list prices.

Exploring positions

Can you tell me a little about ... ?
What do you in mind?

Making offers and concessions

If you order now, we'll give you a discount.
We'd be prepared to offer you a better price if you increased your order.

Checking understanding

What do you mean?
Have I got this right?
If I understand you correctly
You mean, if we ordered ... would ...?
Are you saying

Refusing an offer

I'm not sure about that.
That's more than we usually offer.

Accepting an offer

Sounds a good idea to me. As long as we
Good, we agree on price quantity discounts

Playing for time

I'd like to think about it.
I'll have to consult my colleagues about this.

Closing the deal

I think we've covered everything.
Great! We've got a deal.

Following up the deal

Let me know if there are any problems.
If there are any other points, I'll e-mail you.

Conversations tend to be fast and lively. You may be asked personal questions about your age, salary, education, religion, income, marital status, and family life. If you don't want to reveal this information, remain polite but try to politely avoid answering and give a vague reply. In most cases, people ask in order to establish a rapport by finding common ground.

Some people like to make conversation. Holding conversation is an art. Some dialogues are meaningful. Sir Thomas More: Colloquies on the Progress and Prospects of Society are very famous.




Exercise 1. What can you say in the first five minutes of meeting someone?

Exercise 2. Add some information & make up a small report and give a talk in class.

Exercise 3. Choose the best variant.

1. Is this your first visit to the Far East?
 2. Oh, really. What do you do?
 3. How long have you been there?
 4. Have you been to Hong Kong before?
 5. Business or pleasure?
 6. How long have you been here?
 7. How long are you staying?
 8. Where are you staying?
 9. What's the food like?
 10. What's do you think of Hong Kong?
- a) At the Peninsula Hotel.
 - b) Nearly ten years.
 - c) No, I come here quite often.
 - d) No. this is my first trip.
 - e) I'm the Marketing Director for a small import-export company.
 - f) Business, I'm afraid.
 - g) Till tomorrow night.
 - h) A week.
 - i) I really like it. there's so much to do.
 - j) It's very good, but eating in the Peninsula can be quite expensive.

Exercise 4. Pay attention to negotiation skills & tips.

<p>Listening skills</p> <ul style="list-style-type: none">- Listen carefully and observe the other side's behavior.- Poor listeners miss opportunities!		<p>Be patient and respect the other side</p> <ul style="list-style-type: none">- Always be respectful to your opponent. Be patient even if the other side is not. Your behavior during business negotiations make impressions.- Keep calm. Use tact and diplomacy.- One of the aims of negotiations is to make good business relationships.
<p>Analytical Skills</p> <p>Analytical Skills are basic for problem-solving situations.</p>		<p>Problem-solving skills</p> <p>It is very important to have the ability to identify the problem and to find the way to solve the problem.</p>
<p>Be professional and control your emotions.</p> <p>A loss of control could cause you to think irrationally, to loose negotiations and can lead to unfavorable results.</p>		<p>Persuasive skills</p> <p>Use both verbal and nonverbal persuasion and influencing skills.</p>

INTERNATIONAL BUSINESS GIFT GIVING OVERVIEW

Preparing for a business meeting requires a working knowledge of the information to be discussed or presented, careful attention to all details on the printed material to be distributed, and perhaps a gift. This gift is a social gesture that may be expected in some countries, and could be considered a bribe in others. Knowing the gift guidelines for the country you'll be visiting will help make your meeting a success.

Some multi-national companies and some governments have very strict policies regarding their employees accepting gifts. To avoid creating a problem, it's imperative you learn the policies for the companies you do business with. Countries like Malaysia and Paraguay, concerned with corruption, frown upon any gift that could be construed as a bribe. In Malaysia you wouldn't give a gift until you had established a relationship with the person. In Singapore, government employees are not allowed to accept gifts, and the United States limits the acceptable dollar value to \$25.

However, in some countries like Japan, Indonesia and the Philippines, exchanging gifts is strongly rooted in tradition. Part of the tradition is the gracious style used to present and receive them. It's important to plan time and focus on the process.

It's very important in Asia and the Middle East to only use your right hand, or both hands, to offer or accept a gift. In Japan and Hong Kong, use both hands.

In Singapore a recipient may *graciously refuse three times* before accepting your gift. But in Chile, gifts are accepted and opened immediately. And in Indonesia, small gifts are given on a frequent basis. Always be cognizant of religious laws when selecting gifts. For instance, pork is prohibited in the Jewish and Muslim religions, so you wouldn't select a gift made from pigskin. As in India, don't offer a gift made from cowhide. Another prohibition for the Muslim faith is alcohol.

A standard to keep in mind for any gift you select is quality. Choose quality items that are not ostentatious. If you have gifts with your company logo, it's better if the logo is discreet.

And don't give company logo gifts in Greece, Spain and Portugal.

Hosting a meal at a nice restaurant is always a good business practice. A fine dinner is a wonderful way to give a *gift to your hosts*, to show your guests you appreciate the business relationship you have with them, and an opportunity to build rapport.

People in Brazil, England, Panama, and Peru enjoy being invited guests for a meal, and the Greeks look forward to an evening filled with dining. In China, plan a banquet, especially if you are being honored with one. If a country isn't listed in a category, it means gifts may or may not be exchanged. Should you receive a gift, and don't have one to offer in return, you will not create a crisis. However, this is a good reason for planning to host a meal. It becomes your reciprocal gesture.



COUNTRIES IN WHICH A GIFT IS EXPECTED

- Europe – Czech Republic, Poland, Russia, Ukraine.
- Latin American – Bolivia, Columbia, Costa Rica.
- Pacific Rim – China, Hong Kong, Indonesia, Japan, Korea, Taiwan, Malaysia, Philippines, & Thailand.

COUNTRIES, IN WHICH A GIFT IS NOT EXPECTED ON THE FIRST VISIT, BUT WOULD BE EXPECTED ON A SUBSEQUENT VISIT

- Europe – Portugal, Spain.
- Latin American – Brazil, Chile, Guatemala, Nicaragua, Panama, Peru, Venezuela.
- Pacific Rim – Malaysia, Singapore.
- Scandinavia – Finland, Norway.

COUNTRIES, IN WHICH A GIFT IS NOT EXPECTED, OR GIFTS ARE LESS FREQUENT EXCHANGED

- Africa.
- Australia.
- Europe - England, France, Hungary, Italy.
- Latin America – Uruguay.
- Scandinavia – Denmark.
- Middle East – Pakistan, Saudi Arabia.
- United States.

The information below will give you more details regarding cultural and religious traditions surrounding gifts, some of the reasoning behind the symbolism, and most important, helping you make the right decisions when it comes to business gift giving.

Cultures with detailed rituals for the ceremony of gift giving are the Japanese and the Chinese. And Nomadic cultures in the Middle East have a tradition of hospitality to travelers, while Latin cultures consider all relationships as personal. So any country with a population from these cultural backgrounds will exchange gifts as a normal part of building relationships and doing business. Gifts are a symbolic way to show appreciation and further relationships and in European cultures, they are given, but not as frequently.

There isn't the detailed protocol for presenting a gift, except avoiding colors or flowers traditionally used for funerals, or romance. Australia, Canada, New Zealand, United Kingdom, United States, and Europe fall into this category.

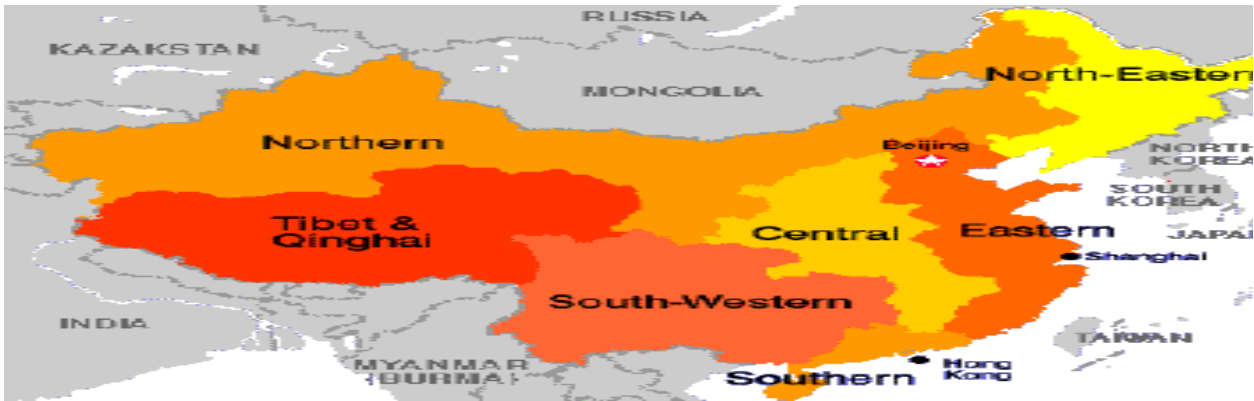
In today's world, with global companies, as well as countries populated and influenced by different religions and cultures, it's important to develop good business relationships by taking the time to learn more about the person you're doing business with. This knowledge will give you insight into choosing more meaningful gifts, that the recipient will know was specifically selected for him or her, and be more appreciated. The following details on different cultures and religions are guidelines to follow when selecting and giving gifts.

Exercise 1. Analyze the information, which is in the highlight, and use it in practice.

Exercise 2. Add some information & make up a small report and give a talk in class.

Exercise 3. Read the information & pick up the essential details in the form of quick notes.

CHINESE BUSINESS GIFT GIVING CULTURE



Countries in the world with a Chinese cultural influence, a collectivist attitude, accept gifts with a reserved demeanor. In order not to appear greedy, a gift will not be immediately taken, but refused three times before finally being accepted. Each time it's refused, you as the giver must graciously continue to offer the gift. And once it's taken, tell the person you're happy it's been accepted. The gift is offered using both hands and must be gift-wrapped; though it won't be opened in front of you. It will be set aside and opened later.

This tradition eliminates any concern that the recipient's face might show any disappointment with the gift. If you're presented a gift, follow the same process of refusing it three times then accept it with both hands. You'll also not open it, but wait until later. In China, official business policy considers gifts as bribes, which are illegal.

Though the policy is softening, there may be times when a gift you offer will absolutely not be accepted. Should you find yourself in this situation, graciously say you understand and withdraw it. Waiting until negotiations have concluded will eliminate the appearance of bribery when a gift is presented. A good guideline if there's a concern is to offer a gift, saying you're giving it on behalf of your company. It's important to always honor the most senior person, so he will be the individual you actually present with the gift, stating you want him to accept it on behalf of his company. This gesture, company to company, will usually circumvent any problem regarding undue influence.

If you have several gifts to present, never give the same item to people of different rank or stature. The more senior the person, the more expensive the gift.

Typically one person is not singled out to receive a special gift, especially in front of a group. If you've established a good working relationship with someone and want to give a gift, arrange a time when the two of you are alone to present it. Then when you do give it, be sure to say it's being offered as a gesture of your friendship, not business.

A gift's value should be commensurate with the level of the business dealings. This applies both to an individual's gift and a corporate gift. There are times when an expensive gift fits the occasion and circumstance, but an overly extravagant one could create complications or embarrassment, as the recipient may not be able to reciprocate. In Chinese culture symbolism is important, with colors and numbers having special meaning. For instance, at Chinese New Year, Money may be given in a red envelope.

It must be even amount, using an even number of new bills. Red is a lucky color; pink and yellow represent happiness; and the number 8 is the luckiest number. The colors black, white and blue and the #4, or four of anything, are negatively associated with death or funerals. Also included in this category are clocks, handkerchiefs, and straw sandals.

Another example of the importance of color is if a man wears a green hat it indicates his wife has been unfaithful to him. Sharp objects like knives or scissors represent a 'severing of a friendship or relationship'- including a business relationship. You don't want to inadvertently select a gift that has a negative or unlucky association. And because of the symbolism, it can happen. For instance, a fine writing pen would be a good gift, unless it has red ink. Early in your business relationships, you may want to make your gift selections from a local store where you'll be given the proper information and direction. At least it's wise to have items gift wrapped once you've arrived in the country, to eliminate incorrect choices for colors and types of paper.

Japanese Business Gift Giving Culture

In Japan gift giving is an art form, representing friendship, respect, and gratitude. The ceremony is important; the gift is always in a gift box, or beautifully wrapped in quality paper, and given with great respect. Because the symbolism is what's important, frequently the actual gift may be very modest. There's an expectation a gift will be offered at the first meeting, and gifts will continue to be part of your business dealings.

Come prepared to that first meeting with a beautifully wrapped, quality gift that's not extravagant. It's a gesture that you're looking forward to a long lasting relationship. One custom is to reciprocate with a gift that's half the value of a gift received. If your gift is too expensive, it could create an awkward situation, even at half the value. Don't be surprised however, especially if you're a high level executive, to receive a lavish gift.

The Japanese executive will consider your status and the business relationship when selecting your gift. As I said, it's an art form.

If you have a gift to present, don't pop up at the end of the meeting with it. You don't want to surprise your Japanese associate. The proper procedure is to tell him or her sometime during the meeting that you have a small gift, or gifts, you'll want to present at the end of the meeting. This verbal cue respects the protocol, and allows the opportunity to make arrangements for any additional people who may need to come into the meeting for the presentation. When you offer your gift, hold it in both hands and bow, saying words that let the person know, "this gift is insignificant in comparison to the importance of the relationship". Saying it's *a small thing*, even if the gift is expensive, conveys this sentiment. The Japanese will politely refuse a gift once or twice before accepting it.

It will not be opened in your presence. When a gift is offered to you, follow this same ceremony. Politely refuse once or twice, and then accept it with both hands, saving it to open later. In addition to gifts being routinely given for various occasions or meetings, there are two 'gift giving' seasons each year. One is mid-summer (O-Chugen) and the other at the end of the year (O-Seibo). A gift should be given during each of these seasons. Gifts of food or liquor (cookies, expensive candy, and fruit) are always good choices especially for modest gifts. If you're bringing a gift from your home country, make sure it's not *made in Japan*. And don't select company items with your logo that may be a promotional item and look cheap.

Because of the long held traditions, you may choose to shop for, or at least have your gifts wrapped by a store, after you arrive in Japan. This way you'll know your gift will be correct. In Japan symbolism is important. A gift with a pair of items is considered lucky, but sets of four or nine are unlucky. Plus, the number 4 also means death; and the color red is associated with funerals, so don't give a pen with red ink, and don't write out a card using red.

Books aren't appropriate; and sharp objects like knives, scissors, and letter openers symbolize "severing a relationship". Rather than looking at the ceremony and symbolism as obstacles, learn about them so you're comfortable. Then this wonderful tradition of exchanging gifts will add to the enjoyment of your business relationships.



Latin Business Gift Giving Culture

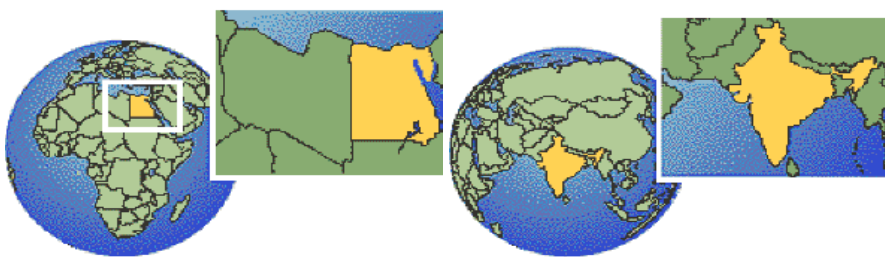
Latin cultures don't have formal or traditional ceremonies surrounding gift giving. However, business relationships are developed as personal relationships. And in order to build a strong and lasting friendship, gifts are a thoughtful way to make a good first impression, and socially continue showing generosity, appreciation, and kindness. Because relationships become personal, find out about your Latin counterpart or client's lifestyle.

Then using these details, select insightful gifts that will reflect how important this person is. Always have the gift wrapped in a quality paper, as this is a subtle detail that can express the value of the relationship. If you're a man giving a business gift to a female, in order for the gift not to be construed as a romantic overture, tell her you're delivering the gift to her on behalf of your wife, or your secretary. Symbolism in this culture will influence the choices you make for gifts and wrapping paper. Black or purple paper isn't used because it's used during Holy Week. Items associated with death or funerals that wouldn't be used include handkerchiefs, and yellow, red or white flowers. As in other cultures, sharp objects should never be given, since they represent a *severing of a relationship*.

Jewish Business Gift Giving Culture

Orthodox Jews are not allowed to eat pork and shellfish. The dietary laws are very specific regarding which foods are acceptable to eat, and their processing and preparation.

The foods that meet these stringent regulations are called kosher foods and have kosher labels. Because wine is used in religious ceremonies, it's required to be kosher even for social drinking. So all wine and wine-based drinks consumed must be kosher, prepared and bottled by Jews. Unlike wine, other types of alcohol are not required to be kosher. Therefore, you can select a fine bottle of liquor to give to a Jewish client or associate if he drinks. If you want to buy a gift of food or wine, it's best to shop at a kosher store to guarantee you'll be giving an acceptable gift to your Jewish business associate. Even fruit should be purchased there to insure it's been properly inspected.



Muslim Business Gift Giving Culture

In the Muslim culture, the Koran forbids alcohol. Gifts of liquor or any product that contains alcohol, such as perfume, would never be selected to give. Also, forbidden are products or foods from scavengers, which includes pork, birds, and shellfish. So a leather item made from pig skin or ostrich could not be given, nor any food from these groups.

Other categories are also not appropriate for gifts. These include personal clothing items, which are far too personal to give as gifts. Dogs are considered unclean, so any dog item, even something with a picture of a dog would not be given. And knives because they have a sharp edge – severing relationships – are not appropriate.

Artwork that consisted of sculptures, drawings or photos showing the human body, especially a nude or partially nude female body, is not acceptable as a gift. And although nicotine is discouraged, it's frequently used in the Arabic and Middle Eastern countries. A good gift for a devout Muslim is a compass. Each day he must face Mecca for prayers. If you're in a country that's not predominantly Muslim, select a restaurant that serves halal food. And don't have alcohol served, especially if any government or religious officials are attending. It's far better to stay more conservative when entertaining. Gifts are presented using the right hand, or both hands. The left hand is never used alone to hand someone a gift, as it's considered unclean.

Hindu Business Gift Giving Culture

In the Hindu culture the cow is sacred, plus fish and all animal products except milk or butter are shunned. Therefore, you would never select any leather or food product from these categories. Most Hindus also don't drink alcohol. Though some will, especially if westernized, don't ever offer a gift of liquor unless you know the person drinks, and you've verified with him that it would be an acceptable gift. In some cases, the person may drink when traveling abroad or in private, but will not drink in public when in his home country. Gifts are given and accepted using your right hand, or both hands; never only your left hand, as the left is considered unclean since it's used for personal hygiene. Gifts are not opened at the time they're received.

European Business Gift Giving Culture

Cultures without strong gift giving traditions, European cultures and countries influenced by these cultures, don't use gifts as an integral component of a business relationship. This doesn't mean an occasional and appropriate gift is not appreciated. It means, a person is not expected to present a gift on the first meeting, or on a routine basis. No matter which culture you may be doing business with, it's always professional to be attuned to opportunities for developing a more comfortable business relationship by hosting a meal, an evening at the theater or a sporting event. These opportunities may present themselves when you travel to the other person's home country, when the other person comes to your country.



Business Gift Giving Culture in Australia

Generally, gift-giving is not part of Australian business culture, and it is best not to send a gift to your business counterpart at any time, including holidays, unless you receive one first. Holiday cards are very appropriate, particularly as a 'thank-you' for the business done during the previous year, and should be posted in time to arrive the week before Christmas. Generally, if you are giving a gift any product relating to your home country is a good choice. Do not give expensive gifts, as they could be perceived as *boasting*. Your thoughtful choice is considered more important than the actual cost of the gift.



WORLD WIDE GIFT CATEGORIES

There are some countries in which a small gift is expected at the first meeting.

These include Japan, Indonesia, Philippines, South Korea, Taiwan, Bolivia, Columbia, Costa Rica, Russia, Poland, and Ukraine. In other countries you don't want to give an item with your company logo. These are Belgium, France, Greece, Italy, Portugal, and Spain.

Sharp Objects

In many cultures, items with a sharp edge symbolize the severing of a friendship or relationship. In these cases, you wouldn't select a knife, pair of scissors, or a letter opener for a gift. Because of this common symbolism, it's better to select a gift from another category, rather than risk making a bad choice.

Locally Produced Product

If you're doing business in a country known for producing a particular product, local pride and quality dictate that you wouldn't offer that item as a gift, especially if it were manufactured elsewhere. Good examples are: leather and wine in Argentina; leather in Brazil and Uruguay; beer and wine in Germany; wine in France and Italy; vodka in Russia and Poland; scissors in Finland; and silver in Mexico, because it's considered too common.

Electronic Gadgets & Office Accessories

Business gifts that are useful for a businessperson, whether an executive or a staff member, are electronic items such as laser pointers, PDAs, calculators, and address books. Desk and office accessories that make good gifts include fine quality pens, or pen and pencil sets, business card holders, good leather briefcases or leather organizers for use in the office or in a briefcase. If the person smokes cigarettes, a nice cigarette lighter could be given.

Liquor

A quality bottle of liquor or wine always makes a good gift for someone who drinks alcohol, unless the person lives in a region noted for producing the product.

Chocolate

Universally, this is a good choice. There are many fine quality chocolates that make exquisite gifts for a business meeting, for taking with you to someone's home as a hostess gift, or for a thank you to a staff person who's helped you on a project. Because it can be boxed in various sizes, it also works if you need a gift for a large group. There's even kosher chocolate for you to give to your Jewish business associates and clients.

Flowers

Flowers can be frequently used as a gift, especially if you've been invited to someone's home. You may want to bring flowers with you to the house, send them prior to the dinner party, or have them sent the following day as a *thank you*. It's best to advise the florist that the bouquet is to be a gift, and the reason for the occasion, so an appropriate selection can be made. In Europe, the old European tradition of always giving an odd number of flowers is still followed today (all except 13 which is considered unlucky). In some cultures a particular color or type of flower is associated with romance or funerals, and would not be chosen to give a hostess. Red roses are frequently considered romantic. Funeral associations frequently occur with lilies or calla lilies, chrysanthemums, Frangipani, white roses, marigolds, carnations, heather, white or purple flowers. In Latin countries, yellow flowers symbolize contempt.

Business Gift Giving Culture Conclusion

How do you become known as someone others want to do business with, whether across the street, or around the world? Besides being knowledgeable about your product or service, develop a rapport that builds long-term relationships. A good resource to help build that rapport is a personal reference book you create and use throughout your career. A key category is filled with information you learn about the people you interact with.

Many times it's the small details that can make the best impression. By recording these details – preferences, hobbies, interests – when it's time to buy a gift, your gift will reflect the person receiving it. A preferred brand of whiskey, dinner at a favorite restaurant, a special or custom made item for frequent sporting activity, like personalized golf balls or a fishing pole. The recipient will know through subtle details that he or she is important, and the business relationship will flourish.

Business Gift Giving Culture in Great Britain

Great Britain referred to as Britain, is the world's ninth largest island and is located in the northwestern part of Europe. Gift giving in Great Britain is a part of the British culture where a gift portrays the message of care and love. The cost of a gift does not determine its value but the value is determined by the amount of love the presenter attaches to it.

Business gift giving in England is not part of the business culture. Your business colleague might be embarrassed to receive a gift. It is better to reserve a gift until the conclusion of a deal. If you choose to give a business gift, make certain it is small and tasteful. Good gifts include: desk accessories, a paperweight with your company logo or a book about your home country. In the unlikely event that you yourself receive a gift and cannot reciprocate, inviting someone out for a meal can be viewed as a gift.

In Great Britain, gift giving is an age-old tradition used to strengthen relationships between relatives and friends.

Gift giving in Great Britain also takes place in the business environment. In most cases, gifts are given especially after concluding a deal in order to mark the occasion.

During this time, business gifts exchanged include silver, porcelain, or gold items with the proper inscriptions. People with long surnames spend more on gifts than those with very short surnames. A study conducted in Britain showed that people whose surnames have 14 letters usually spend 16 percent more on gifts than the average amount. It could be because they are more considerate of other people given how much they have had to correct those who mispronounce their name :) Whatever the reason may be, the fact still remains that they are higher spenders than those with very short surnames.

Gift-giving

Giving gifts is a common practice in the workplace, and the receiver is expected to give a gift in return. Giving a gift is not necessary during a first meeting. Instead, offer to buy lunch or dinner and use this opportunity to learn more about your guest's tastes. This way, later on when gifts are exchanged, you'll be able to give an appropriate gift. Don't give anything that is obviously expensive your generosity may cause embarrassment or be misinterpreted. Small electronic items are often appreciated. Good choices include scientific calculators, electronic address books and pocket CD players, etc. Good gifts for a first trip include office items with your company logo or something produced in your country. Your gift should be of good quality but modestly priced. When you plan to give a gift to several people within an organisation, be sure to give a gift of greater value to the senior person.

Entertainment

Business entertaining is conducted over lunch or dinner. You are expected to arrive on time. It is business etiquette in Brazil to shake hands with everyone in your company, both upon arrival and departure. It's unusual to touch food with your fingers. Cut all foods, including fruit and sandwiches, with your knife. Drinking is an important part of doing business. It is common to be invited out in the evening to a restaurant / bar where there will be a lot of alcohol. Towards the end of an evening the most honoured person will be asked to sing solo.

Make sure that you know one very simple song and do your best. Refusing to sing is considered bad manners.

Italy

Conversation

Lively conversation is common in Italy. Welcome topics of conversation include Italian architecture, art and films, sports (especially football), opera and praising the hospitality of the country! It is best to avoid criticising Italian culture, even if your Italian counterparts are doing so.

Gift-giving

Don't give a business gift until you receive one. Your gift should be a well-known brand name. Gifts of alcohol or crafts from your own country are often good choices. Other possible gifts are fine pens, a framed print or picture, silver key rings or calculators. Avoid giving gifts showing your company's logo.

Entertaining

Hospitality plays a key role in Italian business culture. regardless of how you feel, refusing an invitation of any kind may give offence. The business breakfast is almost unheard of. Rare exceptions may be found in the major cities.

Business dinners involve onle a small, exclusive group. If you are the host, check with your Italian contact before making any invitations. Lunch is still the main meal of the day in most areas of the country. It is usually served after 12:30 p. m. and often has many courses.

United Arab Emirates

Conversation

The hosts usually set the subject of conversation. They will normally begin with polite enquires (How are you? How are you enjoying your visit? etc.). if others arrived before you, your hosts will often tell you the subject of the previous conversation and invite you to contribute.

Gift-giving

Giving gifts in the UAE is more complex than in other countries. this is partly because of the mixture of nationalities: each nationality has different tastes and customs.also, nearly everything can be purchased in the UAE less expensively than elsewhere in the world. as a gesture of respect, your host is likely to open and carefully examine your gift in your presence. It is important that your gift is the best you can afford to avoid.

Entertaining

Sharing a meal is considered the best way for people to get to know one another. Locals often entertain at home but they will accept a foreign's invitation to a hotel or restaurant. Hospitality in the UAE is very important but should not be interpreted as future commercial success.

Exercise 1. Read the text above and answer as many of the questions as you can.

In which country

- do people talk in a lively way? _____
- do people ask questions about your personal life? _____
- does the host invite you to comment on a previous conversation? _____
- do the hosts like to hear praise about their country? _____
- do people like gifts with your company logo? _____
- is it important to give a more expensive gift to the most senior person? _____
- does your host open your gift immediately? _____
- is it a mistake to offer an expensive gift? _____
- is it bad manners to refuse an invitation to a meal? _____
- is it rude to refuse to sing whe asked? _____
- is it important to be punctual for lunch or dinner? _____
- is it important not to offer food with your left hand? _____

▪ **Exercise 2. Transfer the given information from the passages onto a table.**

No	Activity			
	Gift	Where	When	Score
1.				

US BUSINESS PROTOCOL

The USA has one of the largest and most influential markets in the world. If you have a sense for the business etiquette guidelines and can work within them, you have a much better chance of successfully communicating and doing business. Since it can be easy to inadvertently break some of the unspoken rules, we'd like to give you some tips to help you understand how things work in the US.

Business relationships in the US

Americans are informal and friendly compared to other, more reserved countries. You will find them starting a conversation with total strangers on a bus, when standing in line, or sitting next to others at all kinds of events. This informal openness and directness can be startling to people from other countries. Be prepared to be spoken to by a stranger at some point or another. This general friendliness carries over into business.

When you first meet an American in a business setting, you may be overwhelmed by their enthusiasm to meet you. Noteworthy to many non-Americans, however, is that Americans do not feel the need to first have a personal relationship with you to do business.

If the business opportunity is right, Americans are willing to conduct business right away since the transaction is between companies, not necessarily individuals. They would rather sign a deal with you than build a relationship first. If a relationship develops afterwards, all the better, but it is not a goal. Americans, however, do want to do business with people they like and can relate to. First impressions, friendliness, trust-worthiness, and enthusiasm without being overbearing can all impact a business deal.

Americans are generally very direct and want to quickly get to the point of a meeting.

Time is money to Americans and they will use a direct approach to keep things moving. If your culture is not direct, avoid using your culture's perception of it when you evaluate the Americans you are meeting with. You may also benefit from being more direct, yourself, than you normally are.

Greetings & meetings in the US

Greetings in the US tend to be more informal and come with a handshake. Americans are friendly and smile a lot. They are often quickly on a first-name basis, so be prepared for them to share their first name and use yours. This is a reflection of the American egalitarian society. People in the US tend to be positive and enthusiastic and may vigorously shake your hand, and even put their hand on your back or hold your arm. And maintaining eye contact while talking is the norm in the US.

Though you will often hear, *How are you?* or *How are you doing today?*, Americans are generally not really asking you how you are so you aren't expected to answer in detail.

A simple, *Fine, thanks* or *I'm doing well* should suffice. They may also say, *See you soon!* or *See you later!* when you are parting. These are common phrases and don't literally mean they will see you soon. American body language can be confusing. They smile a lot, even at strangers, and like to have people smile back at them. They may put their hand on your back and even hug you when they feel you've established a rapport – but others may make it clear they dislike touching. Most Americans do have a strong sense for personal space and are comfortable with some physical distance when talking. They will be uncomfortable if you sit or stand too close to them. If you are from a country that is comfortable with a lot of physical contact and you stand too near.

Pay attention to their signals and keep your distance if they look uncomfortable. On the other hand, if you are from a culture where people avoid physical contact, don't be surprised by an American who holds your arm, hugs you, or lightly slaps your back.

Punctuality

Punctuality is important, based on the notion that you are wasting both time and money if you are late. In fact, time has an almost tangible status in that you can spend it, waste it, save it, and invest in it. Therefore, being on time, getting quickly down to business, and sticking to an agenda are common in the US.

There are some regional differences in punctuality guidelines around the country. People in the Midwest and Northeast are much more conscious of being on time. If you are late, it will reflect poorly on you and you will be considered rude and disrespectful. People are more casual about being on time in the West and South, but you should be on time and be comfortable with having to wait a while before the meeting starts. Keep your commitments for appointments, sharing information, finishing a project, or delivering a report.

Business Cards

In the US, business cards are used as a way to exchange contact information for future reference and do not hold the importance that they do in some other countries. They are typically handed out as a formality in a somewhat casual way and there may be times when they aren't handed out at all. Try not to be offended if your card is briefly reviewed and then stuffed into a pocket.

Shaking hands & titles

Americans greet with a firm handshake while making eye contact. Your handshake doesn't have to be long, but it should not be weak. You will shake the hands of everyone to whom you are introduced, including the women and regardless of seniority. Once you have shaken hands, make sure you are then at least an arm's length away, as Americans like their personal space. When you first meet, use the title and last name of your American colleagues until they tell you to use their first name – which could be very quickly in America.

If you introduce yourself with your own last name, they will be more likely to continue to use it until you give them permission to use your first name. When introducing others, use their titles, and it's good to give a bit of context for who they are, such as, *This is Jessica Hoyt. She heads up our legal team.*

Dress

There is a wide range of dress codes in the United States, depending on the region, the industry, a person's position, and the individual company's policies. It is always safe to attend a first meeting in classic business attire and then determine how to proceed for subsequent meetings. It is not unusual to see different levels of dress formality in the same meeting in America. You will not have a problem with being well-dressed when you first meet, or better dressed than others in the meeting. You may find that your American counterpart is more casually dressed than you are. Don't be offended, but take it as a cue for future meetings.

Communication style in the US

Americans are direct. They say what they mean, so *yes* means *yes*, *no* means *no*, and *maybe* is not a polite way for saying *no* – it really does mean *maybe*.

Even though it is considered rude to interrupt someone when they are speaking, it often happens in the United States. If you hesitate to gather your thoughts or to think things through, someone else may jump in and start talking, finish your sentence, or take things in a new direction. If you would like to make a point, you can say, “Excuse me” when there is a pause and you can then continue.

Americans are uncomfortable with silence and will find ways to fill it. They also expect people to participate and speak up in meetings. Americans are comfortable with asking questions if something is not clear to them. If you don’t ask any questions, it will be assumed that you understand everything and if you are quiet, they may assume that you do not have anything to contribute or that you didn’t come prepared to the meeting.

Though the atmosphere may appear friendly and casual, meetings are taken seriously and any agendas will be followed and outcomes documented. Americans tend to want to get quickly to a decision and will discuss a topic then strive for consensus and a decision – and move on to the next topic. Many meetings in America start with a brief amount of small talk to settle things down, ease any tension, make people comfortable, and test the mood of the meeting. Typical topics in the US include work, sports, the weather, travel, food, how your stay has been, even family. This conversation generally will not last long and people will get started on the business at hand. Americans tend to be comfortable with conflict and are very comfortable with publicly disagreeing, openly criticizing, or saying *no*.

Disagreements are often handled publicly, directly, and openly. If this style is different from your own culture, you may be uncomfortable with it, but keep in mind that it’s not intended to offend you or make you uncomfortable.

Negotiations & contractual business agreements

Americans are focused on the deal, on the result. They do not need a relationship to make a deal. The relationship can build over time as business is being done. They do seek *likability* and signs of trust in business partners such as truthfulness and friendliness.

Negotiations are viewed as problem-solving exercises and are based on mutual benefit. Americans generally ask for much more than they expect to ultimately get, keeping some room for negotiation as they go, and their first position may appear outrageous. It is expected that all parties will think for themselves and express their own ideas. Being straightforward and using facts and data are valued.

Americans would prefer to move quickly to an agreement, which could feel rushed to you. This goes back to the earlier points that Americans do not feel the need to first establish a personal relationship and that since *time is money*, they do not want to waste any.

The main objective of negotiations is to get a signed contract. Once signed, contracts are legally binding documents. During the negotiations, all the contractual details will be scrutinized and if there are any disagreements later on, the contract will be referred to. There are often both state and federal laws that apply and both you and your American counterpart will have to adhere to them. Be sure to obtain the help of a US-trained attorney that is familiar with American contract law to assist you in any contractual negotiations. Savvy Americans would not enter into a contractual agreement without legal consultation. Verbal agreements are rarely considered binding.

Exercise 1. Read the information & pick up the essential details in the form of quick notes.

Exercise 2. Add some information & make up a small report and give a talk in class.

Exercise 3. Explain the importance of timing.

- You must arrive at business meetings on time. only a 15-minute delay because of traffic problems is allowed.
- You must shake hands during introductions.
- You don't have to make a lot of small talk. Americans like to get down to business.
- You mustn't ask about a businesswoman's marital status. It is considered rude.
- You don't have to exchange business cards unless there is a reason to get in contact.
- You mustn't smoke in many public spaces. Most business, cabs & many restaurants nowadays have a no-smoking policy.
- Business gifts shouldn't be given until after the business negotiations are over.
- You mustn't give an expensive business gift. It may cause embarrassment.
- You should write a short thank you note to your host and hostess if you are entertained at their home. you don't have to give a gift but flowers or wine are appreciated.

Exercise 4. What would you say in the following situations.

- You don't hear someone's name when you are introduced to them.
- You have to refuse an invitation to dinner with a supplier.
- You are offered food you hate.
- You want to end a conversation in a diplomatic way.
- You have to greet a visitor.
- You have to introduce two people to each other.
- You offer to pay for a meal.
- You have to propose a toast.
- Your colleague has been made redundant.
- You arrive half an hour late for a meeting.

Exercise 5. Translate the useful sentences.

1. I'll call you back concerning the subject. 2. He is a person you can rely on. 3. I haven't seen him for ages. 4. This document must go over the president's signature. 5. Could you put us in the picture about it? 6. What amounts will be allotted for the purpose? 7. Are you happy with our terms of...? 8. It's a matter for the discussion. 9. It's up to you to decide. 10. The price is obviously overestimated. 11. Would you be more specific, please? 12. Our arrangement will operate immediately. 13. We all have to adjust to new situations. 14. Your reasons are dead true. 15. You won't regret it.... 16. I'm quite positive about it. 17. There is no reason to worry.... 18. After two months of unsuccessful discussion we have to cancel this order. 19. We ought to meet and discuss the terms of canceling our agreement. 20. We have been trying to discuss it with you for 2 months but in vain. 21. We can't speak about it over the phone. 22. It is not as simple as that. 23. The figures are not encouraging. 24. The figures are disastrous. 25. The only request is don't take hasty decisions. 26. I've no idea what could...? 27. It was hard talks, but it's all over now. 28. Generally it is not desirable. 29. That's standard practice. 30. It goes contrary to our plans

Exercise 6. Analyze the information, which is in the highlight, and use it in practice.

Exercise 7. Add some information & make up a small report and give a talk in class.

Exercise 8. Read the information & pick up the essential details in the form of quick notes.

Exercise 9. Say the name of the sentences.

1. When they send e-mail messages, they only have to pay for their phone calls to their local service providers. 2. If people see that they can make money from the Internet, commercial use of this network will increase. 3. If you raise no objection, I think you agree to what I suggest. 4. All employees who have worked for our firm five or more years are entitled to four personal days a year. 5. You should bring the floppy discs, which we need for the analysis of our data. 6. John stood where she had left him. 7. All the information that you need is in this report. 8. Shall we consider the matter settled? 9. Who will bear the costs? 10. My secretary will fix you up with all you need. 11. The expenses will be charged to your account 12. You are liable to the payment of invoice № ...in full. 13. You undertook to deliver the consignments by April, by the 10th of April at the latest. 14. You appointed to be a Manager. 15. I can't keep up with all these ... facts. 16. The family made a gift of his paintings to the museum. 17. I could not bear being interrupted in anything I was about. 18. Do not let anything which has passed today interrupt our friendship. 19. I still go on working, but with terrible interruptions. 20. He sent ambassadors to negotiate an equal alliance with the Chinese Empire. 21. We'll negotiate it.

Exercise 10. Read some colourful phrases and remember them.

Exercise 11. Add some information & make up a small report and give a talk in class

Off one's own bat.

A bird in the hand is worth two in the bush.

Kill two birds with one stone.

Take the bull by the horns.

Nothing to hold a candle to.....

Lay cards on the table.

Like a cat on hot bricks.

Be in the clouds.

At all costs.

The devil to pay.

Cling like grim death.

Split the difference.

A dog in a manger.

On the dot. / Easy as ABC.

Put all one's eggs in one basket.

At all events.

Have an eye for something.

See eye to eye with.

The game is worth the candle.

Let no grass grow under one's feet.

Stands one's ground.

Change hands.

Get something off one's hands.

Lay hands one...

Try one's hand at...

At first hand.

На свой страх и риск.

Лучше синица в руках, чем журавль в небе.

Убить сразу двух зайцев.

Брать быка за рога.

В подметки не годится...

Открыть карты.

Как на иголках.

Витать в облаках.

Любой ценой.

Черт ногу сломит.

Вцепиться мертвой хваткой.

Идти на компромисс.

Собака на сене.

Минута в минуту. / Проще простого.

Поставить все на карту.

По крайней мере.

Знать толк в чем-то.

Найти общий язык в чем-либо.

Игра стоит свеч.

Не откладывая дела в долгий ящик.

Стоять на своем.

Переходить из рук в руки.

Сбыть что-либо с рук.

Прибрать к рукам...

Попытаться счастья в...

Из первых рук.

Make hay of something.
 Like hell.
 Be in low water.
 Play somebody a dirty trick.
 Without a hitch.
 A horse of another colour.
 Not to budge an inch.
 Fly a kite.
 Pull somebody's leg.
 A little bird told me.
 There is no crying over spilt milk.
 Have a finger in a pie.
 Come to pieces.
 Buy a pig in a poke.
 The lion's share / with a vengeance.
 Spick and span.
 Leave no stone unturned.
 To cross a "t" and dot an "i".

Нагреть руки на чем-либо.
 Как бы не так (черта два).
 Сидеть на мели.
 Подложить свинью.
 Без сучка, без задоринки.
 Это совсем другой коленкор.
 Не уступить ни на йоту.
 Закидывать удочки.
 Морочить голову.
 Слухом земля полнится.
 Что с возу упало, то пропало
 Приложить руку к чему-либо.
 Вылететь в трубу.
 Купить кота в мешке.
 Львиная доля / с лихвой.
 С иголочки.
 Ни перед чем не останавливаться.
 Ставить точки над "i".

Exercise 12. Which of the items of advice for a successful conversation are useful?

- Listen carefully.
- Give only yes or no answers.
- Interrupt a lot.
- Be polite.
- Ask questions.
- Stay silent.
- Keep eye contact.
- Be friendly.

Exercise 13. Discuss the wishes. You know that they are unreal.

This has resulted in unfortunate delay in paying outstanding accounts. Bob Billingham has to postpone his visit to London because of trip problems. They ask for one lot of T140 instead of two. They want a 15% discount for the large order. ROTAPLEX's last payment was faulty. There are no spare parts at the warehouse. The department demands increased bonus.

Exercise 14. Supply the necessary words given below.

Administration, commerce, corporate, involve, merge, white-collar, prosper, takeover, fail, continue.

1. When a firm begins to do poorly on the stock market, plans are often made ____ to change its structure. 2. The board of directors ____ to inform the stockholders of the risks of investing in South Africa. 3. How many people are ____ in advertising of the new product? 4. Despite some problems the company expects to continue to ____ in the nearest future. 5. New York has always been a centre of _____. 6. After their annual growth has fallen down they were ____ by a major competitor. 7. Mr. Brown is too old to ____ in this present position. 8. In order to deal with additional paper work we need to expand the staff by 10 ____ men. 9. The management of contemporary corporations requires people who know how to _____. 10. The large companies which have been successful in the past have normally ____ with their closest competitors.

Exercise 15. Choose the keywords that best convey the gist of the information.

Exercise 16. Complete the sentences.

If I had to fire someone, I would give him the last chance to improve.

1. If I had the chance to work abroad, I _____. 2. If I had to write my own job description, it _____. 3. I would not ignore the opinions of my colleagues unless _____. 4. If she were invited to that conference, she _____. 5. If I had a serious disagreement with my boss, I _____. 6. He would be promoted faster if _____. 7. If I thought of a good way of saving own money, I _____. 8. If I were a very rich person, I _____. 9. Bill wishes that _____. 10. If he were in complete charge of the company, he _____. 11. Britain and France have expressed _____ with the proposal. 12. My instructor and I had a brief _____. 13. Two local candidates _____ about everything. 14. Bill and I _____ over some details. 15. Musicians usually _____ on the way a piece of music should be played.

Exercise 17. Recreate sentences and translate them into Russian.

1. This delay / once again/ has caused / I regret / any inconvenience. 2. With them / our understanding of the issues / I will get in touch / so that we can improve. 3. Your attending/ to this matter / I would appreciate / at your earliest convenience. 4. An alternate suggestion/ if/ we would be pleased / you have / to consider it. 5. To you / of some assistance/ this information/ I hope/ will be. 6. This explanation / I trust/ will answer / you raised / the questions. 7. I would appreciate / by the end/ hearing from you / of February. 8. Any further information / please do not hesitate/ if you need / to contact me. 9. The results / we will send you/ as soon as possible / of the competition. 10. Receiving / I would appreciate/ on the proposed form / before January 1 / your Comments.

Exercise 18. Put in the necessary words.

After, long, of, already, since, before, by, this morning, many, never, yet, ever.

- Have you discussed the terms of delivery _____?
- They've _____ discussed the terms of payment.
- I haven't seen the Director _____.
- I'll have finished my work _____ 6 o'clock.
- Jane had completed the report _____ you left.
- How... have you been _____ here?
- We have received your letter _____ 18th November.
- I have known Jane _____ 1989.

Exercise 19. Supply the necessary pronouns and conjunctions.

Who, that, which, when, where, whose, whom.

1. Is there anybody here _____ can introduce me to the President of the company? 2. Jorge Lopez. I seem to remember that name. Isn't he the man _____ we owe the check? 3. We are prepared to reduce the price of the toothpaste _____ is approaching its sell by date. 4. They take on extra staff at Easter. That's the time of the year _____ they are at their busiest. 5. I'm talking about the advertisement _____ appeared in *Kyiv-Post* of March 26. 6. I'm looking for the person _____ coat's lying on my desk. 7. We search a place _____ we can arrange a new office. 8. Do you remember that restaurant in Paris _____ we had such a good time.

Exercise 20. Analyze the information, which is in the highlight, and use it in practice.

Exercise 21. Add some information & make up a small report and give a talk in class.

Exercise 22. Read the information & pick up the essential details in the form of quick notes.

DIALOGUE «COMMERCIAL TALKS»

- Have you ever been at any commercial talks?
- Yes, lots of times. Why?
- Most of the working time at foreign-trade association is devoted to carrying on
- talks on coordinating the terms of export or import contracts.
- That's quite right. A newcomer to foreign economic activity should know a couple of useful things about the talks.
 - Whatever the situation you may find yourself in during the talks, there should be an atmosphere of trust, friendliness and readiness to meet each other halfway and cooperate.
 - Each worker in foreign economic sphere should know how to conduct talks –
 - that's one of the most important business qualities.
 - Businessmen should learn how to control their actions and feelings, gestures and even the way they sit and speak during the talks. Everything should be done naturally. They should know the rules of etiquette concerning their behaviour... for example, when you should shake hands, take off your hat or stand up.
 - And you should remember that a handshake's very popular in France or
 - Germany, but it is not in Great Britain or Japan.
 - And lots of other things. If a British is silent, his silence does not necessarily mean consent; it may just mean patience. If your Japanese partner nods while listening to you, that doesn't mean at all that he agrees with you, it just means, "*I follow what you're saying*".
 - And such elementary things that you should never be late for the talks, or that you're supposed to be always tidy and have a fresh handkerchief.
 - Nowadays the existing means of communication enable us to settle most business problems without personal contacts. But if you want to agree on principle matters or coordinate the terms of the contract, personal meetings are a must.
 - One thing is quite clear: you should thoroughly get ready for the coming talks if you want them to be a success. You're even to make out a plan of the main problems of the talks with proper pro and con arguments and possible alternatives as well as the adequate tactics of carrying them on.
 - Some people underestimate the ability to carry on talks, they think that it's very simple and consequently lose a lot.
 - There's another point of importance: the better you know your partner, that is his character, his likes and dislikes, the more successful the talks may be.
 - For that end you should thoroughly study the general character of the nation and bear that in mind, which may enable you to make your talks a success.
 - For example, the main characteristic features of the British national character are: enterprise (initiative), business ability, traditional thoroughness and solidity.
 - At the same time the English nature is rather contradictory: practicality and dreaminess, love of adventure and modesty. And the most important is their affectionate and tender devotion to the past, which some people call conservatism.
 - They like to begin sentences by "*I think*", "*I may not be right but...*" and the like as they try to avoid categorical negative or positive statements.
 - They're very thrifty in the use of money, words and emotions.
 - Yes, their reservedness is well known all over the world.

▪ Also, their sense of justice and law is great, to say nothing of their sense of humour. "*Honesty is the best policy*", they say.

▪ And I know they still value their class origin, which usually shows in their manner of speech, especially in their pronunciation, because of Oxford or Cambridge University education.

▪ I've read that they like speaking about people's hobbies, one of theirs is gardening.

▪ Yes, that's right. Another's collecting old china or foreign stamps. Oh, well, I didn't expect we knew so much about the English, but it's quite obvious it's very useful. What about the Americans?

▪ Well, well, you're tireless. One should learn from the Americans their business ability and enterprise. The American businessmen are always guided by three principles: thorough analysis, exact division of duties (functions) and regular control over the fulfillment of their plans or of carrying out everything decided or promised.

▪ Great. I wish our businessmen would follow suit. By the way, these are the three basic abilities taught at American business schools, aren't they?

▪ Yes. Now let's look upon the matter from a different angle. To make the talks a success you should know how to reason your position without hurting the feelings of your counterparts. For example, when you discuss the price problem, you can use the following: If the Buyers say, "*We find the prices of your goods rather high*", you may answer: "*Do you know of any firms that have the same goods available at the same or lower prices? Could you name these firms?*"

▪ How right you are. Or you could ask "Are the goods of the same high quality as ours if they're sold at prices from 10 to 15% below ours? Can you prove it?"

▪ In another case, you could just say: "You will appreciate that our low prices make it impossible for us to grant any discount". Or "We cannot allow a further discount of 2% (or some other %) as requested".

▪ Sometimes you may refer to the cost of raw materials: "Prices of raw materials have risen steeply since our original quotation, and we could now accept your order only at the rates quoted on the price list attached".

▪ And these arguments are to be thoroughly thought over and prepared before the talks, which is more often than not underestimated by some inexperienced businessmen, say in our branch ministries or factories, who have just started to make business contacts direct.

▪ I agree. It's never late to learn. Also, there's always room for improvement.

▪ In general you should always bear in mind business etiquette whose main values (principle) are decency and honesty, straightforwardness & integrity, the sense of obligation and duty.

▪ Yes. A businessman should always be as good as his word, avoid deceit or cheating in money matters and fulfill at any cost obligations with his counterparts.

▪ Successful businessmen know very well that being honest is not only decent, but very profitable because mutual confidence (trust) is the cornerstone of commerce.

Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class.

Exercise 2. Render the contents of the dialogue in Indirect Speech in English.

Exercise 3. Translate the dialogue paying attention to italic phrases.

Exercise 4. Find any mistakes in the sentences.

1. If water freezes, it has become a solid. 2. If they have a good sale, I would have stopped by on my way home. 3. If Mr. Hunt is single, I could introduce him to my sister. 4. If I had more time, I would checked my paper again. 5. We wish that you will change your mind about leaving tomorrow. 6. If Diana didn't drink so much coffee, she wouldn't have been so nervous.

Exercise 5. Read the worker's comments. Match each comment to one of the problems.

- We can't get the staff we need.
- Our suppliers are charging us a fortune.
- Everything's going up — rent, heat, light salaries ...
- Our agents never get it right. Either they order too many or they order too few.
- They're not interested in the work. They don't care if they do a good job or not.
- Our stocks are getting bigger and bigger.
- If the management told us what they wanted, we'd know what to aim at.
- The market's getting smaller day-by-day.

a. rising inventory costs b. poor staff motivation c. increasing overheads d. personnel shortages e. high materials costs f. unclear goals and strategies g. inaccurate sales forecasts.

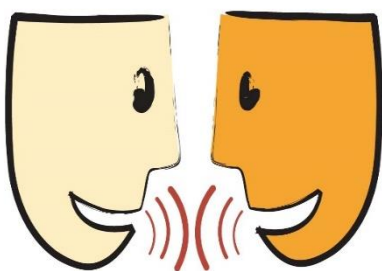
Exercise 6. Translate the useful sentences. Pay attention to italic words.

1. I *agree* with what you say. 2. Have you *agreed* about the price yet? 3. All the points have been *agreed* on by the end of the talks. 4. Let us call it the day, shall we? 5. The Sellers are at their own expense to furnish the Buyers with a clean *negotiable* Bill of Lading for the *agreed* port of destination. 6. The experience we've *gained* gives us... a lot of advantages. 7. You are sure to know that.... 8. We can hardly ignore that.... 9. We came to terms (an *agreement*). 10. We must *agree* with him. 11. *In the opinion* of the President it may well be more convenient to meet them in a day. 12. Considering the above we can't *agree* to your offer. 13. The offer was sent to the clients for their *consideration*. 14. We are prepared to meet you halfway and *grant* you a 3% discount.

Exercise 7. Agree or disagree to the wishes of partners.

1. Unfortunately we have to raise our price for item 5 by 15% because of increased raw materials costs. 2. Our legislation has been changed in unfavorable way so we must withdraw the order. 3. Based on our extensive research into this matter we believe the responsibility for the shortage does, in fact, lie with you. 4. It is reported that your competitors Robertson & Sons are discounting 22% of their list price, with immediate delivery, so we hope that you can offer us better price. 5. We think that in the first year we cannot guarantee the minimum sale of goods for above sum. 6. You have to pay dead freight, since we have chartered the American Bay, and she is to be loaded early next week.

Exercise 8. Analyse the texts and exercises and do the task for discussion.



- Explain the meaning of some colorful phrases.
- Explain the main features of commercial talks.
- Explain the general principles of negotiations.
- Explain the common features of private talks.
- Describe the stages of negotiating.
- Name the main words & expressions using in business situations.
- Name the cultural differences mentioned in the information.

Exercise 9. Read the text and try to understand it.

Listening skills: a powerful key to successful negotiating

Unfortunately, few negotiators know how to be good listeners. And negotiators who are poor listeners miss numerous opportunities in their counterpart's words. Statistics indicate that the normal, untrained listener is likely to understand and retain only about 50% of a conversation. This relatively poor percentage drops to an even less impressive 25% retention rate 48 hours later. This means that recall of particular conversations will usually be inaccurate and incomplete. Many communication problems in negotiations are attributable to poor listening skills. To be a good listener, you must attempt to be objective.

This means you must try to understand the intentions behind your counterpart's communication – and not just what you want to understand.

With everything your counterpart tells you, you must ask yourself: "Why did he tell me that? What does he think my reaction should be? Was he being honest?" and so on. The best negotiators almost always turn out to be the best listeners as well.

Why does the correlation exist? Invariably, the best negotiators have been observing the communication skills, both verbal and non-verbal, of their counterparts.

They have heard and noted how other negotiators effectively use word choice and sentence structure. They have also practiced listening for the vocal skills, such as the rate of speech, pitch, and tonal quality. Experts on listening suggest that we all make at least one major listening mistake each day, and for negotiators, such mistakes can be costly. It seems obvious, but studies prove that the most successful salespeople are those who are able to uncover more needs than their less successful colleagues. This finding is significant, since salespeople make their living by negotiating.

Exercise 10. Translate the useful phrases. Pay attention to italic words.

To be well equipped for something; to be under consideration; the on-going restructuring; to meet somebody halfway; to meet somebody's requirements; to meet the specification; the international division and cooperation of labour; to *negotiate* with somebody for something; to *negotiate* a contract / a sale / a cheque; to obtain a permit (a licence); the actual state of the market; to get down to business; by means of *negotiations*; a *negotiable* document (letter of credit); to *carry on* (conduct) *negotiations*; an *offer* of the goods / services; a *suggestion* of a plan / change; to *offer* goods/ services; to *agree* to a plan, an offer, a suggestion; to *disagree* /to *agree* about something; to *agree on* (upon) something / expenses to meet; to *suggest* alterations / amendments; as a consequence...; by way of... appraisal; to correct the situation; it's of value; in due time directions for use on a par with; to make good; to reimburse; through no fault of ours; to have an effect on...; while we are in this subject...; to capture a big contract to supply; to seek agreement; the same goes for...; to negotiate about...; my understanding is...; as a matter of fact...; you will understand...; if you feel positive about...; to give authority to do something amicable.

Exercise 11. Transfer the given information from the passages onto a table.

№	Activity			
	Notion	When	Where	Score
1.				

Exercise 12. Read and translate the text *Doing business with Japanese*.

Whether making a business trip to Japan or hosting a group of Japanese businessmen visiting your company on a buying trip, knowledge of a few customs and cultural courtesies can do much to make your business contacts more profitable and more pleasant.

The Japanese place more emphasis on business cards than Westerners, and you will be expected to exchange cards with each Japanese person you meet in a business atmosphere.

It's an important courtesy to have your cards prepared, correctly and attractively, in Japanese (usually printed on the reverse side of your English card), and it should indicate your exact corporate title as well as the usual company name and address. There is a bit of ritual to the actual exchange of cards. Always present your card so that it reads the right way to the person receiving it. With more than one person, cards should be exchanged individually with each. Never hand them around as if you were *dealing a hand of playing cards*.

This doesn't bother Westerners but is viewed by the Japanese as rather rude. In exchanging cards, a Japanese person will probably bow slightly.

Although Japanese businessmen realize that this is not a Western custom and don't necessarily expect you to do the same, if you make a slight bow, it will be appreciated as a courtesy. Another custom prevalent in Japanese commercial dealings is the practice of exchanging small gifts. When your Japanese counterpart offers a small present to you, be prepared with a gift you can offer in return. Small useful items worth no more than a few dollars are appropriate. If your company has an imprinted premium item, such as a cigarette lighter, tie, clip, or portfolio, this will do nicely. Otherwise, purchase a supply of suitable gifts and have them ready. Otherwise, you will be embarrassed by being unable to reciprocate for gifts presented to you. These business gifts should be wrapped. However, it is not customary to open the package in the presence of the giver. If your business visit includes evening entertainment such as dinner, it will take place at a restaurant, not a home; and wives are not invited to business dinners or business theatre or sports entertainment.

We use supposing ... when we imagine hypothetical situations.

- Supposing your boss wanted you to spend your summer vacation taking an English course. What'd you do?
- Supposing your company gave you a large sum of money to invest in your department. What would you spend it on?
- Supposing someone offered you a job in Saudi Arabia at twice your present salary. Would you take the job?
- Supposing the job were in the USA. What would you do?
- Supposing you were made redundant. What would you do?
- Supposing you wanted to start your own business. What sort of business would it be?
- Supposing you fail in your business. What would you do?
- Supposing your partnership let you down. What would you do?
- Supposing your partnership went away with your money. What would you do?
- Supposing your friend betrayed your trust. What would you do?

Exercise 13. Add some information & make up a small report and give a talk in class.

Exercise 14. Analyze the information, which is in the highlight, and use it in practice.

Exercise 15. Read the text & pick up the essential details in the form of quick notes.

SHORT PRESENTATIONS

The ability to make a short presentation of your ideas is a key business skill that enables you to communicate statistical information, present ideas and persuade people of the strengths of your argument. To do this effectively you need to prepare. You may think a short presentation is easier to create and give than a long one. While a short presentation can be easy to make if you know what to do, creating and presenting a five minute presentation is not without its challenges. You need to convey your message, but you don't want to run over your allotted time.

Make a plan of your talk. This should include at least three sections:

- introduction.
- development.
- conclusion.

Write detailed notes of what you will say, showing

- key points and keywords.
- transitions between the different sections.
- visual aids you will refer to.
- the action points you will stress.

Practise your presentation to make sure that

- you use simple clear language.
- your talk does not go over the time available.
- you will not need to read from your notes.

Exercise 1. Look at the expressions. In which part of a presentation would you expect them to be used?

- Finally I'd like to remind you that we
- If you have any questions I'll be happy to answer them at the end.
- On this next slide you can see how our results have improved
- Before I start my talk I'd just like to thank
- This brings me to the next point
- I'll discuss each point briefly and then give you my recommendations.
- I hope you have found my comments useful and
- This chart gives a comparison of potential returns on investment

MAKING & RESPONDING TO SUGGESTIONS

Choosing the right way to phrase suggestions depends on the context of the conversation. Being able to give an opinion about the best course of action or to advise someone about what you think they should do means using the appropriate language. You can do this by using the following phrases.

How / What about ...?

Couldn't you / we ...?

If I were you ...

I suggest / think you should ...

It might be better to ...

Why don't you ...?

OK, let's do / try that.

Sounds good to me.

But what if ...?

The only thing / problem is ...

You're right.

It's a good idea, but ...

REFERRING TO VISUALS

Visuals aids such as graphs, bar charts, pie charts and flow charts are an important and effective way of structuring and communicating presentations that include a lot of statistics. The following phrases are used for drawing the listeners' attention to particular details.

As you can see ...

... led to the ... you see here ...

You'll notice that, ...

... is obvious on this part of the graph here.

This part of the graph clearly shows ...

This side shows the ...

Smalltalk

Business meetings, telephone calls and interviews often involve smalltalk – chatting informally about unrelated topics of common interest.

Work in pairs. Try to explain one of the following to your partner.

Was it hard keeping the conversation going? Why?

— something that happened to you

— a newspaper story you read recently

Exercise 1. Sometimes we need to give the speaker further encouragement by asking questions.

Match the following questions to the functions.

a. encourage the speaker to continue b. reach our understanding c. express our feelings

1. So then what did you do?

4. Then was happened?

2. What exactly do you mean by that?

5. Sorry, what did you say?

3. Then wasn't very helpful, was it?

6. How could you do a thing like that?

Exercise 2. It's important to close a conversation at the right moment and in the right way. Here are some examples of the way people do this.

- I'm terrible sorry but I really have to go now.
- Why don't I give you a call and we can arrange to meet?
- Look at the time! I didn't realize it was so late. I'd better be off.
- Nice talking to you. See you sometime soon.
- I don't want to keep you any longer.
- Well, I pass I'd better be going. Take care.

Exercise 3. Transform Direct Speech into Indirect Speech.

1. Mary said: *I like music.* He said: *I'm very busy.* 2. Mr. White asked: *When is Mr. Orion arriving in Odessa?* 3. Victor said: *Please give me the contract.* 4. The manager asked: *Will the container be ready for dispatch by 18th November?*

Exercise 4. Make up some dialogues using the information in the previous exercise and carry them on in class with your classmates. Give reason why people do the following:

- Download music from the Internet.
- Buy counterfeit brands of clothes.
- Smoke.
- Learn English.
- Study business.

Exercise 5. Giving reasons.

Explaining why making certain choices is part of everyday life. Look at the following expressions and decide which ones are more likely to be spoken or more common found in written English.

- The reason we want to reduce the price **is to** increase sales.
- I want to do it that was **because** it's worked in the past.
- The research was essential **in order to** check the validity of the theory.
- I need to see him **so that** I can explain the problem in person.
- The flight is delayed **due to** bad weather.
- **As** she's going to be late, we'll start the meeting without her.
- It is a complex situation **given** the number of different factors to consider.
- **Since** it's raining, let's stay in for lunch.

Exercise 6. Work in pairs. Match the situations with the reasons. Then write the sentences using appropriate expressions.

- | | |
|--------------------------|--------------------------------|
| 1. unfinished project | a. icy road conditions |
| 2. the manager's bonus | b. so many people absent today |
| 3. overtime started | c. long hours |
| 4. train strike | d. backlog |
| 5. late truck deliveries | e. wage cuts |
| 6. meeting cancelled | f. unreasonable deadlines |

Exercise 7. Making a case.

A good way to influence people's opinions is to find points they agree with and then build on these to make your case. Look at the following phrases for introducing ideas that you expect listener to agree with.

- | | |
|-----------------------------------|-------------------------------|
| It's obvious that ... | You have to remember that ... |
| We all know that ... | Don't you think ...? |
| Have you considered ...? | Wouldn't you agree that ...? |
| I'm sure you must agree that ...? | Surely you can see ... |

Exercise 8. Use the phrases summarizing the facts in practice.

The ability to pass on business information to colleagues about meetings, presentations and conversations they missed is an essential part of the information flow within a company.

Sharing news about colleagues and the company (gossip) is also an important part of office life. Look at the following ways of summarising information you might wish to pass on.

- | | |
|-------------------------------------|------------------------------|
| What she was trying to say was ... | The main thing is ... |
| He was going on / talking about ... | He reckons / thinks that ... |
| Basically, what she said was ... | The thing was ... |
| The important point is ... | He told me that ... |

Exercise 9. Define the key points.

Exercise 10. Add some information & make up a small report and give a talk in class.

Exercise 11. Complete the conversation with the appropriate future forms.

Naomi: Hi, Bruce. It's Naomi. I'm calling about the conference in S. We (have to) ____.

Bruce: Hi, Naomi. OK, hang on. Let me get a pen. Right, fire away.

Naomi: I don't think the Yantze Garden (be) ____ big enough. We (need) ____ a centre that can seat at least 600.

Bruce: That many? Any suggestions?

Naomi: The Mandarin Palace Center (be) ____ free that day. I've already spoken to them and I (meet) ____ the conference manager tomorrow. It (mean) ____ increasing the registration fee by \$ 50 though.

Bruce: That (not / be) ____ a problem. Anything else?

Naomi: Alasdair Ross can't do the morning session as his place (not / land) ____ until 9.30, so I've arranged things with Jimmy Tan and they (switch) ____ slots. Milan University say they (send) ____ Carla Marisco because Professor Bertroni can't make it. But the talk (be) ____ the same.

Bruce: Fine. Make those changes and I (inform) ____ everyone at my end.

Exercise 12. Translate the words and word-combination with the keyword «keynote».

Key-note, keynote address, keynote speech, keynoter, keyperson, keyman, key employee, key man insurance.

Exercise 13. Read three short conversations where people discuss achievement. In which of the conversations is one of the speakers:

a) *praising* b) *pointing out some minor weaknesses* c) *giving negative feedback*

I. A.: Great job! That was one of the most successful negotiations we've ever done and I just can't believe it all worked out so well.

B.: Well, thanks Sandie, but you know we had a great team working with us and we all knew that if we got this one right, then it would be good for everyone. So we had the motivation!

A.: Maybe. But all the same — I don't think anyone expected it to go that well. I'm delighted.

II. A.: There are just a couple of things that I am a little concerned about. I think you know we've had some problems with the quality of the software and that was really your responsibility.

B.: Well, that's true but it's been pretty difficult recently and we've been under a lot of pressure to get several projects finished.

A.: Yeah, I know but I still think you could have organized things better. And what about quality control? What went wrong there?

III. A.: Overall, I'd say your team did a reasonably good job and you did manage to finish the design on time.

B.: I think people were pretty happy with what we did.

A.: Well, yeah. But I think in the future we need to reduce the number of modifications that have to be made before production. Maybe you need to reorganise your team a little?

Exercise 14. Evaluating performance

Performance is usually evaluated by looking at past objectives and deciding whether they have been met. If they have not been met, the person being evaluated can give reasons why and new objectives can be fixed. Below are some expressions you might hear during an evaluation session: We had real problems with ... There's been a slight overspend on the ... We were behind schedule but we managed to catch up. We've come in under budget. It hasn't been easy but we managed to hit our deadline in the end. The deadline's too tight. We're not going to meet it.

Exercise 15. Read the six short dialogues in which people make suggestions. Match the dialogues with the topics a-f.

	Phrases	Responses
a. being late for work	_____	_____
b. work scheduling	_____	_____
c. a job intrview	Well, if I were you	But what if ...?
d. choosing a venue	_____	_____
e. performance	_____	_____
f. the agenda	_____	_____

I. A.: Oh, hi Maria. Have you got a minute? There's something I'd like to ask you.

B.: Well, sure. Is something the matter?

A.: Well, yes. Remember that job I told you I'd applied for? Well, they've asked me to come in for an interview next Monday. The problem is, I'm supposed to be working that day. What do you think I should do?

B.: Well, if I were you, I wouldn't say anything. Just tell your manager that you need to take the day off for personal reasons.

A.: But what if she asks me about my personal reasons?

II. A.: We need to decide where we're going to hold the sales conference. Does anyone have any suggestions?

B.: Couldn't we do it in the same place as last year? It was perfect and it has all the facilities that we need.

A.: I know, but the only problem is they don't have enough rooms available for the whole week.

III. A.: I have received another complaint about Stewart. He's been coming in late for work again.

B.: Again! I thought you warned him about that just a couple of weeks ago?

A.: I did but it doesn't seem to make any difference.

B.: It can't go on like this. I really think that you should send him a written warning this time.

A.: You're right. I'll write to him tomorrow.

IV. A.: Have you ever seen the latest sales figures? They're down on last month.

B.: I know. We expected them to fall but not by that much. What do you think to do about it?

A.: Why don't you call a meeting of all sales staff and make it absolutely clear to them that if they don't generate more business, there'll be no bonus this year.

B.: OK, let's try that. That might do the trick.

V. A.: How long is it going to be before you finish drawing up the proposal?

B.: I don't think we'll have it ready before the end of next week at the earliest.

A.: That's not soon enough. We absolutely need to get it out by the end of this week.

B.: In that case it might be better to get some more people involved.

A.: It's a good idea but I'm afraid we can't afford it.

VI. A.: Is there any way we could change the schedule? We'll never have time to get through all this in one morning.

B.: That's going to be difficult, especially as we have another meeting immediately after lunch.

A.: Well, what about dealing with the most urgent matters first & just leaving the rest until later?

B.: Sounds good to me. We'll do that, then.

SOME KEYNOTES TO NEGOTIATE IN BUSINESS

Keynotes

Globalisation is forcing business to make cost savings by reducing **operating costs**. One way to do this is by **outsourcing** – transferring **business processes** such as order processing or call centre management to outside suppliers and service providers. **Offshoring** is a new form of outsourcing where business relocate **back-office** operations in overseas facilities where **labour costs** are lower.

Keynotes

Economic development has brought benefits to the populations of both the **more** and the **less economically developed countries** (MEDC and LEDC). Loans from international organizations enable governments to exploit their natural resources and to invest in construction projects and industrial facilities. This raises **Gross Domestic Product** (GDP) and improves standards of living. Environmentalists oppose development which produces pollution and endangers the health of local people and depletes resource.

Keynotes

Developing a **successful strategy** is a vital part of the planning process for all **business organizations**. Analysing where a business stands in relation to its **markets** and **competition** enables it to identify potential opportunities for growth and potential threats. It is then possible to set **strategic objectives** and to predict the human and financial resources needed to achieve them.

Keynotes

The various activities of the marketing process are referred to as the **marketing mix** and traditionally include the four Ps: **product** (characteristics & features), **price** (appropriate market price), **promotion** (communicating the product's benefits), **place** (distribution of the product in markets). In order to gain a **competitive advantage** over rivals, companies create **brands** that represent **aspirations** and a desirable image of the life that the customer would like to identify with.

Keynotes

Huge losses experienced by investors and employees due to **management** and **irregularities** in **financial reporting** have led to a demand for stricter corporate governance. Independent **auditors** such as the SEC (Securities and Exchange Commission) in the US have been checking **balance sheets**, which show the overall performance of companies and **income statements** (AmE) or **profit and loss accounts** (BrE), which show the difference between total income and **outgoings** for a given period.

Keynotes

The **marketplace** brings together the buyers and sellers of goods and services and provides a framework for **negotiations** and **prices settings**. The price at which goods and services are **exchanged** on a market fluctuates with **supply** – the quantity available for sale – and demand – the number of buyers. There are different types of markets which do not always have physical locations. Today, new **electronic** marketplaces have emerged on the Internet where businesses can sell direct to consumers (**e-commerce**) or to other businesses.

Some markets of this type use **auctions** where buyers submit **bids** and the highest bidder wins.



A bitter pill

A situation or information that is in-pleasant but must be accepted

Actions speak louder than words

People's intension can be judged better by what they do than what they say.



A dime a dozen

Very common and no particular value



Add insult to injury

To act a way that makes a bad or displeasing situation worse



All ears

Listening intently, fully focused or awaiting an explanation



Barking up the wrong tree

Looking in the wrong place, accusing the wrong person



Beat around the bush

Avoiding the main issue, not speaking directly about a topic



Bed of roses

An easy, comfortable situation or an easy life



Best of both worlds

To get all the advantages of two things at the same time



Bite off more than you can chew

To talk a task that is way too big



Call it a day

To declare the end of a task



Can't judge a book by its cover

Cannot judge something primarily on appearance



Cat nap

To have a short, light sleep, a doze



Couch potato

A lazy person



Cry over spilt milk

When you complain about a loss from the past



Exercise 1. Look at the verbose phrases and pay attention how you can replace them.

Instead of...	Use...	Instead of...	Use...
cooperate together	cooperate	new beginner	beginner
customary practice	practice	on account of the fact that	because
same identical	identical	place an order for	order
send an answer	reply	repeat again	repeat
same identical	identical	up above	above
each and every	each & every	past experience	experience
enclosed herewith	enclosed	place emphasis on	emphasize
write your name	sign		

Exercise 2. Read two short dialogues. Which phrases do they use to show cause and effect?

One

- Hi, Andres, it's Shirley here. have you got a second?
- Sure. How can I help?
- I was wondering if you'd received any news about those new orders that we were expecting from next month?
 - Well, in fact I just got confirmation from Brazil this morning. they now say they want two hundred units by the end of the month. That's fifty more than we were expecting.
 - Two hundred! Wow! That's not going to be easy. It'll mean that we'll have to put production staff on extra time and maybe even subcontract some of the work.

Two

- Hey, David, I don't seem to be able to connect to the network. Do you have any idea what's going on?
 - Yeah. I just called the IT department to find out and they told me the entire computer network will be don for the rest of the day.
 - Did they tell you what the problem was?
 - Apparently there's a virus attack going on and it's caused the whole system to close down automatically. They say it will be several hours before they can fix it.
 - It couldn't happen at a worse time for me. I'm supposed to send my monthly report out today.



Negotiations: USA & Taliban in Qatar

EXAMINATION QUESTIONS

1. How can you describe the general atmosphere of the talks? Why is it important? 2. What can you say about the behaviour of those participating in the talks? 3. In which countries is it customary to shake hands? 4. And in which is it offence if you don't? 5. What other habits can you name that may be useful to remember? 6. How and why is it necessary to get ready for the coming commercial talks? 7. What can you say about the English national character? 8. What are the three rules the American businessmen are guided by? 9. What else is important to make the talks a success and why? 10. Why did they start the afternoon talks with coffee? 11. How many kinds of styles using at negotiations do you know? Name them. 12. What kinds of standard phrase are used in talks? 13. Is it necessary to take into account the personal needs of the other part? 14. Is it difficult to negotiate with Japanese? 15. What can you say about the American national character? 16. What can you say about the Ukranian national character? 17. What does it mean *successful negotiation*? 18. What is the best result you could hope for in the talks? 19. What is the best result you could realistically expect in the commercial talks? 20. What is the minimum you'll accept in the talks? 21. Of the different points at issue, which are the most important to you? 22. Which are most important to the other party? 23. What are your strengths and weaknesses? What are theirs? 24. How can you strengthen your position and weaken theirs – before the negotiations? 25. What information do you need? Where can you get it? 26. How can you lessen the other party disadvantages? 27. How can you encourage the other party to feel that they too have won?



Business idioms: negotiations

CHAPTER V. CONTRACTS

INTRODUCTION

A contract is an agreement having a lawful object entered into voluntarily by two or more parties, each of whom intends to create one or more legal obligations between them.

The elements of a contract are *offer* and *acceptance by competent persons* having legal capacity who exchanges *consideration* to create *mutuality of obligation*.

Proof of some or all of these elements may be done in writing, though contracts may be made entirely orally or by conduct. The remedy for breach of contract can be *damages* in the form of compensation of money or specific performance enforced through an injunction. Both of these remedies award the party at loss the *benefit of the bargain* or expectation damages, which are greater than mere reliance damages, as in promissory estoppel.

The parties may be natural persons or juristic persons.

A contract is a legally enforceable promise or undertaking that something will or will not occur. The word promise can be used as a legal synonym for contract, although care is required as a promise may not have the full standing of a contract, as when it is an agreement without consideration.

Contract law varies greatly from one jurisdiction to another, including differences in common law compared to civil law, the impact of received law, particularly from England in common law countries, and of law codified in regional legislation.

Regarding Australian Contract Law for example, there are 40 relevant acts which impact on the interpretation of contract at the Commonwealth (Federal / national) level, and an additional 26 acts at the level of the state of NSW. In addition there are 6 international instruments or conventions which are applicable for international dealings, such as the United Nations Convention on Contracts for the International Sale of Goods.

Contracts are widely used in commercial law, and form the legal foundation for transactions across the world. Common examples include construction contracts, product purchases (with associated warranties of quality), software licenses, employment contracts, insurance policies, real estate deeds to transfer title, professional services, wholesale merchandise supply, and various other uses.

Online contracts have become common. E-signature laws have made the electronic contract and signature as legally valid as a paper contract. It has been estimated that roughly one hundred and ten electronic contracts are signed every second.

In order for a contract to be formed, the parties must reach mutual assent (also called a meeting of the minds). This is typically reached through offer and an acceptance, which does not vary the offer's terms, which is known as the *mirror image rule*. If a purported acceptance does vary the terms of an offer, it is not an acceptance but a counteroffer and, therefore, simultaneously a rejection of the original offer. Foreign trade comprises three main activities: importing (i.e. buying goods from foreign Sellers), exporting (i.e. selling goods to foreign Buyers) and re-exporting (i.e. buying goods from foreign Sellers and selling them to foreign Buyers without processing in one's own country).

COMMERCIAL ACTIVITIES

Conclusion of agency agreements, agreements with the Suppliers for export goods and with Importers for the purchase of goods, agreements with advertising agencies and firms dealing with the market research and with other organizations helping to achieve the targets set for foreign trade also refer to auxiliary activities.

There may be about 10 or more auxiliary operations to one basic. In accordance with commercial usage existing in developed countries, contracts of sale and other agreements may be concluded either verbally or in writing. The laws of our country do not recognize the validity of any agreement concluded verbally by the Trade Representation of the country abroad or by export or import organization in this country. According to our law contracts must always be made in the form of duly signed documents containing the terms of an agreement between two terms or associations called counterparts (or parties) to supply goods or services as a rule at a fixed price. Agreements and contracts concluded by our Trade Representations are to be signed by the Trade Representative or his Deputy (first signature) and by an official of the Trade Representation specially authorized to sign agreements and contracts (second signature). The names of persons entitled to sign documents and contracts on behalf of the export or import associations abroad are published in the official journal of the Ministry of Foreign Economic Relations called *Foreign Trade*.

Agreements and contracts made in our country are to be signed by Director General of the foreign trade association or his deputies and by directors of firms or their deputies. In international trade contracts of sale, contracts for construction work (very often for the delivery, erection and commissioning of the equipment for industrial enterprises) and lease are most frequent among a variety of basic deals. Contracts of sale include turnkey contracts and large-scale contracts on a compensation basis.

There may also be barter deals and compensatory deals. Licence agreements stand apart from all the above contracts because they do not deal with selling and buying physical goods but with the sale and purchase of ideas, scientific-technical knowledge in the form of licences, patents and know-how. As a rule there are practically no standard licence agreements. Each licence agreement is more or less unique in itself, i.e. has its own specific individual characteristics. To ensure the fulfillment of the above basic contracts successfully and probably, a number of auxiliary agreements (contracts) are to be concluded.

Apart from marketing carried on regularly by special marketing departments at manufacturing works or branch ministries, which helps plan foreign trade, foreign trade activities proper comprise several stages:

- market research work (analysis of the market conditions);
- choosing proper methods of trade on this particular market;
- planning the foreign trade operation;
- carrying on a publicity campaign;
- preparation and conclusion of a contract of sale with a foreign counterpart;
- fulfillment of contract obligations.

Notes

A compensatory deal – компенсационная сделка. *A large-scale contract on a compensation basis* – крупномасштабный контракт на компенсационной основе. (Договор купли / продажи, предусматривающий взаимную поставку товаров на равную стоимость).

TOPICAL VOCABULARY

contract – юридический документ а) контракт, договор, соглашение (любого рода)

Syn. covenant, compact, bargain, agreement, treaty

Society is indeed a contract. – Общество – это в самом деле своего рода соглашение.

yellow-dog contract – амер. контракт, обязывающий рабочих не вступать в профсоюзы

award contract – сдать подряд на поставку товаров или на производство работ

legal contract – законный контракт *Syn. valid contract*

void contract – недействительный договор

sweetheart contract – амер. *полюбовное* соглашение без участия профсоюзов

against (under) the contract – по договору, по контракту (в счет или во исполнение договора)

to abrogate (cancel, repudiate) contract – аннулировать контракт

to breach (break, violate) contract – нарушать условия

to carry out (execute) contract – выполнять условия договора

to conclude (sign) contract – заключить, подписать договор

to draw up (write) contract – составлять договор

to negotiate (ratify) contract – принимать условия, ратифицировать договор

contract price – договорная цена

contract law – юр. договорное право

to contract – становиться связанным с кем-л. или чем-л.

а) заключать договор, соглашение; принимать на себя обязательство; вступать в какие-л. юридические отношения (в частности, брачные)

The city contracted for a new library with their firm. – С их фирмой городские власти заключили контракт на новую библиотеку. The firm contracted to construct the bridge. – Фирма заключила договор на постройку моста. The woman claims that she contracted a form of marriage with the prisoner, who already has a wife. – Эта женщина заявляет, что заключила с арестованным нечто вроде брачного контракта, но у него уже есть жена.

to contract out – давать работу по контракту *Syn. agree, engage*

The city council has already contracted out the work on the new road. – Контракт на постройку новой дороги уже заключен городской администрацией.

отказываться присоединиться (к соглашению); приобретать (привычку) *Syn. incur, catch*

Workers are permitted to contract out of the latest old-age insurance plan. – Рабочим имеют право не заключать контракты на пенсионное обеспечение по новому плану.

We cannot help contracting good from such association. – В таком обществе нельзя не стать лучше.

делать долги; оказываться связанным обязательствами; уменьшаться в размерах, объеме и т.п.

The loans contracted had amounted to 530,000,000 francs. – Общая сумма заимствований составила 530 миллионов франков.

The rocks, contracting the road. – Скалы, зажимающие между собой дорогу. He hopes shortly to contract his expense. – Он надеется вскоре сократить свои расходы.

to contract expenses – сокращать расходы *Syn. restrict, confine*

to contract efforts – уменьшать усилия

to contract in – официально принимать участие в чем-л.

How many of the companies have contracted in so far? — Сколько компаний на данный момент подали заявки на участие?

contract administration – контроль за исполнением контракта

contract administrator – руководитель подрядных работ

contract *binding in honour only* – юр. соглашение, легализующее намерение сторон не иметь официальных взаимоотношений между собой (контракт не должен иметь реальной силы) *Syn. contract not subject to legal jurisdiction*

to contract a debt – получать кредит, брать в долг

to contract a loan – делать заем, получать ссуду

to contract a marriage – заключать брак

contract authorization – разрешение на заключение контракта госорганом

contract award – заключение контракта (госведомством с частной компанией)

contract awarded – полученный подряд

contract awarded on a trade-by-trade basis – контракт на основе торгов

contract business – контрактная сделка

contract change – внесение изменений в договор

contract clause – 1) пункт договора 2) статья контракта

contract clauses – статьи договора купли-продажи

contract closeout – завершение контракта

contract costing – калькуляция стоимости контракта

contract date – дата совершения контракта; срок, оговоренный контрактом

contract definition – выработка основных положений договора

contract duties – обязанности стороны, согласно контракту

contract drawings – получение кредита по контракту

contract dispute – споры по контракту

contract documents – документы контракта

contract employee – контрактный работник

contract fraud – обман при заключении договора

contract guarantee – гарантии по контракту

contract holder – владелец контракта

Exercise 1. Analyse the topical vocabulary and learn the words and phrases by heart.

Exercise 2. Remember that.

All commercial activities in foreign trade may be divided into basic ones associated with the conclusion of foreign trade contracts for the exchange of goods and auxiliary ones ensuring their successful performance: carriage of goods, their insurance, banking operations as well as Customs and other activities.

Exercise 3. Answer the questions.

1. What main activities does foreign trade comprise? 2. What is the principle in dividing all commercial activities into basic ones? 3. What is the principle in dividing all commercial activities into auxiliary ones? 4. What are the types of foreign trade transactions? 5. What basic types of contract do you know? Describe them. 6. What auxiliary types of contract can you name? Can you describe them? 7. In what way can deals be concluded abroad and at home? 8. What are requirements to the conclusion of deals in our country? 9. Who is entitled to sign contracts abroad and at home? 10. What are the stages in foreign trade activities?

Exercise 4. Answer the questions.

- What are requirements to the conclusion of deals in Great Britain?
- What are requirements to the conclusion of deals in the USA?
- What are requirements to the conclusion of deals in other countries?

Exercise 5. Finish the sentences.

1. If your products were not up to sample _____. 2. We are in the market for hydraulic presses, and we _____. 3. They have been doing business in the field of electronics for the last decade and we _____. 4. All the details of transporting goods: packing, marking, loading and unloading are handled by specialized _____. 5. Importing and exporting goods are subject to a lot of formalities such as _____. 6. The Suppliers guarantee _____. 7. Don't you think that if we took the computer on a lease of 10 years, it _____? 8. What do you know about the development of boarder trade _____? 9. When and with what company was the last large-scale compensation _____? 10. There may be about 10 or more auxiliary operations to one _____. 11. The names of persons entitled to sign documents and contracts on behalf of the export or import associations abroad are published in the official journal of _____. 12. There may also be barter deals and compensatory _____. 13. The laws of our country do not recognize the validity of any _____. 14. According to our law contracts must always be made in the form of duly signed documents _____. 15. Contracts of sale include turnkey and large-scale contracts on a compensation _____. 16. Licence agreements stand apart from all the above contracts because _____.

Exercise 6. Complete the sentences.

The amount of the compensation for _____. Against what risk_____? Which do you think is the most important clause _____? What is necessary to establish _____? At the international fair held in Plovdiv, Bulgaria_____. Why do they hold us responsible ____? Having taken steps to_____. Which kind of offer contains the words: _____subject to ____? We are sending you our letter enclosing _____. These clauses may be included in the contract _____.These standard forms of contracts are used in _____. It is customary to draw up an individual contract or _____. There may be standard General Conditions - an integral part of _____. A written contract of sale is made out in _____. Each licence agreement is more or less unique in _____.

Exercise 7. Remember the facts.

There are three primary types of government contracts: fixed price, cost reimbursable and time and materials. Fixed price contracts have a negotiated price that remains the same over the life of the contract. Regardless of your cost the amount you will be paid remains the same. Cost reimbursable contracts involve the government paying for the actual cost to complete the work. Cost reimbursable contracts have a variety of schemes for providing a fee or profit to the contractor. Time and materials contracts have agreed to rates for labor and materials that do not change over the contract but are billed as incurred. Time and materials contracts can have annual escalation rates incorporated in them to reflect increasing costs.

Exercise 8. Transfer the given information from the passages onto a table.

№	Activity			
	Notion	When	Where	Score

THE MAIN CHARACTERISTICS OF THE CONTRACT OF SALE

A written contract of sale is made out in the form of a document signed both by the Sellers & the Buyers. When there is no necessity of introducing special terms and conditions into contract of sale, our associations use standard forms of contracts containing the following clauses (articles).

- Naming (definition) of the Parties.
- Subject of the contract and volume of delivery.
- Prices and the total value (amount) of the contract (including terms of delivery).
- Time (dates) of delivery.
- Terms of payment.
- Transportation (carriage) of goods (packing and marking, shipment).
- The Sellers' guarantees (the quality of the goods).
- Sanctions and compensation for damage.
- Insurance.
- Force majeure circumstances.
- Arbitration.
- General provisions.

There may be standard General Conditions, which form an integral part of the contract and are either printed on the reverse side of the contract or at the foot of the face of the contract or attached to it. In the case of a contract for sophisticated machinery and equipment there may be other clauses: technical conditions, test and inspection conditions, requirements to technical documentation, supervision of erection and putting the machinery into operation (commissioning), and sending specialists for the purpose, training of the Buyers' specialist, the Sellers' obligations for technical servicing and the like.

These clauses may be included in the contract itself or in the Appendices to the contract, which are an integral part of it. When detailed special terms and conditions are introduced into the contract or the agreement, it is customary to draw up an individual contract or agreement in each particular case (e.g. a turnkey contract, a licence agreement). These standard forms of contracts, for example, are used in grain trade, seed, sugar, cotton and other trades.

A SAMPLE OF A CONTRACT

After talks in Brighton V.K. has signed the contract between Continental Equipment and TST Systems for the supply of process equipment. Here are some clauses of this contract.

Brighton, England

April, 2007

Continental Equipment Plc, Brighton, England, hereinafter referred to as "*The Seller*", on the one part, and TST Systems Ltd., Kiev, Ukraine, hereinafter referred to as "*The Buyer*", on the other part have concluded the present Contract as follows:

1. Subject of the Contract

1.1 The Seller has sold and the Buyer has bought the machinery, equipment, materials, and services ("*Equipment*") as listed in Appendix 1 being an integral part of this Contract.

2. Prices & Total Volume of the Contract

2.1 The Total Contract Value is as following:

Equipment and engineering FOB U.K. port + documentation

Supervision, start-up and training

Spare and wear parts

Freight

Total price CIF Odessa

Discount

Total Contract Value

2.2 The prices are understood to be CIF Odessa including cost of packing, marking, loading on board a ship, stowing and fastening the equipment in the hold, and the cost of the materials used for this purpose.

2.3 The prices are firm for the duration of the Contract and shall not be subject to any revision except on account of any mutual agreed changes or modifications to equipment specification and/or quantities listed in Appendix 1 to this Contract.

3. Time of Delivery

3.1 The equipment specified in Appendix 1 of the present Contract is to be delivered within two (2) months from the date of opening the Letter of Credit specified in Clause 4.1 of this Contract.

3.2 The delivery date is understood to be the date of the clean Bill of Lading issued in the name of the Buyer, destination Odessa port of Ukraine.

4. Terms of Payment

4.1 Within thirty (30) days from the date of signing this Contract, the Buyer is to open in favour of the Seller an irrevocable confirmed Letter of Credit with City Bank, London, for hundred % (100%) of the total contract value. The Letter of Credit is to be valid for three (3) months.

4.2 Payment from this L/C at the rate of 100% of the total contract value is to be effected in GB pounds against the following shipping documents:

4.2.1 Original Bill of Lading issued in the name of the Buyer, destination Odessa Port of Ukraine.

4.2.2 Shipping Specification.

4.2.3 Certificate of Quality.

4.2.4 Certificate of Origin.

4.2.5 Packing List.

4.2.6 Insurance Policy.

5. Technical Documentation

5.1 Within five (5) days from the delivery date the Seller shall send two (2) sets of the technical documents as listed in Appendix 2 to the address of the Buyer.

5.2 All instructions on the drawings are to be in English, with all instructions contained in Items 1,2,3, and 4 of Appendix 2 translated into Ukrainian.

6. Guarantee of the Quality of the Equipment

6.1 The guarantee period is twelve (12) months from the date of the start-up of the equipment that is reflected in an appropriate Act signed by the representatives of the Parties to the present Contract, but not more than 18 months from the date of delivery of the equipment.

6.2 If the equipment proves to be defective or faulty during the guarantee period, the Seller has at its expense at the choice of both Parties either to remedy the defects or to replace the faulty equipment with the new one of good quality, which is to be delivered without delay to the port of delivery.

7. Packing

7.1 The equipment is to be shipped in Export Sea packing suitable for the type of equipment delivered. Packing should also be suitable for transshipment in transit and reasonable long storage of the equipment.

7.2 Each container is not to exceed the following dimensions: length = 2,500 mm, width = 2,500 mm, height = 2,500 mm.

7.3 The Seller is responsible to the Buyer for any damage to the equipment resulting from inadequate packing of the equipment.

8. Marking

8.1 All the containers are to be marked on the three (3) sides. Each container should bear the following markings made in indelible paint (in Ukrainian and English):

Contract №

Seller: Continental Equipment Plc (Address)

Buyer: TST Systems Ltd. (Address)

Railway Station of Destination: Kiev

Container: Gross weight: kg Net weight: kg

Case dimensions in cm (length x width x height)

8.2 If a case requires special handling it should bear additional marks: *Fragile, Top or This side up, etc.*

9. Shipping Instructions & Notifications

9.1. Within twenty-four (24) hours after shipment, the Seller is to inform the Buyer by fax regarding the date of shipment, the Bill of Lading number, number of containers, their weight, and the vessel name.

10. Insurance

10.1 The Seller is to take care of and cover expenses for insurance of the equipment under the Contract from the moment of its departure up to the moment of its arrival at the port of Odessa.

11. Sanctions

11.1 In the event of delay in delivery of the equipment the Seller is to pay the Buyer a penalty at the rate of 1,0% of the total contract value for every week of delay. The total amount of penalty for delay in delivery is not to exceed 10% of the total contract value.

11.2 While calculating penalty for delay, the amount of days comprising over half of a calendar week is considered to be a full week.

12. Force Majeure

12.1 The party which is enabling to fulfill its obligation under this Contract is to inform the other Party within ten (10) days from the beginning of force majeure circumstances.

12.2 The Parties are released from their responsibility for partial or complete non-execution of their liabilities under the Contract should this non-execution to be caused by the force majeure circumstances including, but not limited to: fire, flood, earthquake and if these circumstances have had a direct damaging effect on the execution of the present Contract.

13. Arbitration

13.1 The Seller and the Buyer will take all possible measures to settle amicably any disputes or differences, which may arise out of the present Contract or in connection with it.

13.2 If the Parties do not come to an agreement, all the disputes and differences are to be submitted for Arbitration in Stockholm, Sweden, in accordance with the rules and regulations of the Chamber of Commerce in Stockholm and applying the substantive laws of Sweden.

14. Other Terms

14.1 The Seller upon written consent of the Buyer shall be permitted to substitute equipment of comparable quality and conforming to the technical requirements for any item of equipment that may not be available for one reason or another.

14.2 Any changes, amendments or supplements to the terms and conditions of this Contract shall be valid only if set forth in a written document duly signed by authorized representatives of both Parties to the present Contract.

14.3 After the Contract has been signed all the preliminary agreements, discussions and correspondence between the Parties concerning this Contract are to be considered null and void if conflicting with this Contract.

14.4 The Contract becomes effective and comes into full force from the date of signing.

15. Legal Addresses of the Parties

Seller (продавец)

Continental Equipment Plc

9 North Road

Brighton BN15JF England

for and on behalf of the Seller

Покупатель (Buyer)

TST Systems Ltd.

P.O.Box 171

Kyiv 25310 Ukraine

от имени и по поручению покупателя

Exercise 1. Analyse the main characteristics of the Contract of Sale and give a short summary.

DIALOGUE

- Mr. Smith, have you any questions as regards the contract?
- No, I think we have settled all the points under dispute.
- Good. If some problems arise in the process of work we shall deal with them there and then. Some principal points can be included into a supplement to the contract upon mutual agreement.
 - Agreed.
 - Fine. In that case we'll tell our experts and lawyers to prepare the contract for signing. I don't think, this purely technical work will take much time and we can sign the contract at 3 o'clock p. m.
 - I believe that time will be convenient for signing the contract. Mr. Smith, we've worked hard and fruitfully, so I think we deserve a good rest. I'd like to invite you to have dinner in a restaurant and make a tour of our city.
 - I'm very happy to accept your invitation. Mr. Smith, let me once more thank you for the constructive way you helped to settle all the problems that were in the way of signing the contract.

FOB FOC FOT FOR CAF

FOB (Free on Board)

In these conditions seller has to get export license, to execute custom house's formal, to immerse good on board, to inform customer about immerse and hand him the documents (including a consignment) about getting freight on board. All these conditions he (seller) has to execute on his account, except actions, which were pointed out in the previous case. The customer in these basic conditions (in difference of previous case) doesn't pay for immersing good on board, but he pays for accommodation. The risk of damaging or loosing of load, and right of property on it turning into customer from seller when the load is crossing the board Conditions FOR (Free on Rail), FOT (Free on Truck), FOC (Free on Car) are analogous to conditions FOB.

FOB Airport

In these conditions seller placing (putting) the load to air transporter, he (seller) concludes a treaty from his name with the transporter, he gets export license and executes custom's house formal, he gives customer the documents (including air waybill). The customer has to pay for the load and for all expenditures, which connected with it's transporting after the load's passing to transporter. Risk and the right of property the seller gives to the customer after diving of the load to transporter.

C&F,CAF (Cost & Freight)

These conditions are different from Fob's conditions, because seller has to freight the load to the destination on his account. The customer pays for all expenditures, which are connected with transporting, except the freight. The right of property of the load seller gives to customer when the load is passing the broad.

CIF (Cost Insurance Freight)

These conditions are analogous to the CIF's conditions, except insuring of the load before the destination by seller.

Exercise 1. Explain the meaning of the abbreviations above.

Exercise 2. Remember that.

Arbitration, a form of alternative dispute resolution (ADR) is a legal technique for the resolution of disputes outside the courts, wherein the parties to a dispute refer it to one or more persons (the *arbitrators*, *arbiters* or *arbitral tribunal*), by whose decision (the *award*) they agree to be bound.

Other forms of ADR include mediation (a form of settlement negotiation facilitated by a neutral third party) and non-binding resolution by experts. It is more helpful, however, simply to classify arbitration as a form of binding dispute resolution, equivalent to litigation in the courts, and entirely distinct from the other forms of dispute resolution, such as negotiation, mediation, or determinations by experts, which are usually non-binding.

Arbitration is most commonly used for the resolution of commercial disputes, particularly in the context of international commercial transactions. Arbitration can be either voluntary or mandatory and can be either binding or non-binding.

Exercise 3. Add some information & make up a small report and give a talk in class.

Exercise 4. Analyze the information, which is in the highlight, and use it in practice.

Exercise 5. Read the text & pick up the essential details in the form of quick notes

TERMS OF DELIVERY

The contract of all stipulates /apart from the object of the agreement (the goods) / the price and the terms of delivery (price and transport clauses), which constitute the framework of the subsequent agreements on financing, insurance and transport.

In accordance with the responsibilities of the parties in respect of the expenses of delivery and the risks of accidental damage to or loss of the goods there may be various terms of delivery. Details of mutual obligations of counterparts referring to terms of delivery are given in the official issue of the INCOTERMS, 2018, which determines the meaning and effects of certain transport clauses have been adapted to the demands caused by container transportation, the so called COMBITERMS.

Most frequently used terms of delivery in international trade are CIF (cost, insurance, freight) and FOB (free on board). A CIF price includes apart from the value of the goods the sums paid for insurance and freight (and all other transportation expenses up to the place of destination), which an fob price doesn't, that means the latter must be lower than the former since it only includes the value of the goods, transportation and other expenses until the goods are on board vessel. On Fob and CIF terms the Sellers bear the risk of accidental loss of or damage to the goods until the goods pass the ship's rail.

OTHER TERMS OF DELIVERY

◀ **EXW-free on works**, which means delivery of the goods from the plant gates of the Sellers, with all charges thereafter to be paid by the Buyers and the risk of accidental damage to or loss of the goods to be borne by them. The above terms are applied in our foreign trade very seldom.

◀ **FOR = free on rail** (FOC = free on car, FOT = free on trucks), which means that the Sellers pay all charges up to and including the placing of the goods on a railway train (in cars or on trucks).The risk of accidental damage to or loss of the goods passes when the goods have been entrusted to the carrier.

◀ **FAS = free alongside ship**, which means that the Sellers pay for all the charges up to and including the placing of the goods alongside the ship (on the quay where the ship is docked), but doesn't pay for loading. The risk passes when the goods have been effectively placed alongside the vessel in the named port of shipment.

◀ **CAF = cost and freight** (C&F), which means that the Sellers undertake to pay for the cost of transport of the goods to a specified destination having allowed for this in their sales price. The risk passes when the goods have crossed the ship's rail at the port of loading.

Exercise 1. Answer the questions.

1. What is a draft? 2.What does endorsement of the draft mean? When is it used? 3.What does discounting of the draft mean? When is it used? 4.What makes the draft a very practice method of payment in foreign trade? 5.What types of drafts do you know? Describe them. 6. In what cases is advance payment used? 7. When is payment on an open account practical? 8. Are open account terms considered to be a long term or a short-term credit? 9.Why is payment on an open account disadvantageous to the Exporter? 10. What is a bank draft like? 11. What does the phrase «to make a draft on a fund» mean? 12. What does the phrase «time draft» mean? 13. Can you draft a contract? 14. Is it easy to draft a vice-presidential candidate? 15. How many draft laws do our candidate pass every year?

TERMS OF PAYMENT

Payment in foreign trade may be made in cash and on credit.

There are different methods of cash payment.

◀ **By cheque** (but it is not practicable as a cheque is payable in the country of origin and its use is time-wasting to say the least. That's why cheques are mostly used for payment in home trade.)

◀ **By telegraphic or telex transfers or post (mail)** remittance which is made from the Buyers' bank account to the Seller's bank account in accordance with the Buyers' letter of instruction. Actually this method of cash payment may sometimes take several months, which is naturally very disadvantageous to the Sellers. The transfer is carried out at current rates of exchange.

◀ **By letter of credit.** (in our commercial practice the following types of letters of credit are usually used: irrevocable, confirmed and revolving. An irrevocable L/C is one, which can neither be modified nor cancelled without the consent of the party in whose favour it has been opened. A confirmed L/C is an irrevocable L/C, payment under which is guaranteed by a first-class bank in case the opener of the L/C (i. e. the Buyers) or the bank effecting payment defaults, or is unable to make payment. A revolving L/C is one under which its value is constantly made up to a given limit after payment for each shipment, which saves the charges on multiple letters of credit.

◀ **The Letter of Credit** is the most frequently used method of cash payment because it is advantageous and secure both to the Exporter and to Importer though it is more expensive than payment by transfer. It overcomes the gap between delivery and payment and gives protection to the Sellers by making the money available for them on the fulfillment of the transaction and to the Buyers. Because they know that payment will only be made against shipping documents giving them the title for the goods. This method of payment is often used in dealing with developing countries.

◀ **For collection.** Payment for collection does not give any advantages to the Exporter because it does not give any guarantee that he will receive it in time or at all. But it is advantageous to the Importer because there's no need to withdraw from circulation big sums of money before actually receiving goods. The costs involved in effecting payment for collection are twice or three times lower than those by letter of credit. Most modern business is done on a credit basis, which may be:

BY DRAFTS (BY BILLS OF EXCHANGE - B/E)

There may be two main types of drafts.

Sights Drafts, which are payable on presentation (at sight) or on acceptance and

Term Drafts, which are drawn at various periods (terms) and are payable at a future date and not immediately they are accepted. Term drafts may pass through several hands before maturity and require endorsement by the Sellers.

IN ADVANCE

(Importer credits Exporter)

On an Open Account

Open account terms are usually granted by the Sellers to the regular Buyers or customers in whom the Sellers have complete confidence, but sometimes they are granted when the Sellers want to attract new Buyers then they risk their money for that end.

Actual payment is made monthly, quarterly or annually as agreed upon. This method is disadvantageous to the Exporter, but may be good to gain new markets.

The two methods of payment (in cash and on credit) are very often combined in a contract. Drafts may be presented under a letter of credit and there may be other, sometimes very complicated combinations of various methods of payment stipulated in a contract. The form of payment to be used, i.e. in dollars, pounds sterling or other currency, is a matter for arrangement between the counterparts.

Exercise 1. Answer the questions.

1. What methods of cash payment do you know? 2. Why is payment by cheque very infrequent in foreign trade? 3. Is payment by transfer (remittance) used in foreign trade frequently? Why? 4. What is the most frequently used method of cash payment? And why? 5. What types of letter of credit are used in our commercial practice? Describe them. 6. When are payments for collection terms used? 7. Can you sum up advantages and disadvantages of each method of cash payment? 8. In dealings with what countries are they preferably used? And why? 9. What are the methods of payment on credit?

Exercise 2. Translate the words and word-combinations into your native language.

Export; exportation; to export; export bill; export reject; export surplus; import-export; exporter; export article; export availabilities; export balance of trade; export business; export by countries of origin; export capacity; export demand; import; importer; to import; import article; import balance of trade; import business; import competition; import duty; import entry; import permit; import product.

Exercise 3. Discuss the below extracts after checking them up. Put the right prepositions in.

1. To save time almost every association ___ the Ministry ___ Foreign Economic Relations has standard forms ___ orders and contracts ___ sale. These provide ___ blank spaces to be filled ___ ___ the various information required.

2. Foreign trade involves specialized knowledge ___ many fields, and highly-trained personnel, which means if a businessman is not sure, he should use the knowledge and abilities ___ consulting bodies ___ market research, marketing, reliability ___ companies he is going to do business ___, etc.

3. A firm order ___ an overseas buyer is often called an indent, and there is a special type ___ commission agent, Great Britain ___ example, called an indent house, i.e. an agency, which collected, indents ___ buyers and places them ___ suppliers.

4. Developing countries are creating their own manufacturing industries and are changing traditional patterns ___ trade: their products are sometimes cheaper and ___ higher quality because ___ lower labour costs and the free availability ___ local raw materials.

5. The commercial invoice contains ___ the names and addresses ___ the Sellers and the Buyers, a full description ___ the goods delivered including the weights and numbers and marking ___ all ___ the cases, the price per unit and the total value ___ the consignment. It also states the port ___ shipment and the date, the terms ___ delivery and the terms ___ payment. It is signed ___ an authorized person ___ behalf ___ the Sellers.

Exercise 4. Add some information & make up a small report and give a talk in class.

Exercise 5. Read the text & pick up the essential details in the form of quick notes.

Exercise 6. Analyze the information, which is in the highlight, and use it in practice.

Exercise 7. Read and learn the words and word-combinations.

contract	контракт
agreement	соглашение, договор
party to a contract	договаривающаяся сторона
Binding	обязательства, обязательный
be binding upon smb.	быть обязанным кому
bind smb.	обязывать кого-то
be bound to do smth.	обязательно сделать что-то
offer	оферта, предложение
make an offer	сделать оферту (предложение)
accept an offer	принять предложение
revoke/withdraw an offer	отозвать оферту (предложение)
revocation/withdrawal of an offer	отзыв, отмена оферты (предложения)
acceptance	принятие, акцепт
acceptor	акцептант, приемник
offerer	лицо, делает пропозицию; оферент
offeree	лицо, которому делается предложение
consideration	встречное удовлетворение; основание; рассмотрение, возмещение, компенсация
invalid	недействительный
valid	действующий, действительный
enforceable	обеспечен правовой санкцией, имеющий исковую силу
voidable	оспариваемый
void	недействительный
(il)legal	(не)законный
executed	выполненный
executory	подлежащий исполнению; набирающий силу только в будущем

Exercise 8. Read and translate the sentences into your native language.

1. Written contracts are not always more binding than oral contracts. 2. A person who makes an offer is called an offerer. A person to whom an offer is made is called an offeree. If the offeree accepts the offer, he is also called an acceptor. 3. An offer is a proposal. One may revoke a simple offer at any time before it is accepted.

Exercise 9. Read and translate the sentences into your native language.

1. In order to make a valid contract one must observe certain necessary conditions. 2. A court of law cannot enforce an agreement if it does not know what the agreement is. 3. A contract gives rise to certain rights and obligations. However, these rights and obligations cannot arise except between the parties to the contract. 4. A contract may be binding upon one party to the contract and not upon the other. 5. An effort was made by vendors to bind purchasers to observe certain stipulations. 6. An illegal contract is a mutual agreement to do something contrary to law or public policy. 7. An executed contract is one in which the object of the contract is at once performed, whilst an executory contract is one in which one of the parties finds himself to do, or not to do, a given thing at some future date.

Exercise 10. Read and translate the paragraphs. Consult the dictionary if necessary.

A. "Every agreement enforceable at law is a contract". This definition is worthy of careful thought, because a contract is often defined as an agreement enforceable at law. This is far from being correct. An agreement which cannot be enforced at law, because it doesn't fulfil the requirements of certain statutes, may still be a contract.

B. When one person writes an offer to sell and another person at the same time writes an identical offer to buy, there might appear to be an acceptance before the offer. We here have two offers and no acceptance. An acceptance sent in the same manner in which offer was received is not binding until actually received by the offerer if the offerer requested or suggested some other manner of acceptance or if he stated that the offer would not be good till acceptance was received.

C. Illegal considerations will not make a binding contract. All the terms of contract to be binding must be assented to by both parties, and in the same sense or with the same intent, and must be obligatory on both parties, though there are exceptions to this.

A contract containing an agreement to do anything immoral, indecent or contrary to law is void, as for example contracts to commit, conceal or compound a crime. If only part of the consideration is contrary to law the entire contract is void. A contract founded on a consideration naturally or physically impossible is also void.

D. A contract is an enforceable agreement between two or more competent persons, embodying an offer by one person to do or not to do a certain thing and an acceptance by another. This definition, like most definitions, fails adequately to define so comprehensive a term as contract. The reason is that it is impossible to compress into one sentence all the requirements and circumstances attending the formation of a valid contract. Where the thing agreed upon has been done, as in case of an article sold & delivered and payment made on the spot, it is called an executed contract. Executory contracts, on the contrary, are those where something remains to be done as to do an act on or before a future day.

Exercise 11. Make questions relating to the paragraphs A, B, C, D.

Exercise 12. Complete the spaces with appropriate words from the box.

Executed void contract agreement valid binding offeree consideration

1. ... means destitute of all legal effect. 2. An ... contract is one in which the object of the contract is, at once performed. 3. A mere ... is not yet a contract. 4. Written contracts are not always more ... than oral contracts. 5. ... is the very essence of a contract. 6. If the ... accepts the offer, he is also called the acceptor.

Exercise 13. Translate the sentences paying special attention to:

a) Absolute Participle Construction b) It is + adj.

1. The rights and liabilities of the parties to a contract having been considered, it is now necessary to see how the contractual relationship is terminated.

2. It is quite possible for a valid and enforceable contract to exist when a definite proposal has been accepted.

3. An offer consisting of various terms, care should be taken that the whole of the terms are brought to the notice of the other party.

4. When there is a correspondence extending over a long period it is not always easy to discover the exact point at which the offer is made and the acceptance communicated.

5. It is immaterial what is the nature of the agreement entered into, or what are the preliminaries through which the parties go.

Exercise 14. Remember the topical vocabulary.

export – а) экспорт, вывоз the export of oil – экспорт нефти *Syn. exportation* б) экспортируемый товар; экспортировать, вывозить (товары; to; from)

They sell to their own country but they don't yet export to other countries. —

Они продают свою продукцию внутри страны, но на экспорт пока не вышли.

export – экспортный, вывозной

export bill – экспортная накладная

export reject – бракованные экспортные товары

export surplus – превышение стоимости экспорта над стоимостью импорта

import-export – включающий в себя импорт и экспорт (о бизнесе)

import – импорт (ввоз в страну товаров) *Syn. importation*; импортировать (ввозить в страну товары из-за границы)

Britain must try to import fewer goods from overseas, so as to help her own industries.

– Британии надо уменьшить импорт, чтобы поддержать отечественное производство.

а) иметь отношение, касаться, затрагивать *Syn. relate to, have to do with*

It is a question that imports us nearly. – Этот вопрос напрямую касается нас.

б) иметь значение, быть важным *Syn. matter.*

For them it greatly imports. – Для них это имеет большое значение.

Exercise 15. Translate into English.

1. Конечно термин *договор* употребляется юристами, чтобы выразить идею видовойидности, которая является следствием добровольной договоренности одного человека с другим. 2. Продавцами была предпринята попытка обязать покупателей придерживаться определенных условий. 3. Вообще гораздо сложнее выявить наличие акцепта, чем оферты. 4. Спорный означает, что он может быть подтвержденным или разорванным одной или другой стороной в зависимости от ее желания. 5. 3 договора вытекают определенные права и обязанности. Но эти права и обязанности могут возникать не иначе, как между договаривающимися сторонами. 6. Встречное удовлетворение - это суть договора.

Exercise 16. Remember that.

1. It is a common misconception as to the law of contracts that an agreement is not binding if it is not in writing. 2. It is immaterial: the promise is made in writing or orally.

Exercise 17. Study the use of the italicized words in different phrases & suggest their Russian equivalents.

Contract: contract by post, contract debt, contract financing, contract implied in fact, contract in force, contract of adhesiofl, contract of agency, contract of beneficence, contract of future delivery, contract of good faith, contract of guarantee, contract of insurance, contract of purchase, contract of tenancy, contract price.

Agreement: agreement amongst underwriters, agreement by parol, agreement by specialty, agreement not to prosecute, Agreement of International Freight Railway Communication.

Binding: binding effect, binding through international custom, binding upon (the parties), binding force, binding over, binding receipt.

Valid: valid claim, valid deed, valid defence, valid for, valid passport, valid title.

Executory: executory agreement, executory bequest, executory consideration, executory contract, executory covenant, executory devise, executory interest, executory process.

Acceptance: acceptance credit, acceptance in blank, acceptance sampling, acceptance supra protest, acceptance tests.

Exercise 18. Read and translate the paragraphs. Consult the dictionary if necessary.

A. Rescission of contracts is the revocation' of contracts and agreements.

Contracts may be annulled by mutual consent of the parties, which may occur by the act of **otic** party where the other has failed to perform his contract in its entirety but not where the failure has been partial only.

B. Covenant is an agreement entered into by deed, that is, by instrument of writing under seal, whereby one of the parties promises the performance or non-performance of a certain act or acts, or that a given state of things does not or shall not exist.

C. In determining whether or not the performance of one covenant depends upon or is to follow the performance of another, the intention of the parties will control.

D. Before a court of equity will interfere and decree a specific performance of a contract it must appear that the contract was founded upon a valuable consideration.

A specific performance will not be decreed if a contract is not based upon a strictly valuable consideration. Specific performance of course will not be decreed where the contract is to do something that one is unable to do or which is contrary to law or equity.

E. Performance is the carrying out of provisions in a contract. Performance of a contract must be in accordance with the intention of the parties as it appears in the contract. It is apparent that there may be cases in which a literal, accurate performance may not be in accordance with the evident intent of the parties, in which case the evident intent must control. It is a general principal governing the construction of contracts that stipulations as to time of their performance are not necessarily of their essence.

Exercise 19. Make questions relating to the paragraphs A, B, C, D, E.

Exercise 20. Translate the words and phrases.

Covenant, Covenant of the League of Nations, International Covenant on Civil and Political Rights, the Old Covenant, the New Covenant, the Land of the Covenant.

Exercise 21. Read the information t & pick up the essential details in the form of quick notes.

Exercise 22. Add some information & make up a small report and give a talk in class.

Exercise 23. Read and translate the sentences into your native language.

1. A person cannot avoid a contract on the grounds of his own fraud. 2. Business consists essentially of making and discharge of contracts. 3. The term *covenant* is applied to denote a contract under seal; and the term *agreement* generally denotes a contract not under seal. 4. Contract is the result of a combination of two ideas – an agreement and an obligation. 5. The promise of a gift can scarcely be construed as a mutual transaction because the other party does not give up anything. 6. A unilateral offer is one which is accepted by performance of an act. A bilateral offer is one that is accepted by means of a promise. 7. A *contract under seal* is generally called a *specialty contract*, or a deed. Three things are essential to a deed-writing, sealing and delivery. 8. A simple contract is often called a *parole* contract, and it makes no difference whether it is in writing or only made orally. 9. An anticipatory breach is a *repudiation* by one party, prior to the time for performance, of his obligation under the contract. 10. Society is indeed a contract.

Exercise 24. Study the use of the italicized words in different phrases & translate them.

Constructive: constructive assent, constructive authority, constructive bailment (contempt, contract, knowledge, loss, malice, possession, service, total loss, trust)

Deed: deed in fee, deed indented, deed of accession, deed of agency, deed of arrangement, deed of assignment, deed of conveyance, deed of covenant, deed of gift, deed of release, deed of separation, deed of settlement, deed of trust, deed poll.

Obligation: obligation of contract, obligation of contract clause, obligation of non-recognition, obligation of appearance.

Specific: specific bequest, specific covenant, specific denial, specific deposit, specific devise, specific duty, specific goods, specific intention, specific performance, specific price supplement, specific relief, specific thing.

Construe: construe broadly, construe restrictively.

Exercise 25. Complete the sentences with the correct preposition.

We	invested	a lot of money		...business.
	spent			...training courses.
	wasted			...unnecessary equipment.
	made			our overseas investment.
	saved			...our energy bills.
	borrowed			...the bank.
	owed			...our suppliers.
	gave			...charity.
	changed			... the trip.
	lent			... my friend.
	produced			... save the country.
	threw			... enjoy ourselves.
	sank			... a venture.

Exercise 26. Read the text on arbitration and give your opinion on its main idea.

Unfortunately as in other walks of life in trade too error may occur and the goods may be mishandled: accidents may happen, usually because of hurry and lack of sufficient supervision and mistakes in carrying out orders may creep it.

These may be caused by mistyping of figures, misreading of numbers and so on or for more serious reasons. One of the parties to the contract may consider that the other party has infringed the terms of the contract and may write a letter of complaint containing a claim for damages or for a reduction in the price, etc.

The parties do their best to settle their differences and claims amicably, but if they fail to agree, in accordance with the corresponding clause of the contract, the claim is submitted for arbitration. If the parties don't agree upon a single arbitrator, each of them appoints their own. The three of them form the arbitration tribunal, which considers the case and makes an award by majority of votes. The awards of the Arbitration Court are final and binding upon both parties and without appeal. Arbitration expenses, which are sometimes very high, are usually borne by the loser unless otherwise agreed upon.

Exercise 27. Complete the spaces with appropriate words from the box.

avoid a contract rescind the contract promise unilateral an obligation bilateral

1. As there was mutual mistake as to the existence of the subject matter, the defendant could 2. A person cannot on the grounds of his own fraud. 3. The term ... is used to signify any mere parole engagement by one person with another. 4. Contract is the result of a combination of two ideas - an agreement and 5. A ... offer is one that is accepted by means of a promise.

Exercise 28. Would you like to do any of the things?

- employ an assistant;
- move to bigger premises;
- speak better English;
- have one more hour in the day.

Exercise 29. Translate the sentences paying special attention to: a) since b) unless.

1. A bilateral offer calls reasonably for a promise on the part of the offeree, **since** the offerer would naturally wish to know in advance of performance whether the offeree was going to accept the offer. 2. An agreement is not a contract, **unless** its terms are certain or capable of being made certain. 3. The existence of a document in writing does not dispense with the necessity for consideration. **Unless** the contract is under seal there must be a consideration. 4. They say nothing unless a mere *Yes, Sir* or *No, Madam*. 5. The city contracted for a new library with this firm unless otherwise agreed upon.

Exercise 30. Agreement an; agency of necessity; by ratification; an agent contract; duress.

1. Before ... can come into existence, there must be some existing relationship of agency, out of which the necessity to exceed the authority arises. 2. is a person "who is employed to do anything in the place of another". 3. A contract implied in law is one in which an obligation is imposed upon a person, irrespective or even in violation of his intention to enter into a 4. And it is equally clear that if A and B have agreed that C shall do some particular act, neither of them can compel C to do anything of the kind, since C is no party to the

Exercise 31. Read & translate the paragraphs. Consult the dictionary if necessary.

A. Contracts may be express where the thing to be done or not to be done is fully stated when the agreement is made, or implied, which are such as reason and justice dictate and which the law presumes that every man undertakes to perform. Thus, if one requests another to do a day's work, though there is no express promise to pay, there is an implied promise to pay the amount commonly paid for such a day's work in the neighbourhood.

Implied contracts are of very frequent occurrence.

B. Fraud in its ordinary application to cases of contract includes any trick or artifice employed by one to induce another to fall into or keep him in error so that he may make an agreement contrary to his interest. It may consist in either misrepresenting or concealing material facts and may be effected by words or by actions but neither law nor equity will relieve one who has not himself exercised a due degree of caution.

Ordinarily, misrepresentation as to a fact, the truth or falsehood of which the other party has an opportunity of ascertaining or the concealment of a matter, which a person of ordinary skill or vigilance might discover, does not constitute fraud. Misrepresentation as to the legal effect of an agreement every man of mature discretion being presumed to know the legal effect of an instrument which he signs, or of an act which he performs, does not constitute fraud. It is a deception as to facts that operates as fraud.

C. A contract made under duress is voidable and not void and may be ratified and adhered to by the party who has wrongfully compelled to execute it.

Usually the words *assign, transfer and set over* are used in making an assignment, but any words showing the intent to make a transfer will operate as an assignment. If one pays the debt of another on promise of the creditor to assign his claim to the one paying, the latter will be considered an equitable assignee of the debt, and may collect it from the party owing it even though no written assignment was executed. But one who merely pays the debt of another without request and without any agreement to assign cannot recover from the debtor unless the debtor subsequently ratifies his act; or promises payment.

D. An agent is a person *who is employed to do anything in the place of another.*

The person who employs the agent is called the principal. Although the term *agency & employment* are frequently confounded, the latter term is much wider in its signification than the former. In mercantile law the word *agency* is used to signify the peculiar kind of employment necessary to bring the principal into legal relationship with third parties.

Any person who possesses the legal capacity to enter into a contract may appoint an agent to do any act in his place, unless the circumstances are such that the personal act of the principal is imperatively demanded.

Exercise 32. Make questions relating to the paragraphs A, B, C, D and title them.

Exercise 33. Translate the words and phrases into your native language.

Amendments; the list of equipment; to be delivered; precise calculations; to change; items; to exclude; part of the items; to add some items; to involve; a chain of complications; total Contract Value; to make and to approve the new list of equipment; cooperation; to achieve consensus; to prevent; clients; customers; a consent on.

Exercise 34. Add some information & make up a small report and give a talk in class.

Exercise 35. Analyze the information, which is in the highlight, and use it in practice.

Exercise 36. Read the text & pick up the essential details in the form of quick notes.

ARBITRATION

Litigation is not the only method used for resolving conflicts and disputes. Most disputes are settled by the parties themselves, frequently with the assistance of legal counsel.

Of the numerous reasons for settling disputes, many are economic because of the high cost of litigation in time and money. As long as each party must pay his or her own lawyer, the cost of litigation will be a driving force toward settlement. A major role of lawyers is to negotiate settlements of potential and existing lawsuits. The law contains other procedures and techniques for settling disputes without formal litigation. Arbitration is a substitute for litigation that is very important to business, especially in international transactions and in labour-management relations. In international business transactions, an arbitration clause in a contract determines the person or persons called the arbitrators who will resolve any controversies before they arise; the parties have thereby avoided litigation of issues relating to their contract in the courts of any one country.

Arbitration as a substitute for litigation must be contrasted with mediation, a process in which a third party is asked to help settle the dispute. The mediator provide an unbiased viewpoint and skill in effecting compromise. Although a mediator cannot impose a solution upon the parties, his or her viewpoint of a fair and reasonable settlement is usually given significant weight. This is especially true in labour-management disputes, because the public usually accepts the mediator's viewpoint as a reasonable solution.

On the other hand, arbitration proceedings are a non-judicial means for submitting a controversy to a third person or persons for a binding decision.

Arbitration may result either from agreement of the parties to the controversy or from legislation which requires that certain disputes be decided by that process.

Courts may be involved in the arbitration process if a party refuses to arbitrate a dispute that is covered by an agreement to arbitrate or if the losing party decides to challenge the decision of the arbitrators. Arbitration also serves to help ease congested court dockets. Primary function of arbitration is to serve as a substitute for not a prelude to litigation.

It is a private proceeding with no public record available to the press and others.

Arbitration has the advantage of submitting many disputes to experts for solutions.

The arbitration is handled by arbitrators assigned by the various stock exchanges and the National Association of Securities Dealers. Arbitration is of special importance in labour relations where it provides the grievance procedures under collective bargaining contracts.

It provides the means for industrial self-government, a system of private law for all problems that may arise in the workplace. The term submission is used to describe the act of referring a matter to the arbitration process. After the submission, a hearing is conducted by the arbitrator or arbitrators. Both parties are allowed to present evidence and to argue their own points of view. Then a decision known as an award is handed down.

When the arbitrator provides the basis for decision in the form of an opinion or letter, that document becomes a part of the award. After the award is made by the arbitrator, it is usually filed with the clerk of an appropriate court. If no objections to the award are filed within a statutory period, it becomes final and a judgement.

Exercise 1. Explain why. Say what the consequences would be.

It would mean we / I could It would help us to It would enable us / me to

Exercise 2. Add some information & make up a small report and give a talk in class.

Exercise 3. Read the text about arbitration and give a short summary of its contents.

Should the Sellers or the Buyers fail to settle in an amicable way any dispute or difference, which may arise out of or in connection with the present Contract, the same shall be referred, without recourse to law courts, to arbitration in Stockholm.

The arbitration tribunal shall consist of two arbitrators and an umpire. The Party, which wishes to refer the dispute for arbitration shall notify the other Party about it by a registered letter stating the name and the seat of the appointed arbitrator who may be the citizen of any country, as well as the subject of the dispute, date and number of the Contract.

The other Party within 30 days of the date of the said letter shall appoint the second arbitrator who may also be the citizen of any country, and shall notify the first Party by a registered letter of the name and the seat of the arbitrator appointed by it.

Should the Party, which has received the notification of the dispute being submitted for arbitration, fail to appoint the second arbitrator within the period indicated, the latter at the request of the other Party should be appointed by the President of the Chamber of Commerce, Stockholm. The arbitrators shall appoint the umpire. If the arbitration within 30 days after their appointment fail to come to an agreement in respect of the umpire, the latter at the request of either Party shall be appointed by the President of the Chamber of Commerce, Stockholm. If the arbitrator or the umpire appointed is not able or refuses to fulfill his duties, a new arbitrator or an umpire should be appointed instead within 30 days in the same way as the one replaced.

The arbitration award shall be adopted in accordance with the conditions of the present Contract by a majority of votes within 3 months of the date of the appointment of the umpire. The award should be made out in written form, state its reasons, the distribution of arbitration costs and be signed by all the members of the arbitration tribunal. The arbitration award shall be final and binding upon both Parties. The Parties undertake to fulfill the award in time and without enforcement.

Exercise 4. Translate the conditional sentences.

1. If the customer disagrees with any point of the contract, he draws up a statement and sends it together with the signed contract. 2..If the ownership of specific property is disputed by another person, the owner has the right to institute a suit for the recognition of his right to own such property. 3. Joint ownership is terminated voluntarily, through the division of property by mutual consent of all owners. If no agreement is reached the property is divided by decision of a law court. 4. If the judgement and decision have not been appealed against within a statutory period, they come into force. 5. If it is to operate smoothly every state must perform certain social functions, such as security against armed attacks from abroad and criminal assault by murderers, thieves, etc. at home. 6. If any normal society is to function normally each of its members must respect the rights and lawful interests of others and fulfil his duty to the state. 7. If a person violates a law, he will be punished. 8. If criminality did not exist in our times, there would be no need in finding the ways and means for overcoming this phenomenon. 9. If we had no civil law, corporeal relations would be regulated in some other way. 10. If international law could not influence the course of international relations, it would have lost its significance.

Exercise 5. Add some information & make up a small report and give a talk in class.

Exercise 6. Read the text & pick up the essential details in the form of quick notes.

Exercise 7. Study the use of the italicized words in different phrases & translate them.

Fraudulent: fraudulent alienation, fraudulent bankruptcy, fraudulent concealment, fraudulent conduct, fraudulent contrivance, fraudulent conveyance, fraudulent debtor, fraudulent device, fraudulent false accounting, fraudulent intent, fraudulent misrepresentation, fraudulent preference, fraudulent pretence, fraudulent sale.

Implied: implied agency, implied agreement, implied condition, implied confession, implied consent, implied consideration, implied contract, implied malice, implied trust, implied warranty of quality, implied warranty of title (ownership).

Power: power of appointment, power of attorney, power of attorney and substitution, power of eminent domain, power of review, power of substitution, power policies, power to initiate legislation, power of pardon.

Principal: principal (challenge, contract, debtor, establishment, fact, felon), principal in the case, principal in the first degree, principal in the second degree, principal intervener, principal obligation, principal offender.

Exercise 8. Remember that.

amendment – поправка (к законопроекту) исправление, коррекция *Syn.*
correction, improvement

amendment to the constitution – поправка к конституции

to adopt an amendment – принять поправку

to move (propose) an amendment – внести поправку

to ratify an amendment – утверждать поправку

correction – исправление, корректирование, внесение поправок

error correction – исправление ошибок

deadlock correction – устранение тупиковой ситуации

to speak under correction – говорить, допуская возможность ошибки

correction of the press – исправление опечаток

Exercise 9. Read and translate the sentences into your native language.

1. Fraud is such intentional perversion of the truth, which prejudices the rights of another. 2. Undue influence is the improper or wrongful persuasion of a person to do something which without such persuasion he would not do. 3. Assignment is a transfer by writing as distinguished from one by delivery. 4. If an infant misrepresents his age, he is usually liable for the deception. 5. Contract of agency is a contract whereby one person agrees to represent another person in business dealings with third parties.

Exercise 10. Read & learn the proverbs and write their Russian equivalents.

- Confession is the first step to repentance.
- Open confession is good for the soul.
- Actions speak louder than words.
- First think then speak.
- The least said, the soonest mended.
- It goes without saying.
- No sooner said than done.
- Live and learn.
- It is never too late to learn.
- A little learning is a dangerous thing.

DIALOGUE

▪ Good morning, Mr. B. We have received a *fax-message* from Kiev. I think it is *urgent to reply*.

▪ Hand me the document, please. It says that TST Systems is willing to make some amendments to the list of equipment to be delivered. They have made more precise calculations and found out that they have to change some items in Appendix 1. They want us to exclude part of the items, namely 2.6, 2.8, 3.9 and 5.7 and to add some items from Catalogue D26/17 instead.

▪ Oh, such a nuisance! But that involves a chain of complications. First, the total Contract Value will be changed; second, we have to make and to approve the new list of equipment.

▪ Please do forgive us. My director also feels terrible sorry about it. But both you and we often come across *different changes in business*: to decline or to withdraw an order, to break a contract, etc. And it's better to correct our mistakes now, while I'm here, than later on when I can't help it.

▪ Well, right. If you insist we can do that for you. I'll contact the responsible person of our department immediately...Hello. Mr. Watson? Our Ukrainian partners would like to change some items of the list of equipment we have to deliver to them, so we ought to make appropriate amendments to the Contract. Will you come to me about an hour later and take Catalogue D26/17 with you. And now do another work and wait for additional directions.

Miss Elliot, please inform the customers about our consent on changes in Appendix 1 by fax. Concerning our further cooperation. I think you must influence your management not to make any other amendments to the Contract. You see, it's a difficult task for us *to deal with* our eastern partners. However we always do our best to achieve consensus.

▪ Thank you, John. I'll try my best to prevent such things in future.

▪ Settled. Goodbye.

▪ Thank you, goodbye.

Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class. Render the contents of the dialogue in Indirect Speech in English. Translate the dialogue paying attention to italic phrases.

Exercise 2. Read, find the comparative construction and translate the sentences.

1. The better people know the laws, the less they violate them. 2. The more developed is society, the more perfect are its laws. 3. The better and more efficiently a collective works, the more profit the enterprise will make. 4. The better our work is organized, the more effective is our labour. 5. The more you learn, the more you know. 6. The more you know the more you understand that you know nothing. 7. The more you know a man the more you understand that you don't know him at all.





designed by freepik.com

DIALOGUE

- John Cartwright.
- Hello, John. This is B. from Kyiv.
- Hello, Mr. B. Any problem?
- Yes. Did you receive our fax yesterday?
- Yes, we did.
- I'd like to know your reaction on it.
- We've carefully studied your complains, Mr. B. You're perfectly correct as to the short delivery. Items 2.5 and 2.6 lacked in the consignment of equipment we sent you. It was overlooked by our controller. We apologize for the oversight. It won't happen again.
 - When will you send us these parts?
 - This week. By air. We'll send you some documents *to facilitate customs clearance* at your end.
 - Fine. But what about the packaging? The cover of one of the containers was badly damaged. The equipment in this container was damaged a little too.
 - It wasn't our fault, Mr. B. The equipment was packed in the required way. You should take this up with the captain of the ship.
 - We've already done it, John. He believed that your packing is to blame.
 - I must disagree totally with him. Perhaps you should have been firmer in dealing with him.
 - Let's go back to this matter in a couple of days, John. I'll try to discuss it with the shipowners. But there is one more problem: a three-week delay in delivery of the equipment. We suffered some losses through this delay. I'd like to remind you that according to the sanctions clause of our contract we have the right to claim a penalty.
 - I'm afraid you haven't that right, Mr. B. This delay *was caused by a strike* in the Brighton Port. We consider this strike to be a *force majeure circumstances* that had a direct effect on the execution of our liabilities. We did our best to meet the deadline.
 - I don't agree, John. English ports are often hit by strikes. You were able *to foresee* this complication. Moreover, to meet the deadline you could have delivered the equipment to other port.
 - We couldn't have done that owing to circumstances outside our control.
 - If we don't *reach mutual understanding*, our company will have to go through *arbitration procedures*.
 - There's no need to get aggressive, Mr. B. There will be a meeting of our top executives at 11 o'clock where your claim will be on the agenda. I'll try to settle it and ring you back after the meeting.
 - All right. I'm waiting for your call, John.

Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class. Render the contents of the dialogue in Indirect Speech in English.

Exercise 2. Answer the questions.

1. What is a major role of lawyers?
2. What spheres do the controversies arise in?
3. Why must arbitration be contrasted with mediation?
4. In what case may courts be involved in the arbitration process?
5. What are the peculiarities of the arbitration proceedings?
6. Can you explain the term *submission*?
7. When does the award become final and a judgement?
8. Is it possible to reach mutual understanding in your family?
9. What is litigation like?

DIALOGUE «APOLOGIZING»

- Benn Distribution, Good afternoon.
- Hello. Can I speak to Philip Benn, please?
- Who's calling, please?-
- This is Peter Van Eysen of TPS.
- Hold the line, please..., I'm connecting you.
- Philip Benn speaking.
- Hello, Mr. Benn, this is Peter Van Eysen.
- Good afternoon, Mr. Van Eysen. Are you calling about your order?
- Yes, about the calculators, the model RK-529. They arrived this morning, but there were no instruction manuals in the boxes.
- No instruction manuals. That's very strange.
- Can you look into the problem? And then can you call me back as soon as possible?
- Yes, of course. Do you have the order number?
- Yes, it's 4189.
- 4189. And it was twenty calculators, model RKS29.
- That's right.
- OK, Mr. Van Eysen. I'll call you back in 10-15 minutes.
- OK. Bye.
- Hello. Is that Mr. Van Eysen?
- Yes, speaking.
- Hello, this is Philip Benn. I'm sorry about the mistake in your order. It was due to a packing error. Sorry. A mistake in packing. Somebody simply forgot to put the instruction manual in the boxes.
- So you have them at your factory. Could you send me them as soon as possible?
- Yes, of course. I'll send them today. And to compensate for the inconvenience, I'll give you a 5% discount on your next order.
- Thank you very much. And thanks for calling back.
- Not at all. Goodbye, Mr. Van Eysen.

Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class. Render the contents of the dialogue in Indirect Speech in English. Translate the dialogue paying attention to italic phrases.

Exercise 2. Translate the phrases with the keyword «sale».

To make a sale; cash sale; to be available for sale; to be for (on) sale; public sale; to put up for sale; to conduct (have, hold, run) a sales; bargain sale; fire sale; rummage sale; jumble sale; annual sale; clearance (closeout, storewide) sale; warehouse sale; white sale ; sales drive (campaign); sales figures; sales force; exclusive sale; effects of a sale duty-free sale; bulk sale; gross sale; shipment sale; slow sale; tie-in sale; international sale; export sales; country of sale; credit sale; instalment sal; agreement of purchase and sale; sale agreement; sale and delivery; sale and return.

Exercise 3. Add some information & make up a small report and give a talk in class.

Exercise 4. Read the text & pick up the essential details in the form of quick notes.

Exercise 5. Analyze the information, which is in the highlight, and use it in practice.

GENERAL CONDITIONS OF SALE

They correspond to *Standard Conditions of Sale* in contracts of some British companies.

The amount of information in General Conditions varies from contract to contract depending on the traditions of the contracting firms and the volume of delivery. General Conditions may include in small orders such items as Shipping Specification, Inspection, Guarantee & Claims, Conditions of Transportation, Force Majeure Circumstances, Arbitration and Sanctions, and are printed on the reverse side of the order form. In many standard contracts. However, these items are given as separate clauses (articles) and General Conditions (Provisions) only comprise the following information: they may begin with the definition of the date of delivery: "The date of the Bill of Lading or the date of the stamp on the railway bill, road or airway bills is to be considered as the date of delivery".

OTHER ITEMS UNDER GENERAL CONDITIONS

All taxes, dues and customs duties on the territory of the Sellers' country are borne by the Sellers. On the territory of the Buyers' country they are borne by the Buyers if they are connected with the fulfillment of this Contract. Neither party shall have the right to assign the rights and obligations under this Contract to any third party without the written consent of the other party. In case of non-fulfillment or improper fulfillment by the Sellers of their obligations under this Contract, the Sellers are to reimburse to the Buyers the losses suffered by them. Appendices, addenda and amendments to the Contract are only valid and shall make an integral part of the Contract if made in writing and signed by the contracting parties.

All enclosures to the General Conditions as well as to the Contract are regarded as an integral part thereof. All negotiations and correspondence preceding the conclusion of this Contract are pertaining to it become null and void on the date of its signing. This Contract is signed in (the name of the place) on the (the date) in duplicate (in 2 copies), each in Ukrainian and English languages, one copy for each party, both texts being authentic, and will become effective from the date of its signing.

Exercise 1. Analyze the information, which is in the highlight, and use it in practice.

Exercise 2. Remember that.

condition – условие *Syn. convention, stipulation, proviso, prerequisite*

to impose (set; state, stipulate) a condition – ставить условие

to accept a condition – принимать условие on condition – при условии

to fulfill (meet, satisfy) a condition – удовлетворять условию

an essential condition – важное, необходимое условие

satisfactory conditions – удовлетворительные условия

bad (poor, terrible, critical) condition – плохие условия

pitiful (squalid, repressive) conditions – угнетающие, жалкие условия

working conditions – условия труда

in good condition – годный, целый, в порядке, в хорошем состоянии

condition of the market – состояние рынка

under such conditions – при таких обстоятельствах

excellent (favorable, good) conditions – благоприятные обстоятельства

unfavorable conditions – неблагоприятные обстоятельства

difficult conditions – затруднительное положение

to meet certain conditions – удовлетворять определенным условиям

TERMS FROM BRITISH COMMERCIAL PRACTICE

Our businessmen should bear in mind that there may be different understanding of certain trade terms in our country and abroad. There are sometimes different commercial practices. So to be on the safe side and to avoid misunderstanding and later unexpected complains and claims, it is advisable to study these things and if necessary to have written definitions agreed upon.

A *Quotation* is not an offer in the legal sense, i.e. if the sellers later decide not to sell, the Buyers shall have no legal right. Therefore quotations are very often subject to conditions of acceptance, which may relate to a stated time within which they are to be accepted or to goods whose supplies may be limited, and it should be expressly stated. Quotations may be either tabulated or given on specially prepared forms, which enables them to computerize.

A *Firm Offer* is made when a seller promises to sell goods at a stated price, usually within a stated period of time. A firm offer is not binding until accepted, no reputable seller would risk his reputation by withdrawing his offer before the stated or agreed time.

A *Voluntary Offer* is the one, which is not asked for. It gives information about the offered and the company itself, state the period for which it is valid and often enclose brochures, catalogues, price lists and other advertising matter, and offer to sent free samples, goods on approval.

An *Estimate* is an offer to do certain work for a stated price.

A *Tender* is an offer of response to a published advertisement for the supply of specified goods, services or the performance of specified work at prices and other conditions set out in the tender. Tenders are usually invited by official governmental organization and are to be submitted on the official forms of the advertisers.

An *Indent* is not strictly an order for goods, but an order from an overseas buyer to an agent or to an export house to buy certain goods and dispatch them to the buyer.

Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class. Render the contents of the dialogue in Indirect Speech in English. Translate the dialogue paying attention to italic phrases.

We turned to you with the request to deliver us a set pf spare parts or the generator. Have you considered it yet?

▪ Yes, we are prepared to supply spare parts to you, Mr.D., but you should submit to us specifications for the equipment you need.

▪ We know that we are to send you these documents, but could you possibly remind us of the way the specifications are drawn up?

▪ Certainly, Mr.D. you must draw up an order according to the accepted form. You should specify the type of the equipment, the works number and the time of its manufacture.

▪ We'll make an order in accordance with your requirements, but why should we specify the works number and the time of production of the equipment?

▪ The thing is, this is nonstandard equipment. That is why the manufacturing works must have this information to make exactly the model you need.

▪ Thank you for the clarification, Mr. D. we shall by all means do everything.

Exercise 2. Add some information & make up a small report and give a talk in class.

Exercise 3. Read the text & pick up the essential details in the form of quick notes.

Exercise 4. Analyze the information, which is in the highlight, and use it in practice.

DIALOGUES

- Good morning, Mr. D. Do you have a minute to spare?
- Certainly, Mr.F. I suggest we go to my office.
- Yesterday I got a specification and a letter from *Russianexport*, which says that the equipment to be delivered under the contract is, no longer manufactured. There is a suggestion that it should be replaced with (by) new equipment.
 - Does this new equipment differ from the old one in terms of dimensions & specifications?
 - Yes, it does, but you won't have any difficulties in erecting the new equipment.
 - Tell me please, will this *replacement* involve any extra expenses?
 - No. not only that, the new equipment has quite a number of advantages over the old equipment.
 - Good. We shall study the technical specification and give you our confirmation.
 - Settled, then.

Mr. Brown, a representative of Machine Engineering, Ltd., meets Representative of Import Department to discuss some difficulties in the fulfillment of the erection program.

- As you know, Mr. Brown, the Appendix stipulates that the first team of your engineers should stay for erection for 6 months. Then there should be a 20 days' break at the time of the changeover of the team.
 - That's right. In ten days' time the erection team is to leave and in 20 days' time after that the adjusting team is to arrive.
 - The trouble is, Mr. Brown that the erection hasn't been completed and in all probability your specialists won't have finished the work by that time.
 - What would you suggest in the circumstances?
 - We think it necessary to extend the stay of your engineers until they are through with the erection.
 - In principle we don't object to the extension of our engineers stay on site. The contract has a provision to this effect. The parties have the right to negotiate this possibility, but I'd like to make it clear that there could be some financial problems.
 - What exactly do you mean?
 - I mean the reimbursement to our engineers. In case of extension, the daily rates should be increased. We shall prepare our calculations.
 - We don't quite see why you bring up the question of reimbursement. You don't take into account what brought about the delay in the erection program. The fact is that the program was delayed due to the lack of some necessary component parts. I have a protocol with me, testifying to that. The protocol is signed by the chief erection engineer and our representative.
 - I'd like to have a look at it right now.
 - Yes, certainly. Here it is.
 - (*After reading the protocol*) Well, I have to admit that the erection was really delayed by us. In view of this we'll have to agree to keep the required number of our engineers for our account.
 - Thank you, Mr. Brown. We're glad to hear it. When do you think we could discuss the schedule of completion of the erection program and the schedule of adjusting and testing?
 - I think we could do it tomorrow. If you don't mind we might break off for today.
 - No objections. I hope we'll be able to finalize all the outstanding points tomorrow.

-
- We've examined the construction site and got more *specific information* as to the relief of the site, its geology and possible ways of access to the site.
 - Are you *satisfied with the results* of the inspection?
 - Yes, on the whole, we are. But we'd like to say that you'll have to start constructing the mains and roads outside the site *without delay* because there are no access roads to the site and the transmission line is far from it.
 - We know this. Could you possibly undertake the execution of the work?
 - Well, in principle, the works may be done either by us or by another Ukrainian organization under a separate contract. This matter should be discussed in detail in the course of separate talks.
 - I'm glad to hear that. All *necessary data* will be handed over to you as soon as possible.
 - Returning to the site, we'd like to know when we'll be given the possession of it.
 - The site is usually made available to the Contractor 30 days before the commencement of the works.
 - We agree to state this period in our contract.
-

- According to the tender documents, the settlement for the Contractor's employees shall be handed over to the Customer upon completion of construction. In this connection we'd like to know what amenities are planned to be built in the settlement?
 - In addition to houses, we'll build a canteen, a shop, a civic center, a swimming pool, sports grounds and other projects providing for *normal living conditions*.
 - That suits us. You know that in the future the *settlement* is tended for the personnel of the project, so we ask you to provide for *further extension* of the settlement in its design.
 - We'll take your request into account while elaborating the detailed project report.

Exercise 1. Learn the dialogues by heart and carry them on with your classmate in class. Render the contents of the dialogues in Indirect Speech in English. Translate the dialogues paying attention to italic phrases.

Exercise 2. Make up sentences with the words and phrases.

- To place an order with somebody / to order something from somebody;
- to be for sale / to be on sale;
- on behalf of somebody / in somebody's behalf;
- in stock / from stock;
- to attach to / to enclose with;
- have pleasure in / had (shall have) the pleasure of;
- according to / in accordance with;
- to meet somebody's requirements / to cover somebody's requirements;
- the delivery time / the delivery date;
- a market research / a marketing research;
- to deal in / to deal with.

Exercise 3. Transfer the given information from the passages onto a table.

	Notion	When	Where	Score
1.				

TOPICAL VOCABULARY

buyer – покупатель *Syn. purchaser, customer, client, connexion, custom (клиентура)*

active buyer – активный покупатель

buyer's over – превышение спроса над предложением

buyer's market – конъюнктура рынка, выгодная для покупателей

buyer's check – чек покупателя

buyer's monopoly – монополия покупателя (один покупатель и много продавцов)

buyer's option – сделка с предварительной премией

buyer's price – цена, выгодная для покупателей, низкая цена

buyer's risk – риск покупателя

buyer's surplus – разница, получаемая покупателем в виде прибыли между стоимостью товара и более высокой ценой, которую другие покупатели были готовы заплатить

buyers are reserved – покупатели не проявляют активности

buying – покупка, закупка *Syn. purchase, procurement*

buying agent – агент по закупкам (человек, делающий различные закупки по поручениям своего начальника) *Syn. purchasing agent*

buying for settlement (forward buying) – покупка на срок

buying on balance – превышение покупок над продажами

buying on margin – покупка ценных бумаг за счет кредита

buying outright – покупка с немедленной оплатой наличными

cash buying – покупка за наличный расчет

buying power – покупательная способность *Syn. purchasing power*

hand-to-mouth buying – покупка сырья или материалов с направлением их непосредственно в производство; покупка товаров, рассчитанная на поддержание товарных запасов в магазине на минимальном уровне

hedge buying – покупка впрок из опасения роста цен

installment buying – покупка в кредит

retail buying – покупка товаров в розницу

speculative buying – закупки по спекулятивным ценам

connexion – а) деловые связи; знакомства, связи б) клиентура, покупатели в) сленг розничный торговец наркотиками (по отношению к своим клиентам); банда наркодельцов; сеть распространения наркотиков *Syn. connection*

sale – продажа; реализация, сбыт *Syn. market, selling Syn. auction*

to make a sale – продавать cash sale – продажа за наличные

to be available for sale – иметься в продаже to be for (on) sale – продаваться

public sale – аукцион to put up for sale – продавать с молотка

sheriff's sale – амер. распродажа имущества с молотка (по решению суда)

распродажа по сниженной цене *Syn. fire sale*

on sale – продается to hold a fire sale – проводить распродажу

to conduct (have, hold, run) a sales – разг. устраивать распродажу

bargain sale – распродажа *Syn. clearance, closeout sale*

sale of household effects – распродажа домашних вещей

sale promotion – стимулирование сбыта

saleable article – ходкий товар
 sale-price – экон. продажная цена; сниженная цена
 to sell at sale-price – продавать по цене сезонной распродажи
 sale tax – налог с оборота *Syn. transactions tax*
 rummage (jumble) sale – распродажа подержанных вещей на благотворительном базаре по низким ценам
 annual sale – ежегодная распродажа *sale proceeds* — выручка от продаж
 storewide sale — распродажа всех товаров, полная распродажа
 white sale – распродажа постельного, столового белья; холодильников, плит (предметов домашнего обихода, обычно покрытых белой эмалью)
 warehouse sale – распродажа со склада
 sale of securities — продажа ценных бумаг
 sale agreement (contract) – договор купли-продажи *Syn. agreement, contract of purchase, bargain and sale*
 sales – а) товарооборот б) валовой доход *Syn. gross receipts*
 sale and delivery – договор продажи и доставки
 sale and leaseback – продажа и обратная аренда (продажа оборудования с условием получения его обратно в аренду на определенный срок)
 sale and or return – соглашение, по которому книготорговец имеет право вернуть издателю непроданные экземпляры издания
 sale and return – продажа или возврат (покупатель имеет право вернуть товар в течение определенного времени)
 sale by auction – аукцион; продажа с аукциона
 sale by commission – комиссионная продажа
 sale in bulk – массовая продажа; продажа без упаковки, насыпью
 sale of companies – продажа компаний
 sale of goods – английский закон о правах покупателя и продавца *Syn. Sale of Goods Act*
 sale by weight – продажа на вес
 sale charges – расходы при продаже товаров, прибывших поврежденными
 garage sale – амер. распродажа вещей домашнего обихода на дому
 to have (hold a garage) (tag) sale – устраивать распродажу у двора
employer – предприниматель, наниматель, работодатель *Syn. boss*
 employer of labour – наниматель рабочей силы
 employer's liability – ответственность работодателя
employee – служащий; работающий по найму
 number of employees – число занятых
 to engage (hire, take on) an employee – нанимать сотрудника на работу
 to dismiss (fire, sack) an employee – выгонять сотрудника с работы
 to make an employee redundant – уволить сотрудника по сокращению штатов
 exempt employee – амер. служащий с ненормированным рабочим днем
 government employee – правительственный служащий
 white-collar employee – человек, работающий в офисе
 full-time employee – работающий на полную ставку
 part-time employee – работающий на неполную ставку

COMPANY CULTURE & STRUCTURE

Company culture is the personality of a company and defines what a company, from an employee perspective, is like to work for. Company culture includes the company mission, values, ethics, expectations, goals, and work environment.

Some companies have a team-based culture with employee participation on all levels, while other have a more traditional and formal management style.

Organizational culture is the collective behavior of humans who are part of an organization and the meanings that the people attach to their actions. Culture includes the organization values, visions, norms, working language, systems, symbols, beliefs and habits. It is also the pattern of such collective behaviors and assumptions that are taught to new organizational members as a way of perceiving, and even thinking and feeling.

Organizational culture affects the way people and groups interact with each other, with clients, with stakeholders. Ravasi and Schultz (2006) state that organizational culture is a set of shared mental assumptions that guide interpretation and action in organizations by defining appropriate behavior for various situations. At the same time although a company may have *own unique culture*, in larger organizations, there is a diverse and sometimes conflicting cultures that co-exist due to different characteristics of the management team.

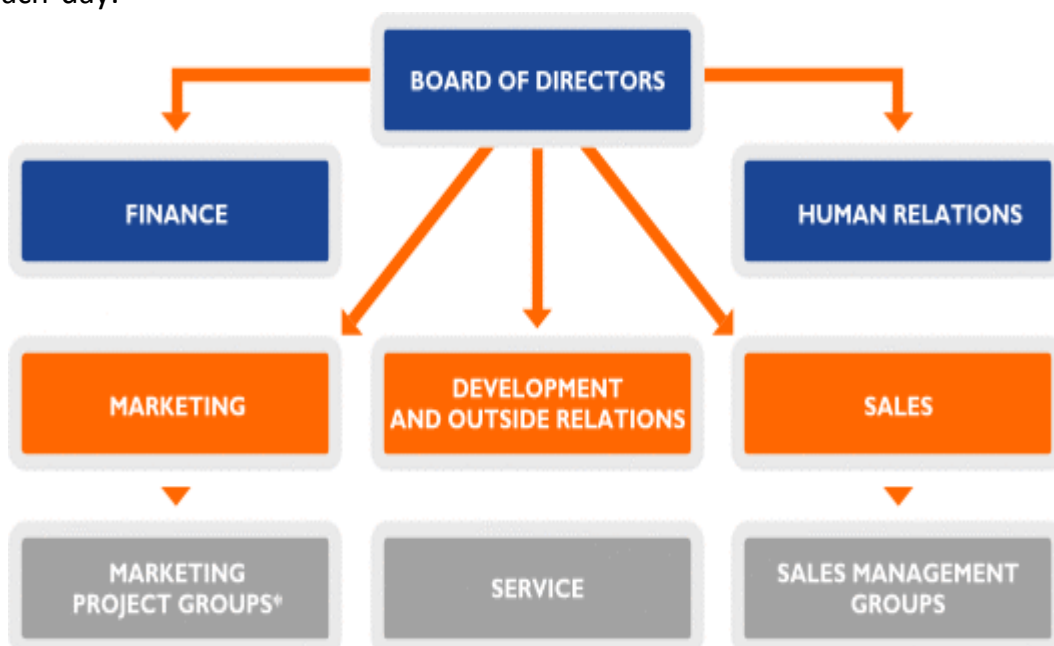
The organizational culture may also have negative and positive aspects. Many others state that organizations often have very differing cultures as well as subcultures.

Customer service. Each employee is personally responsible for a number of clients. Each employee makes his or her own decisions.

Personal Appearance. Men mustn't have beards. Women have to wear skirts. "*Employee of the month*": If you win this award, you will: have your picture on the company flag in front of the building. Have a special reserved parking space in front of the man door.

Office Procedures. You must keep your desk tidy. You must answer the telephone before the fourth ring.

Training and Evaluation. All staff takes an exam after three months in the job. All staff have regular performance evaluations. All staff has to write detailed reports on the work they do each day.



DIALOGUE

The detailed training program is to be presented by the Seller to the Buyer within six (6) months from the effective date of the Contract. After approval of the Buyer a date will be established for the training to start.

- We've carefully studied your draft programme and now we'd like to clarify some points.
- We'll be pleased to answer any questions you may have.
- The first thing we have to agree on is the exact number of trainees and their qualifications.
 - The team shouldn't exceed the number stipulated in the Contract, that is 12 specialists. The team will consist of Process, Mechanical and Instrument specialists.
 - Would you object if we included a chemical engineer in our team?
 - Well, I can't see any reason why we should. But I'd like to repeat that the total number of the trainees shouldn't be more than 12 as stipulated in the Contract.
 - Will the whole team participate in the general part of the program?
 - Certainly. Then the training program will be suited to the particular technology in which individual members of the team are qualified.
 - What exactly do you mean?
 - I mean that each group will have its separate programme. We've also paid special attention to all procedures connected with start-up, emergency shutdown and trouble-free operation of the reactor.
 - That's fine. And will you reserve any time for the discussion of various queries?
 - Naturally. At the end of each part of the program we'll have one day for discussions and questions on training. Besides, every morning there'll be a half hour session to discuss questions, which may arise from the previous day's work.
 - That's right. Now if it's all right with you we'll have the agreed programme typed and sent to you in 2 days. Then we'll fix the date of your specialists' arrival.
 - That suits us all right. Thank you.

Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class. Render the contents of the dialogue in Indirect Speech in English. Translate the dialogue paying attention to italic phrases.

Exercise 2. Read letters concerning problems with training & try to write your own example.

C o n t r a c t №...

This is to advise you regarding your requested arrangements for factory training in the USA on this Contract. This letter follows our telex on March 31st to you concerning these arrangements. The training programme is enclosed herein. We want to emphasize that the computer schools where training is to be provided are only periodically, and therefore, you should make define arrangements for the specialists to arrive in the USA by June 3rd, so that they can attend the courses on this schedule. As soon as you confirm that these arrangements are satisfactory we will make hotel reservation beginning June 4th in Boston.

Please confirm by telex as soon as possible that this training schedule meets with your approval.

Yours truly,

Dear Sirs,

Re: Contract No ...

We have just received your letter dated November 15th as well as your telex relative to your specialists whom we have been expecting for training.

We wish to indicate that it may be necessary for us to request additional payment for training your specialists depending upon their exact time of arrival. For example, if they were to arrive during Christmas week, it would certainly be necessary to ask for additional payment. Also, we want to assure you that we will continue to make every possible effort of assist in having visas issued to your specialists. At this time we must have at least three weeks notice before the date of arrival of your specialists so that we can recognize the training program and resemble the required individuals to provide the training. Since this means that the earliest your specialists could arrive will be the last week in December, and since our Christmas holidays fall on that week, we suggest that the arrival of them on January 6 should be more suitable. If you accept our suggestion your specialists will arrive three months later than required under the terms of the Contract, and for this reason completion of the Contract may not be possible as stipulated in the terms of the Contract.

Best regard Cordially yours

Exercise 3. Choose the word or phrases from the box to complete the sentences.

(1) shall be (2) cannot be (3) ought to (4) is entitled to (5) may (6) are bound to (7) have to be (8) need not be (9) are binding on (10) may be required (11) are not entitled to

- a) By the Unfair Contract Terms Act 1977 the parties to a contract ___always to limit their liability under the contract. (They don't always have the right)
- b) Article 4 of the EEC Treaty provides that the functions of the Community ___ carried out by the Assembly, the Council, the Commission and the Court of Justice.
- c) In English law a valid contract ___reduced to wrting. (It is not necessary)
- d) Under the Police and Criminal Evidence Act 1984 husband and wife ___give evidence against each other in criminal cases where necessary. (They must give evidence)
- e) The government ___protect British subjects from criminals. (It has a duty)
- f) A woman who stops work in order to have a baby ___maternity pay for a period of up to 18 weeks. (She has a right to maternity pay)
- g) Under English law transfers of land ___made by deed. (They must be made by deed)
- h) EC regulations are directly applicable laws which ___all Member States. (They must be applied and respected)
- i) A person who commits murder below the age of 18 years ___sentenced to kife imprisonment. (It is not impossible)
- j) A breath test ___when a police officer stops a car and smells alcohol on the driver's breath. (The police officer can demand it)

Key a / 11; b / 1; c / 8; d / 6; e / 3; f / 4; g / 7; h / 9; i / 2; j / 10.

Exercise 4. Add some information & make up a small report and give a talk in class.

Exercise 5. Read the text & pick up the essential details in the form of quick notes.

Exercise 6. Analyze the information, which is in the highlight, and use it in practice.

Exercise 7. When customers make complaints, it's important to ask questions to get all the facts you need. Ask questions about the problems.

- A. You delivered the wrong quantity.
- B. Oh, dear. What quantity did we deliver?
- A. 300. We ordered 3,000.
- B. I'm sorry about that.
- You sent the order to the wrong address. (30 South Road. We're at 40.)
- You invoiced us for the wrong amount. (\$4,000 instead of \$ 5,000)
- The goods came with the wrong accessories. (Plastic hooks. We wanted metal.)
- The cover was the wrong colour. (Black. We asked for brown.)
- The handles were the wrong size. (15 cm. We ordered 10 cm.)
- The goods arrived on the wrong day. (Friday. We asked for Tuesday.)
- The case was no good. (The glass was broken.)

Exercise 8. Contracts involve at least two parties. Find the partners in the relationships.

1.	buyer	a)	defendant
2.	plaintiff	b)	seller
3.	offer	c)	follower
4.	leade	d)	loser
5.	doctor	e)	patient
6.	lawyer	f)	client
7.	prosecution	g)	acceptan
8.	winner	h)	defence

Exercise 9. State the function of the word that and translate the sentences.

1. The problem of modern times is that of peace and war. 2. The documents that our manager signed yesterday were very important for us. 3. International law is connected with the material conditions of life of society by a series of links that have much meaning for law. 4. There is no rule without agreement. From that point of view agreement is the only source of international law.

Exercise 10. Finish the sentences.

1. The offer is made subject to your acceptance within _____. 2. Participating in the trade by tenders _____. 3. As compared with the previous year _____. 4. A showroom has just been opened, which will enable _____. 5. Distributing leaflets and other printed matter _____. 6. We are looking forward to _____. 7. Having carried out a number of _____.

Exercise 11. Complete the sentences with the words from the box.

a) plaintiff b) contracts c) non-contractual d) accepted e) intention f) defendants g) parties h) influenza i) recover j) offer k) it was held l) reward m) obligation n) courts o) deposit p) agreements q) jurisdiction r) Company's s) sued t) found u) case v) binding w) legal relations.

Exercise 12. Complete the sentences in the text Intention to the contract.

We have seen that most contracts are ____ (1). It should now be noted that it is by no means true to say that all agreements are ____ (2). Many agreements fall outside the scope of the law of contract, either because they concern matters of moral, rather than of legal ____ (3) or because the ____ (4) agree that they are not to be treated as enforceable contracts, or because they are not intended to be such. A familiar example is the ____ (5) of a person who drives a friend somewhere in return for payment of the petrol. The ____ (6) have, moreover, repeatedly declined jurisdiction over agreements which are expressed in a way which shows an intention to exclude their ____ (7).

On the other hand, what appears on the face of it to be a business transaction will not lightly be treated as a merely moral obligation, and it should be noted that expressed ____ (8) may sometimes have the effect of turning into a ____ (9) contract – an agreement which might otherwise have been regarded as ____ (10). A famous example of the latter situation was provided by *Carlill v. Carbolic Smoke Ball Co.* (1893) 1Q.B.256. The ____ (11) manufactured “carbolic smoke balls” which they advertised as miraculous cures for ____ (12).

The advertisement stated that £ 100 ____ (13) would be paid to anyone who contracted influenza after having used the ball as prescribed. It was further stated that £ 1,000 was deposited with a bank to show the sincerity of the ____ (14) intention.

The ____ (15), Mrs. Carlill, used one of these balls, but nevertheless contracted influenza; she ____ (16) for the promised reward ____ (17) that she was entitled to ____ (18): normally such advertisements are mere “puffs” which are not intended to create ____ (19), but in this instance taking into account, amongst other circumstances, the reference to the ____ (20) at the bank, the court ____ (21) that the Company had intentionally made a binding ____ (22) which the plaintiff had ____ (23).

Key: 1 p; 2 b; 3 m; 4 g; 5 u; 6 n; 7 q; 8 e; 9 v; 10 c; 11 f; 12 h; 13 l; 14

Exercise 13. Translate the sentences into English.

1. Так как была допущена взаимная ошибка относительно существования предмета договора, ответчик мог расторгнуть договор. 2. Некоторые договора не имеют исковой силы, если они не в письменной форме и не подписаны стороной, к которой направлен иск, или ее агентом. 3. Ошибка аннулирует договор за исключением тех случаев, когда договаривающаяся сторона пожелала бы вступить в договорные отношения с другим лицом (персоной). 4. Договор – это результат сочетания двух компонентов: сделки и обязательств. 5. Пояснения должны быть обусловленным. Если в документе пропущены слова из очевидной ошибки, они будут вставлены, чтобы дополнить содержание. 6. Односторонняя оферта – это такая оферта, которая акцептуется путем выполнения действий. 7. Предыдущее нарушение – это отказ одной стороны от своего обязательства до начала его исполнения.

Exercise 14. Give your opinion on the main idea of the passage.

Contracts may also be express where the think to be done or not to be done it fully stated when the agreement is made, or implied, which are such as reason and justice dictate and which the law presumes that every man undertakes to perform. Thus, if one requests another to do a day's work, though there is no express promise to pay, there is an implied promise to pay the amount commonly paid for such a day's work in the neighbourhood. Implied contracts are of very frequent occurrence.

Exercise 15. Make up a small report and give a talk in class, using phrases below.

to act on behalf of	to be confident in
to agree with	to be delighted to
always at your service	to be in arrears with payments
as agreed	to be in difficulty
to pay the maximum attention to the matter	to be authorised as far as I'm concerned
to to be characterised by	to be held responsible for
as far as the payment is concerned	to be interested in
as follows	on arrival of the goods
as per invoice	on behalf of
as per to the conditions	on condition that / provided that
as per your request	on delivery
as requested	on receipt of the order
as soon as possible	on short notice
at your convenience	on written request
at your earliest convenience	order to be confirmed
at your expense	our best attention
awaiting your reply	our offer is still open
payable in advance	outside address
please allow us	to reach the destination
please send us	to refer to to return a letter to the sender
please send us your instructions	to sell at the best
prices are increasing	to send under separate cover
Similar to sample / up to sample	short term

Exercise 16. The Role-play.

Imagine you are a buyer of fruit for a large restaurant. The last order you received was rotten and you lost business as a result. After leaving several messages on the phone, a week has passed without any apology or explanation from the supplier. You decide to write a letter of complaint. What details should you include in your letter? What proof can you offer that the fruit was rotten?

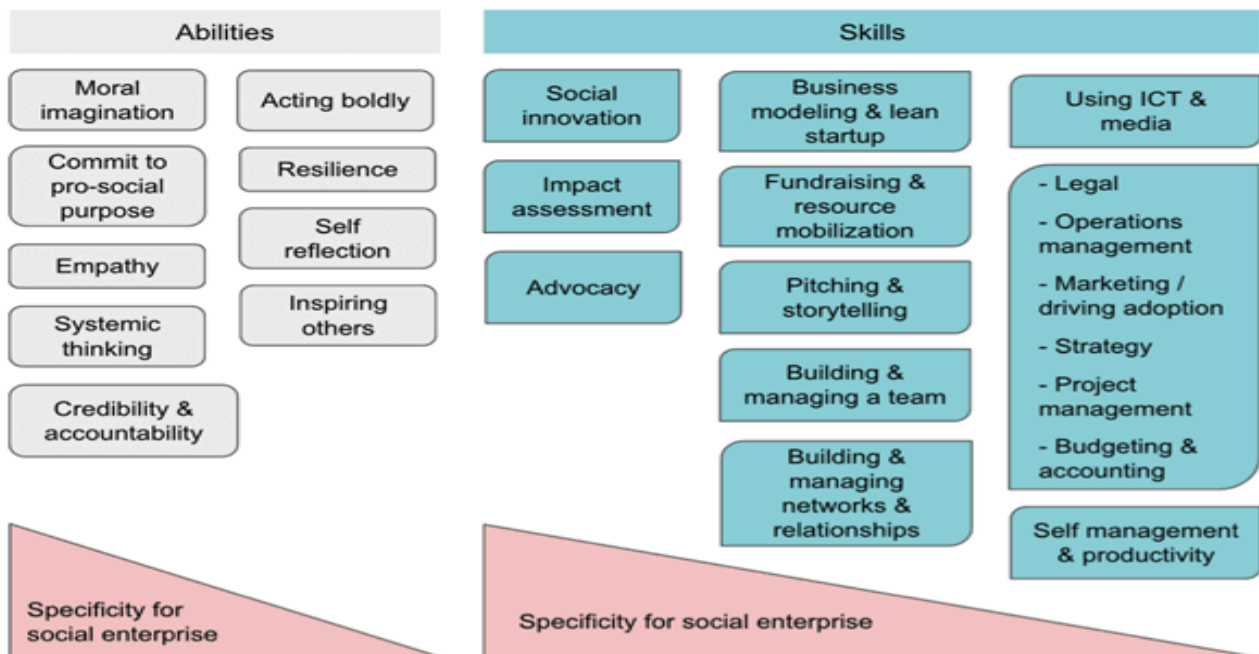
Work with a partner.

A: You are the buyer. You haven't had a reply to your calls and letter for two weeks.

Visit the warehouse and ask to speak to the manager. Explain your story. Threaten to tell your story to the press.

B: You are the manager. This is the first time you have heard about this complaint. You know nothing about a letter. Try to make the customer realise that you need to have proof.

Ask for some evidence. Warn A that if they libel the firm, you are prepared to take legal action. But if there is a genuine grievance, of course you will try to make up for the loss. But you need evidence.



EXAMINATION QUESTIONS

I. 1. What is the main principle for various terms of delivery? 2. What are the most frequently used terms of delivery? Describe them. 3. Who bears responsibility for the goods in transit on CIF/ FOB terms? 4. On what other terms of delivery is the moment, when the risk passes over? 5. What other terms of delivery do you know? Describe them. 6. Where is it used by our foreign trade firms? 7. What should be borne in mind when the terms of delivery are chosen?

II. 1. What is called *General Conditions of Sale*? 2. What does the amount of information contained in them depend on? 3. What clauses of the contract may comprise such items as shipping instructions, inspection, guarantee, force majeure circumstances, claims, sanctions and arbitration? 4. What is to be considered the date of delivery if the goods are carried by sea? By rail? 5. Where may the proper law of the contract be given? Why is it important?

APPENDIX I. ABBREVIATIONS & ACRONYMS

ACCA	Association of Certified and Corporate Accountants	Ассоциация дипломированных бухгалтеров Великобритании
A/c, acct.	account	счет
ack.	acknowledgement	подтверждение
add(r)	address	адрес
ad(vt)	advertisement	объявление, реклама
AD.	Anno Domini	нашей эры <i>лат.</i>
add.	addendum	приложение
ADP	automatic data processing	автоматическая обработка данных (АОД)
adval	ad valorem (according to the value)	с объявленной стоимости <i>лат.</i>
AGM	annual general meeting	ежегодное общее собрание
a.m.	ante meridiem (before noon)	до полудня <i>лат.</i>
amt.	amount	сумма, количество, итог
anon	anonymous	анонимный
appro	approval	одобрение
approx	approximately	примерно
Apr	April	апрель
arr	arrival	прибытие
a.k.a.	also known as	так же известен, как
AOB	any other business	и прочие вопросы
appx	appendix	приложение
ASA	Advertising Standards Authority	отдел рекламных стандартов
assoc.	association	ассоциация
asst	assistant	помощник, ассистент
Attn'	Attention	вниманию
Aug	August	август
AV	audio-visual	звуко-зрительный
av.	average	средний
Av(e)	avenue	авеню
AWOL	absent without leave	находящийся в самовольной
BA	Bachelor of Arts	бакалавр гуманитарных наук
BA	British Airways	Британские авиалинии
b	born	родившийся
B&b	bed and breakfast	ночлег и завтрак (для постояльца)
BBC	British Broadcasting Corporation	Британская радиовещательная корпорация
B.C.	before Christ	до нашей эры
BC	British Council	Британский совет
bs	balance sheet	балансовый отчет
bc	blind copy	пометка в письме, которую ставит автор, если он не желает упоминать имя другого адресата
B.Com.	Bachelor of Commerce	бакалавр коммерции

b.e.	bill of exchange		переводной вексель, тратта
BIM	British Institute of Management	of	Британский институт менеджмента
bk	bank; book		банк; книга
bldg(s)	building(s)		здание, строение(я)
B/L	Bill of Lading		коносамент, транспортная накладная
BR	British Rail		Британская железная дорога
BSc	Bachelor of Science		бакалавр (естественных) наук
BST	British Summer Time		британское летнее время
B/S	bill of sale		купчая
BSI	British Standards Institute		Британский институт стандартов
BT	British Telecom		Британские телекоммуникации
cat.	catalogue		каталог
C	centigrade		по стоградусной шкале (температур)
c.	circa (roughly this date)		примерно, приблизительно около
c.	cent(s), century		цент(ов), век
Cath	Catholic		католический
ee	chapters		главы
ee	centuries		веков
ee	carbon copy		машинописная копия
CD	Corps Diplomatique Diplomatic Service		дипломатический корпус <i>фр.</i>
C&D	Collection & Delivery		инкассо и доставка
C&F	cost & freight		стоимость и фрахт
cap.	capital		капитал
CB	cash book		кассовая книга
CC	County Council		совет графства
CEO	chief executive officer		исполнительный директор
cf.	confer (compare)		сравни
ch (ap)	chapters		главы
CIA (US)	Central Intelligence Agency		Центральное разведывательное управление, ЦРУ
CID(GB)	Criminal Investigation Department		отдел уголовного розыска, уголовно-следственный отдел
CGT	capital gains tax		налог на доход от реализации основных средств
chq	cheque		чек
c/o	cash order		предъявительская тратта
Co.	company		компания

COD	cash on delivery	оплата при доставке
contd	continued	продолжение следует
cont	contents	содержание
Cons.	conservative (GB)	консервативная партия Великобритании
Corp	corporation	корпорация
CV	curriculum vitac	жизнеописание
dd	dated; deadline date	датированный; предельная дата
D.D.	Doctor of Divinity	доктор богословских наук
Dec	December	декабрь
deg	degree	степень
dep	depart; departure; deputy	отъезжать; отъезд; депутат
Dept	department	департамент
diff(f)	difference	разница
Dip	diploma	диплом
Dir	director	директор
DM	Deutschmark	немецкая марка
do	the same as before	так же как и раньше
dos	disk operating system	дисковая операционная система
DP	data processing	обработка данных
Dr.	Doctor	доктор (<i>ученая степень</i>)
diff(f)	difference	разница
Dip	diploma	диплом
Dir	director	директор
DM	Deutschmark	немецкая марка
do	the same as before	так же как и раньше
dos	disk operating system	дисковая операционная система
DP	data processing	обработка данных
Dr.	Doctor	доктор (<i>ученая степень</i>)
Dip	diploma	диплом
Dir	director	директор
DM	Deutschmark	немецкая марка
do	the same as before	так же как и раньше
dos	disk operating system	дисковая операционная система
DP	data processing	обработка данных
Dr.	Doctor	доктор (<i>ученая степень</i>)
E&OE	errors and omissions excepted	исключая ошибки и пропуски
EC	European Community	Европейское сообщество (ЕС)
ECS	echantillons commerciaux (commercial samples)	коммерческие образцы <i>фр.</i>
ECU	European currency unit	европейская денежная единица (эю)
EDP	electronic data processing	электронная обработка данных
eg-	exempli gratia (for example, for instance)	например <i>лат.</i>

EEU	European Economic Union	Европейский экономический союз (ЕЭС)
EFIA	European Free Trade Association	Европейская ассоциация свободной торговли
enc.	enclosed	прилагается
Eng	engineer (ing)	инженер, инженерное искусство
etc.	et cetera (and the rest)	и так далее
Esq	Esquire	эсквайр
eta	estimated time of arrival	расчетное время прибыти
etd	estimated time of departure	расчетное время отбытия
eve	evening	вечер
cxcl	excluding	исключая
F	foot, feet; female; feminine	фут, футы; женский, женского пола
fac.	facsimile	факсимильный
fax	facsimile	факс
FBI	Federal Bureau of Investigation	федеральное бюро расследований, ФБР (США)
Feb	February	февраль
Fed	Federal	федеральный
ff	following (pages)	следующие (страницы)
fig	figure	цифра
fl	floor	этаж
FO	Foreign Office	МИД Великобритании
fr.	franc	франк
Fri	Friday	пятница
fwd	forward	отослать
G		
GB	Great Britain	Великобритания
Gen	General	генерал
Gk	Greek	греческий
gm	gram(s)	грамм(ов)
GMT	Greenwich Mean Time	среднее время по Гринвичу
GmbH	Gesellschaft mit beschränkter Haftung (German ltd. company)	компания с ограниченной ответственностью в Германии
GP	General Practitioner	врач общей практики
gt	great	здорово
h	height	высота
ha	hoc anno	в текущем <i>тощ лат.</i>
HC	House of Commons	палата общин в Великобритании
HL	House of Lords	палата лордов в Великобритании
HM	His/Her Majesty	его/ее величество
Hon.	the Honourable,	достопочтенный
hosp	hospital	больница
HQ	headquarters	штаб
HP	hire purchase	покупка в рассрочку
hr	hour	час

i.e.	id est (which is to say, in other words)	другими <i>словами</i> лат.
Inc.	incorporated	зарегистрированный как корпорация
incl.	including	включая
info	information	информация
IMF	International Monetary Fund	Международный валютный фонд
Inst	Institute	институт
intro	introduction	вступление
inv	invoice	счет-фактура
IOY	I owe you	долговая расписка
IT	Information Technology	информационная технология
ital.	italic	курсив
Jan	January	январь
Jr	Junior	младший
Jul	July	июль
Jun	June	июнь
kg	kilogram(s)	килограммов)
km	kilometre(s)	километр(ов)
L/A	Letter of Authority	доверенность
Lab	Labour party (GB)	трудова́я или лейбористская партия
lib	Liberal party (GB)	либеральная партия
lang	language	язык
L/C	letter of credit	аккредитив
LOC	letter of commitment	гарантийное письмо
Ltd	limited	ограниченный
lux	luxury	люкс, роскошь
MA	Master of Arts	магистр гуманитарных наук
Mar	March	март
max	maximum	максимум
mdse	merchandise	товар
memo	memorandum	записка
Messrs	Messieurs	господа фр.
min	minimum	минимум
misc	miscellaneous	разное
mkt	market	рынок
ml	mile(s)	миля(ей)
mm	millimetre(s)	миллиметр(ов)
mgr	manager	руководитель
MS	manuscript	рукопись
mtg	meeting	собрание
NB	nota bene (take special note of)	обратите внимание на (лат.)
no(s)	number(s)	номер(а)
NIS	not in stock	не быть на складе, в ассортименте

NL	no liability	не нести обязательства
про	non-profit making organization	некоммерческая организация
Nov	November	ноябрь
ob.	obit (deceased)	поминальная служба;
Oct	October	октябрь
OHP	overhead projector	диапроектор
oos	out of stock	не иметь на складе
oz	ounce(s)	унция(и)
P	page; penny; per	страница; пенни;
ра	per annum — each year	каждый
PA	personal assistant	ежегодно
para(s)	paragraph(s)	личный помощник
PAYE	pay-as-you-earn	параграф(ы)
PC	personal computer	платите по мере того, как зарабатываете персональный компьютер
P/d	postdate	датировать более поздним числом или более поздняя дата
pd	paid	оплачено
PG	paying guest	квартирант
Ph.D.	Doctor of Philosophy	доктор философии
pic	public limited company	общественная компания с ограниченной ответственностью
pkt	packet	пакет
P&L	profit & loss	прибыль и убыток
P&p	postage and packing	пересылка и упаковка
PM	Prime Minister	премьер-министр
p.m.	post meridiem (after noon)	после полудня лат.
p.m.	per month	ежемесячно
pop	popular	популярный
PO	Post Office	почтовое отделение
pp, p.p.	post procurationem (for and on behalf of)	по доверенности (лат.)
PP	pages	страницы
PR	public relations	общественные связи
Pres.	President	президент
pro	professional	профессиональный
Prof.	Professor	профессор
pron	pronunciation	произношение
PS	postscriptum	приписка лат.
Pt	payment	платеж
PTO	Please turn over.	Пожалуйста, переверните страницу.
Qu	queen; question	королева; вопрос
qv	quod vide (referred to)	смотри там-то лат.
R	Royal	королевский
R&D	Research and Development	научно-исследовательские и

		опытно-конструкторские работы
red	received	получено
ref.	refer to	ссылаться на
re	with reference to	со ссылкой на
retd	retired	ушедший в отставку
rev	revolution	революция
Rev	Reverend	преосвященство
RSVP	repondez s'il vous plait (please reply)	ответьте, пожалуйста фр.
Rt Hon.	Right Honourable	достопочтенный
Rt Revd	Right Reverend	Его Преосвященство
sae	stamped addressed envelope	конверт с обратным адресом
SAYE	save-as-you-can	сберегайте по мере получения дохода
sch	school	школа
sec	secondary; secretary	вторичный; секретарь
Sen	Senate	сенат
Sept	September	сентябрь
sgd	signed	подписанный
Sr.	senior	старший
Soc	society	общество
Sq	square	площадь
St	street	улица
Sun	Sunday	воскресенье
sub	subscription	подписка
Tech	technical	технический
tel.	telephone	телефон
tbc	to be confirmed	будет подтверждено
temp	temporary	временный
trans	translated	переведенный
Tue	Tuesday	вторник
Thurs	Thursday	четверг
TV	television	телевидение
TOPs	training opportunities	возможности обучения
tsvp	tournez s'il vous plait (turn over)	переверните, пожалуйста фр
ult.	ultimo (last)	прошлого месяца
UNESCO	United Nations Educational, Scientific and Cultural Organization	Комитет Организации Объединенных Наций по вопросам образования, науки и культуры, ЮНЕСКО
UNO	United Nations Organization	Организация Объединенных Наций, ООН
UK	United Kingdom	Соединенное Королевство
Univ	university	университет
urgt	urgent	срочно
V	victory	победа
vac	vacation	каникулы, праздник
VAT	value added tax	налог на добавочную стоимость, НДС

vc	Vice Chairman	заместитель председателя
VIP VDU	Very Important Person Video Display Unit	особо важная персона видеомонитор
viz.	videlicet (namely)	то есть, а именно <i>лат.</i>
VP	Vice President	вице-президент
vol	volume	том; объем
vs	versus	против <i>лат.</i>
V.S.	vide supra	смотри выше <i>лат.</i>
W	west	запад
wk	week; work	неделя; работа
w/o	without	без
w.p.m.	words per minute	слов в минуту
WP	word processing	обработка текста
wt	weight	вес
Xmas	Christmas	Рождество
yr	year, your	год; ваш(а, е, и)
yf	yours faithfully	с совершенным почтением
yrsty	yours truly	искренне Ваш
ys	yours sincerely	искренне Ваш
&	and	союз
@	at	Коммерческое в адресе e-mail
№	number	номер

APPENDIX II. POLYSEMY OF THE WORD «LETTER»

A **letter** can refer to the following:

- Letter (alphabet), a grapheme, part of an alphabet, abjad, abugida, or syllabary
- Letter (message), correspondence, a written message
- Letter (paper size), the letter-size paper
- "Letters" can also mean literature, as in "arts and letters"
- Letterman, recipient of an award (letter) given to an interscholastic and/or intercollegiate student of merit in a sport, choir or band
- Rehearsal letter in an orchestral score

The Letter may refer to: in **theatre**: The Letter (play), a 1927 drama by W. Somerset Maugham

in **literature**: The Letter, a 1904 short story by Edith Wharton.

in **film**: The Letter (1929 film), a 1929 film directed by Jean de Limur starring Jeanne Eagels, adapted from the Somerset Maugham play.

- The Letter (1940 film), a 1940 film directed by William Wyler starring Bette Davis, adapted from the Somerset Maugham play.

- The Letter (1997 film), a 1997 South Korean film, also known as Pyeon.
- The Letter (2002 film), a 2002 short film directed by Dylan Griffith.
- The Letter (2004 film), a 2004 Thai remake of the 1997 Korean film in **music**:
- The Letter (Midnight Youth Song), a song by New Zealand band Midnight Youth.
- The Letter/Neon Rainbow, a 1967 album by the Box Tops.

- The Letter, an album by Judy Garland.
- "The Letter", a song by PJ Harvey from her 2004 album Uh Huh Her.
- "The Letter," a song by Outkast from their 2003 album Speakerbox / The Love Below.
- "The Letter", a song by James Morrison from his 2006 debut album Undiscovered.
- The Letter (opera), a 2009 opera to be presented by the Santa Fe Opera and based on the 1927 play by W. Somerset Maugham.
- The Letter, a song by Hoobastank from their 2009 album Forever in **television**:
- "The Letter" (Seinfeld episode), an episode of the TV series Seinfeld.
- "The Letter" (Miracles episode), an episode of the TV series Miracles.

TYPES OF LETTERS

Letter of Inquiry

A letter of inquiry is a general term used for a number of different kinds of **business letters** addressed to a company. Applicants usually send a letter of inquiry (with an enclosed CV) to the employer for 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.

Elements of General Format

Business letters (in the United States) usually contain the elements, in order:

- Sender's address & contact information
- Date of writing
- Subject
- Recipient's name, title, company, & address
- Salutation/greeting
- Message (body of the letter)
- Valediction/closing
- Sender's signature
- Sender's name, title, company

In some situations, a business letter may also include optional information:

- Enclosures (Encl.)
- Carbon Copy Recipients (cc:)
- Reference Initials (of the typist)

Line Spacing

In general, each element or paragraph of the letter is followed by a single blank line, except:

- the date, followed by three or four blank lines;
- the final content paragraph, followed by two blank lines;
- the valediction/closing, followed by three or four blank lines (enough for the sender to sign the letter);
- the sender's title, followed by two blank lines.

Font Formatting

No special character or font formatting is used, except for the subject line, which is usually underlined.

Punctuation

The salutation/greeting is followed by a colon, the valediction/closing by a comma.

Indentation Formats

Business letters generally conform to one of four indentation formats: Block, Semi-Block, Modified Block, and Modified Semi-Block. Put simply, "Semi-" means that the first lines of paragraphs are indented; "Modified" means that the sender's address, date, and closing are significantly indented.

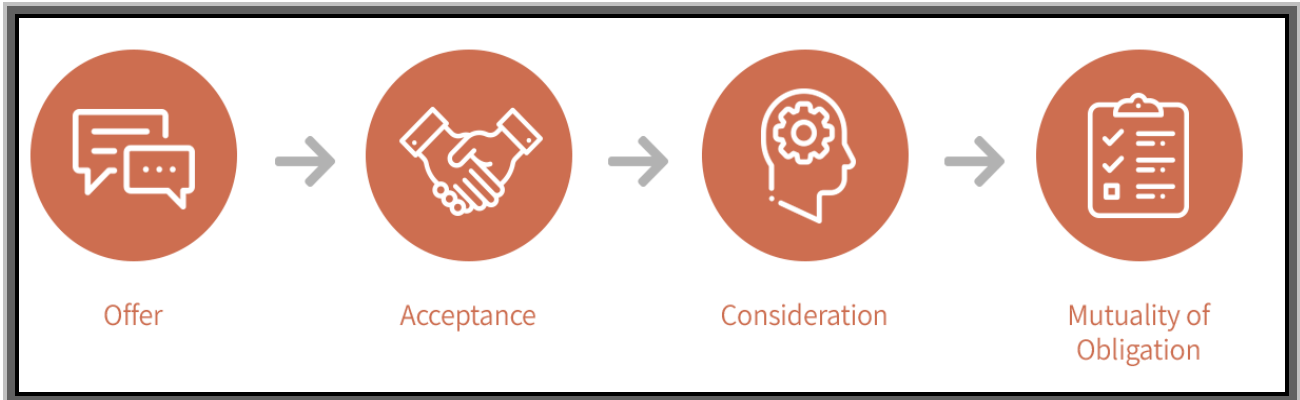
In a **Block** format letter, (1) all text is aligned to the left margin, and (2) paragraphs are not indented.

In a **Semi-Block** format letter, (1) all text is aligned to the left margin, and (2) paragraphs are indented.

In a **Modified Block** format letter, (1) all text is aligned to the left margin, except for the author's address, date, and closing; and (2) paragraphs are not indented. The author's address, date, and closing are usually indented three inches from the left margin, but can be set anywhere to the right of the middle of the page, as long as all three elements are indented to the same position.

Modified Semi-Block

In a Modified Semi-Block format letter, (1) all text is aligned to the left margin, except for the author's address, date, and closing; and (2) paragraphs are indented. The author's address, date, and closing are usually indented three inches from the left margin, but can be set anywhere to the right of the middle of the page, as long as all three elements are indented to the same position.



G L O S S A R Y

Durable — long-lasting
Tangible assets — buildings, machinery, et.c.
Indispensable — can't do without it
Emotional kick — feeling of excitement
Neurotic — in a state of anxiety
Fragile egos — very sensitive people
Layoffs — redundancies Surplus — too much / many
Backlash — strong negative reaction
Outrageous — totally unacceptable
In limbo — undefined, unclear
Lavish — large and generous
Upstream — supply of items for production
Downstream — supply of finished products to consumers
GDP — a country's annual productivity
Greens — environmentalists
Consortium — group of companies
Manipulated — influenced to do what someone else wants
Corrupt — make money bad
Aspirations — hopes and wishes
Veterans — very experienced people
Overwhelming — too large to deal with
Absolves — removes responsibility
Long odds — little chance
Nail the deadline — meet a deadline
Demeanor — behaviour and looks
Guinea pig — person used for a test
Churn out — mass produce cheaply
Vulnerable — easy to attack
Perpetrator — criminal
Sweatshops — small factories with bad conditions
Shoddy — poor quality
Flattery — praise
Casualty — someone hurt by events
Awesome — huge
Tailored — personalized Dilute — weaken
Protectionism — using tariffs to block imports
Slum — overcrowded and poor area of a city
Adoption — mass use of something
Shrink — make smaller
Invasive — entering without permission
Forego — decide not to have something

TESTS

1. ____ *profit is always calculated without deducting taxes and other charges.*
A Full B Net C Whole D Gross
2. *The latest technology represents a major ____.*
A borderline B breakdown C breakthrough D boundary
3. ____ *have to evaluate the risks involved in setting up a business.*
A Suppliers B Entrepreneurs C Regulators D Managers
4. *Four companies have announced that they will submit ____ for the project.*
A demands B bids C subsidies D quotas
5. ____ *your staff means allowing them to make their own decisions.*
A Appraising B Screening C Enforcing D Empowering
6. *We're having trouble filling the positions because of the ____ of skilled workers.*
A surplus B reduction C shortage D wealth
7. *Our legal department has ensured that all our products are protected by ____.*
A infringement B copycat C copyright D legislation
8. *The supply ____ brings together manufacturers, distributors and retailers.*
A link B chain C channel D line
9. *The judge has awarded the company \$15m in ____.*
A losses B damages C charges D bills
10. *Detailed ____ of the accounts has revealed several suspicious transactions.*
A analysis B data C facts D figures
11. ____ *our back-office work to an overseas supplier would definitely be cheaper.*
A Outsourcing B Downsizing C Appointing D Locating
12. *R&D have asked us to file an application to ____ our new plasma technology.*
A trademark B patent C brand D record
13. *You should always ____ . That way you can do the most important work first.*
A rank B prioritize C upgrade D process
14. *Falling sales in the US are bound to affect the company's ____.*
A currency B bottom line C liabilities D productivity
15. *We'll need an additional ____ from the bank to cover our purchases.*
A expense B account C loan D debt
16. *Why don't you ____ more work to the trainees?*
A subordinate B unload C delegate D arrange
17. *Only authorized ____ can carry out repairs under warranty.*
A wholesalers B carriers C dealers D trader

18. *This year's balance ____ shows that the company is clearly on the road to recovery.*
 A form B sheet C account D book
19. *Companies wishing to ____ for the project should follow the standard procedures.*
 A tender B offer C supply D propose
20. *On your ____ you should remember to print your name below your signature.*
 A resume B CV C cover letter D application form
21. *____ between firms are like marriages: not always successful.*
 A Acquisitions B Takeovers C Bids D Mergers
22. *Simple ____ such as data entry are given to junior employees.*
 A tasks B paperwork C assignments D missions
23. *Comsoft has agreed to ____ us with the latest software.*
 A offer B deliver C supply D sell
24. *____ allow company directors to buy shares at a preferential price.*
 A Severance deals B Pension plans C Pay packages D Stock options
25. *Cost-cutting and outsourcing will be the main focus of our ____ in the coming years.*
 A process B objective C strategy D outlook
26. *Distribution plays an important role in the ____ mix.*
 A advertising B marketing C selling D promoting
27. *If we used low-paid overseas workers we'd cut our ____ dramatically.*
 A profits B costs C margins D income
28. *Using cheaper components could result in considerable ____ .*
 A winnings B savings C reductions D decrease
29. *____ like rent are still taking up too much of our budget.*
 A Investments B Overheads C Earnings D Taxes
30. *With all these new orders it's going to be difficult to keep up with the ____ .*
 A demand B supply C provisions D volume
31. *They have reported a second quarter ____ of \$12m.*
 A lack B loss C reduction D decline
32. *The SEC is the official ____ for all US stock market trading.*
 A accountant B dealer C regulator D broker
33. *Mr. Jackson has been ____ to our Swiss office for the next six months.*
 A assigned B selected C recruited D hired
34. *Most member states of the EU have adopted the Euro as the single ____.*
 A currency B money C cash D exchange
35. *Legislation against counterfeiting has always proved difficult to ____.*
 A empower B enforce C allow D install
36. *____ designer clothing is openly sold in many markets.*
 A Dud B Fraud C Fake D False

37. *European farmers receive EU ____ for certain agricultural production.*

- A subsidies B quotas C tariffs D lobbies

38. *I love the new phones. They have some great new ____.*

- A features B points C characters D items

39. *Successful ____ will be asked to complete a series of tests in June.*

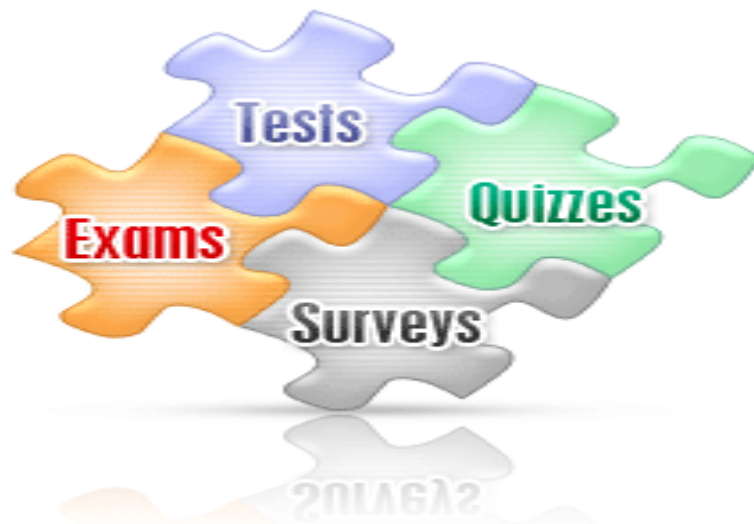
- A applications B applicants C appointments D interviews

40. *The ____ office is where all the administrative follow up is done.*

- A front B back C head D corner

41. *It's too a big project for one company. Only a ____ can handle it.*

- A subsidiary B corporation C bureaucracy D consortium
-



Create

Add unlimited test, questions, files, certificates and more.



Assign

Distribute test securely using public and private options.



Results

Analyse results instantly.

REFERENCES

- Англо-русский экономический словарь /Под ред. А.В. Аникина. – М.: Русский язык, 1981. – 727 с.
- Богацкий И. С., Дюканова Н. М. Бизнес-курс английского языка. – К.: Логос, 1997. – С.145-47.
- Борисенко И. И., Євтушенко Л.И., Дейнеко В.В. Английский язык в международных документах и дипломатической корреспонденции. – К: «Логос», 1999. – С. 12-14.
- Гринько Е.В. Практикум по деловому английскому языку. – К: МАУП, 2000. – 264 с.
- Деловая переписка по-английски Dear Sirs!.– М.: Изд. Объединение «Культура». – 1993. – 156 с.
- Дубкина М.Д., Галкина Л.В., Заседателева М.Л. Деловая поездка за рубеж. – М.: Вища школа, 1990. – 220 с.
- Кнодель Л.В. Англійська для бізнес-спеціальностей: навчальний посібник. – К.: Вид-во Поліводи А.В., 2007. – 472 с.
- Котлер Ф. Основы маркетинга. – М.: Прогресс, 1990. – 736 с.
- Краткий англо-русский толковый словарь экономических и финансовых терминов. – М.: Финансы и статистика, 1987. – 112 с.
- Латигіна А.Г. Англійська мова міжнародного бізнесу та менеджменту: Навчальний посібник. – К.: Київ. держ. торг.-екон. ун-т, 1999. – 257 с.
- Меньшова М.Н. Английские экономические термины: Справ. – Новосибирск: Наука, сибирское отд-ние, 1983. – 261 с.
- Новат И.В. Тетрадь новых терминов. Англо-русские термины по маркетингу. – М.: Всесоюзный центр переводов, 1990. – 88 с.
- Основы внешнеэкономических знаний: словарь справ. – М.6 Высшая школа, 1990. – 432 с.
- Сакун Л. English for business: Навчальний посібник. У 2 кн. – ч.1. – К.: Науковий світ, 2000. – 176 с.
- Сакун Л. English for business: Навчальний посібник. У 2 кн. – ч. 2. – К.: Науковий світ, 2000. – 242 с.
- Щелкова Т.Г., Мелех И.Я. как вести беседу по телефону. Практическое пособие по разговорному английскому языку. – М.: Высш. шк., 1989. – 156 с.
- Шевелева С.А. English on Economics. Textbook. – М.: Культура и спорт, ЮНИТИ, 1998. – 234 с.
- Campbell R., McConnell, St. L. Brue. Economics. Principles, problems, and policies. – The USA: McGraw-Hill Publishing Company, 1992. – b.1. – 400 p.

- Costinett S. English for careers. The Language of accounting in English. –Oxford: University Press, 1996. – 287 p.
- Daniels J.D., Radebaugh L.H. International Business. – Massachusetts, USA: Addison-Wesley publishing Company, Inc.,1997. – 356 p.
- Dolan E. G.. Lindsey D. E. Microeconomics. –The Dryden press, 1990. – 402 p.
- Grant D., McLarty R.. Business Basics. – N. Y.: Oxford University Press, 1995. – 256 p.
- Graver B.D. Advanced English Practice. – England: Oxford, 1986. – 467 p.
- Guffey, Rhodes, Rogin. Business Communication: Process and Product. – Third Brief Canadian Edition. – Thomson-Nelson, 2010. – P.183-214.
- Jonson C. Banking and Finance. – London.: Longman, 2000. – 234 p.
- In Business, Student's Book. –Thomas Nelson and Sons Ltd. – Walton-on Thames: UK, 1983. – 267 p.
- Lookianova N.A. The Businessman's Companion. – M. 1996, – 570 c.
- Macroeconomics. Edwin G. Dolan. David E. Lindsey. – The Dryden press, 1991. – b.2. – 446 p.
- Management. Michael H. Mescon, Michael Albert, Franklin Khedouri. –Harper & Row, Publishers, New York, 1992. – b.1. –700 p.
- Marion Williams, Robert L. Burden. Psychology for Language Teachers: a Social Constructivist Approach. – Cambridge: Cambridge University Press. 1997. – 240 p.
- Norman S. We're in Business. /English for Commercial practice and international trade Student's Book. — England: Longman, 1990. – 180 p.
- O'Driscoll, Nina and Pilbeam, Adrian. Meetings and Discussions. Longman Business English Skills. – England: Longman, 1990. – 256 p.
- Owen R. BBC Business English. – London: Bush House, 1992. – 480 p.
- Pilbeam A. International Management. – London.: Longman, 2000. – 560 p.
- Rachman D. J., Mescon A. At Business Today. – 5th ed. – N. Y.:Random House Business Division, 1987. – 178 p.
- Steiner G.A., Steiner J.F. Business, Government and Society.- N.Y.: McGraw-Hill, Inc.,1991. – 123 p.
- The social science encyclopedia / Ed. by A. Kuper, J. Kuper: Lnd. etc.: Routledge & Kegan, 1985. – XXVIII. – 916 p.
- Holett V. Business Objectives, New York: Oxford University Press, 1998. – 389 p.
- Viney P. & Viney K.. Handshake. A course in communication. Student's Book, New York: Oxford University Press. – 1996. – 218 p.
- Newman & Ober. Business Communication: In Person, In Print, Online. South-Western, 2013. – P.503-506.

CONTENTS

№	CHAPTERS & PARAGRAPHS	Pages
	Foreword	3
•	CHAPTER I LANGUAGE WORK	
•	§ 1. English for Specific Purpose People & Profits	4
•	§ 2. Meetings & Greetings	11
•	§ 3. Business etiquette	15
•	§ 4. Ways of communication	55
•	CHAPTER II MEANS OF COMMUNICATION	
•	§ 1. The Basic forms of communication	86
•	§ 2. Telephone conversations	93
•	§ 3. Telexes	129
•	§ 4. Telegrams	138
•	§ 5. Computers	142
•	§ 6.	145
•	CHAPTER III. LETTERS	
•	§ 1. Structure of a business letter	167
•	§ 2. Types of a letter	175
•	§ 3. Business letters	194
•	§ 4. United Nations Communications	223
•	CHAPTER IV. NEGOTIATIONS	281
•	CHAPTER V. CONTRACTS	327
•	Appendix	369
•	Glossary	379
•	Tests	380
•	References	383