

Engleski jezik struke 1

Letnji semestar 2022/2023.

Business Letter Writing



Discuss the following questions:

1. What is the difference between formal and informal letters?
2. Have you ever written a formal letter, either in Serbian or in English? If yes, say what the occasion was.

ELEMENTS OF A BUSINESS LETTER

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Elements of a business letter

- letterhead or return address
- date line
- inside address
- attention line
- subject or reference line
- salutation
- body or text
- complimentary close
- signature
- name and title lines
- enclosure line
- copies line
- postscript

A Letter Sample

| | |
|---|--|
| Sender's address/Business Letterhead | Bredgade 51 DK 1260 Copenhagen K. DENMARK |
| Date | November 27, 2017 |
| Inside address | Soundsonic Ltd. 25 Warwick House, Warwick Street, Forrest Hill, London SE23 1JF UNITED KINGDOM |
| Attention line | For the attention of the Sales Manager |
| Subject title | Quadraphonic sound systems |
| Salutation | Dear Sir or Madam, |
| Body of the letter | Please would you send me details of your quadraphonic sound systems which were advertised in the April edition of Sound Monthly. I am particularly interested in the Omega range of equipment that you specialize in. Looking forward to hearing from you. |
| Complimentary close | Yours faithfully, |
| Signature | B. Kaasen (Ms) |
| Title (p.p.) | Production Manager |
| Enc. : Encl.: | Bill of lading (5 copies) Bill of exchange (1 copy) |
| Copies | c.c. Messrs. Poole & Jackson Ltd. Solicitors |

Letterhead

Mandatory elements:

- The company's name
- address
- telephone number,
- website

Optional elements:

- a logo,
- the executive's name and title,
- a list of board of directors or other governing bodies.

DATE

- Two most common forms:
November 27, 2009 (AmE)
27 November 2009 (BrE)
- The month never abbreviated
- The endings for numbers (27th) not usually used.
- The shortened date can also be used:
11/27/2009 (AmE)
27/11/2009 (BrE)

Inside address

- The address of the recipient:
Soundsonic Ltd.
25 Warwick House, Warwick Street,
Forrest Hill,
London SE23 1JF
UNITED KINGDOM
- Always on the left and single spaced.
- The recipient's name (if stated) is followed by the company's name, the department or division, the street address, city postal code and country
- If one of the lines is very long, put half of it on the next line, indenting two or three spaces.

Attention line

e.g.

Attn: Sales Manager

(For the attention of...)

- used when you do not know the name of the person you are writing to, but only their title

Subject line

e.g.

SUBJECT: Job application

- quickly identifies the purpose of the letter
- immediately draws attention to the topic of the letter
- allows the writer to refer to it throughout the letter
- should be less than one line/one or two words

Reference line

e.g.

Ref No: 99887/09

- indicates what the letter refers to, e.g. an order number
(Your Ref. / Our Ref.)
- can be placed instead of the subject title

Salutation

Example:

Dear Sir,
Dear Sirs,
Dear Madam,
Dear Sir or Madam,
Dear Mr. Smith,

- followed by a comma (,) or a colon (:)

Body of the letter

Length

- Depends on the subject and the style of the letter

Style

- Formal language
- No slang, jargon, abbreviated forms
- Active rather than passive forms

Structure

- three paragraphs
- one paragraph = one idea

First paragraph:

- State the main idea in the first or second sentence of your letter.
- These sentences should catch the reader's eye and get him to react to your letter.

In the first paragraph you will:

- Thank your correspondent for his letter (if replying),
- Introduce yourself and your company if necessary,
- State the subject of the letter, and
- Set out the purpose of the letter.

Second paragraph:

It is the main part of the letter.

It is concerned with:

- points that need to be made,
- answers you want to give or
- questions you want to ask.

Final paragraph:

When closing the letter

- Thank the person for writing, if you reply.
- Encourage further enquiries and correspondence.
- Mention that you look forward to be hearing from the person soon.
- Important issues from the previous paragraphs may be restated.

Complimentary close

Yours sincerely,
Yours faithfully,
Yours truly, Truly yours (Am.)
Best regards,

- If the letter begins with *Dear Sir, Dear Sirs, Dear Madam, or Dear Sir or Madam*, it will close with ***Yours faithfully.***
- If the letter begins with personal name (*Dear Mr. Smith*), it will close with ***Yours sincerely.***

Signature block

HANDWRITTEN SIGNATURE

+

TYPED NAME

+

JOB TITLE

Enclosure line

Enc.: or Encl.: CV (5 copies)

- Enclosures may include leaflets, business cards, CVs and other documents
- Mentioned at the bottom of the letter to avoid overlooking them
- If there are a number of documents, these are listed.

Copies line - c.c. (carbon copies)

e.g.

c.c. Mr. Jones

- Used when copies of the letter are sent to people other than the named recipient
- Individuals receiving the copies need to be listed by full name and title

Per pro

e.g.

p.p. / per pro Julie Connell

- The term *per pro* is sometimes used in signatures and means:
for and on behalf of.

Postscript

e.g.

P.S.

- A note for additional attention is usually put on the left, two or three lines below the last line

Decide if the following sentences are true (T) or false (F).

1. If a letter begins with the receiver's name, e.g. *Dear Mr Ross*, it will close with *Yours faithfully*. F
2. The abbreviation c.c. stands for 'correct carbons'. F
3. If you were writing a letter to Mr Peter Smith, you would open with *Dear Mr Peter Smith*. F
4. In the USA, it is correct to open a letter with the salutation *Gentlemen*. T
5. The abbreviation *enc.* or *encl.* means there are enclosures with a letter. T

6. In the UK, the abbreviated date 2.6.95 on a letter means 6 February 1995. F
7. If a secretary signs her name on a letter and her signature is followed by *p.p.* (per pro) *Daniel Harris*, it means she is signing on behalf of Daniel Harris. T
8. If you did not know whether a female correspondent was married or not, it would be correct to use the term Ms, e.g. *Ms Tessa Groves*, instead of *Miss* or *Mrs.* T
9. We always use a comma after the salutation e.g. Dear Mr Bond, F
10. Rather than use in the UK close of Yours sincerely/faithfully, Americans often choose what? Yours truly,

Key

1. F (it should end with *Yours sincerely*)
2. F (it stands for *carbon copies*)
3. F (you open with *Dear Mr. Smith*)
4. T
5. T
6. F (it means *2 June*)
7. T
8. T
9. F (you can use a colon : or nothing)
10. *Yours truly*

POINTS TO REMEMBER

- Plan your letter before you start writing to make sure it says everything you want to say and says it in a logical sequence.
- Accuracy is important. Pay attention to titles, names and addresses, prices and specifications, enclosures.
- Ask yourself if the recipient will understand your letter quickly.

- Include just the right amount of information in your letter.
- Use a simple but polite style of language.
- Your letter should be clear. Take care with abbreviations.

STYLE OF THE LETTER

- Avoid slang, jargon, buzz words, and elitist language.
- Avoid the passive voice. Use the active voice and active verbs.
- Use full forms.
- Be brief. Give short but clear explanations, instructions, reasons. Be specific. State the facts.
- Be pleasant, positive, lively, and encouraging.
- Use the word “you” in the opening sentence, but avoid using too many “you”-s in your letter.
- “I”- should be used when you are speaking about yourself.
- “We”- should be used when speaking on behalf of your company or a group of associates.

BASIC RULES OF LETTER WRITING

BASIC RULES OF LETTER WRITING

Capitalization

Punctuation

Spelling

Numerals

Capitalize...

The first word of a salutation and complimentary close

e.g. Dear Mr. Adams,

e.g. Very truly yours,

Titles

e.g. *Prime Minister, Human Resources Manager, **Mr** Johnson*

Names of organizations

e.g. Environmental Protection Agency, Production Department

Names of places and regions:

e.g. Wall Street, New York, Brooklyn Bridge

Names of nationalities and languages:

e.g. Americans, Serbs, Gaelic, French

Days, Months, and Holidays

e.g. *Monday*

Memorial Day

Christmas

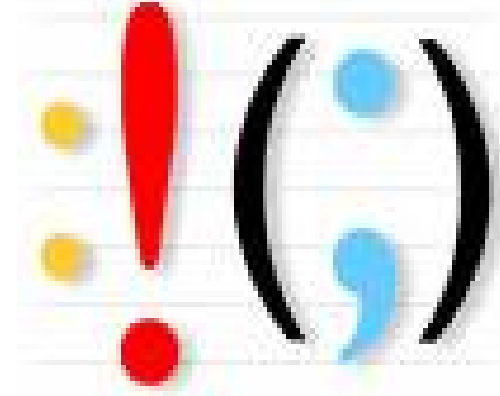
March

Note...

- DO NOT capitalize **You** in business letters as a sign of courtesy
e.g. I would like to invite **you** to the conference next month.

PUNCTUATION

Comma (,)
Semicolon (;)
Colon (:)
Apostrophe (‘)
Exclamation Point (!)
Hyphen (-)
Brackets ()
Period - Full stop (.)
Question Mark (?)
Quotation Marks (“ ”)



Note...

- After the salutation, use a comma or a colon:
e.g. Dear Mr Jones, or Ladies and Gentlemen:
- It is not necessary to put a period (.) after Mr and Mrs
e.g. Mr Smith and Mr. Smith
- Do NOT use exclamation marks in business letters
- In English, both quotation marks are placed up
- e.g. “An Introduction”

Also note...

- Comma is used in numbers with four or more figures

e. g. 5,000 15,000 5,000,000

- Period is used in decimal numbers

e.g. 3.5 \$ 5.4 M

- Comma separates year from the month and day in full dates:

e.g. February 6, 1991

- A colon separates hour and minute in time:

e.g. 3:45 p.m.

NUMBERS

- Spell out numbers from zero to ten and use figures for numbers 11 and above
e.g. **seven** applicants **13** candidates
- When a sentence begins with a number, spell it out (calendar years are the exception):
e.g. **Fifteen thousand** feet of wire was lost.
- Always write decimals in figures:
e.g. **100.23** mm

NUMBERS

- When two or more numbers appear in one sentence, use figures if one is below 10 and the other above 10:



e.g. About **15** orders were delivered on **2** trucks.

- Always use figures with abbreviations and symbols.

e.g. # **167**

- If a number forms part of a corporate name or a set phrase, use the exact style on the letterhead

e.g. Twentieth Century-Fox Film Corp.

MONEY

- Use figures to express amounts of money
e.g. \$18.50
- Money in even amounts of a million or more may be expressed partially in words or in abbreviation:
*e.g. **\$8.5 billion** or **\$8.5B***
- Spell out indefinite amounts of money:
*e.g. **several thousands of dollars***



PERCENTAGES

- Express percentages in figures and spell out the *word percent*
*e.g. The interest is **5 percent** a year.*

CLOCK TIME

- Always use figures with *a.m. or p.m.*
*e.g. **3:50 p.m.***

LET'S PRACTISE!

How can you make these constructions more formal?

1. I'm writing to you because I want to ask about the job ad I saw on your website.

> I **am** writing to apply for the job position **advertized** on your website library.com on January 14, 2021.

2. Do you organize similar projects every summer?

> I was wondering **if/whether** you **organized** similar projects every summer.

3. Can you tell me more about it?

> I **would be grateful if** you could provide me with some further information.

How can you make these constructions more formal?

4. I need your help.

> I require your **assistance**.

5. Could you please talk some more about that subject?

> Could you please **elaborate on** that subject?

> I would appreciate some further information on this matter.

6. I'm writing to find out about...

> I **am** writing to **enquire** about...

7. I'm very sorry about...

> Please accept my apologies.

> I **regret to** inform you that...

8. I've attached a copy of my CV.

> Please find attached / enclosed my CV.

> I enclose my CV herewith for your perusal.

9. If you want to talk to me, I can come and see you any time you like.

> If you feel that my qualifications meet your requirements, note that I am available for an interview at your convenience.

EXERCISE

- Each line of the following letter contains a mistake.
- The mistake refers to punctuation, capitalization, spelling and numeral use.
- Find it and correct it.

- Mrs. Clara Winters
- Wall Street 23, USA, New York

- 26.5.2002.

- Dear “customer service Representative”
- I recently purchased 1 of your Tiny Tents (Model #four seven four) for my daughter.
- Unfortunately after viewing the components that came with the product I discovered that 3 of the parts were missing.
- I am writing to request replacements; for the missing part. If reasonable arrangements are not made within 7 business days: I will return the tent to the store I purchased it from and expect a full refund.
- I sincerely hope this is a one time incident - and that any future Purchases I make will live up to the standard, we have come to expect from your Company

- sincerely,
- Clara Winters

- **mrs. Clara Winters** → Clara Winters
- **Wall Street 23, USA, New York** → 23 Wall Street, New York, USA
- **26.5.2002.** → May 26, 2002
- **Dear “customer service Representative”** → Dear Sir or Madam,
- **I recently purchased 1 of your Tiny Tents (Model #four seven four) for my daughter.** → one, #474
- **Unfortunately after** viewing the components that came with the product I discovered that **3** of the parts were missing. → Unfortunately, after...
→ three
- **i am writing to request replacements; for the missing part If** reasonable arrangements are not made within **7** business days: → I leave out semicolon add full stop
→ seven, comma
I will return the tent to the store I purchased it from and expect a full refund.
- **I sincerely** hope this is a one time incident - and that any future **Purchases** I make will live up to the standard, **we** have come to expect from your **Company** → sincerely omit -
→ purchases no comma
company.
- **sincerely,** → Yours faithfully,
- **Clara winters** → Winters Clara,
Production Manager

Business Letter Elements

- <https://learningapps.org/24170296>

FCE - Writing a formal letter

- https://www.englishrevealed.co.uk/FCE/fce_writing_punctuation/fce_formal_letter.php