

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ**  
**УМАНСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ САДІВНИЦТВА**

Кафедра української та іноземних мов

# **ІНОЗЕМНА МОВА**

**НАВЧАЛЬНО-МЕТОДИЧНИЙ ПОСІБНИК ДЛЯ  
ПРАКТИЧНИХ ЗАНЯТЬ ДЛЯ СТУДЕНТІВ ДРУГОГО  
(МАГІСТЕРСЬКОГО) РІВНЯ ВИЩОЇ ОСВІТИ**

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Даний навчально-методичний посібник є комплексним і комунікативно-орієнтованим, сприяє активному оволодінню лексиною за темами зі сфери ділового спілкування, розвиває уміння і навички у всіх видах мовленнєвої діяльності.

Запропоновані тексти сприяють не лише розвитку навичок читання та перекладу, а також поглиблюють знання студентів у сфері ведення ділового листування. Варіативні завдання до текстів спрямовані на активізацію лексичного та граматичного матеріалів. Посібник містить інтерактивні вправи для розвитку навичок усного мовлення, оригінальні неадаптовані тексти. Посібник призначений для студентів другого (магістерського) рівня вищої освіти.

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# UNIT 1

## DEFINING BUSINESS ENGLISH

### *ACTIVE VOCABULARY*

1	communication	зв'язок, спілкування
2	target audience	цільова аудиторія
3	to estimate	оцінювати
4	billion	мільярд
5	projection	план
6	to puzzle	спантеличувати, бентежити
7	mutual comprehension	взаємне розуміння
8	objective	мета
9	language pattern	мовні шаблони
10	mistranslation	неправильний переклад
11	survey	огляд, дослідження
12	to evaluate	оцінювати
13	currency	вживаність
14	to intend	мати намір
15	verbosity	багатослівність
16	concise	стислий
17	gist	суть
18	to convert	перетворювати
19	accessible	доступний
20	goal	мета

### **Text 1. DEFINING BUSINESS ENGLISH**

English is a major language of commercial communication. It is also the world's language of the internet and of global access to knowledge. Business English is the name given to the English used for dealing with business communication in English – though you will find many variants. This can present unexpected problems unless you understand how to design your communication to give you the best chance of success, whatever the variety of business English used by your target audience.

A particularly interesting fact is that there are more non-native speakers of English than native English speakers. The UK government estimates that more than 1 billion people speak English, and projections indicate that by 2020

2 billion people worldwide will be learning or teaching English. So we can see that English is certainly no longer the preserve of the nation that gives the language its name. It belongs to no single culture; instead it is something that acts as a bridge across borders and cultures. People do not realize that UK or British English is not exactly the same as the many other variations of business English that exist. These include US or American English, Australian English, Caribbean English, Indian English, Irish English, Singapore English and South African English. You can see how extensive the list is. Business communication is crucial to success. So if people are puzzled by that communication, this will have an adverse effect on results. We cannot pretend this does not matter, because getting the right messages out and receiving the right answers are the lifeblood of commercial success. It helps clients to communicate effectively cross-culturally when they follow some norms of commonly accepted “standard” English. This not only helped mutual comprehension but also secured buy-in to their business objectives, from internal as well as external customers. So what is meant by ‘standard’ English? It means that the English routinely described in mainstream English dictionaries and grammar books. One of the challenges in writing UK English is that there can be more than one correct way of spelling certain words. Just to list a few examples: recognize and recognise, minimize and minimise, judgment and judgement, e-mail and email can all be used correctly in UK English. Whenever we write and whatever we write, we must understand the conventions we need to follow.

This has to be the best starting point from a business perspective.

The fact that English is used so extensively for global business yields quite a surprising result. It means that written business English will ultimately be directed more at a non-native English audience than at a native English audience. As well as there are different varieties of English and sub-varieties directly caused by mixing English with the language patterns of the native country. Examples are Chinglish (Chinese-English), Manglish (Malaysian-English) and Singlish (Singapore-English). The same phenomenon can happen in any language mix.

Sometimes this can lead to out-and-out mistranslations and although users may understand what they mean, these can be unintelligible to the foreign reader (E.g. “a parking” (UK English: a car park; US English: a parking lot) or “presentation charts” used predominantly in Germany (UK English and US English: presentation slides) or “handy” in continental Europe (UK English: mobile phone; US English: cellphone) or ‘beamer’ in France and elsewhere (UK

English: projector)).

So problems can arise when we take a global perspective. But if we are writing globally we have to realize that we are not just writing for readers in one country.

When you define business English within your company carry out some sort of survey to evaluate whether the terms you are using really are understood by your target audience. Terms that are understood in Western Europe may not have the same currency in Asian markets and so on. Just because English-sounding words and expressions have crept into your company usage, this does not mean they are internationally recognized. Then share your findings throughout your company, to gain consensus on how to describe the business English you plan to use. One important point to note is that any variety of business English will be in.

***Exercise 1. Complete the sentences using the words in the box below. Use each word once only.***

reputation	demand	corridor	profit	site
partnership	registration	lift		

1. Do you need my car ... number?
2. How long have you had offices on this ... ?
3. You can use the stairs, but it's quicker to take the ... .
4. My office is along the ... on the right.
5. After two years of making losses, we are now making a ... .
6. There is a growing ... for our products in the Middle East.
7. My brother and I went into ... three years ago.
8. We have an excellent ... for quality.

***Exercise 2. Complete the sentences with a preposition.***

1. Take the third turning ... the left.
2. Park ... one of the visitors' spaces.
3. We are ... far the largest manufacturer.
4. One ... three of our plants is making a loss.
5. There is no profit ... it.

6. Tell me about your sales ... region.
7. We are very competitive ... terms of price.
8. Are you listed ... the Stock Exchange?
9. What kind of business are you ... ?

## **Text 2. WRITING ENGLISH FOR GLOBAL BUSINESS**

Using business English at work is not just about learning how to write words in English. It is as much about adopting the right frame of mind to be able to make the right connections with readers. You need to stand back and see your writing from all angles. The moment you say “I did not mean that!” is the moment you realize that no, your writing does not add up as you intended. It is not saying the right things. Writing business English is about reducing verbosity, avoiding misunderstandings and crafting clear, concise messages. But the fewer words you write, the more important it is that you get them right.

Everybody faces a very real challenge when communicating. This challenge is about how to succeed in conveying our precise meaning to those with whom we wish to communicate. We all have to work out how to convert what we are thinking into words. When we have to write, we face additional problems.

Are these the right words to put down on paper, when we may not be there to explain them to readers? There are so many factors that can distort our intended meanings. This challenge can be far greater for non-native speakers of English. They have an extra step to overcome: to translate their words from their native language into English before they then write them down.

So if as a non-native English speaker you are to write effectively in English, it will be helpful for you to be systematic in approach. A sequence that should help you is this:

1. Identify the thought effectively in your own language.
2. Translate it correctly from your own language into English.
3. You may then need to convert the thought captured in English into the correct written English word.
4. Then make sure that the “correct written English word” is actually the one that your readers can interpret correctly.
5. Having done all this, your English writing should enable readers to respond the way you want. And that is what you are in business for!

When writing for global business, it is best to express the gist of what you are saying in really accessible, plain English. Do not focus on just translating from your own language into English. The more you do this, the worse things can get. Why? Because simply translating can result in:

- over-complicated or incorrect messages;
- focusing on the specific words rather than the overall meaning;
- losing sight of the normal business need to write a call to action.

So regularly ask yourself questions such as the following. Will my readers recognize the words I use? Will they understand their meaning? Am I enabling the response I need? Will my business achieve its desired goals as a result?

***Exercise 1. Choose an appropriate response.***

1. Did you have a good journey?	a) No, it's a partnership.
2. Is it a limited company?	b) Just over five years ago.
3. When was the company set up?	c) Yes, that's right.
4. Have you been on this site long?	d) Thanks, I can manage.
5. I hear you're in the transport business?	e) Yes, very good thanks.
6. What kind of company is it?	f) Yes, we met last year.
7. Can I help?	g) It's a small family business.
8. Do you know Gunilla?	h) Yes, for twenty years.

***Exercise 2. Complete the sentences with one of the alternatives.***

**EXAMPLE:** I'm phoning to **let** you know what happened. (*let/explain*)

1. Who is going to ... the minutes? (*make/take*)
2. Could you ... us when you know the answer. (*tell/say*)
3. I'd like to... a point. (*make/remind*)
4. We need to... a date for the meeting. (*take/set*)
5. We ... a good case for changing the system. (*made/took*)
6. Are you ... second thoughts about the proposal? (*having/taking*)
7. All of our proposals were ... . (*disagreed/rejected*)



## UNIT 2

### BUSINESS WRITING AS COMMUNICATION

#### *ACTIVE VOCABULARY*

1	to impact	впливати
2	framework	основа
3	to cascade information	надавати велику кількість інформації
4	gravity	важливість
5	levity	легковажність
6	to undermine	підривати
7	to favour	віддавати перевагу
8	capital letter	велика літера
9	upper case	верхній регістр
10	asterisk	знак виноски
11	colon	двокрапка
12	semicolon	крапка з комою
13	awkward	незграбний, недоладний
14	decimal fraction	десятковий дріб
15	capacity	ємність
16	ounce	унція
17	gallon	галон
18	inch	дюйм

### Text 1. WHY WE WRITE IN BUSINESS

People sometimes think of business writing as a “soft” skill. In fact, you may see communication generally classified as a soft skill, as opposed to the “hard” skills of finance, law, IT etc. The label “soft” can give the impression that business writing is an easy option, which it certainly is not. Business writing can impact on the whole business cycle; it can win business, it can lose business and it can communicate the framework by which results can be achieved. Why people need to write in their businesses. They write in their businesses:

- to inform or record;
- to cascade information;

- to seek information;
- to write specifications;
- to achieve a standard;
- to write reports with recommendations;
- to persuade;
- to promote services.
- to get the right results;
- to sell;
- to support customers.

There is no doubt: the written word is unforgiving. When you read, you judge what you see written for what it is. It is amazing how many written messages can lead to confusion and misunderstanding – even when a company is writing in its native language. Poor writing can also lead to customer complaints. At the least, these complicate relations with customers – even though we may still be able to convert a complaint to a positive experience. The worst scenarios are where customers walk away from the companies concerned, and tell others about the bad experience they have received or think they have received. That is the impact that ineffective writing can have.

When we communicate face to face, people around us attach a lot of importance to the signals given by our body language. These are said to account for 55 per cent of the impact we make when giving a talk. Our voice can account for perhaps 38 per cent – and our words just 7 per cent. This is because, in face to face communication, unlike writing, we do not need to focus just on words. We can ask if we are not sure what is being said. We can look for clues from the speaker's facial expression or tone as to the gravity or levity of the subject matter. These will help our understanding and focus our attention or not. But with writing, unless the writer is there in front of you, time will elapse before you can get the answers to any questions you have. That is, if you have the time or inclination to ask questions. At the very least, it means that writers need to think twice, spellcheck – in fact, double-check – that their words are saying what they mean them to say.

***Exercise 1. Some of these phrases are used formally and some informally. Put them in the correct column.***

1. Good morning Mr Jones, how are you?
2. Hello Mary, how's business?
3. Fine, thanks, and you?

4. Send my regards to Petra.
5. Hi, John, how are you?
6. Very well thank you, and you?
7. Not too good, I'm afraid.
8. It's nice to see you again.
9. Not bad, and you?
10. Good evening. I'm fine, thank you.
11. Give my love to Petra.

FORMAL	INFORMAL

*Exercise 2. Write the sentences in this letter in the correct order.*

Dear Mr Green

1. Members of our sales team will present the service
2. After the presentation
3. We would like to invite you to the launch of
4. and there will be an opportunity to ask questions.
5. there will be dinner in the main restaurant.
6. our new courier service on 6 March
7. I very much hope that you can attend,
8. at the Grand Hotel at 6:30 p.m.
9. Best regards Peter Pod

## **Text 2. BUSINESS WRITING AS COMMUNICATION**

There are two main routes whereby we transmit a series of thoughts from our brains to other people's brains. These are speech and writing. Each transmission can be broken down into a sequence of steps, each of which carries an associate risk of distortion.

In the workplace, you certainly need to know how to access the right information and process this when you write. You need to be accurate too. Some companies require you to follow a standard house style. However, even then you may be allowed to make suggestions about how the house style could

evolve, in view of changing business circumstances and customers' needs. But here is one very interesting recent evolution in writing business English. There are definitely fewer occasions now when business writing is seen to have the academic-style beginning, middle and end structure (other than in certain formal reports). You will find that you need to develop new literacy skills that you may not have come across previously. This can present a dilemma to businesses.

There is a guide to premier business writing. The system uses the idea of "a ladder of success", in which you start at the bottom (Step 1) and systematically climb to success (beyond Step 4) as follows:

### **Step 1**

Be correct:

- Know what your writing needs to achieve, alongside what your company needs to achieve.
- At the very least, match readers' minimum expectations.
- Ensure that your writing is free of mistakes.

Your business communication will fail if you get your basics wrong.

### **Step 2**

Be clear:

- Use plain English and express facts as simply as possible.
- Edit so that your main points are easily understood.

Confused messages undermine your objectives. They can lose you custom too.

### **Step 3**

Make the right impact:

- Use the right words and layout to get noticed for the right reasons.
- Use the right style to present yourself and your company well.
- Create opportunities.

The right impact differentiates you from competitors and helps bring about the responses you need.

### **Step 4**

Focus on readers as your customers:

- Write from their perspective.
- Empathize with them.
- Favour positive, proactive words.

- Avoid words that put up barriers, and avoid jargon wherever you can.

Use your written words to satisfy and, if possible, delight your customers.

***Exercise 1. There are some words that repeatedly cause businesses confusion.***

***Make the correct usage of some commonly confused words:***

*Stationary / stationery*

The careless driver crashed into a ... car.

I have ordered new business ... for my printer.

*practice / practise*

You should ... what you preach.

What is the established ... of your company?

*remember / remind*

I must ... to update those details

Please ... me to update those details

*affect / effect*

Recession ... spending.

Recession has a negative ... on spending.

*compliment / complement*

When dining, the right ambience ... the meal.

We are always delighted to receive a ... from a customer.

*loose / lose*

If we ... their parcel we will also lose their custom.

There is a ... connection in the wiring system.

***Exercise 2. Write the phrases in one of the three columns depending if they denote that things are up, down or the same in business English.***

Up	Down	The same

1. Sales have picked up.
2. There has been an increase in sales.
3. Things are slowing down.
4. Turnover jumped last year.
5. It has stayed the same.
6. Overall there has been a decline in the market.

7. The company has recovered.
8. We have seen a rise in turnover.
9. There has been an upturn in the market.
10. We are expecting a downturn.
11. There has been little change.
12. Sales have been steady during the year.

### **Text 3. WHY PUNCTUATION AND GRAMMAR MATTER IN BUSINESS WRITING**

A lot of people find it difficult to read unpunctuated writing. If we write poetry we may actively want people to work out meaning. We may even want them to create their own meaning; but this should not apply to business writing. In business writing, punctuation is an aid that helps our readers to understand our messages. Punctuation and grammar are aids that help business writing to be understood and help us to communicate clearly. A good command of these can give you improved confidence, and you can feel more in control of your business English writing. You will be pleased about this and so will your readers. You will feel secure in the knowledge that your sentences will work because you have designed them to work.

English terms and symbols used to describe punctuation marks are:

- capital letters or upper case: A, B, C
- lower case: a, b, c
- comma: ,
- full stop (UK English) or period (UK and US English) or dot: .
- speech or double quotation marks or inverted commas: “ ”
- speech or single quotation marks or inverted commas: ‘ ’
- question mark: ?
- exclamation mark: !
- apostrophe: ’
- hyphen or dash: –
- slash or stroke: /
- brackets: ( )
- square brackets: [ ]
- ampersand: &
- ‘at’ sign: @

- colon: :
- semicolon: ;
- asterisk: \*

Transitional phrases help us show the relationships between one idea or statement and subsequent ones. They can link paragraphs, point towards a bigger picture and can help lead readers to a logical conclusion. Some transitional phrases (categorized by heading) are:

Addition:

- and;
- besides;
- in addition;
- also;
- equally important.

Comparison and contrast:

- but;
- however;
- on the one hand;
- on the other hand.

Example:

- for example;
- for instance;
- as an illustration.

Purpose:

- with this in mind;
- since;
- clearly.

Result or conclusion:

- because of this;
- finally;
- in conclusion.

***Exercise 1. Read unpunctuated extract. Do you have any problem deciphering this? The extract can be punctuated a number of ways. Use punctuation marks to show how it becomes easier to read:***

*mr jones the companys hr director called mrs smith into his office for an update on the latest recruitment drive he wanted to know whether the online*

*application system was working reports had filtered through that all was not going to plan Mrs Smith explained that candidates were certainly experiencing problems as the systems had crashed in her opinion it would be better to extend the closing date would he be prepared to authorize this*

**Exercise 2. Put these transitional phrases into correct column due to categories.**

Furthermore, with this in mind, on the other hand, consequently, indeed, and, in this situation, because of this, for the same reason, for instance, on the one hand, in conclusion, although, equally important, while, as an illustration, what's more, compared to, as a result, for example, first, thus, take the case of, in addition, finally, clearly, similarly, since, however, also, summing up, but, second (etc), nevertheless, that is, besides, whereas.

Addition	Comparison and contrast	Example	Purpose	Result or conclusion

## **Text 4. WRITING TIPS FOR BUSINESS ENGLISH**

### **WRITING A DATE IN BUSINESS ENGLISH**

It is important to realize that there are a number of correct ways of writing dates in business English. The UK English format (which most of Europe uses) is: *DD / MM / YY*, where *D = day*, *M = month*, *Y = year*.

This is in sharp contrast with the US format, which is: *MM / DD / YY*. And both are in contrast with the format used in Japan, for example, which is: *YY / MM / DD*.

Not understanding the different conventions can create immense problems. If you have to book international transport or hotel accommodation, or arrange deliveries, meetings and so on, you will know how important it is to input the correct dates. It can simply be a question of house style regarding the format you choose to be your default convention. However, you may need to be flexible and understand that customers may be using a different convention.



Check if there's any uncertainty. Sometimes be prepared to mirror their convention, as long as it's an acceptable version that makes sense. Being in business should be about embracing customers' needs, not about seeing them as "awkward" if they do something differently. Examples that are all perfectly acceptable in UK English are:

*21 January 2009;*

*21st January, 2009;*

*21 Jan 2009;*

*21st Jan 2009;*

*21/01/09.*

If your house style uses the format "*1st, 2nd, 3rd*", you may have spotted that the abbreviation is based on the spoken or written version of the word in question. So 1st stands for "first", 2nd for "second", 3rd for "third", and so on – placing the final two letters of the abbreviated word behind the number.

US English uses a month / day / year format, as do some other countries. In this case, you would write: *January 21 2009; 01/21/09.*

This particular date is not too problematic because we know that there are not 21 months in a year. But where readers do not understand the differences between the UK and US conventions, they could have problems with a date such as *03/06/09*. In the UK this denotes *3 June 2009*, but in the US it denotes *6 March 2009*.

This has been devised to make the way we write dates internationally understandable. It is based on the following format: *YYYY – MM – DD*. In this format, *YYYY* refers to all the digits (eg 2015), *MM* refers to the month (01 to 12) and *DD* refers to the day (01 to 31). When there is any doubt, it is really useful to write your dates in English this way.

If you have to read a written date out loud, you may say, for example, "the twenty-first of January, two thousand and nine". But in normal office correspondence, nobody would expect you to write "the 21st of January 2009". The place you might see this type of writing is in a legal document such as a contract.

## DAYS OF THE WEEK, MONTHS AND THEIR ABBREVIATIONS IN BUSINESS ENGLISH

In business English, if you want to indicate the actual day of the week you can write either the full word or its abbreviation. For example:

*Monday, Mon;*

*Tuesday, Tues;*  
*Wednesday, Wed;*  
*Thursday, Thurs;*  
*Friday, Fri;*  
*Saturday, Sat;*  
*Sunday, Sun.*

The formal convention is always to use a capital letter for the first letter of each day of the week. Do note that some writers punctuate the abbreviation with an end full stop or period, for example, Tues. This convention is optional. For indication of the months you can write either the full word or its abbreviation. For example:

*January, Jan;*  
*February, Feb;*  
*March, Mar;*  
*April, Apr;*  
*May (never abbreviated);*  
*June, Jun (but rarely abbreviated);*  
*July, Jul (but rarely abbreviated);*  
*August, Aug;*  
*September, Sept;*  
*October, Oct;*  
*November, Nov;*  
*December, Dec.*

Do note:

- The first letter of each month is written as a capital.
- Some writers punctuate the abbreviation with a full stop at the end, but modern business practice tends to be to omit this.

## TIME IN BUSINESS ENGLISH

This is a topic that you absolutely must understand how to write correctly in business English. Things can go seriously wrong when different nationalities fail to understand that they may have differing conventions for writing times. People fail to turn up to meetings at the right time, they miss flights, deadlines, if a matter is time bound it can go wrong. And what in business is not linked to time? Here are some guidelines to help.

All these written versions are correct in UK business English:

*The meeting starts at 09.00.*

*The meeting starts at 9am (or 9 am or 9 a.m.).*

*The meeting starts at nine o'clock in the morning.*

*The meeting starts at nine in the morning.*

Business English usage includes both the 12-hour clock (morning and afternoon) and the 24-hour clock (especially for timetables), so:

09.00 means nine o'clock in the morning;

21.00 means nine o'clock in the evening.

Strangely enough, 24.00 is also 0.00 hours!

If we write in business English, "The meeting starts at half past eight," this could mean "The meeting starts at 08.30 or 20.30." Often we will know from context which is correct. For example, if meetings are held during normal office hours, then half past eight in the morning is the more likely time. But say we work in a staggered-hours environment, then it could be a morning or an evening meeting. You need to clarify.

Mishaps or missed meetings and other appointments all arise when we fail to realize that the way different countries express time is not standard. For example, the USA does not generally use the 24-hour clock (except specifically by some professions: for example, the military, the police, the medical profession). Some countries (such as Germany and the Netherlands) use a format to express half an hour before an hour. This is alien to native English writing – where half past six, for example, should be expressed as "half seven" to the German or Dutch way of thinking. Do not underestimate how problematic failing to appreciate this source of misunderstanding can be. You need to ensure that everyone understands how to write and read times in business English, for the sake of efficiency.

## NUMBERS AND MEASUREMENTS IN BUSINESS ENGLISH

If you write numbers in business English, also be aware that different nationalities may interpret the numbers differently. For example, the words "billion" and "trillion" can have completely different meanings in the UK, Germany, France and the USA.

But a zillion means a large indeterminate number, so that expression at least is standard! A fairly old imperial expression you will still find on occasion is dozen. It means 12. You use a comma when you write a number comprising four or more digits. Counting from right to left, you place the comma after each three digits:

1,000;

10,000;  
100,000;  
100,000,000.

“Decimal point” is the UK business English term for the dot placed after the figure that represents units in a decimal fraction: for example, 9.6. This may differ from the way you express the decimal point in your language. You may be used to using a comma – for example, 9,6 – or you may express 100,000,000 as 1000.000.000. It’s not overly confusing but it is best to be aware of this difference when you write in business English.

Do you have to write measurements in business English? If you write globally, do be aware that different countries use different systems. Broadly speaking, these are called metric and imperial. The US largely uses imperial and the UK and other countries may use a combination. You will need to research if you are involved in orders that use either system. To give you an idea, some of the differences are as follows:

Metric system:

- length: centimetre, metre, kilometre (US spelling: meter etc);
- weight: gram, kilogram, tonne;
- capacity: millilitre (ml), litre (US spelling liter etc);
- temperature: Centigrade or Celsius.

Imperial system:

- length: inch, foot, yard, mile;
- weight: ounce, pound, ton;
- capacity: fluid ounce, pint, gallon;
- temperature: Fahrenheit.

Even within the imperial system, you will find that a US ton is not the same as a UK ton, and a US gallon is different to a UK gallon.

Temperatures are also written using different systems: Centigrade or Celsius: freezing point of pure water 0° (degrees); boiling point 100°; Fahrenheit: freezing point of pure water 32°; boiling point 212°.

***Exercise 1. Match the expressions with their translation***

1. until the middle of the week	a) максимум через тиждень
2. until the weekend	b) сьогодні вдень
3. by this time next week	c) сьогодні ввечері (вночі)
4. within a week	d) точно в назначений час

5. until past midnight	e) з понеділка по п'ятницю
6. the day after	f) рівно рік назад
7. this afternoon	g) два рази на рік
8. in the evening	h) увесь вечір
9. this evening	i) кожного дня
10.that evening	j) до середини тижня
11.tonight	k) цілодобово
12.thursday night	l) цього вечора
13.every hour on the hour	m) наступного вечора
14.twice a day	n) до наступного тижня
15.from one day to the next	o) рівно через тиждень
16.from monday to friday	p) напередодні ввечері
17.in a week to the day	q) вечорами
18.each and every day	r) найпізніше у четвер
19.all day	s) до минулої півночі
20.every evening	t) у четвер ввечері
21.all evening	u) сьогодні ввечері
22.night and day	v) увесь день
23.the previous evening	w) до вихідних (включно)
24.one year ago to the day	x) з дня на день
25.by thursday	y) наступного дня
26.the evening of the next following day	z) кожного вечора

**Exercise 2. Write time correctly**

1. I can see you at ... . (11.15)
2. Would ... suit you? (14.30)
3. I can be free at ... . (17.00)
4. I would like to fix an appointment at ... . (10.30)
5. I think ... would be convenient. (9.00)
6. Shall we have a breakfast meeting at ... . (7.30)
7. The CEO would like to arrange a meeting at ... . (13.30)
8. The Finance Manager is only available at ... . (19.50)
9. Would you like to have dinner this evening at ... ? (20.20)
10. I'm afraid I'll be late for the appointment, I'll arrive at ... . (15.35)

## UNIT 3

### ABBREVIATIONS AND ACRONYMS

#### *ACTIVE VOCABULARY*

1	abbreviation	скорочення, абрєвіатура
2	acronym	акронім, абрєвіатура, що складається з початкових літер або звуків слів твірною словосполучення
3	incoterm	міжнародний комерційний торговельний термін
4	overuse	зловживання
5	outset	початок
6	to devise	розробляти
7	implication	приховане значення, підтекст
8	copyright	авторське право
9	to enquire	дізнаватися
10	obligation	зобов'язання
11	litigation	судовий процес
12	misunderstanding	непорозуміння
13	to be aware	бути в курсі

### **Text 1. ABBREVIATIONS AND ACRONYMS, INCOTERMS**

Acronyms are intended to make business writing easier. They make an abbreviated word formed by the initial letters of other words or a compound noun. The idea is to make the subject easier to refer to and easier to remember. When you use abbreviations and acronyms, write them in full at the first mention, then follow with the abbreviation in brackets: for example, Regional Development Agency (RDA). People tend not to do this when an acronym is very likely to be recognized internationally. An example would be the UN (United Nations). It does depend on your target audience. After that first explanation, you may just use the acronym in the text that follows. Overuse of acronyms can create rather than solve a problem. Also, even when you explain

an acronym at the outset of a document, it can help readers if you repeat the words in full from time to time.

Some abbreviations and acronyms that you are likely to encounter are 'incoterms'. These are commonly used trade terms in international trade. Two common examples are FOB (free on board) and EXW (ex works). Incoterms were first published by the International Chamber of Commerce (ICC) in 1936 and have been regularly updated since. They were devised because parties to a contract were not always aware that terms and abbreviations used could have different implications in different countries. If you deal with sales and marketing and/or arranging transportation of goods to overseas markets, do research this topic further. You may care to visit the ICC website, as the terms can be subject to copyright, so you need to enquire about their use. Sellers and buyers need to know both obligations and risks. Using the right standard expressions for each market avoids misunderstandings and possible litigation.

#### LIST OF ABBREVIATIONS IN BUSINESS CORRESPONDENCE

1.	a/c	account currant	поточний рахунок
2.	ace, aept	acceptance	акцептування
3.	acc	account	рахунок; фактура
4.	Act/., actg	acting	виконуючий обов'язки
5.	ACV	actual cash value	дійсна вартість готівкою
6.	adv.	advertisement	реклама
7.	agcy	agency	агентство; управління
8.	Agt., agt	agent	уповноважений; представник
9.	agt	agreement	угода; оборудка
10.	alt	alteration	зміна; варіант
11.	amt	amount	кількість
12.	a.o.b.	any other business	"різне" (про повістку дня)
13.	apmt	appointment	посада; призначення; зустріч
14.	a.q.	any quantity	будь-яка кількість
15.	AR	annual return	річний звіт; річний огляд
16.	asgd	assigned	призначений
17.	ass., asst	assistant	помічник
18.	Assn	association	товариство; асоціація
19.	A/w	actual weight	фактична вага
20.	B/D	bank draft	тратта, встановлена банком

21.	bd	bond	облігація; боргове зобов'язання
22.	B.E., B/E,	bill of exchange	перевідний вексель
23.	BIS	Bank for International Settlements	Банк міжнародних розрахунків
24	B/L	bill of lading	транспортна накладна
25	B.N.	bank-note	банкнот(а)
26	C.B.D.	cash before delivery	Оплата готівкою перед поставкою
27	CEO	chief executive officer	директор компанії
28	C.W.O., c.w.o.	cash with order	готівковий розрахунок при видачі замовлення
29	dely.	delivery	доставка
30	dept, dep	department	відділ
31	DS	directing staff	Керуючий персонал
32	etc.	et cetera	і так далі
33	e.g.	exempli gratia, for example	наприклад
34	ETF	electronic transfer of funds	електронна система платежів
35	FP	fixed price	Фіксована ціна
36	f.p.	fully paid	Повністю оплачений
37	F.W.	Full Weight	загальна маса
38	G.M.	general manager	головний управляючий
39	G.O.	general office	головний офіс
40	gtd.	guaranteed	гарантований
41	HP	hire purchase	покупка в розстрочку
42	IMF	International Monetary Fund	Міжнародний валютний фонд
43	inv.	invoice	рахунок-фактура
44	IOU	I owe you	(на початку розписки) я вам винен
45	jr., Jr.,jnr.	junior	молодший
46	L.S.	1) left side, 2) locus sigilli	1) ліва сторона, 2) місце печатки
47	Ld., Ltd.	limited	з обмеженою відповідальністю
48	mg.	milligram	міліграм
49	mill	million	мільйон
50	N.B.	nota bene	запам'ятай добре!, примітка



51	NE	net export	чистий експорт
52	NOD	notice of dispatch	повідомлення про відправку
53	O/o	order of	за дорученням, за розпорядженням, наказом кого-н.
54	off.	offer, offered	пропозиція, запропонований
55	O.K.	all correct	все в порядку, все правильно; затверджено, погоджено
56	payt.	payment	оплата
57	p.c.	per cent	відсоток
58	P/C	prices current	поточні ціни, курси дня
59	pd	paid	оплачено
60	qt.	quantity	кількість
61	R&D	research and development	дослідження і розробки
62	rep.	report	доповідь
63	S.D.R.	Special Drawing Rights	спеціальні права
64	s.	signed	підписано
65	S.E.	Stock Exchange	фондова біржа
66	VAT	value-added tax	ПДВ (Податок на додану вартість)
67	V.	volume	об'єм
68	val	value	вартість
69	W.b.	way bill	транспортна накладна
70	WTO	World Trade Organization	СОТ (Світова організація торгівлі)
71	X	exchange	обмін

**Exercise 1. Match the online acronyms with full versions of terms.**

1. BFN	a) in other words
2. BTSSOOM	b) talk to you later
3. BTW	c) all the various products, such as...
4. CUA	d) thank you very much
5. FUD	e) read the [full] manual (or message)
6. FWIW	f) in my opinion
7. FYI	g) on the other hand

8. IAE	h) lots of luck or laughing out loud or (sometime) lots of love
9. IMO	i) for what it's worth
10.IOW	j) bye for now
11.LOL	k) in any event
12.NRN	l) what you see is what you get
13.OOTB	m) thanks in advance
14.OTOH	n) for your information
15.PMFJI	o) situation normal, all [fouled] up
16.RTFM	p) (spreading) fear, uncertainty, and disinformation
17.SNAFU	q) all day long, seven days a week, 24 hours a day
18.TIA	r) out of the box (brand new)
19.TTYL	s) beats the [stuffing] out of me
20.TYVM	t) commonly used acronym(s) or common user access
21.W4W	u) by the way
22.WYSIWYG	v) no reply necessary
23.7/24	w) pardon me for jumping in

***Exercise 2. Translate the acronyms with full versions of terms.***

A/C,AC,ac,C/A	ccount current
Adsd	addressed
Adse	addressee
Ad (s)	advertisement
a.f.	as follows
a.m.	above mentioned
Appx	appendix
Attn	attention
B/E	Bill of Exchange
B/L	Bill of Lading
CEO	Chief Executive Officer
Cf	compare
Co.	company
Cont, contr	contract
Corp.,Corpn	corporation

Cur	1. currency; 2 current
cv	curriculum vitae
Dd	1. dated; 2.delievered
Dept.	department
Doc(s)., dct	document
Doz.,dz	dozen
EAON	except as otherwise noted
e.g.	exempli gratia
Enc.,encl	enclosed, enclosure
Exc., excl	except, excluding exception
Expn	expiration
FY	fiscal year
fig-	figure
h.a.	hoc anno
Hf	half
Hp,H.P.,h.p.,H/P	hire purchase
id.	idem
i.e. ie	id est
Incl.	including
inv.	invoice
IOU	I owe you
iss.	issued
l.a.	letter of advice
L/A	letter of authority
L.C., L/C	letter of credit
Ld., Ltd.	limited
LOC	letter of commitment
Mdse	merchandise
Memo	memorandum
M/P	mail payment
M.T.	mail transfer / metric ton
MV	merchant (motor) vessel
N/A	not applicable
0/1	our letter
NB	nota bene
PA, P/A, P.A.	personal assistant power of attorney
P-a.	per annum
par., para	paragraph
Pic, PLC	public limited company
PO	post office
p.p.	pages

pp, p.p.	per pro
Qy	quod vide
R & D	research and development
ret, rept	receipt
Re	regarding
ref.	reference
RMS	root-mean-square
Shipt	shipment
sig.	signature
Urgt	urgent
v.,vs, vers.	versus
VAT, V.A.T.	value- added tax
V.L.P	very important person
v.s.	vide supra
v.v.	vice versa

## UNIT 4

### BUSINESS LETTERS

#### *ACTIVE VOCABULARY*

1	to achieve objective	досягти мети
2	to confirm	підтверджувати
3	template	шаблон
4	font	шрифт
5	the inside address	внутрішня адреса
6	the opening salutation	звернення
7	the subject heading	предметний заголовок
8	the opening paragraph	початок
9	the body of the letter	основна частина листа
10	the complimentary closing	ввічливе завершення
11	the signature	підпис
12	enclosures and postscripts	вкладення (додатки) і постскриптум
13	to avoid embarrassment or offence	уникати незручностей та образ

## **Text 1. LETTER WRITING**

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 messages have to be confirmed by letters.

So, every good businessman should be competent in writing effective business letters in English.

There are certain conventions that you should follow for your letters to achieve your objectives. First of all, identify the purpose of your letter and its possible impact on your reader:

- Is it to inform? If so, why?
- Is it to instigate action? If so, what? Who by? How? When by?
- How do you want the reader to feel when reading your letter? Can your tone assist this?

Second, identify the format. Do you use templates and a standard font? Has this been assessed for readability? For example, Arial, Tahoma, Times New Roman and Verdana (amongst others) can be more readable than some cursive fonts. How compatible is the font you use with other systems? Does the font size fall within the routinely used 10–15-point range? Many consider that 12 point offers optimum readability – though you still need to consider the needs of those with visual impairment and other needs, and adapt your writing accordingly. Do you use a subject heading above your main text? Do you use a reference or code? An informative subject heading can engage your reader's attention from the start. It also helps you identify the point of your letter.

Third, identify how well your letters work. Try to get in the habit of asking yourself questions such as these each time:

- Did I achieve the right result from this letter?
- Or was there a problem? Why was that?
- Did I get no result when I had expected one? Why was that?

The way companies have to write business English for customers today varies greatly from the way they would have written years ago. It is essential to realize how customers' expectations have changed.

***Exercise 1. Translate phrases frequently used in business correspondence.***

I would be glad to know...

Would it be possible for you to tell me...

I should be grateful if you would let me know whether or not you are still interested in...

Would you please let me know as soon as possible whether you would be willing to...

Could you please tell me...

We would be very much obliged if you could inform us...

We would be very much obliged if you could give us a short explanation...

We hope that you will write to us concerning your interest in...

We suggest you let us know as soon as possible...

Would you please be kind enough to let us know how things stand with...

Please let me know if...

As the matter is urgent, will you please let us have a reply by return.

We intend to...

In reply to your enquiry I wish to advise you that...

Perhaps I should mention that...

***Exercise 2. Add some information and make up sentences with phrases which are used in business correspondence***

We advise you that ...

This is to inform you that...

This is to certify that...

Please take note of the...

We wish to draw up your attention to the fact that...

I am writing to confirm that...

Let me inform you that...

We will be glad to answer any technical questions on the...

Please do not hesitate to get in touch with me if you would like to receive...

We expect you to use every effort to...

I do hope I am not putting you to too much trouble if...

I (we) would (should) be most (extremely) grateful if you could send me...

We ask you for some additional information...

We would kindly request to provide *vs* with

I am writing to thank you very much for...

To my greatest regret I must inform you that...

I must apologize that...

## **Text 2. PARTS OF BUSINESS LETTER**

Business letters are usually written on printed company-forms (letter-paper). 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. The ordinary business letter comprises the following principal parts: 1.The Date. 2. The Inside Address. 3. The Opening Salutation. 4.The Subject Heading. 5.The Opening Paragraph. 6.The Body of the Letter. 7. The Closing Paragraph. 8.The Complimentary Closing. 9. The Signature. 10. Enclosures, Postscripts and Copies.

### **1. THE DATE**

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.

The name of the month may be abbreviated: e.g. 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. In American business letters the date is written in the following way: Apr 2 2000. The name of the month should not be stated in figures, because in the USA it is the practice to write dates in a different order: month, day and year, e. g. 9.2.04 means on the second of September, 2004.

### **2. THE INSIDE ADDRESS**

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. 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.

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.”. If you are doubt about the sex of the person addressed, use “Mr”.

The name of the company becomes part of the address in the same way as the name of the street or town.

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. 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. The Post Town is followed by the post-code, followed by the country.

### 3. 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. When the correspondent is unknown to you and may be either a man or a woman, always use the form “Dear Sir”. If the correspondent is known to you personally, or if your firm has traded with his firm for some time, you may use a warmer and friendlier greeting “Dear Mr. Brown”.

### 4. 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. The 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 often indication enough of what the subject is.

### 5. 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.



**Opening phrases:**

In reply to your letter of 2<sup>nd</sup> March this year we would like to inform you...

We have received your letter of...

Your letter enclosing (stating that... asking us to do..., requesting us to do...)

In reply (response) to your letter of...

In confirmation of our telephone conversation (talks, held in...) we wish to inform you that...

We regret (are sorry) to have to remind you that...

In connection with our letter of... and in confirmation of your cable of...

Please accept our apologies for...

We have pleasure in offering you...

## 6. THE BODY OF THE LETTER

The body of the letter is 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: a) using simple, natural, short words and sentences; b) admittance of mistakes openly and sincerely; c) using concise words and sentences instead of wordy ones; and d) 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.

## 7. CLOSING PHRASES

You may finish your letter with such closing phrases:

Your early reply will be appreciated.

We are looking forward to hearing from you.

Please, inform us (let us know) in the shortest possible time (at your earliest convenience). 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.

#### 8. THE COMPLIMENTARY CLOSING•

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,

#### 9. THE SIGNATURE

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).

#### 10. ENCLOSURES AND 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 is more than one, and the names of the documents in them, and the number of pages. E.g.:

Enc: Specification No, 13/45 (5 pages)

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 PS. An additional postscript is labelled PPS.

### ***HOW TO SET OUT A BUSINESS LETTER IN ENGLISH***

Your company name and contact details

Date

Addressee's name and job title  
 Addressee's company or organization name  
 Number or name of building  
 Name of street or road  
 Post town  
 County, district or state  
 Postcode (UK addresses)  
 Country

Opening salutation (with or without a comma, depending on house style)

Heading

Main body of text

Closing salutation (with or without a comma, depending on house style)

Name of writer

Position in organization

Enc. (refers to enclosures, if there are any)

***Exercise 1. Put the expressions into the correct columns.***

Please accept our apologies for...; We shall be grateful to you...; We'd be glad to have your latest catalogue; We express our apology that...; We shall appreciate it if...; Kindly inform us of the position of the order; We regret being unable to...; We would ask (request) you to...; We'd be obliged if...; We confirm our consent to the alterations; Please acknowledge receipt of our invoice; Please let us know...; Unfortunately, we cannot...; We owe your address to ...a certain company...; We offer (make) our apology...

<b>To express apologies and regrets</b>	<b>To express gratitude</b>	<b>To express request</b>	<b>To express confirmation</b>
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*Exercise 2. This is quite a standard letter from one company to another, asking another for some further information regarding a proposed project. Please put the parts of the letter in the correct order:*

***The Managing Director***

Trans-Continent Projects Ltd

21-24 Any Street

Anytown

AB3 4CD

UK

**Your proposed rail projects**

Your reference: RP/01/1220

Dear Sir or Madam

16 September 2009

We understand that you are launching several rail projects over the next 10 years and are looking for companies who can assist you. As a company with leading expertise in this area, we would be very interested in the concession you propose to award a company for the design and implementation of the necessary railway tracks. For this reason, we would be grateful if you could forward us further details in this connection.

Enc. Please find our company brochure enclosed, as an introduction to our company.

Yours faithfully

Director

Smidt Holdings

Per Smidt

### **Text 3. SPECIFIC TIPS ABOUT ADDRESSING LETTERS AND ENVELOPES**

Always check the spelling of the name of the person you are writing to and their correct job title. We know that readers are quickly offended when their personal details are incorrect. It can be difficult, though, if you do not know whether a foreign or unfamiliar name relates to a male or female. Ideally, make enquiries; maybe someone else will know. Or you could use the person's full name at the

beginning of the letter – for example, “Dear Chris Palmer” – to avoid embarrassment or offence.

#### **Titles to use when addressing people**

Standard titles used to address people in English are:

Mr (after which you write an adult male's name, whether single or married);

Master (after which you write a male child's name);

Mrs (after which you write a married female's name);

Ms (after which you write the name of an adult female who may or may not be married);

Miss (after which you write the name of a female child or an unmarried female).

Years ago, it was the practice to write “Mr.” and “Mrs.” punctuated with a period or full stop. This punctuation highlighted the fact that the words were abbreviations of the words “mister” and “mistress” respectively. Common practice today is to write both words with open punctuation: “Mr” and “Mrs” – without a full stop.

Another title in common use is ‘Dr’. It is used for both male and female medical doctors, as well as for postgraduates with a Doctor of Philosophy degree (PhD or DPhil). So, for example, you write “Dear Dr Smith”, and there is no indicator whether Dr Smith is male or female.

Take care to spell names correctly too. Get a name wrong and the chances are you will find out the hard way: your recipients may complain to you or about you. There may also be commercial implications if compliance-related documentation has wrong details. The repercussions can be serious and costly on many levels.

When you send a letter, the envelope can be the first point of contact with the customer, especially if you mark it “Personal”. So be professional in the way you address it. We know people can return junk mail unopened. But sometimes there is mail that they need to see – yet they send this back unopened too, simply because their details are wrong on the envelope. They refuse to accept it until the sender corrects the mistakes.

You normally write addresses as follows:

Addressee’s name and job title  
 Addressee’s company or organization name  
 Number or name of building  
 Name of street or road  
 Post town  
 Postcode (UK addresses)  
 County, district or state  
 Area code or zip code (US addresses)  
 Country

***Exercise 1. Here are some ways to start your message. Match the phrases with the explanation in what case each of them is used.***

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

***Exercise 2. This is the body of a letter confirming a booking. Imagine that you write this letter. Add the necessary parts of the letter and inside address of your customer.***

**We are pleased to confirm your reservation**

Thank you very much for sending us details regarding your proposed stay. We are pleased to confirm the following reservation:

Guest: Mrs Jane Smith

Arrival date: 14 August 2009

Departure date: 16 August 2009

Number of rooms: 1

Room category: double room, non-smoking, first floor

Room rate: summer special as agreed, inc VAT

Reservation number: 007

Your credit card guarantees the room for you.

The room will be ready at 3.00 pm on the day of your arrival and remains at your disposal until 12.00 noon on the day of your departure. It is our policy to charge a 90% cancellation fee for no-show guests, but there is no charge where we receive your cancellation in writing within 24 hours before the date of your arrival.

We look forward to welcoming you to our hotel and hope you will have a very pleasant stay.

**UNIT 5**  
**TYPES OF BUSINESS LETTERS**  
*ACTIVE VOCABULARY*

1	to distribute	поширювати
2	at the suggestion of	за проханням

3	to be interested in your proposal	зацікавитися Вашою пропозицією
4	to discuss terms	обговорити умови
5	series	<b>серія, ряд</b>
6	transaction	угода
7	enquiry	запит
8	reply to enquiry	відповідь на запит
9	offer	пропозиція
10	advice of shipment	повідомлення про відвантаження
11	adjustment letter	Лист з виправлення претензій
12	a good many	досить багато
13	a general item of information	інформація загального характеру
14	articles <i>pl</i>	товари
15	to the point	по суті
16	be referred to	тут обговорений
17	arge-scale	широкомасштабний
18	to reduce	зменшувати
19	to grant	надавати
20	rebate	знижка
21	to grant a rebate	надавати знижку
22	list prices	прейскурантні ціни

## **Text 1. TYPES OF BUSINESS LETTERS**

A series of business letters leading to the conclusion of a transaction usually includes the following sorts of letters: enquiries, replies to enquiries, offers, orders, order acknowledgements, complaints and adjustment letters.

### **ENQUIRY LETTER (ЛИСТ-ЗАПИТ)**

A good many business transactions are opened with an enquiry. A general item of information, a price list, a catalogue may be asked for. Detailed enquiries may express requests for the prices of specified articles, terms of delivery, delivery dates, etc. They are mostly short and to the point. The size of the future order may be referred to because large-scale selling tends to reduce prices. In such cases the seller usually grants the buyer a rebate or quantity



discount from the list prices. If made by e-mail, telephone or in a personal interview, enquiries should be confirmed by a letter of enquiry.

Expressions most commonly used in letters of enquiries:

We noticed an advertisement describing...

We are very interested in...

We suggest that you send us your catalogues and price lists in triplicate and preferably in English

We would like you to advise us of discounts that you provide and delivery time we should be glad to receive...

We may be able to place large orders with your company...

We are regular buyers of...

We are in the market for...

Please send us samples of...

We would ask you to send us your offer (tender, quotation) for...

#### ENQUIRY LETTER

The Modern Cycle Co. Ltd.,  
306,3d Avenue  
Chicago, Ill. 60602  
USA

Oct. 21,2000

JACKSON & MILES  
118 Regent Street  
London W1C 37D  
UK

Dear Sirs:

We have seen your advertisement in “General Export” and should be glad to receive your bicycle catalogues with price lists. The prices should be given CIF<sup>1</sup> St. Petersburg. If they are competitive<sup>2</sup> we may be able to place larger orders<sup>3</sup> subsequently<sup>4</sup>. We trust to receive an early reply.

Yours faithfully,

The Modern Cycle Co. Ltd.,  
(P. Pratt)

*Exercise 1. Use the above-mentioned example and write your own enquiry letter.*

**LETTER OF REPLY TO ENQUIRY  
(ЛИСТ-ВІДПОВІДЬ НА ЗАПИТ)**

Replies to enquiries provide for a high percentage of business letters. Many firms make it a point to answer enquiries the very day they are received, giving them precedence over all other letters. Even if drawing up the requested offer takes several days, they send the customer a first reply as soon as possible. It must be taken into account that the client may need the goods rather urgently and that he has written more than one letter. Of course he will consider those replies first that come first.

One should be especially tactful if for some reason or other one cannot comply with the request of the would-be customer. In any case one should do one's best in order not to rebuff him. One may draw his attention to other lines of trade. They ought to be equivalent, of course.

Expressions most commonly used in replies to enquiries:

We thank you for your enquiry of,..

We acknowledge with thanks receipt of your enquiry of... for...

Many thanks for your kind enquiry of... concerning...

The matter is receiving our careful attention and we hope to send you our proposal (quotation) at an early date ...

We have forwarded your enquiry to...

We thank you for your enquiry dated... but regret to inform you that...

**LETTER OF REPLY TO ENQUIRY**

JACKSON & MILES  
118 Regent Street  
London W1C 37D  
UK

Oct. 30,2000

The Modern Cycle Co. Ltd.,  
306,3d Avenue  
Chicago, Ill. 60602

USA

Dear Sir,

Re.: Your Enquiry of Oct. 21,2000.

We thank you for your above letter and are pleased to send you our latest catalogue and the current price list. All our bicycles are of a very good quality. The enamelling can be done in any colour you want. We shall send you a specified offer as soon as we have your exact requirements.

Yours faithfully,

JACKSON & MILES

(S. JACKSON)

(B. MILES)

*Exercise 1. Use the above-mentioned example and write your own letter of reply to enquiry.*

### **LETTER OF OFFER (ЛИСТ-ПРОПОЗИЦІЯ)**

An offer (a quotation) is a statement by the Sellers usually in written form expressing their wish to sell the goods. Offers as a rule include the following information: the description of the goods offered (their quality, quantity), detailed prices, discounts and terms of payment, the date or the time and place of delivery.

There are two kinds of offers:

1. A free offer is made when Seller offers goods to regular customers without waiting for an enquiry and sends quotation to those who may be interested in the goods. These offers were formerly called offers without obligation. There must be an indication in such an offer that it is made subject to the goods being available when the order is received. The opening phrases in free offers may be: "We think you will be interested in our quotation for the goods" or "We have pleasure in enclosing our latest catalogue" (or the price-list of our products).

2. A firm offer is a promise to supply goods on the terms stated (i.e. at a stated price and within a stated period of time). This promise may be expressed in a letter in the following words: “We make you a firm offer for delivery by the middle of ; May at the price quoted” or in some other words like: “The offer is subject to acceptance within fourteen days”.

The Sellers making a firm offer have the right to withdraw it at any time before it has been accepted. In practice, however, no seller will risk his reputation by withdrawing his offer before the stated time.

It goes without saying that letters of offer should be made out very carefully. They should contain:

- 1) Exact **quantities**, measurements, weights of the goods.
- 2) The description of **quality** of the goods (chemical analysis, performance<sup>1</sup>, material, brand, etc.).
- 3) The method of **transport**, if there are several possibilities.
- 4) The **exact date of delivery or time of delivery**.
- 5) The **terms of payment**, for instance: payment in advance, cash payment, payment by letter of credit (L/C), document against payment (D/P), payment on receipt of goods, payment with clearing agreement. The currency in which payment is to be effected, the bank with which you work, the place of payment, etc. should be stipulated.
- 6) The **terms of delivery** define what the price actually includes and stipulate the mutual obligations of the seller and the buyer. The most usual terms of delivery are F.O.B. (Free on Board), F.O.R. (Free on Rail), C.I.F. (Cost, Insurance, Freight), C.&F. (Cost and Freight) and others.

Expressions most commonly used in letter of offer:

This offer is firm (valid) until December 31<sup>st</sup>,...

This offer is firm for immediate acceptance, otherwise without engagement ...

This offer is firm for acceptance by telegram arriving before tomorrow noon

Our offer is subject to final confirmation

## LETTER OF OFFER

<p>JACKSON &amp; MILES 118 Regent Street London W1C 37D UK</p>
--

Jan. 28, 2011

HOWARD & PRATT  
 306,3d Avenue  
 Chicago, Ill. 60602  
 USA

Dear Sirs,

We thank you for your letter of October 1<sup>st</sup> and are pleased to offer as follows:

One piece gent's cycle MIFA "Mowe", green and red enamelling, tyres 28 x 1.75, with bell, saddle, and pump, without lighting set, at USD 95.00.

Terms of delivery: Price is quoted CIF cycle packed in seaworthy case, wheels removed.

Delivery: Can be effected ex works two weeks after the receipt of your order.

Terms of payment: Establishment of an irrevocable letter of credit with the UK Notenbank, London, in favour of JACKSON & MILES, London WIC 37D, UK.

This offer is valid until April 30, 2011.

Yours faithfully,

JACKSON & MILES

(S. JACKSON)

(B. MILES)

*Exercise 1. Use the above-mentioned example and write your own letter of offer.*

### **LETTER OF ORDER (ЛИСТ-ЗАМОВЛЕННЯ)**

Letter of order is a routine sort of correspondence.

In some trades definite quantities of goods are booked before orders are sent. The buyer asks the seller to book and reserve, say, 30,000 yards of poplin of such and such quality for him. He does not make out an order before the seller has confirmed the booking.

Trial orders are placed when a client is not sure of the quality of an article

and wants to see it for himself. If they turn out good, he may place a bigger order.

In some branches it is customary to place repeat orders for identical goods.

For very large orders, such as a complete factory plant, big machines, etc., often special sales contracts are signed.

Many companies use order-sheets (order-forms, order-notes, indents). These are printed forms, numbered consecutively and usually containing instructions as to time and place of delivery, make-up, packing, marks, mode of sending, insurance, etc. In cases of disputes arising in these matters order-sheets are of much advantage.

Expressions most commonly used in letter of order:

We beg to order 250 bags of ....

Enclosed please find order No. 75 for ... . We shall be pleased to receive your acceptance.

As per your offer of the ... we have pleasure in packing with you an order for ... Please send me the following goods as soon as possible by the quickest route and draw on me for the amount at 2 months.

We agree to your terms and give you herewith a trial order for....

Kindly supply (deliver to our address, let us have) the following goods and quote the number of this order on the invoice.

*Example of order for some goods on a special order-sheet.*

ORDER-SHEET	
ORDER No. 211	
From George Finchley & Sons 55, Bond Street, London.	To Messrs. Dickson & King 8, Newgate Street, London.
Please supply as under, in strict conformity with the particulars given, any deviation from which will be at your own risk, unless referred to and authorized by us. The number of this order must appear on the Invoice for the Goods.	
10 dozen Bill Cases 420 - £ 10.00 per dozen	

5 dozen Writing Pads - £ 5.00 per dozen  
10 dozen Music Cases - £ 12.00 per dozen

Delivery: prompt  
Terms: 3 months net.

## LETTER OF ORDER

HOWARD & PRATT  
Ladies' Clothing  
306, 3d Avenue  
Chicago, Ill. 60602  
USA

Nov. 4, 2000

JACKSON & MILES  
118 Regent Street  
London W1C37D  
UK

Order № 187/46

Dear Gentlemen:

Thank you for your quotation of October 28. We have pleasure in placing an order with you for 1500 dresses to the amount of US \$38,745 in the colours and sizes specified below:

Quantity: 1500

Size: 11, 12, 13

Colour: blue, red

Price per unit: \$ 39

Delivery: air freight, c.i.f., Chicago.

A Letter of Credit will be opened by us with your bank as soon as we receive your confirmation of order.

Please arrange for immediate shipment by air freight.

Very truly yours,

P. PRATT

(P.Pratt)

*Exercise 1. Use the above-mentioned example and write your own letter of order.*

### LETTER OF ORDER ACKNOWLEDGEMENT

#### (ЛИСТ-ПІДТВЕРДЖЕННЯ ЗАМОВЛЕННЯ ПРОДАВЦЯМИ)

Order acknowledgments are a routine sort of customer service correspondence.

#### **Tips for Writing Order Acknowledgments:**

- 1) Acknowledge order.
- 2) Give necessary details (expected delivery dates, confirmation numbers).
- 3) Thank customer for the order and for choosing your company.
- 4) Explain how they can contact you if they have questions about their order.
- 5) Entice reader to order again (perhaps with information about new product/service or with a discount).
- 6) Thank the customer for his order.
- 7) Confirm the terms and conditions.
- 8) Enclose relevant documents such as a purchase order or bill of lading.

Expressions most commonly used in letter of order acknowledgement:

You can expect to receive.

Our normal turnaround time is... .

Thanks again for your business.

It's always a pleasure to ... .

We are glad you have ... .

Thank you for thinking of us.

We hope you will be delighted with ....

We value your business.

Feel free to call — our customer service number is ... .

Remember that we also offer ... .

### LETTER OF ORDER ACKNOWLEDGEMENT

JACKSON & MILES  
118 Regent Street



London W1C37D  
UK

Nov. 16, 2000

HOWARD & PRATT  
Ladies' Clothing  
306, 3d Avenue  
Chicago, Ill. 60602  
USA

Dear Sirs,

We acknowledge receipt of your order for women's dresses dated Nov. 4, 2000 and agree to execute it in strict accordance with its terms and conditions which we hereby accept and confirm in all respects.

Yours faithfully,

D.A.Leary

Manager

Export Department Sellers

*Exercise 1. Use the above-mentioned example and write your own letter of order acknowledgement.*

### **LETTER OF COMPLAINT (ЖИСТ-СКАРГА)**

Mistakes can, happen no matter how efficient a business firm tries to be. There might be mistakes about the goods to be supplied; sometimes the goods are dispatched too late or there are delays in transit. Sometimes defect is discovered when the equipment is put into operation and so on. Whenever goods of an inferior quality, damaged articles, goods not ordered have been received, when there is a shortage or a delay, a letter of complaint is sent. The writer states, clearly and in detail, what inconvenience or damage has been caused and, possibly, what claims he raises. It is no use writing complaints in an angry, abusive tone. A reference to the previously satisfactory deliveries and the

high standing of the partner will in most cases prove more helpful. The Buyers can ask the Sellers to settle the matter by replacing the faulty goods.

Expressions most commonly used in letter of complaint:

We are not content about the terms you suggested.

I am most troubled that you will not be able to ... .

By this letter I categorically protest against ... .

This sets up a chain involving several complications.

This is, I am sure you will agree, not a good way to conduct business.

I am afraid that we must cancel the agreement as ...

I am very disappointed about this fact, and hope that you can help me to clear out this very odd situation.

I wrote to you expressing our interest in but heard no more.

I cannot understand why you did not tell us ... .

#### LETTER OF COMPLAINT

HOWARD & PRATT  
Ladies' Clothing  
306, 3d Avenue  
Chicago, Ill. 60602  
USA

Nov. 24, 2000

JACKSON & MILES  
118 Regent Street  
London W1C37D  
UK

Dear Sirs,

Thank you for your delivery of dresses which were ordered on Nov. 4, 2000. However we wish to draw your attention to two matters.

1. Concerning the red dresses supplied: one lot of 100 (size 12) included clothes of a lighter red colour than the other sizes. We are returning them, and would ask you to replace the whole lot by 100 dresses (size 12) in the correct colour.

2. As far as your charges for air freight 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, and 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,

P. PRATT

(P.Pratt)

*Exercise 1. Use the above-mentioned example and write your own letter of complaint.*

### **LETTER OF ADJUSTMENT (ЛІСТ-ВРЕГУЛЮВАННЯ ПРЕТЕНЗІЇ)**

Letters that are written in response to claims may be called adjustments. These letters are the most difficult to write as they require under all circumstances patience, tact, and diplomacy. You will not lose your customer if you react to his claim promptly.

Coping with a complaint is one of the most difficult tasks facing the correspondent. First you must find out whether the complaint is justified or not. If that cannot be ascertained within a few days, you should write the customer immediately that you are investigating and will send a full reply soon. You should, however, avoid making rash promises.

If the fault is the exporter's you should apologize politely and, if necessary, offer the customer a suitable compensation or indemnification. Of course, this is only done if the buyer has supported his claim sufficiently. You will assure him that such a thing will never happen again. Finally, you may let your customer know how much you appreciate the business connection with him. If possible, you point to a new line you are bringing out or make him a special offer.

Expressions most commonly used in letter of adjustment:

My (our) apologies for...

...taking so long to answer your letter.

...the delay in ... which was entirely outside our control.

...the trouble (inconvenience) it may have caused you.

I must apologise that ... .

I am sorry, but I cannot be of assistance to you in this matter.

Please accept my apologies for ... .

We offer an apology for ... .

I am sorry that ... .

I wish to offer my sincere apologies for the inconvenience you have been caused ... .

I sincerely regret that ... .

I was extremely sorry that ... .

#### LETTER OF ADJUSTMENT

JACKSON & MILES  
118 Regent Street  
London W1C37D  
UK

Dec. 16, 2000

HOWARD & PRATT  
Ladies' Clothing  
306, 3d Avenue  
Chicago, Ill. 60602  
USA

Dear Sir,

The colour of the dresses about which you complain is indeed lighter than it should be. Please accept our apologies.

We are sending you a new lot by air this week, and would ask you to return the faulty clothes. Alternatively you may keep this lot for sale as seconds at a reduced price of \$1,120.

You are perfectly correct in saying that packing and insurance costs are normally less for cargo sent by air. May we remind you, however, that your

request to send the goods by air was made at short notice. It was not possible for us to use the lighter air freight packing materials, as most of the dresses were ready for shipment by sea freight.

Furthermore, our insurance is on an open policy at a flat rate, and depends on the value of the goods, not the method of transport. For these reasons our invoice No. 14596 dated 15th Nov., 2000 is still valid, and we look forward to receiving your remittance when due.

Yours faithfully,

D. A. Leary

Manager of Export Department

*Exercise 1. Use the above-mentioned example and write your own letter of adjustment.*

## UNIT 6

### CONTRACTS

#### ACTIVE VOCABULARY

1	to embody	<b>втілювати</b>
2	frequently	<b>часто</b>
3	legal addresses (of the parties)	юридична адреса сторін
4	subject matter (of the contract)	предмет (контракту)
5	under the provision (of the contract)	за умовами (контракту)
6	length of duration	строк дії
7	span of time	відрізок часу
8	clause	стаття, пункт
9	sub-clause	підпункт
10	negotiations	<b>переговори</b>
11	expenses incurred	отримані збитки
12	manufacturing works	завод що виготовляє

13	through faulty material or workmanship	через дефекти матеріалу або роботи
14	consent	<b>згода</b>
15	to consent	<b>давати згоду</b>
16	rapidly wearing (parts)	ті, що швидко зношуються (деталі)
17	to corroborate	<b>підтверджувати</b>
18	to refer for settlement to...	передавати для вирішення в ...
19	final and binding upon both parties	остаточний та обов'язковий для двох сторін
20	to pertain to	<b>відноситись до</b>
21	to become null and void	втрачати силу

## Text 1. CONTRACT

Contracts are agreements that are voluntarily created by persons with the capacity to contract. The objectives of the agreement must be legal and, in most cases, the agreement must be supported by some consideration. Finally, the law requires written evidence of the existence of some agreements before enforcing them.

Contracts enable persons acting in their own interests to enlist the support of the law in furthering their personal objectives. Contracts enable us to enter into agreements with others with the confidence that we may call on the law, and not merely the good faith of the other party, to ensure that those agreements will be honored. Within broad limits defined by contract doctrine and public policy, the contract device enables us to create the private law that governs our relations with others – the terms the agreements we make.

Broadly defined, a contract is an exchange of promises enforceable by law. A great many business and personal transactions — including marriage, estate planning (wills), and credit purchases — involve contracts.

A contract is also a business agreement on work to be done, rates to be paid, goods to be sold or bought. Contracts may be concluded either between companies in one and the same country, or internationally, i.e. between organizations of different countries. Every contract has several standard parts which are obligatory. Most frequently these necessary parts of the contract include the following:

- legal addresses of the contracting parties,

- the subject matter of the contract, i.e., what this business agreement is about; usually this also includes the total amount of money involved and the denomination of goods bought or sold under the provision of this contract (or the type of service agreed upon),
- a more detailed description of goods: their price, quality and quantity, packing and marking, etc.,
- the terms of delivery,
- the length of duration of the contract,
- the terms and procedure of payment, banking details,*
- arbitration,
- claims and their settlement,
- guarantee period (*if any*),
- other conditions.

All contracts consist of clauses, which are numbered, and sometimes of subclauses, and even of sub-subclauses as well. In the negotiations or correspondence one can refer to the specific clause and subclause, e.g. “according to the clause 7.5. of the contract number...”, or “as specified by clause 5.4.3. of the present contract...”

### CONDITIONS FOR CONTRACTS

The law of contracts deals largely with identifying the exchanges that can be classified as contracts. Commitment is the essence of a contract. In addition, the following factors must usually be present for a contract to be valid and enforceable:

***An offer must be made.*** One party must propose that an agreement be entered into by both parties. The offer may be oral or written; for example, a salesperson may telephone or write a prospective client, offering to sell the client materials at a certain price. Or the offer may take the form of an act; for example, the telephone company offers to provide service by the act of placing a pay phone on a street corner. In any case the offer must be firm, definite, and specific enough to make it clear that someone intends to be legally bound by the offer.

***Acceptance of the offer must be voluntary.*** The courts will not uphold a contract if either the offer or the acceptance was obtained through what is termed “duress or undue influence”. This rule is known as the principle of mutual acceptance. Both parties must enter into a contract freely.

***Both parties must give consideration.*** A contract is legally binding only when each party gives something of value to the other. This item of value, or

consideration, may be money, goods, services or the forbearance (giving up) of a legal right. But the relative value of each party's consideration generally does not matter to the courts. If people make what seems later to be a bad bargain, that is their affair. Consideration is legally sufficient when both parties receive what they agreed on.

***Both parties must be competent.*** The law gives to certain classes of people only a limited capacity to enter into contracts. Minors, people who are senile or mentally handicapped, and in some cases those who are intoxicated cannot usually be bound by a contract for anything but the bare necessities: food, clothing, shelter, and medical care.

***The contract must be legal.*** The law will not enforce a promise that involves an illegal act. For example, a gangster cannot get help from the courts to enforce a contract to deliver illegal drugs at a prearranged price. Nor can a contract be enforced if one party signed under duress.

***The contract must be in proper form.*** Although many contracts can be made orally, by an act, or by a casually written document, in certain situations the law requires that a prescribed form be followed. For example, the transfer of goods worth \$500 or more must be accompanied by a written document signed by both parties. The written form is also required for all real estate contracts and for contracts that cannot be fulfilled within one year, such as installment-purchase agreements.

When the law requires a written document, any change in the agreement must also be written.

## THE EXAMPLE OF CONTRACT

Contract No. 1	
Kyiv	(date)
<p>Company "Ukrimport", Kyiv, hereinafter referred to as the "Seller" on the one part, and Mr Anderson, hereinafter referred to as the "Buyer" on the other part, have concluded the present contract whereby it is agreed as follows:</p>	
1. SUBJECT OF THE CONTRACT	
<p>The Seller has sold and the Buyer has bought the goods specified in the enclosed appendix, showing specifications, quantities, prices and delivery times of the goods and constituting an integral part of the present contract.</p>	
2. PRICES	
<p>The prices are fixed in _____ and understood. All expenses incurred</p>	



on the territory of \_\_\_\_\_ in connection with the present contract (duties, taxes, customs, etc.) are to be paid by the Buyer.

### 3. QUALITY

The quality of the goods under the present contract shall be in full conformity either with the State standards existing in Ukraine or with the technical conditions ruling at the manufacturing works.

### 4. TIME OF DELIVERY

The goods sold under the contract shall be delivered within \_\_\_\_\_ months after the signing of the contract. The date of the Bill of Lading (or: Railway Bill) shall be considered as the date of delivery.

### 5. DELIVERY AND ACCEPTANCE OF GOODS

The goods are considered to be delivered by the Seller and accepted by the Buyer:

- a) in respect of quantity — according to the number of cases and the weight as shown on the Bill of Lading (or on the Railway Bill);
- b) in respect of quality — according to the Manufacturer's certificate issued by the manufacturing works or by the Seller.

### 6. TERMS OF PAYMENT

Payment for the goods to be delivered under the present contract is to be effected in \_\_\_\_\_ in accordance with the Trade Agreement between the Governments of Ukraine and \_\_\_\_\_ dated the \_\_\_\_\_ by an irrevocable confirmed Letter of Credit to be opened by the Buyer with the Bank for Foreign Trade of Ukraine, Kyiv, in favour of the Seller within 10 days of receipt of the Seller's notification of the readiness of the goods for shipment. The Letter of Credit to be valid \_\_\_\_\_ days.

### 7. PACKING AND MARKING

The goods shall be secured and properly packed to withstand both overseas and overland transport as well as transshipment. Each package shall be provided with marking showing the place of destination, name of Consignee, description of goods, contract number, case number, gross and net weight.

### 8. GUARANTEE

Any part or parts which may prove defective through faulty material or workmanship will be repaired or replaced by the Seller free of charge within the period of \_\_\_\_\_ calendar months of the date of shipment provided the

defective part or parts have been returned to the Seller's works for examination, carriage paid.

### 9. CLAIMS

Claims which may arise with regard to the quality of the goods owing to their non-conformity with the standards and technical conditions provided for under clause 3 of this contract as well as claims concerning the quantity of the goods will be considered by the Seller only if submitted within 45 days from the date of arrival of the goods at the place of destination shown in the Bill of Lading and in any case not later than within 90 days of the date of delivery of the goods. The claims should be corroborated by the Buyers' reports drawn up with the assistance of competent organizations.

### 10. ARBITRATION

All disputes and differences which may arise out of the present contract and/or in connection with it are to be referred for settlement to the Foreign Trade Arbitration Commission at the Ukrainian Chamber of Commerce in Kyiv in accordance with the Rules of Procedure of the said Commission the awards of which are final and binding upon both parties. Application to State Courts is excluded.

### 10. OTHER CONDITIONS

1. Any alterations and additions to the present contract will be valid only if made in writing and duly signed by both parties.
2. After the signing of the present contract all preceding negotiations and correspondence pertaining to it become null and void.

### LEGAL ADDRESSES OF THE PARTIES

Sellers \_\_\_\_\_

Buyers \_\_\_\_\_

SELLER  
(Signature)

BUYER  
(Signature)

***Exercise 1. Find the proper Ukrainian equivalents.***

estate planning	анулювати контракт
duress	примушувати виконувати договірні зобов'язання

to cancel a contract	заповіт майна
real estate	примус
to enforce a promise	нерухоме майно

***Exercise 2. Here are some notes on an agreement between the Company of Professional Congress Organizers (C.P.C.O.), specialists in organizing congresses, and the Confederation of International Industries (C.I.I.), who are planning to hold a congress. Put the proper words in sentences.***

#### Contract Notes

C.P.C.O. shall

1. ... as a consultant and make necessary arrangements for the conference.  
*act / present / be*
2. ... in planning meetings.  
*participate / invest / address*
3. ... the organizational and administrative work.  
*require / undertake / meet*
4. ... immediately before and during the conference, a special office and secretariat.  
*invite / set up / deliver*

C.I.I. shall

5. ... responsible for the professional, technical and scientific content of the programme.  
*be / pay / earn*
6. ... a scientific secretariat.  
*compete / provide / fax*

C.P.C.O. agrees to

7. ... a budget.  
*purchase / trade / draw up*
8. ... fees.  
*call / demonstrate / collect*
9. ... a final account of all receipts and expenditure.

*sell / produce / let*

*C.I.I. agrees to*

10. ... an advance cash flow to the conference account until receipt of fees or other income.

*count / maintain / solve*

11. ... overall financial responsibility for the conference.

*manufacture / accept / train*

12. ... C.P.C.O. to act on their behalf.

*authorize / distribute / receive*

## Text 2. BASIC CONTRACT CONCEPTS AND TYPES

Contracts have traditionally been classified as **bilateral or unilateral**, depending on whether one or both of the parties has made a promise. In unilateral contracts, only one party makes a promise.

A **valid contract** is one that meets all of the legal requirements for a binding contract. Valid contracts are, therefore, enforceable in court.

An **unenforceable contract** is one that meets the basic legal requirements for a contract but may not be enforceable due to some other legal rule.

**Voidable contracts** are those in which one or more of the parties have the legal right to cancel their obligations under the contract. They are enforceable against both parties unless a party with the power to void the contract has exercised that power.

**Void contracts** are agreements that create no legal obligations because they fail to contain one or more of the basic elements required for enforceability. A void contract is a contradiction in terms. It would be more accurate to say that no contract was created in such cases.

**In an express contract**, the parties have directly stated the terms of their contract orally or in writing at the time the contract was formed. When the surrounding facts and circumstances indicate that an agreement has in fact been reached, an **implied contract** (also called a contract implied in fact) has been created.

A contract is executed when all of the parties have fully performed their contractual duties, and it is **executory** until such duties have been fully performed.

***Exercise 1. Read and translate the titles of contracts that you can find in business English.***

bare contract, bilateral contract, consensual contract, credit contract, executed contract, executory contract, fixed job contract, fixed term contract, formal contract, futures contract, gaming contract, hire-purchase contract, illegal contract, implied contract, infant's contract, money-lending contract, naked contract, net-back contract, nude contract, onerous contract, open contract, oppressive contract, option contract, oral contract, parol contract, quasi-contract, sale contract, simple contract, specialty contract, turnkey contract, unenforceable contract, unilateral contract, valid contract, void contract, voidable contract, wagering contract.

***Exercise 2. Match the words with their definitions.***

1. an official meeting which is arranged to collect facts about a problem	a) arbitration
2. person giving expert advice	b) cancellation
3. settling of a dispute by an outside person	c) hearing
4. stopping of something planned from going ahead	d) consultant
5. section of a contract	e) stipulation
6. a particular condition or requirement	f) clause
7. the conditions of an agreement that must be accepted by both sides	g) parties
8. companies or people involved in a legal agreement	h) terms

### **Text 3. BREACH OF CONTRACT**

Most valid contracts are obeyed by both parties. Each does what was promised, and the contract is terminated by being carried out. But sometimes a contract will not be fulfilled because both parties agree to end it. And occasionally the law will excuse one party from meeting an agreement; for example, bankruptcy frees a person from certain credit agreements, and death or serious illness is a valid excuse for not fulfilling a contract for personal services. When one party has no legal excuse for failure to live up to the terms of a contract, the other party may claim **breach of contract**.

The essence of a contract is that the law will enforce the promise. Say that Nick Santo, a builder, contracts to buy 2,000 feet of pine board from the Zeller Lumberyard . The contract stipulates that the price for the board is to be \$2 per foot and that delivery must be made by January 25. But on January 10 the lumberyard calls Santo and tells him that another contractor has offered to buy all the yard's lumber at \$2.50 per foot. Zeller tells Santo that he must pay the higher price or wait until February 15 for delivery. Santo has the following options:

**Discharge:** When one party violates the terms of the agreement, generally the other party is under no obligation to continue with his or her end of the contract. In other words, the second party is discharged from the contract. Santo is free to buy his wood from another lumberyard. If Zeller goes ahead and delivers the wood at the later date, Santo does not have to accept it.

**Damages.** A party has the right to sue in court for damages that were foreseeable at the time the contract was entered into and that result from the other party's failure to fulfill the contract. The amount of damages awarded usually reflects the amount of profit lost and, often, court costs as well. If Santo had to pay another yard a higher price to get lumber, he would be entitled to collect the difference from Zeller. If Zeller's failure to deliver the wood caused Santo to lose a large contract or a good customer, the court might force Zeller to pay damages far exceeding the value of the wood itself.

**Specific performance.** A party can be compelled to live up to the terms of the contract if money damages would not be adequate. If, for instance, Zeller had agreed to sell not pine board but a unique, one- of-a-kind wood paneling from a sixteenth-century Spanish castle, Santo could demand specific performance of the contract. Another similar situation would be a personal services contract. If Bruce Springsteen didn't show up for a concert, he could well be sued for breach of contract, because he's a hard act to replace.

**Exercise 1. Find the proper Ukrainian equivalents.**

to fulfill (to carry out) a contract	виступати в суді
to meet an agreement	лісний склад
breach of contract	заключати контракт
lumberyard	виконувати угоду, договір
delivery	порушення контракту
to sue in court	виконувати умови контракту
to enter into a contract	доставка

**Exercise 2. Match the words in word combinations and make up your own sentences using the table:**

A		B	
cancel	an	promise	
carry	a		
meet	in	contract	
sue		court	
enter	out		
enforce	into	agreement	

**Exercise 3. Put the necessary word in the sentence:**

*propose, voluntary, fulfilled, enforceable, legal.*

1. A contract is an exchange of promises ... by law.
2. One party must ... that an agreement be entered into by both parties.
3. Acceptance of the offer must be ... .
4. The contract must be ... .
5. A contract will not be ... because both parties agree to end it.

## UNIT 7

### RECRUITMENT

#### *ACTIVE VOCABULARY*

1	position	посада
2	to apply for	подавати заяву
3	curriculum vitae	автобіографія
4	resume	автобіографія
5	application form	бланк заяви про прийняття на роботу
6	experience	досвід
7	short list of candidates (applicants)	короткий список кандидатів
8	interview	співбесіда
9	to hire	наймати
10	recruitment agency	агентство з працевлаштування
11	to be confident	бути впевненим
12	previous	попередній
13	multinational team	багатонаціональна група
14	current duties	поточні обов'язки
15	leadership skills	лідерські якості

### Text 1. RECRUITMENT

When a company needs to recruit new people, it can give an announcement in the special section of a newspaper.

People who are looking for a job can send a letter of application or covering letter (US cover letter) and curriculum vitae (CV) or resume containing details of their education and experience. A company may ask candidates to fill up a standard application form. The company's Human Resources department selects the most suitable applications and prepares a short list of candidates or applicants, who are invited to attend an interview.

Companies can hire people using the services of a recruitment agency (in US – search firm), which provides a list of suitable candidates.

A growing number of companies are no longer satisfied with traditional job interviews. Sometimes they give the candidates a series of written tests.



These tests are not about mathematics or grammar. By these tests employers want to evaluate candidates on the following qualities:

- Does the candidate have creative and entrepreneurial abilities?
- Can the candidate be a leader?
- Is the candidate flexible and capable of learning?
- Does the candidate have enough skills and knowledge?

These tests are all part of a broader trend. Companies are getting much more careful about hiring. Employers always looked for experienced workers – has the candidate done this before? Most companies have not changed this practice until now.

***Exercise 1. Complete the sentences with a form of the word in brackets.***

*EXAMPLE: John is now Head of recruitment. (recruit)*

Because of the factory closure, 500 people are going to be made ...	(redundancy)
I'm in charge of ...	(develop)
The company provides free motor ...	(insure)
I'm planning to ... next year.	(retirement)
It is a very ... place to work.	(stress)
Do you know who the new ... of the company are?	(own)
We need a manager with excellent ... skills.	(lead)
I have good ... prospects in my new job.	(promote)
It's a very ... job.	(challenge)
It's a job with a wide range of ...	(responsible)

***Exercise 2. Match the statements and questions with the responses.***

1. I understand Frank used to work in Japan.	a) Fine, thanks.
2. How are you?	b) Yes, the directions were very clear.
3. I usually walk to work.	c) At 4 p.m.
4. Did you have a good journey?	d) Yes, I am.
5. I don't have any regrets about moving.	e) That's right, it was five years ago.

6. Is it a good place to work?	f) Neither do I.
7. Are you looking forward to retirement?	g) It can be.
8. When did you graduate?	h) Absolutely!
9. What time do you leave work?	i) So do I.
10. We need someone who is very reliable.	j) In 2001.

## **Text 2. JOB INTERVIEW**

An interview is an important event in the life of every job applicant. It can be the last test on the way to a new position. That's why it's very important to be well prepared for an interview. Come in time to the appointed place for an interview. Don't forget to take all the necessary documents for your better presentation (reference, characteristics, diplomas).

Don't be nervous and tense with the interviewer, be polite and listen attentively to all the questions you are asked. If you are confident in what you talking about it will make a good impression on the interviewer. Try to give full and clear answer to the questions. Be ready to discuss the details of your future work. Try to persuade the interview that you are the best candidate for the chosen position and an asset for the company. Don't talk about personal quations if they are not connected with the future work.

Don't hesitate to describe fully your responsibilities and regular duties at the previous job if you are asked. Show that you are thinking ahead in your career development. Be ready to explain the reasons of your desire to change the work. Tell about your educational history and obtained degree. Don't forget to mention your computer skills, language fluency if it's required by the company.

At the end of the interview thank the interviewer for his/ her attention. Don't demand the immediate answer about his/ her decision; appoint the certain date of it. Any application form is a special form developed by University, Institute, College, Congress, and Conference to provide more specific information about the applicants and to formalize all the information about them for better data processing.

The Application form usually includes the following section: general information about the institution, benefits, responsibilities, applicants' criteria, closing date for applications.

**Exercise 1. Complete the sentences with a preposition.***EXAMPLE: I'm in charge of IT Services.*

1. I'm responsible ... recruitment.
2. I report ... the Human Resources Director.
3. I take care ... everyday office procedures.
4. I studied ... my degree at Edinburgh University.
5. I have no regrets ... taking my current job.
6. Isn't the cost ... living very high?
7. I have free use ... the company swimming pool.

**Exercise 2. Match the two parts of the sentences**

1. I graduated	a) for a degree in Business Administration.
2. I report	b) by car.
3. I studied	c) plus commission.
4. I go to work	d) to early retirement.
5. We need to advertise	e) in the local newspaper.
6. We offered her a salary of \$60 000	f) to the Chief Project Manager.
7. The company looks	g) after its staff well.
8. I'm looking forward	h) from university five years ago.

**UNIT 8****COVER LETTER****ACTIVE VOCABULARY**

1	cover letter	супровідний лист
2	typos	опечатки
3	to proofread	правити, вичитувати
4	editor	редактор
5	conspicuous	помітний
6	eliminate	усувати
7	sparingly	рідко

8	self-absorbed	егоцентричний
9	lofty	надмірний, гордовитий
10	elevated	піднесений, величний
11	to reject	відмовляти
12	response	відповідь
13	confident	впевнений
14	consider	розглядати

## Text 1. COVER LETTER

In an active job search, your cover letter and resume should complement one another. The resume and cover letter work together in presenting you effectively to a prospective employer. The cover letter should mention the resume and call attention to some important aspect of it. The main purpose of a cover letter is to express that you want to do the work required. But it doesn't hurt to display enthusiasm in your resume and refer to your abilities in your cover letter. Modify your cover letter for each reader so that it sounds fresh rather than canned. In a cover letter, you should not mention any negative things about your education, work experience, life experience. This is not the purpose of the cover letter. You might bring up these topics in the first or second interview, but only after the interviewer has shown interest in you or offered you a job. Even then, if you feel that you must mention something negative about your past, present it in a positive way, perhaps by saying how that experience has strengthened your will to work hard at any new job. Both your resume and cover letter should be free of errors. The cover letter is usually the first document a prospective employer reads. The first impression is often the most important one. If your cover letter has an error in it, chances are good that the reader may not bother to read your resume or may read it with less interest. Trying to proofread your own cover letter is risky, even if you are good at grammar and writing. Once a document is printed, it has an aura about it that may make it seem better written than it is. For this reason, you are likely to miss typos or other kinds of errors. Relying on someone else is risky, too. If your friend is not good at grammar and writing, that person may not see any mistakes either. Try to find a proofreader, an editor, an English teacher, a writer, or an experienced secretary who can point out any errors you may have missed.

You might spend several days working on your resume, getting it just right and free of errors. But if you send it with a cover letter that is written

quickly and that contains even one conspicuous error, all your good effort may be wasted. That error could be just the kind of mistake the reader is looking for to screen you out.

You can prevent this kind of tragedy by polishing your cover letter so that it is free of errors.

The following tips can help you avoid or eliminate common errors in cover letters:

1. Use the postal abbreviation for the state in your mailing address.

2. Make certain that the letter is addressed to a specific person and that you use this person's name in the salutation. Avoid using such general salutations as Dear Sir or Madam, To Whom It May Concern, Dear Administrator, Dear Prospective Employer, and Dear Committee. In an active job search, you should do everything possible to send your cover letter and resume to a particular individual, preferably someone you've already talked with in person or by phone or e-mail, and with whom you have arranged an interview. If you have not been able to make a personal contact, at least do everything possible to find out the name of the person who will read your letter and resume. Then address the letter to that person.

3. Use *I* and *My* sparingly. When most of the sentences in a cover letter begin with *I* or *My*, you might appear self-absorbed, self-centered, or egotistical. If the reader is turned off by this kind of impression (even if it is a false one), you could be screened out without ever having an interview. Of course, you need to use these first-person pronouns sometimes, because most of the information you put in your cover letter is personal. But try to avoid using *I* and *My* at the beginnings of sentences and paragraphs.

6. Refer to a business, company, corporation, or organization as "it" rather than "they."

7. Whenever possible, use active forms of verbs rather than passive forms.

8. Put a comma after the year when it appears after the month. Similarly, put a comma after the state when it appears after the city. Compare the following pairs of examples:

**Incorrect:** On January 9, 2007 I was promoted to senior analyst.

**Correct:** On January 9, 2007, I was promoted to senior analyst.

**Incorrect:** I worked in Springfield, Illinois before moving to Dallas.

**Correct:** I worked in Springfield, Illinois, before moving to Dallas.

9. Avoid using lofty language in your cover letter. A real turn-off in a cover letter is the use of elevated diction (high-sounding words and phrases) as an attempt to seem important. Note the following examples, along with their straight-talk translations:

**Elevated:** My background has afforded me experience in...

**Better:** In my previous jobs, I...

**Elevated:** Prior to that term of employment...

**Better:** Before I worked at...

**Elevated:** I am someone with a results-driven profit orientation.

**Better:** I want to make your company more profitable.

**Elevated:** I hope to utilize my qualifications...

**Better:** I want to use my skills...

10. At the end of your cover letter, don't make a statement that the reader can use to reject you. Make a closing statement that indicates your optimism about receiving a positive response from the reader. Such a statement might begin with one of the following clauses:

*I am confident that...*

*I look forward to...*

In this way, you make the reader say yes to further considering your candidacy for the job.

## COVER LETTER

**Dorothy Bond**  
555 Winding Lane  
Pleasant Park, Chicago, IL 00000  
555-555-5555  
[dorothy@aol.com](mailto:dorothy@aol.com)

October 15, 2007  
Job Code M5555  
*Chicago Tribune*  
P.O. Box 806883  
Chicago, IL 00000

Dear Ms Johnson,

In response to the advertisement you placed in the *Chicago Tribune* for an Administrative Supervisor, Hospital Fundraising Development Department, I have enclosed my resume for your review. My successful experience in administrative management, new business development, marketing, and promotion, combined with my strong work ethic and MPA/Healthcare degree, would be a good match for this position. In my career, I have enjoyed creating strategies that expand and improve the client relationship base and marketing efforts. I have also developed a variety of effective administrative procedures and programs. From the beginning I have maintained an interest in public administration, and I completed a Masters in Public Administration–Healthcare through City University in 2000. I am now targeting positions in the field of public administration that would combine these skills and experiences and would appreciate the opportunity to talk with you about your plans and philosophies. In my search, I am targeting a compensation range in the mid-thirties to mid-fifties.

You can reach me at the phone number or e-mail listed above.

Thank you for your time and attention.

Sincerely, Dorothy Bond

*[signature]*

Resume enclosed

#### COVER LETTER

**Bill Raymond, CFA**

555 Lowell Street Lawrence, MA01746

978-555-1210

billraymond@alumni.mit.edu

May 22, 2007

Mr. Tom Marston, Director of Fixed Income  
International Financial Investments, Inc.  
200 Federal Street, 26th Floor  
Boston, MA 02110

Dear Mr. Marston:

In response to your search for the **Money Market Analyst/Portfolio**

**Manager** position your firm placed on Bloomberg, I bring more than 15 years of experience in the market. My years of experience at Boston Investors, Inc., including more than a dozen years managing money market portfolios, indicate that I could step right into this position and add value immediately. It combines my passion for analysis with my knowledge of money markets.

**Your Needs**

CFA, MBA degree or equivalent

**My Qualifications**

CFA since 1996  
B.A. in Economics from M.I.T.

Several years of experience in Money Markets, fund analysis and trading

More than a dozen years of experience

My enclosed resume provides further details of my accomplishments. I look forward to discussing a career opportunity with you. I will call you in the next few days to discuss your company's needs in greater detail.

Sincerely,  
Bill Raymond

Senior Vice President  
Boston Investors, Inc.  
Enclosure: Resume

***Exercise 1. Translate the following expressions connected with work.***

To work shift-work, to be on flexi-time, to work-to-five, to go / be on strike, to get the sack, to be fired, to be dismissed, to be made redundant, to be laid off, to give up work, to be on / take maternity leave, to be on / take sick leave, to take early retirement, to be a workaholic, to be promoted, to apply for a job.

***Exercise 2. Read and translate the advertisement and make up your own Cover Letter according to the advertisement.***

**Overseas Sales Manager America**

**Required immediately!**

(BASED IN ARGENTINA)

**We are looking for someone with at least five years' experience in sales, preferably in the UK and abroad, and able to demonstrate strong**



**leadership skills. Fluent Spanish would be an advantage.  
For further information please contact Janet Andersen on 0632 223 786.**

## UNIT 9

### RESUME

#### *ACTIVE VOCABULARY*

1	eye-catching	привабливий
2	to single out	виділяти
3	spectacular	ефектний
4	award-winning	виграшний
5	to complement	доповнювати
6	to rely on	покладатись на
7	mediocre	звичайний
8	conspicuously	помітно, явно
9	flaw	недолік
10	data	дані, відомості
11	consistently	послідовно
12	achievement	досягнення, здобуток
13	accomplishment	досягнення
14	shortcut	скорочений
15	job applicant	кандидат, претендент на роботу

### Text 1. A RESUME

In a job search, you rely on your resume to do most of the work for you. An eye-catching resume that stands out above all the others may be your best shot at getting noticed by a prospective employer. If your resume is only average and looks like most of the others in the pile, chances are you won't be noticed and called for an interview. If you want to be singled out because of your resume, it should be somewhere between spectacular and award-winning.

In an active job search, however, your resume complements your efforts at being known to a prospective employer before that person receives it. For this reason, you can rely less on your resume to get someone's attention.

Nevertheless, your resume plays an important role in an active job search. When you are active in searching for a job, the quality of your resume confirms the quality of your efforts to get to know the person who might hire you, as well as your worth to the company whose workforce you want to join. An eye-catching resume makes it easier for you to sell yourself directly to a prospective employer. If your resume is mediocre or conspicuously flawed, it will work against you and may undo all your good efforts in searching for a job.

A resume should show an applicant's qualifications for a specific job. It should show your name, address, and telephone number; an employment objective; educational and training data, and a list of previous work experience.

The list should start with your present job or with your last job that shows qualifications for the work you want now. All of this data should be listed in an easy-to-read form.

If possible, all of the information should be on one page. Type your resume on standard size business stationery. The interviewer usually sees the resume before he sees the applicant. The resume gives the first impression of the applicant to the employer. It should be neat and well organized.

**The best resume writing strategies are:**

1. Although many resume books say you should spell out the name of the state in your address at the top of your resume, consider using the state's postal abbreviation instead.

2. Near the top of the first page, include a Profile section that is focused, interesting, and unique. If your Profile fails to grab the reader's attention, he or she might discard your resume without reading further.

3. Adopt a sensible form for phone numbers and use it consistently. Do this in your resume and in all the documents you use in your job search. Some forms of phone numbers make more sense than others. Compare the following:

*123-4567* – This form is best for a resume circulated locally, within a region where all the phone numbers have the same area code.

*(222) 123-4567* – This form is best for a resume circulated in areas with different area codes.

*222-123-4567* – This form suggests that the area code should be dialed in all cases. *222/123-4567* – This form is illogical and should be avoided. The slash can mean an alternate option.

*222.123.4567* – This form, resembling Internet addresses, is becoming more popular, particularly with people in computer and design fields.

4. In the Experience section, state achievements or accomplishments, not just duties or responsibilities.

5. If you feel you must indicate duties, call attention to special or unusual duties you performed.

6. When your skills and abilities are varied, group them according to categories for easier comprehension.

7. Consider including a Highlights section to draw attention to special accomplishments or achievements.

8. Summarize your qualifications and work experiences to avoid having to repeat yourself in the job descriptions.

9. Create a prominent Expertise section that draws together skills and abilities you have gained in previous work experience.

10. Use as many pages as you need to portray your qualifications adequately to a specific interviewer for a particular job. Try to limit your resume to one page, but set the upper limit at four pages.

11. When you have letters of recommendation, use quotations from them as testimonials in your resume. Devoting a whole column to the positive opinions of “external authorities” helps make a resume convincing as well as impressive.

12. Use capital letters correctly. Resumes usually contain many of the following: names of people, companies, organizations, government agencies, awards, and prizes, titles of job positions and publications, references to academic fields (such as chemistry, English, and mathematics), geographic regions (such as the Midwest, the East, the state of California, and Oregon State) Because of such words, resumes are minefields for the misuse of uppercase letters. When you don’t know whether a word should have an initial capital letter, don’t guess. Consult a dictionary, a handbook on style, or some other authoritative source, such as an official Web site.

13. Be sure to spell every word correctly. A resume with just one misspelling is unimpressive and may undermine all the hours you spent putting it together.

14. Avoid using shortcut words, such as abbreviations like *thru* or foreign words like *via*. Spell out *through* and use *by* for *via*.

15. Use numbers consistently. Numbers are often used inconsistently with text. Should you present a number as a numeral or spell it out as a word? A useful approach is to spell out numbers one through nine but present numbers 10 and above as numerals. Use the approach you have learned, but be

consistent.

16. Avoid using colons after headings. A colon indicates that something is to follow. A heading indicates that something is to follow. A colon after a heading is therefore redundant.

It is usually a good idea to attach the resume to the letter of application. Always send it with a cover letter; never send it alone. An applicant should bring additional copies of his / her resume to the interview. The job applicant should always rewrite and revise the resume to fit the specific job that he / she is applying for.

## RESUME

**MARILYN NOLAN**

**22 Meadow Lane, Chicago, IL 00000**

**(555) 555-5555**

**MNolan@media.net**

### **PROFILE**

Creative professional with expertise in all aspects of successful event/program planning, development and management. Excel in managing multiple projects concurrently with strong detail, problem solving and follow-through. Demonstrated ability to recruit, motivate and build cohesive teams. Sourced vendors, negotiated contracts and managed project budgets. Superb written communications, interpersonal and presentation skills.

### **SELECTED ACCOMPLISHMENTS**

#### ***Special Events Management:***

Planned and coordinated conferences, meetings and events for companies, professional associations, arts/cultural, and other organizations. Developed program content and administered budgets. Coordinated participation and represented companies at industry trade shows.

- Organized 5 well-attended conferences for 2 national professional associations.
- Designed successful community educational campaigns promoting safety awareness.

#### ***Fund-raising & Public Relations:***

Created, planned and managed all aspects of several major fund-raising campaigns, resulting in a significant increase in contributions raised for each function over prior years. Recruited volunteers and developed corporate sponsorships.

- Co-chaired capital fund campaign, raising \$3.5 million for new facility.
- Coordinated 3 auctions, raising over \$140,000 for an educational institution.

***Sales & Marketing:***

Selected by management to spearhead opening of regional office, including all logistics, staff relocation and business development efforts. Designed and implemented creative sales and marketing strategies to capitalize on consumer trends and penetrate new market. Coordinated and conducted sales training.

- Developed and managed 17 key accounts generating \$10 million annually.
- Recognized for managing top revenue-generating program company-wide.

**EXPERIENCE**

**Event/Program Coordinator, ARTS COUNCIL, BOTANICAL GARDENS & CULTURE EXCHANGE, Chicago, IL (2000–present).**

**Regional Manager, Account Executive and Financial Underwriter, MARCON FINANCIAL SERVICES COMPANY, Chicago, IL (1998–2000).**

**EDUCATION**

**B.A. in Business Administration, Springfield College, Springfield, MA**

**RESUME****Deborah C. Kerlind**

1226 Elogy Avenue, Columbia, MD 21044

(410) 997-5555 Home

deb\_kerlind@hotmail.com

**PROFESSIONAL PROFILE****Restaurant Manager / Food and Beverage (F&B) Manager**

Well-qualified professional with more than 7 years of experience in Restaurant Management for high-volume, fast-casual, and full-service restaurants. Consistently successful in raising service standards and quality operations. Expertise in hiring, training, coaching, customer service, labor and quality control. Reputation for excellence, integrity, and leadership under pressure.

**Core strengths include:**

- Coaching & Staff Development
- Scheduling & Labor Control
- Regulatory & Safety Compliance
- Product & Quality Control
- Service Training
- Purchasing & Inventory Control
- Customer Service Delivery
- Cost Controls

**PROFESSIONAL EXPERIENCE**

**HENRY'S RESTAURANT CORP.**, Washington, DC (corporate headquarters)  
**6/2003–1/2009**

**Manager in Charge of Service** (9/2004–1/2009); Promoted from Floor Manager (2003–2004) Rotated through managerial positions in Boston; St. Louis; Chicago; Norfolk.

- **Daily Operations.** Played key role delivering 12% sales increase through superior performance against objectives in sales, profitability, customer service, operations, quality control, and staff development. Supervised 52 servers, 8 bartenders, and 15 front-door staff. Passed 2 health inspections in 6 months with perfect scores.

- **Staffing and Training.** Boosted staff performance through improved training and accountability. Hired 20 new employees and directed all staff training and development. Conducted daily orientations and performance reviews. Proactively launched motivational initiatives, such as coaching, developmental classes, weekly staff performance meetings, and daily shift meetings.

- **Labor Control.** Trimmed labor costs by eliminating 25 hours from front-door schedule. Maintained up-to-date and accurate labor plans for staffing needs, overseeing \$20,000-per-week labor budget. Prepared schedules and ensured full staffing for all shifts.

- **Purchasing and Inventory Control.** Cost-efficiently managed \$2000-per-week bar budget.

**EDUCATION & TRAINING**

**B.S., Hospitality & Tourism Management**, University of Maryland, College Park— (1997–2002)

**COMPUTER SKILLS**

Windows 2003, MS Office Suite 2003 (Word, Excel, Outlook), Lotus, point-of sale (POS) software

**RESUME**

**JAMES PARKER**

222 Corner Lane Road, Bay Shore, New York 22222

(555) 777-0000

[jraccountant@financialweb.net](mailto:jracountant@financialweb.net)

*Full-time accounting student with related experience seeking a part-time position in the capacity of*

**JUNIOR ACCOUNTANT**

- Currently enrolled in a four-year accounting program; excel academically while working part time.
- Well-rounded experience working in retail sales environments across foodservice and clothing industries.
- Analytical problem solver with a strong figure aptitude and ability to

quickly grasp complex concepts.

- Disciplined with a strong character developed from extensive athletics and community involvement.
- Personable with innate relationship-building qualities; communicate effectively in English and Spanish.

## **EDUCATION**

### **Bachelor of Science, Accounting, expected May 2015**

LONG ISLAND UNIVERSITY, C.W. POST, Brentwood, New York

**Honors:** Phi Eta Sigma, Freshman Honor Society

**Current GPA:** 3.9

**Coursework:** External Reporting, Tax and Business Strategies, Managerial Accounting, Corporate Finance, Principles of Accounting, Microeconomics, Macroeconomics, Calculus, Business Law, Marketing, and Statistics.

## **WORK EXPERIENCE**

### **Supermarket City, Riverhead, New York 11/2012 – present**

#### **Accounting Clerk, Internal Audit Department, Corporate Headquarters**

- Perform general accounting functions focused on high-risk audits of daily inventory for 47 stores, weekly disbursements of short-term payable accounts, and mandatory reporting activities for management review.
- Assisted Personnel during tax season to trace high-risk fraudulent employee activities for all store locations.

## **COMPUTER&OTHER SKILLS**

Windows 2000/OSX; Microsoft Word, Excel, and Access; electronic tax research; Internet research.

Foreign-language skills: Conversational Spanish and French.

Excellent References and Additional Certifications Available on Request

## **RESUME**

John Lewkowski

848 Plains Street

Fort Pierre, South Dakota 57067

605-555-9745

### **Employment Objective**

A museum staff position leading eventually to a curatorship.

### **Education**

B.A. Earlham College, Richmond, Indiana, 2002.

Major: history Minor: biology GPA: 3.85/4.00 = A

### **Experience**

Museum volunteer, Joseph Moore Museum, Earlham College, 2002 – 2004.

Assisted director of small natural history museum. Developed traveling museum program for four local elementary schools. Identified and cataloged specimens, maintained exhibits.

Laboratory assistant, Earlham College, spring term 2005. Supervised freshman biology lab, prepared lab materials and specimens, answered students' questions, and graded lab reports. Was selected Outstanding Teaching Assistant in the Natural Sciences.

### **Honors and Activities**

Earlham Alumni Scholarship, 2000-2001

Outstanding Teaching Assistant, 2002

### **Personal Data**

Speak and write French. Interests: travel and photography

#### ***Exercise 1. Find the mistakes in writing words that describe you.***

Actiev, adaptabel, agresive, allert, ambitios, anallytical, atentive, brodminded, conscientius, consisstant, constructiv, coperative, creativ, dependeble, determind, diplomatie, disiplined, discret, economicl, efficient, energetik, enterpricing, enthusistic, extreverted, feir, forseful, imaginativ, indapendent, logiccal, loyel, metodical, objektive, optimistik, receptiv, personabl, plesant, positiv, practicl, realistik, reliabl, resourcful, respectiev, self-relient, sincer, sofisticated, sistematic, tacteful, talanted, willing to relaksate.

#### ***Exercise 2. Use the examples of resume and make up your own resume.***



## UNIT 10

### CURRICULUM VITAE (CV)

#### *ACTIVE VOCABULARY*

1	job title	посада
2	updated	оновлений
3	milestone	віха, ключовий етап, перехід на нову стадію розвитку
4	to achieve	досягати
5	attribute	характерна риса, властивість
6	to enhance	удосконалити, посилити
7	impression	враження
8	concisely	стисло
9	content	зміст
10	to omit	пропускати
11	keep in mind	мати на увазі, пам'ятати
12	experienced	досвідчений

### Text 1. CURRICULUM VITAE (CV)

A resume of your career, sometimes called a Curriculum Vitae or CV, informs the employer about the experience and skills you have. When applying for a job, send a good covering letter with your CV, as this can improve your chances of getting to interview stage. Make every effort to send your CV to the correct person, spelling their details and job title correctly, and to the right address.

It is a good idea to have a regularly updated CV, even if you are not actually applying for another job. It helps you see the milestones you have achieved and the personal attributes you have enhanced. It also helps you see yourself as a brand: that is to say, what makes you special over and above the next person.

A good CV should:

1. Attract attention.
2. Create a positive impression.
3. Present your skills and qualities clearly and concisely.

The purpose of your CV is to tell the employer why you should be hired.

A good CV is the first step to a job interview.

The CV may be photocopied and sent off to many employers. You can change the sections of the content according to the different needs of the organizations.

As you write your CV, keep in mind the following:

1. Use concise language.
2. Minimize or omit everything that is irrelevant.
3. Place the most important information at the beginning of your CV.
4. There must be no grammatical errors in your CV.
5. Let an experienced person read your CV.
6. Print your CV on good paper.

#### AN EXAMPLE OF CURRICULUM VITAE

### **1. Personal Details**

Ann Jackson  
 52 Hanover Street  
 Edinburgh EH2 5LM  
 Scotland  
 Phone - 01957487004  
 E-mail: ann.jackson@mid.net

### **2. Professional Experience**

2002– present – Public Relations Officer, Scottish Nature Trust. Editor of the Trust's monthly journal. In charge of relations with European environmental agencies.

1998– 2002 – Press Officer, Highlands Tourist Board. Preparation of promotional materials and brochures. Co-ordination of media coverage. Summers of The News Herald newspaper.

1999 and 2000 three-month training periods as assistant to the Sports Editor. Arranging and conducting interviews. Preparation of articles covering local community sports events.

### **3. Education**

1981-1988 – Broadfield School, Brighton. Levels in German (A), English (B), History (B) and Geography (C).

1988-1991 – University of London. BA (Honours) in Journalism and Media Studies (Class II).

1991-1998 – **London Chamber of Commerce and Industry.** Diploma in

Public Relations.

**4. Skills** Windows, MS Office 2000, Excel, Internet  
 Languages: Fluent German and proficient in French.  
 Additional: Driving license.

**5. Activities:** Skiing and swimming. Ski Instructor (grade II).

#### **6. References**

Herbert Lindsay  
 Professor of Journalism  
 London University

Diane Swans  
 Sports Editor  
 The News Herald

### AN EXAMPLE OF CURRICULUM VITAE

#### **John Smith**

405 Weatherspoon Drive  
 Ehlridge, NC 56974  
 (555) 555-1834

#### **Key strengths**

Integrity and a strategic, creative thinker;  
 Logistics expertise at middle-manager level (able to give practical guidance covering legal, insurance and health and safety issues);  
 Strong verbal and written communication skills;  
 Clear time management and prioritization skills;  
 Responsive to change: help companies constantly to review operations and improve efficiency.

#### **Career summary**

*October 2009 – present: XYZ Ltd Key Account Manager*

**Key achievements:**

Secured and developed 30 new key accounts;  
 Successfully led process design, implementation and client relationship management arising from these;  
 Identified, advised on and managed new distribution business opportunities / services.

*July 2002 – September 2009: ABC Inc Project Manager*

**Key achievements:**

Advised on and managed re-engineering services to meet changing needs and new service capabilities.

**Professional membership**

Affiliate Member of the Institute of Transport and Logistics

**Education, training and other qualifications**

UNIVERSITY OF NORTHERN CALIFORNIA, Bakersfield, CA

MBA—Concentration in Finance and Accounting 2002;

B.S. in Accounting (2000)

**Other skills**

Computing: competent in Word, Excel, Outlook, PowerPoint;

Languages: fluent in English, Spanish and Russian;

Driving: clean current driving licence.

**References**

Available on request.

*Exercise 1. Put the missed letter into the following job-titles, which are found in a wide range of different work places.*

Bos..., direct...r, man...ger, exec...tive, administrat...r, secret...ry, cler..., lab...rer, recepti...nist, public relations of...icer, union of...icial, econ...mist, person...el officer, sales as...istant, advi...er, rese...rch-worker, supervi...or.

*Exercise 2. Use the examples of CV and make up your own CV.*

**UNIT 11**  
**BUSINESS E-MAILS**  
*ACTIVE VOCABULARY*

1	letterhead	друкований фірмовий бланк
2	mailbox	поштова скринька

3	to access	мати доступ
4	password	пароль
5	subject field	поле “тема”
6	blind carbon copy	прихована копія
7	Inbox	Вхідні
8	Sent Items	Відправлені
9	Outbox	Вихідні
10	Deleted Items	Видалені
11	Empty Deleted Items Folder	Очистити папку “Видалені”
12	Insert (Attach) File	Прикріпити файл
13	Mark as Read	Відмітити як “Прочитані”
14	Reply	Відповісти
15	Reply All	Відповісти всім
16	IP address	цифрова адреса комп’ютера
17	URL	текстова адреса комп’ютера в Інтернеті, зручний для запам’ятовування (напр., www.business.ru)

## **Text 1. E-MAIL (GENERAL)**

E-mail is by far the predominant form of business writing today; indeed, inestimable billions of e-mails are sent worldwide each day. Even if we disregard the high percentage of spam that may be filtered out, the numbers received far eclipse the number of letters sent. Conservative estimates suggest that upwards of 75 per cent of our business writing is e-mails – yet very few companies offer training on how to do this.

The “usual” electronic correspondence is widely used and is likely to become even more wide-spread. E-mail communicators need a terminal, which may be a personal computer or an internal computer network in a company, a telephone line and a modem (or a more complicated system in the case of a computer network). Messages sent or received appear on the computer screen.

The necessary convenience in the sphere of e-mails are mailboxes, which users can access from anywhere in the world to retrieve messages. Mailbox users should have a password for confidentiality, and the most convenient

aspect of it is that this type of communications can be used nationally or internationally, across the time zones.

When it comes to writing e-mails in English for global business, other factors need to be addressed as well. Some people often write over-concisely, to minimize the risk of making mistakes, though this can be at the cost of not making complete sense. And if your formatted message is to be transmitted to a hand-held device, then it can be indecipherable when your chosen features such as font, colours, bullet points, italics, underlining or use of bold have all been lost.

It is apparent that overuse of e-mail creates a great deal of inefficiency in the workplace. There is little doubt that we are also losing many traditional problem-solving skills as a direct result.

As e-mails are rapidly replacing letters, it is essential to maintain standards in these. They are equally important and equally part of your corporate communication.

***Exercise 1. Complete the sentences with a preposition.***

1. We will contact you again ... the near future.
2. I look forward ... hearing from you.
3. I'll call you ... the end of the week.
4. Please call me ... 456789.
5. Many thanks ... all your help.
6. Good luck ... everything.
7. I'm covering ... Raj while he is away.
8. He will be ... work for two weeks due to illness.
9. Please pass ... our best wishes to him.
10. We would like you to join us ... wishing Wu San a happy retirement.

***Exercise 2. Some of these phrases are used formally and some informally. Tick the correct column.***

	formal	informal
Dear John		
Hi John		
I (am writing to inform you that...		
I'm writing to let you know that...		

We're having a get-together.		
We're arranging a meeting.		
I would like to apologize for		
Sorry about...		
Let me know if you can make it.		
Let me know if you can attend		
I would be very pleased to come.		
I'd love to come.		
This is to let you know about...		
Just to let you know about...		

## **Text 2. BUSINESS E-MAILS**

Electronic mail, or e-mail, is a relatively new form of written communication in the business world. The use of e-mail meets the needs of the fast pace of business and society. There are advantages and disadvantages to its use. Speed and convenience are the primary advantages, while lack of privacy and security are its disadvantages. There are those in the business world who frown on the use of e-mail because of its informality. The number of errant e-mails and “junk mail” that have caused embarrassing situations for employees can attest to the opinions that it is an inappropriate form of correspondence. Therefore, use e-mail cautiously and courteously.

E-mail is largely viewed as a form of communication that is halfway between conversation and formal business writing.

Many people feel this means they can type their ideas:

- in the English words that just occur to them;
- in no particular order;
- with no stated objectives;
- with no attention to punctuation, grammar or any other quality control;
- with no attention to layout.

Yet feedback repeatedly suggests that readers do not like reading solid blocks of text. What’s more, if they don’t like the look of a piece of writing, they may intuitively feel they are not going to like its content. This feeling can

even go so far as to prevent them bothering to read it. When it comes to our personal e-mail, and to the fast growing world of blogging, we can relax to an extent. These are areas where we can let our writing just capture our thoughts, more or less exactly in the English in which they spill out. Readers are more likely to have the time and the inclination to read our outpourings – but this approach is definitely best avoided for business e-mail.

Within a business, e-mail is primarily used to communicate internally, providing the user with the convenience of reaching many people quickly and simultaneously. It can be used to send notices to departments, update team members on a project or inform employees of benefits information or training opportunities. The e-mail letter can be printed by the recipient to be used for documentation. While humor and informality can be acceptable in this type of correspondence, the e-mail is strictly a tool for quick communication.

Here are some guidelines to help you structure your business e-mails well:

- Most e-mail servers have boxes that look similar to memo format. Complete the To:, From:, and Subject: boxes first. The server's software records the date and time the message was sent.
- Make a plan, then be brief and tell it like it is. A lot of e-mails that are sent off-the-cuff are followed by second and even third messages, trying to correct or update the information sent in the first. Take time to plan the message, and then be sure to carefully review it before hitting the send button! This is one form of communication where the recipient expects you to get right to the point. Make your request or share your purpose in the first sentence.
- Keep it plain and simple. The message format that one person sends can often get scrambled in transmission, creating annoying effects for the recipient.
- Keep the format and the text simple to reduce the occurrence of garbled messages.
- Structure every e-mail to help readers (especially those who may not be proficient in English) see exactly what your points are and where the e-mail is leading: that is, its purpose and who does what and when. If you do not make the purpose, the time frame and any call to action clear, then people might not respond. And, of course, if your e-mail has no purpose, then you should not write it!
- Most reader complaints about e-mails relate to poor tone and inappropriate subject matter. Be aware that you need to introduce the right tone



for your target audience in each e-mail. Check whether you are using the right style of English.

- Refresh the headings, so that your messages always reflect the current picture.
- Reread your e-mail and check that your communication in English is correct on every level.
- Make sure it does not include previous e-mail threads that may not be appropriate to forward on to the new reader(s).
- Check that your e-mail is easy to read (font style and size etc).
- Sign off. Because e-mails come with a From: box, the recipient will know who has composed the message. You may or may not want to add a complimentary close and your name. Consider the recipient, the context of the message and whether this courtesy is applicable. Several options exist, including “Regards,” “Thanks,” or simply your initials.

Remember to be businesslike at all times. Write with clarity and effectiveness, use standard English and always be courteous! Be careful when sending material that may be sensitive or confidential. Think of e-mail as a postcard — there is the potential for anyone to read it. Messages can be intercepted or forwarded, whether accidentally or intentionally, without your knowledge or consent.

#### EXAMPLE OF E- MAIL

*This e-mail is used by a supervisor to set up a series of meetings and to announce the first scheduled meeting.*

To: Department Managers  
 From: C. Jarrett  
 Subject: Budget Meetings

We will be meeting to plan the capital budgets for the coming year. I expect it will take three to four meetings for us to get the numbers on the table and then work it all out to the final projections. The first meeting will be held on November 2nd at 10 a.m. in the conference room. We will set the remaining meeting dates/times during this first one. Bring your department’s budget projections and be prepared to explain how your department will contribute to the company’s cost-cutting drive.

Thanks,  
 Carl

**Exercise 1. Complete the sentences with the verbs in the box. Use each verb once only.**

miss	know	must	hope		
pass	join	call	get	thank	write

1. Your training manager has asked me to ... to you.
2. I'll ... you at the end of the week.
3. I ... you're feeling better.
4. You ... visit us again soon.
5. I'd like to ... you for all your hard work.
6. Please ... us for lunch on 19 November.
7. Can we ... together sometime next week?
8. I'm sorry Peter has left. We'll all ... him.
9. We were very sad to hear about Hubert. Please ... on our condolences.
10. Just a short note to let you ... what's happening.

**Exercise 2. Match the two parts of the sentences.**

1. I am sorry to inform you that I	a) hearing all your news.
2. I'll call you when I	b) goes well.
3. Let me know when you are next	c) all your help.
4. I'd like to thank you for	d) (going to be) in London.
5. I look forward to	e) will be out of the office next week.
6. I hope that the party	f) to invite me.
7. Unfortunately, the event clashes with	g) happening next week.
8. It was very kind of you	h) get back to Cairo.
9. I need to tell you what is	i) an important meeting.

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