

WRITING FOR BUSINESS

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Martin Wilson

Nelson

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INTRODUCTION

This book has been written for intermediate students of English who want to write business letters. It has been specifically designed for students working for companies which have a need for regular communication with overseas customers, agents, etc. Students who want to use this book should have a basic knowledge of English grammar and a small vocabulary. In fact it has been assumed that students are familiar with the first three levels of the *Cambridge English Lexicon* (2207 words). Most words above this level are listed in the glossary.

The book has been very carefully organised to give systematic presentation and practice of the main functional patterns used in writing the most common forms of business letters. Each unit is task based and deals with a small number of functions. Students are given extensive graded practice in writing full letters. An answer key is provided for many of the exercises so that the material is suitable for use either by a teacher with a class or by students studying on their own.

Unlike many textbooks on business letters, *Writing for Business* aims to help people to write letters – it is not just a reference work. Therefore there are only a small number of language patterns presented. However, if students work carefully throughout the book, they should gain active control of these and learn to write clear and simple business letters. Students who at the end of the course want a more detailed reference work at Upper Intermediate or Advanced level could use *A Handbook of Commercial Correspondence* by A Ashley (Oxford University Press, 1984). The *Longman Dictionary of Business English* by J H Adam should also be useful for students when they have finished this book and want to begin more advanced study.

Good luck! I hope you enjoy using the book!

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Note: (K) = answer in the Key on page 151
 (H) = described in the Glossary on page 157

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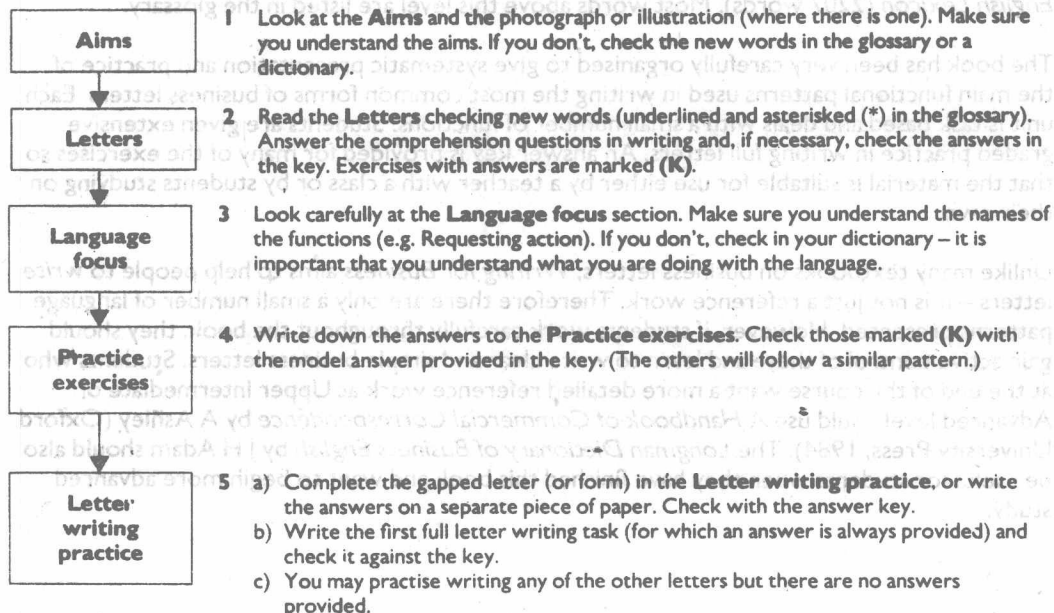
Good luck! I hope you enjoy using the book!

TO THE SELF-STUDY STUDENT

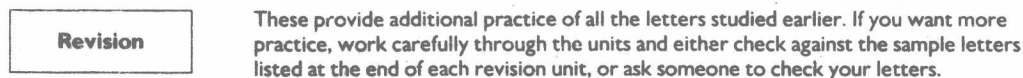
This book has been specially designed for self-study. If you work through the units carefully, you will learn to write clear and simple business letters. However, it is always better to have some help from a teacher or English-speaking friend. Even if you are studying on your own, it would be very useful for you to ask someone to check those letters which do not have answers provided in the key.

I suggest that you use the following procedure:

All units except 10, 20 and 30:



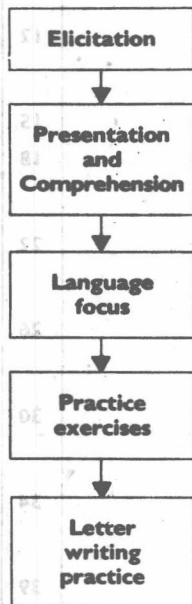
Revision Units 10, 20 and 30:



Good luck. I hope you enjoy using the book!

TO THE TEACHER

Although this book can be used for self-study, it is also suitable for using with a class. It could be used either for a non-intensive letter-writing class or as one part of an intensive course. In the latter case, it should be used alongside a general course or other Business English materials (reading texts, dialogues, etc.). For use with a class, I suggest the following procedure:



- 1 Outline the **Aims**, using the photograph or illustration (if there is one). Try to elicit suitable language from the students for the letter(s) that need to be written.
- 2 Ask students to read **Letter A** silently, then you read it aloud. Ask students to write down answers to comprehension questions and check answers orally. Ask additional questions and explain any difficult vocabulary. With more advanced students you can discuss the differences between the sample letter and the students' original suggestions. Repeat the procedure with **Letter B**.
- 3 Explain functional labels and, if necessary, the grammatical structure of the patterns. Ask for additional realisations, but avoid producing an excessively long list because we are aiming at active mastery of the language.
- 4 These should be done orally, unless students find the patterns difficult to master.
- 5
 - a) Ask students to complete the gapped letter (document, form, etc.) in class, working individually or in pairs. Check as soon as possible.
 - b) Ask students (individually or in pairs) to write one or two of the letters in class. Alternatively, this could be done for homework. It is not necessary for students to complete all the practice letters.
 - c) It is interesting to finish each unit by asking the students to complete the **Pair work** section so that they can have their letters read and answered.

Additional points

- a) The Revision Units (10, 20, 30) provide additional letter-writing tasks without introducing any new functions or vocabulary. Most of the activities are chained and provide useful pair or group work material.
- b) Teachers can easily increase the variety of activity by providing additional input both to the initial elicitation/presentation stage and to Letter writing practice. At the elicitation stage the task can be presented by using a recorded dialogue, and the presentation letters in the book can be supplemented by providing examples of authentic letters (if the students are able to cope with them). In **Letter writing practice** the writing task can be presented through a short recorded dialogue or instruction, which can itself be used as a listening exercise.
- c) Words underlined and marked with an asterisk (*) are to be found in the glossary at the back of the book. Comprehension questions, practice exercises and letter writing tasks marked (K) are given answers in the key at the back of the book.

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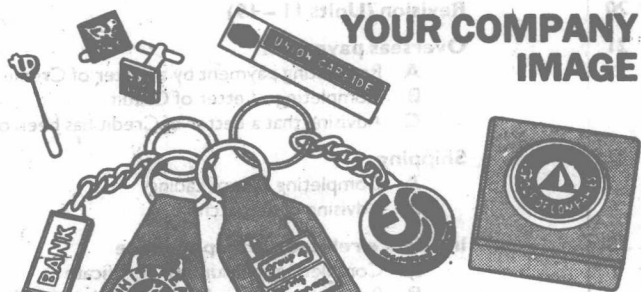
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MAKING ENQUIRIES

AIMS

- A** Replying to an advertisement and asking for information, prices and *samples.
- B** Asking for a catalogue and information.

YOUR COMPANY IMAGE



Promotional Gifts

Manufactured by
Manhattan-Windsor



STEWART ST., BIRMINGHAM B18 7AF
TELEX: 338633

- Key Rings
- Cuff Links
- *Paperweights
- Enamel Badges

A

JUSTIN BOX

14 Trist Road, Hastings, Sussex HA3 6CE

Manhattan-Windsor
Steward Street
Birmingham B18 7AF

Your ref:
Our ref: SB/SM

17 May 1986

Dear Sirs

*With reference to your advertisement in yesterday's Times, would you please send me *full details, prices and samples of your *promotional gifts.

Yours faithfully

S BOWEN
Marketing Manager

THE LETTERS

- 1 Who is the *Marketing Manager of Justin Box Ltd? (K)
- 2 In which newspaper were the gifts advertised? (K)
- 3 What does Mr Bowen ask for? (K)

Note: (K) = answer in the Key on page 121.

* = described in the Glossary on page 157.

- 1 Which address will be typed on the envelope? (K)
- 2 Why has L Waters written this letter? (K)
- 3 What is the normal length of guarantees on Borg's models? (K)

I
B

THOMAS GREEN LTD
16 CLEAR STREET, TORQUAY, DEVON TQ1 6BD

Borg Corporation
10 Oslo Avenue
Malmo
Sweden

Your ref:
Our ref: LW/MG

18 May 1986

Dear Sirs

Could you please send me a copy of your 1986 catalogue and details of any special trade *discounts you are offering. I would also like to know whether all your models are now covered by your *standard two-year *guarantee.

Yours faithfully

L. Waters
L WATERS
Manager

LANGUAGE FOCUS

1 Replying to an advertisement (letter, enquiry, etc.)

With reference to your advertisement in ...
With reference to your letter (enquiry) of ...

2 Requesting action (sending)

Would } you please send me ...
Could }
Please send me ...

3 Requesting information

I/We would like to know whether ...

PRACTICE EXERCISES

Write sentences as directed. Show incomplete (unfinished) sentences by three dots (...).

1 Reply to an advertisement in the

- a) *Daily Mail* – last Monday (K)
- b) *Economist* – last week
- c) *Radio Times* – last Tuesday
- d) *Guardian* – today
- e) *Financial Times* – yesterday

2 Ask a company to send you

- a) a *catalogue and price-list. (K)
- b) a new price-list.
- c) free samples and price-list.
- d) full details and prices.
- e) a free *brochure.

3 Ask for information about whether

- a) the price includes delivery charges. (K)
- b) the *filing cabinets are available in green.
- c) they could send the order by air.
- d) they have an office in Paris.
- e) you can pay in US dollars.

LETTER WRITING PRACTICE

Look at the advertisements:

LET THE LOW FARE
SPECIALIST
LOOK AFTER YOU
Scheduled 747 flights to
**AUSTRALIA
& NEW ZEALAND**

With stopovers available in
Bangkok, Bali, Hong Kong,
Singapore, Kuala Lumpur,
Manila, Jakarta, Los Angeles,
Fiji and Honolulu.

**HERMIS
TRAVEL**

Hermis Travel
35 Whitehall, London SW 1
01-930 2556/7. Telex 296421

**LOW COST
WORLDWIDE
FLIGHTS**

Sydney one way £341
return £531
Around the world from
£748

London/New Zealand
return from £699
**TRAILFINDERS
TRAVEL CENTRE**

46 Earl's Court Rd. London W8
Tel. 01-937 9631 (Long-haul)
Tel. 01-937 5400 (Europe)
Govt. Licensed & Bonded
ABTA ATOL 1458

When you need 1,000
colour leaflets – or even
100,000 – printed in
a hurry –

ONE CALL DOES IT ALL
BASILDON 44066

When you need prestige
brochures of the highest
standard

ONE CALL DOES IT ALL
BASILDON 44066

CALL FIDELITY

Because we do everything
from initial design to final
print, in our own complex,
we can do it quicker, easier
and a lot cheaper.

For example: **ONLY**
5000 A4 COLOUR
LEAFLETS **£189**
INCLUDING
PHOTOGRAPHY

For FREE colour brochure, price lists
and samples – call

Fidelity

COLOUR PRINTERS

BASILDON 44066
ONE CALL DOES IT ALL

8, 10, 12 Hornsby Square,
Southfields Ind. Park, Laindon, Basildon,
Essex SS15 6SD 5 mins. from M26

NOW OPEN FIDELITY WEST
Customer Service Office in
SWINDON 10 minutes from the M4
Phone: 0793 616858

- I Complete this letter to Hermis Travel requesting full details and prices of flights to Kuala Lumpur. (K)

JOHN WILLIAMS LTD
16 Tot Way, Norwich, Norfolk N16 7BH

Hermis Travel
(1)

Your (2)
...../MH

Dear (4)

With (5) yesterday's

Guardian, would you (6)

of (7)

Yours (8)

M. Saunders
M SAUNDERS
Export Manager

- 2 Write a letter to Trailfinders Travel Centre asking for full details and prices of flights to New Zealand.
- 3 Write a letter to Fidelity asking for a free colour brochure, price-lists and samples of their leaflets. Also ask whether air freight can be arranged to your country. (Use your own name and company and today's date.) (K)
- 4 Write a letter to Allwood and Sons Ltd (22 Highland Way, Ashford, Kent) asking for full details and prices of their radios and televisions. Also ask whether they can arrange for their instruction booklets to be translated into the language used in your country.
- 5 Write to one of your regular suppliers in England or America and ask for their latest catalogue and price-list.

Pair work

- a) Write a small advertisement for a travel agent.
- b) Take your partner's advertisement and write a letter asking for prices and specific details.