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# ENGLISH WRITING FOR FOREIGN TRADE

Guidelines for Teachers and  
Teacherless Learners

## 外贸英语写作 参考教案（自学指南）

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广州对外贸易学院外语教学部

1984年

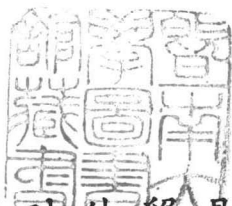
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## 内 容 简 介

这本《参考教案》是为求充分发挥《外贸英语写作》的主要特点而写的。内容除详细规划的教学程序及习题答案外，还有为充分展开课堂口语活动而设的、有问有答的参考语句，以及为贯彻所推荐的新教学方法而作的设计与安排。所有这些内容都是为便于任课老师运用启发式教学原则，通过问答和讨论解决疑难问题，启发思维活动，操练表达能力，从而全面提高学生英语运用水平。由于全部课堂活动都写在教案中，自学者依照教案进行自学，就等于参加听课，所以这本书又名为《自学指南》。

《写作》的特点之一是：通过谈业务、论业务介绍与业务活动有关的语言材料，经济利用课时，培养外贸工作者所需要的英语运用能力。《写作》与《教案》的分工在于：

《写作》中仅提供材料和问题，安排学生讨论；《教案》的作用是把编者对那些材料和问题的看法提出来，供老师掌握课堂活动的参考。所以二者是互相配合、相辅相成的。教学目的不是灌输那些答案的内容，而是通过问答和讨论培养分析理解力，养成动脑筋、想问题的习惯，同时结合真实思维活动操练英语表达能力，从口头表达转化为笔头表达。

从根本上创造实行启发式教学方法的条件是这套书的特点之一。条件是：第一，老师必须能自由运用英语在课堂中畅所欲言，进行启发；第二，学生必须有深入思考的习惯和敢于用英语表达真实思想内容的勇气。《教案》中的习题答案、为发挥《写作》中的评论而增设的问题，以及为打破冷

场而设的启发性问答，都是围绕上述两个条件而设计的。从单纯语言教学的角度来看，那些问答又可以体现在词不离句、句子不离文、语言不离思想活动的基础上综合进行语言教学的原则。

《参考教案》仅供参考，老师必须发挥自己的主观能动性。因此，每单元教案下面都留有供老师备课时批注的空白，不仅为了在课堂中使用和日后保存上的方便，也为了于备课时提醒老师检查一下教案，看有无需要补充或改进之处。这样才能保证老师教得更活、更主动，从而取得更好的效果。

这套书原来是为用作学院教材而写的，也适合有中专毕业以上英语水平的在职干部自学进修之用。自学者可以先读一遍《写作》的序文和《编者说明》，然后依照《教案》中的布置踏踏实实地学，只要有信心、有决心、有恒心，用一、两年时间学完这套书，就必能大幅度提高自己运用英语的能力，并为日后继续提高提供基础。

这套书不是单纯教英语的书，其特点是把教英语与培养办事才干和介绍有关知识结合起来，使其发生互相促进作用。没有很多时间坚持学英语的干部（例如中级以上干部）可以把它当作介绍知识和经验的书来用，即先通读一遍，然后放在手边，遇有有关问题时翻阅参考。通读过程必然或多或少有助于提高英语水平，而所介绍的知识和经验又将有助于预防过去曾出现的某些工作上未尽完善之处，进一步提高本单位的具体工作效率。

编 者

一九八四年七月

# ENGLISH WRITING FOR FOREIGN TRADE

## Contents

### Guidelines for the Teaching Plan for

Part I .. .. .	1 - 22
Chapter 1 .. .. .	1
Chapter 2 .. .. .	5
Chapter 3 .. .. .	8
Chapter 4 .. .. .	19
Part II .. .. .	23 - 58
Chapter 5 .. .. .	23
Chapter 6 .. .. .	30
Chapter 7 .. .. .	36
Chapter 8 .. .. .	43
Chapter 9 .. .. .	52
Part III .. .. .	59 - 91
Chapter 10 .. .. .	59
Chapter 11 .. .. .	68
Chapter 12 .. .. .	75
Chapter 13 .. .. .	79
Chapter 14 .. .. .	86
Part IV .. .. .	92 - 109
Chapter 15 .. .. .	92
Chapter 16 .. .. .	97
Chapter 17 .. .. .	104
Part V .. .. .	110 - 115
Chapter 18 .. .. .	110
Chapter 19 .. .. .	113
Part VI .. .. .	116 - 133
Chapter 20 .. .. .	116
Chapter 21 .. .. .	127
Part VII .. .. .	134 - 144
Chapter 22 .. .. .	134
Chapter 23 .. .. .	139
Chapter 24 .. .. .	143
Appendices I to IV .. .. .	145 - 179
Glossary .. .. .	180 - 270

# GUIDELINES FOR THE TEACHING PLAN

## PART I

### Chapter 1 (4 periods)

#### Objectives:

1. To give the students some idea of our overall objectives that is to guide their efforts throughout this course of study.
2. To get the students trained to our way of teaching and learning the English language. The first requirement is to read the assignment with the aid of the glossary and the recorder to understand it, and then to keep on reading up to fluency, i.e. until there is no hesitation or stumbling. That is the point where the reader's eyes, vocal organ and brain can respond simultaneously to the reading material, which in turn is a sign of full comprehension of the language and having got used to the rhythm of its flow. There will thus be a better chance of assimilating what has been learnt for ready use whenever it is needed. The class must be made to appreciate the importance of this requirement at the very beginning of the course.

#### Unit One (2 periods)

Consisting of: (1) Pages 1 to 3 (through ATTITUDE)

(2) Questions 1 to 12

- Prestudy:
1. Read the assignment carefully with the aid of the glossary and the recorder to understand it.
  2. Keep on reading over and over again until you can read it fluently without hesitation or stumbling.
  3. Make a draft of your answers to questions 1 to 12, to be given orally in class. (The teacher will insist that the students must always make out a carefully prepared draft for all their answers and discussions in class. Our purpose is to combine written and oral practices. If they can speak well, they can also write well. The reverse is also true. By combining the two, they can get better results with less work.

#### 1st Period:

1. Ask the students to read by turns a paragraph each of the assignment to check up whether the required fluency has been attained. Those who are short of this standard should be advised to read a few more times after class.
2. After a student has read a paragraph, a little time is to be allowed for the reader or others to ask questions that they cannot solve without the teacher's help.
3. The teacher then corrects the reader's mistakes in pronunciation and intonation, and checks up comprehension of the passage by asking the student to explain a few words or phrases to be selected from the glossary.

4. If there is surplus time after completing the above procedure, the assignment may be read by turns again, paragraph by paragraph, so that more students may have their fluency in reading, pronunciation and comprehension checked up by the teacher.

2nd Period: Answering questions 1 to 12.

Key:

- (1) The most important duty of a linguist writer of business communications is to see to it that the message is likely to achieve the purpose for which it is written.
- (2) If a message cannot achieve the desired purpose, it is an ineffective message. An ineffective message may bring about unexpected results detrimental to the Corporation's interests.
- (3) When a linguist writer drafts a message, he should word it in such a way as will get the desired result.

When he translates an approved Chinese draft, he should represent correctly and faithfully the facts, ideas, sentiments and intentions contained in the Chinese draft.

When he finds anything undesirable in the Chinese draft, he should raise the question for further consideration and should not ignore or distort the Chinese draft.

- (4) The objectives of a business communication are twofold: One is to do buying and selling, while the other is to cultivate or strengthen goodwill for more business.
- (5) An ineffective communication is a communication that gives the reader an understanding or impression different from what is intended.
- (6) Our goal in this course of study is to be able to write effectively.
- (7) When you start to write a business communication, the first thing to do is to decide what attitude you are going to take towards the person you write to. Because you want your communication to serve your Corporation's best interests.
- (8) In determining your attitude towards your correspondent, the guiding principle should be that you should let your purpose determine your attitude and not let your attitude defeat your purpose.
- (9) The basic attitude towards the person you write to should be calmness, fairness and sincerity.
- (10) The best way to achieve mutual understanding or to remove misunderstanding is to convince the other side with facts and reasons that he can see from his standpoint.
- (11) Because any virtue overdone may bring with it some undesirable effect.
- (12) The way to distinguish the right attitude from the wrong is to ask yourself whether it is appropriate to the situation.

Procedure:

1. Every student must have in hand a draft of answers to all the 12

questions. Each one called upon should endeavour to answer from memory but may be allowed to refer to the draft or even read from it.

2. The teacher first corrects or improves the student's answer by retaining as far as possible his/her own wording, and then, reads out the key answer for the student to follow once and repeat again.
3. The teacher may ask another student to repeat the key answer once more. If he/she can't do it, the teacher reads it out again and let him/her follow and repeat. (This is the way to keep the whole class alert to all the 12 questions dealt with in class.)
4. If there is surplus time at the end of the period, the teacher may put to the class a broad question (e.g. How to make a business communication effective) for free discussion. The students' answers are likely to be piecemeal. The teacher will have to keep on asking "Is that all?" to refresh their memory and give them more and more to say.

### Unit Two (2 periods)

consisting of: (1) BUSINESS COMMUNICATION (pages 3 to 6)

(2) questions 13 to 29

restudy and 1st Period: The same as Unit One.

2nd Period: Answering questions 13 to 29.

#### Key:

- (13) The elements affecting the attractiveness of a letter at first sight are the quality, colour and size of the letter paper; the design of the printed letterhead; the format; and general cleanliness in typing.
- (14) Because the general appearance of a letter reflects the efficiency or otherwise of the Corporation's management, which, in turn, will affect its prestige.
- (15) "Four C Standard" is a standard consisting of four words, all beginning with the letter "C". They are: completeness, correctness, conciseness, and clearness. This is the standard an effective letter must come up to.
- (16) A letter is complete when it contains all the information the reader needs to act upon. An incomplete letter is undesirable because it may hold up the transaction pending clarification of the doubtful points, or even lead to errors involving delay, inconvenience and extra expenses.
- (17) Examples:
  - (a) He is a member of our Association recently. (It would be clearer to say: He has been a member of our Association since recently; as opposed to: He was a member of ... recently.)
  - (b) No lot will be put on one side for another attempt to reach a better price, but must be sold on the day appointed. (Say: but all must be sold...)

- (c) The shipment was found damaged on arrival because there was a heavy storm. (At the time of arrival? If so, why no steps were taken to protect the shipment from damage? It was probably meant to say: there had been a heavy storm (i.e. before arrival at the port).)
- (18) Because a small error in contents may bring about serious troubles or involve heavy losses.
- (19) In order to ensure correctness in both grammar and contents, every letter must be carefully proof-read before signature.
- (20) In order to make your letter concise, you must leave out everything that is unnecessary or unessential; for instance, unnecessary words and repetitions, out-of-the-way remarks, irrelevant details, long and involved sentences.
- (21) The true sense of conciseness is that one should say everything that must be said but leave out all words that can be spared.
- (22) Lack of clearness is due to careless use of words or syntactic and contextual faults.
- (23) (24) Syntactic and contextual faults are both confusion in expression. When the confusion is within a sentence, it is syntactical. When it is between sentences or paragraphs, it is contextual. The following examples quoted from A DICTIONARY OF MODERN ENGLISH USAGE by H. W. Fowler are very interesting and instructive:
- (a) A piano is for sale by a lady going abroad in an oak case with carved legs. (Should read: A piano in an oak case with carved legs is for sale by a lady going abroad.)
- (b) No child shall be employed on any weekday when the school is not open for a longer period than four hours. (Should read: No child shall be employed on any weekday for a longer period than four hours when the school is not open.)
- (c) Much conversation was going on about him. (Does the word 'about' mean 'around' him or 'regarding' him?)
- (d) The case will be reheard before a full Bench: Council will argue both the merits and the jurisdiction of the Court. (Say: the merits of the case and ...)
- (e) The letter was not sent because of information received. (Is receiving information the reason or not the reason for not sending the letter?)
- (25) Because no-one knows what repercussions a letter written in haste may bring about later on.
- (26) The rule is that the more urgent a matter is, the more carefully the communication should be checked and rechecked.
- (27) In the structure of a letter, the first one or two paragraphs and the closing paragraph are the emphasizing positions, and the middle paragraphs are in the deemphasizing position.

- (28) In conveying a pleasant news, it is usually given at the first opportunity in the first or second paragraph, with the supplementary details and explanations left to the middle paragraphs. The closing paragraph is usually a happy ending with some remarks to consolidate and promote business relations.
- (29) An unpleasant message usually begins with something pleasant, to be followed by explanations and details gradually leading to the unpleasant news. Then some alternative or compromise may be suggested to ease off feelings. Finally, there is usually an assurance of further development of cordial relations and cooperation in the closing paragraph.

#### Warning

The teacher must strictly insist from the very beginning and throughout the whole course that every student must be able to read the assigned passages fluently. For reasons given under "Objectives", this is the key to success. If the teacher does not hold on to this point, the whole structure of our methodology will collapse and much of our teaching efforts will be in vain.

#### Chapter 2 (4 periods)

##### Objectives:

1. To give the students some idea about style and about the techniques for securing effectiveness in business communication.
2. By requiring the students to read the assignment up to fluency, from now on throughout the whole course, to get them trained to the style generally adopted for practical purposes.

#### Unit One (2 periods)

Consisting of: (1) Pages 9 to 12 up to the end of paragraph C:2.  
(2) Questions 1 to 13.

Prestudy: As for Chapter 1.

1st Period: As for Chapter 1.

2nd Period: Answering questions 1 to 13.

##### Key:

- (1) If anyone goes far beyond the limits of the current conventional style of his community, he will make himself appear peculiar or even monstrous.
- (2) In determining one's style in a business communication, one should take into consideration his own and his correspondent's social standing, the relationship between them, the situation in which the communication is written, and, in case of communication with a foreigner, also the foreigner's possible reaction under the influence of the social values and traditions of his country.
- (3) The characteristics of the modern style of business communication are that it must be natural, conversational, unpretentious and inconspicuous.

- (4) A business letter must be clear, fluent, easily understood and to the point.
- (5) The language used should be everyday English, not affected but civil. Slang, vulgarism, familiarities, and slovenliness should be avoided.
- (6) The five aspects of stylistic characteristics are: paragraph, sentence, ways of expression, choice of words, and general tone.
- (7) Short paragraphs are preferable. The moderate length is from 1 to 14 lines. The first and last paragraphs are usually about 4 lines. The middle paragraphs may be longer. The average for long letters and reports is 8 to 12 lines, the longest being 20 lines.
- (8) Short sentences are preferred.
- (9) There are five ways to make a sentence short. They are: not to clutter too much idea into one sentence; to avoid excessive co-ordination; to express the idea in the shortest possible way; to cut off unnecessary words; and to make plain and simple statements.
- (10) A loose sentence is a sentence in which the main thought is completed well before the end without keeping the reader waiting in suspense. (For example: "We are going to waive our claim in this case" is the main thought, which is completed well before the end of the sentence at "so many years.")

Loose sentences are usually preferable because they are natural and informal.

- (11) A periodic sentence is a sentence, in which the main thought is held suspended until the end. (For example, see page 11.)

Periodic sentences are more formal and emphatic and should not be used too often in the same piece or section of writing. (Note: Periodic sentences are common in Chinese for structural reasons. This point should be borne in mind in translating Chinese into English.)

- (12) The way to make the reader know at the very start what one is going to say is to make the subject and predicate short and leave the longer phrases and clauses to the latter part of the sentence. (Demonstrate by the example on page 11.)
- (13) If you want to mention your subject first, you must see to it that the sentence is well balanced. By this it is meant that the head of the sentence should not be out of proportion to its tail. (Demonstrate by pointing to the example in the paragraph.)

Note: If there is surplus time, the teacher may ask some additional questions to ensure that the students really understand the above answers. For example:

- 1) What is meant by current conventional style (Question 1)? (That is the style followed by most people at present. It is not the style in vogue, say, half a century ago.)
- 2) What is meant by "not affected but civil" (Question 5)? (Affected language is unnatural. For example, some people like to use long and learned words instead of short and simple words. Such people are said to be making affectation of their learning. But, "natural language" does not mean vulgar language. It is the language of the civilized, not that of the uneducated.)

- 3) Why are familiarities undesirable (Question 5)?  
("Familiarities" are manifestations of excessive intimacy or freedom in behaviour towards a person with whom one does not enjoy such a close relationship. Familiarities are offending and are liable to deprecation as lack of manners.)
- 4) What is meant by slovenliness in style (Question 5)?  
("Slovenliness" means "carelessness". A careless writer does not pay serious attention to grammar or choice of words. His writing is usually crude and inaccurate, reflecting no good impression of himself nor bringing in what he writes for.

## Unit Two (2 periods)

Consisting of: (1) Pages 12 to 15.

(2) Questions 14 to 27.

## Prestudy and

1st Period: As above.

2nd Period: Answering questions 14 to 27.

Key:

- (14) Ordinarily the active voice should be used because it is a more natural and direct approach and more forceful.
- (15) The passive voice should be used when one wants to put the emphasis on the receiver of the action, to soften the tone, or to avoid mentioning the person responsible for the action.
- (16) "It is requested that..." is a formal and respectful way of speaking. "You are requested to..." implies a polite command, with a more or less imperative air that makes it unsuitable for use in addressing one's superior. "I(we) would like to request that..." gives the sentence an informal personal air.
- (17) While the impersonal "it" suggests formality, the first and second personal pronouns in the active voice suggest informality or free conversation.
- (18) The usual devices to give fluency to a piece of writing are sentence balance, parallelism, and variety. Examples can easily be found on page 3:

The basic attitude to take should be calmness )  
fairness ) - (parallelism)  
and sincerity )

Courtesy overdone may amount to obsequiousness; )  
sincerity overdone may amount to tactlessness; ) - (parallelism)  
friendliness overdone may amount to naiveté. )

Let your purpose determine your attitude;      ) - (parallelism)  
do not let your attitude defeat your purpose.)

Sentences of the parallel structure are naturally balanced. The last sentence of that paragraph is also balanced but not of the parallel structure. It gives variety to the paragraph. Besides, its relative length has the effect of keeping the paragraph as a whole in balance.

- (19) The limitation is that one should not alter the substance of the sentence to suit rhetorical convenience. In fact, it is parallel ideas that call for parallel forms. And it is variety in integrating ideas that produces variety in writing or speaking. Beautiful writing or speaking stems from thorough-going deliberation and not from superficial manipulation of words and phrases.
- (20) The rules about choice of words are that common words in popular use are preferred to academic and technical words; obsolete, rare and dialectal words should be avoided; and vulgar or slang words should never be used.
- (21) Because it is the shade of meaning and the connotation of a word that carry the emotive effect to the reader. A word carrying a wrong shade or connotation may draw forth an unexpected wrong response.
- (22) Specific words are more emphatic and effective because they tell the reader precisely what is wanted. General words are useful when it is desired to avoid a definite commitment or when it is immature to go into details.
- (23) While words and phrases no longer in general use should be discarded, it may be difficult to abstain from using all of them until one can express oneself adequately in current English.
- (24) The language of a business letter should be formal, precise, appropriate, courteous and restrained. The language of a personal letter should be more affectionate, familiar and colloquial.
- (25) Because there is a difference between domestic business relations and international business relations. Experiences and techniques in handling domestic business relations in Western countries may not be applicable to our foreign trade relations.
- (26) Because expressions that are in order with us may be irritating to people of one country or another.
- (27) The five rules are: use plain and unmistakable language; don't lead your reader to think that you doubt his truthfulness or ability or that you think you know better than he; don't appear as if you were lecturing or commanding your reader; don't thank your reader in advance for what you ask him to do, thank him only for what he has done or promised to do; don't offer uncalled-for thanks and unnecessary apologies.

### Chapter 3 (8 periods)

#### Objectives:

1. To get the students acquainted with the layout of a business letter, the formats and some simple rules that are likely to be useful in foreign trade communications.

2. To help them compile two lists for handy reference in their work after graduation.
3. To impress upon them the necessity of accuracy and cleanliness in preparing a business letter.

### Unit One (2 periods)

Consisting of: Pages 18 to 23 (including the three formats on pages 19 to 21) up to the end of paragraph 3.

Prestudy: Read until you have got a clear idea of all the details taught in this Chapter. You will be called upon to identify the letter parts in the formats on pages 19 to 21, and answer questions that will help to consolidate your memory. Before we end up with this Chapter, you will have to reduce what is taught here to two lists for handy reference in your work in the future.

1st Period: Check reading and ask the reader to identify in the illustrative formats the paragraph he/she has read.

2nd Period: Answering questions:

- (1) What is a format? (Format means the form, size, type-face, margins, and general style of a book or letter.)
- (2) Why should the same format be consistently followed by one and the same organization? (Because lack of uniformity may give people an impression of disorderly administration.)
- (3) Why should letter paper be white and of good quality? (Because white paper of good quality gives the letter a respectable appearance and reflects the writer's refined taste.)
- (4) What is the standard size of letter paper? (28 centimetres by 21.6 centimetres equivalent to 11 inches by 4 1/4 inches.)
- (5) What is the standard size of an envelope? (11 centimetres by 23.5 centimetres.)
- (6) What is the standard required of letter paper and envelope? (The standard required is that they should be the Corporation's standard stationery; they should be carefully and artistically designed; the printing on them must be absolutely correct; and the typing must be neat, well-balanced, and free from errors.)
- (7) What particulars should be included in the letterhead? (The letterhead usually includes the sender firm's name, postal and telegraphic addresses, and its telephone and telex numbers. Other particulars such as "Your reference No.", "Our reference No.", etc. may be added if actually needed. The letterhead should be simple - i.e. not overburdened with unnecessary details - yet sufficiently informative.)
- (8) Where should the letterhead be placed and how much space may it take up? (It should be placed at the top of the paper, taking up no more than two inches (5 cm.) from its upper edge.)

- (9) Where should the date line be placed? (Two lines below the letter-head.)
- (10) What is the American form of dating a letter? (August 10, 1982, for example) The British form? (10th August, 1982, for example)
- (11) Can you abbreviate the name of the month in a business letter? (No.) why? (Because it is not the usage.)
- (12) Can you show the date in figures? (No.) Why? (Because the British and the Americans do not read a date written in figures in the same way. Thus, it is liable to misunderstanding.)
- (13) Read the first date given in figures on page 22 first in the British way and then in the American way. (By the British way, the date is 8th October, 1982. By the American way, it is August 10, 1982.)
- (14) Where should the inside address be placed? (It is usually placed on the left-hand side three to eight lines below the date line, depending on the length of the letter.)
- (15) What is meant by "depending on the length of the letter"? (It means that if the letter is long, the space between the inside address and the date line can be as narrow as three or four lines; and if the letter is short, the space can be as wide as seven or eight lines.)
- (16) How many ways are there to address a business letter? (Three. The letter may be addressed to a company, to a person in that company, or to the company for the attention of a person.)
- (17) What particulars should be given in the inside address? (The name of the company or the person addressed to and the postal address of the addressee. If the letter is addressed to a company for the attention of a person, the attention line follows the postal address as shown on page 23. Read it.)

### Unit Two (2 periods)

Consisting of: Page 23 (from paragraph 4) to Page 27 (up to the end of paragraph 10).

#### Prestudy and

Periods 1 and 2: As for Unit One.

#### Questions for Period 2:

- (18) Where should the salutation be placed? (Two lines below the inside address.)
- (19) What is the usual salutation in letters addressed to a company? ("Dear Sirs" or "Gentlemen".) When the letter is addressed to a person? (Dear Mr. Jones; or Dear Mrs. Smith; or Dear Miss Smith.) When the name of the addressee is unknown? ("Dear Sir" or "Dear Madam", or "Dear Sales Manager", etc.)
- (20) What difference is there between the personal name of the addressee given in the salutation and that given in the inside address? (Only the surname (e.g. Mr. Smith) is given in the salutation while the full name (e.g. Mr. Robert T. Smith) is given in the inside address.)

- (21) Where should the subject line be placed? (Two lines below the salutation either centered or beginning at the left margin.)
- (22) What purposes does the subject line serve? (It serves the purposes of helping the reader to obtain quickly the gist of the letter and providing a guide for filing.)
- (23) Where should the body of the letter begin? (It should begin at two lines below the salutation or the subject line.)
- (24) What are the usual widths of the margins? (The left margin is usually 1½ inches or 3.8 centimetres, while the right margin may be 1 to 1½ inches or 2.5 to 3.8 centimetres.)
- (25) How should the body of the letter be spaced? (The body of the letter is usually single-spaced with a blank line between the paragraphs. But the spacing should be adjusted to the length of the letter to make it well centered.)
- (26) Where should the complimentary close be placed? (It should be placed two lines below the last line of the body of the letter.)
- (27) What are the usual phrases for the complimentary close in different situations? (When the salutation is "Dear Sirs" or "Gentlemen", "Yours faithfully" or "Yours truly" may be used. When the letter is addressed to a person instead of a company, e.g. "Dear Mr. Jones" or the like, "Yours sincerely", "Sincerely yours", or "Sincerely" may be used. When the letter is addressed to a person of closer friendship, "Cordially" or "Cordially yours" may be used. "Respectfully" and "Respectfully yours" are used when writing to a high ranking-official.)
- (28) Explain the signer's responsibility involved in each of the four examples on page 26. (Example (1) indicates that the signer is acting on his own authority because only his name and title are given. Example (2) is the same as Example (1) except that the signer is acting on his own authority within his own department. Example (3) indicates that the signer has authority to sign for the JRB Appliances, Inc. but has no power to act on his own. Example (4) is the same as Example (3) except that the name of the department is added for the information of the addressee of the letter.)
- (29) How many blank spaces should be left for the signature? (From three to five blank spaces are to be left between the complimentary close or the company's name and the typewritten name of the signer.)
- (30) Why is it always necessary to sign a business letter by hand and in ink? (Because an unsigned letter is unauthentic and carries no weight in case of litigation or lawsuit.)
- (31) What are reference initials for? (Reference initials are the initials of the writer and the typist for the sender firm's internal reference.)
- (32) Where are reference initials placed? (They are placed at the left margin, two lines below the signature.)

- (33) Why must enclosures be indicated in the letter? (Because the indication will facilitate checking up on sealing and opening the envelope and also serve reference purposes.)
- (34) Where should the word "Enclosure" or its abbreviation be placed? (It should be typed two lines below the reference initials.)

### Unit Three (2 periods)

Consisting of: Page 27 (from paragraph 11) to the end of the chapter

#### Prestudy and

Periods 1 and 2: As for Unit One.

#### Questions for Period 2:

- (35) How is the fact that carbon copies have been supplied to others indicated in the letter? (It is indicated by the abbreviation "CC" and the names of those who have been so supplied. This information is typed two lines below the word "Enclosure".)
- (36) What is the postscript now used for in business letters? (It is now used to draw the reader's attention to an emphatic point. It is no longer used to make up for what the writer has forgotten to mention in the body of the letter.)
- (37) Where is the postscript placed? (It is typed two lines after the last line of the letter.)
- (38) Can the second and succeeding pages of a letter be typed on the company's standard stationery? (No, they cannot be typed on letter paper with the printed letterhead. They must be typed on blank sheets.)
- (39) What particulars are to be typed at the top of each succeeding sheet? (The name of the addressee, the page number, and the date are to be typed in a line about six blank lines from the top edge of the paper.)
- (40) How should the outside address be worded and typed? (The wording of the outside or envelope address should agree with the inside address, and typed a little toward the right center of the envelope.)
- (41) What does "c/o China National Chartering Corp." mean? (It means that the Chartering Corp. is requested to transmit the letter unopened to the addressee.)
- (42) What does "By kindness of Mr. Smith" or "Through the courtesy of Mr. Smith" mean? (It means that Mr. Smith is requested to take the letter to the addressee.)
- (43) What should be the function of the opening paragraph? (It should be a brief introduction of the main message in one or two sentences.)
- (44) How to begin an opening paragraph? (If the letter is in reply to another, it should begin with quoting the date and reference number of the letter under reply. If the letter is a follow-up to an earlier one, it should begin with quoting the date and reference number of that earlier letter. If the letter is an initial one, it begins with what you want to say.)