



evropský
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EVROPSKÁ UNIE



MINISTERSTVO ŠKOLSTVÍ,
MLÁDEŽE A TĚLOVÝCHOVY



OP Vzdělávání
pro konkurenceschopnost



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

Business Correspondence

A letter – it is quite a common type of communication between people. Recently, its form and importance has changed a lot with the development of various inventions connected with communication. For example, telephone, mobile phone and, last but not least, the internet.

The form of personal letter can be different and there are no rules for writing it. However, we may find one „rule“: most of them are sent electronically today. On the other hand, business letters must have special form in spite of the fact how they are sent.

The **business letter** is one of the most important sort of communication in the world of work. The well-written letter can open your door to a lot of opportunities and vice-versa.

There is a motto of quality business communication: „**express yourself briefly and clearly**“. What does it mean?

- write only **one-page** letter
- try to hold reader's interest in your **first sentence**
- your letter has to contain **introduction, subject matter and conclusion**. Do not tire the recipient with useless details.
- keep your sentences and paragraphs as **short and clear** as possible. Do not write long and complicated words and compound sentences.
- try to **avoid negative words** (they may evoke negative ideas), **humor and irony** (they can divert attention from the real purpose of the letter).
- type your letter and **keep** all **the typing rules** (space after comma etc.), separate the paragraphs, **sign at the end**. Your formal mistakes can spoil your chances.
- save the copy** of the letter

How to write an effective email

- use a **subject** line that tells the other person what the e-mail is about. Do not just write „Information“ or „Your e-mail“.
- if you are writing to someone you do not know, start by saying **who you are** and **why** you are writing.
- use written **greetings** (Dear Mr. Smith) and **endings** (yours sincerely), just as you would in a letter.
- use **short, clear sentences**.
- use **paragraphs** for different subjects. Leave a space between them.
- in business e-mails, always use a **formal and polite tone**. Do not be too informal or familiar.
- do **not** use **emoticons**, e.g. ☺, or **acronyms**, e.g. BTW (by the way).
- do **not** write in **CAPITAL LETTERS** – this is like shouting.
- do **not repeat** yourself – try not to use the same word more than once in a paragraph.
- check your spelling and punctuation** – are they correct? If you are worried about your spelling, use a spell check.

There are lots of types of business letters. Everybody meets two of them: curriculum vitae (c.v.) and cover letter.

Curriculum vitae (c.v. or CV)

describes your person in detail and, together with the cover letter, makes the first impress about you. Of course, well-written c.v. can not guarantee your admission but badly-written one can definitely spoil your chances.

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The c.v. contains:

Your **name** and surname, degree.

Your permanent **address**

Address, telephone, e-mail addresses where you can be reached now.

Date of birth

Marital status

Education

The highest comes the first.

Work experience

Since the present to the past, you can include previous jobs, summer jobs, volunteer work, even informal jobs such as babysitting or picking fruit abroad.

Additional **skills**

Which may be connected with your expected job.

Languages

References from your previous jobs

If required or write the note that you can give them upon request.

Hobbies and interests

If they apply somehow to the job.

Remarks

Things important for you: non-smoking area, working hours etc.

The number one rule when writing your c.v.: **check it for spelling mistakes!** (especially if you write it for an international company in English)

In your c.v. do NOT:

- **distort** your education and work experience
- give **reasons for the change** of your job (you will have chance during the interview)
- give your **personal details** (tallness, weight, race, religion,...)
- write about your **current salary** and your vision for the future (let it be for the interview)

Example:

Curriculum vitae	
PERSONAL DATA	
Name, Degree:	Jan Novák, Bc.
Date and Place of Birth:	15.09.1985, Ostrava
Nationality:	Czech
Sex:	Male
Marital Status:	Single
PERMANENT ADDRESS	
Address:	Zengrova 1, 703 00 Ostrava
Country:	Czech Republic
Phone Number:	00420 732785614
e-mail:	j.novak@seznam.cz
EDUCATIONAL BACKGROUND	
University Name:	University of Ostrava
Address:	Reální 6, Ostrava
Expected on:	2008
Degree:	Bc. Tourism

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EMPLOYMENT HISTORY

Company: Student Agency Ostrava
From – to: 2008 – January 2010
Position: tourist guide

LANGUAGES

English – very good
German – very good
Russian – good

ADDITIONAL SKILLS

Photography, computer, driving licence gr. B

REFERENCES

upon request

HOBBIES

sport, travelling, music

REMARKS

nonsmoker

Cover letter

Your CV (resumé) should be accompanied by what is called a cover letter. It is usually the first document that potential employers read when they receive your application. A cover letter puts your CV in context with the position you are applying for. While the CV is a description of your experience and abilities, the cover letter should explain the reasons for your interest, present your motivation and knowledge of the company. A cover letter should be typed in whole sentences. Try to write short paragraphs. Usually four of them are sufficient. Do not forget to check it for spelling mistakes.

The structure**Header**

Your name, address and date (in the top right-hand corner)
Name of the recruiter and his / her title
Company
Address

Greeting

Dear Mr. / Ms. Last Name

You should try to address your letter to a named person. If you do not succeed, write *Dear Sir or Madam*

Introduction

Inform your potential employer about which position you are applying for and where you saw it advertised.

The middle paragraph(s)

Describe what you have to offer the potential employer. Mention specifically how your qualifications match the job for which you are applying. Remember, you are expanding on your CV, not merely repeating it.

The final paragraph

Conclude your cover letter by thanking the potential employer for considering you for the position. Include also information on how you will follow up (e.g. email)

Closing

A cover letter is a formal document. You have to close it with the formal closing words like *Yours sincerely*, *Kind regards*, *Respectfully yours* or *Yours faithfully* and your name and sign, of course.

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Example:

Name

Address of company

Dear (name),

I am interested in applying for the position of (job title), which was advertised (on internet website, in newspaper, etc.) on (date). I have just graduated from (name of school, type of school, city) and I can start working on (date).

Attached is my c.v. I look forward to the opportunity to meet you in an interview and to the possibility of working for (Company).

Yours sincerely,

(your name)

(telephone, e-mail, address where you can be contacted)

(date)

In the business world you can meet lots of **specialized letters**. There are, for example, demand, enquiry, reply to enquiry, order, advice of dispatch, complaint, correspondence with agent. All of them follow the rules written above and keep this form:

Sender's address (could be in the middle of the page)

Receiver's address

Date

e.g. 15th May, 2010

15 May, 2010

May 15, 2010

May 15th, 2010

Object

You can underline it later in the text

Salutation

e.g. Dear Sir, Dear Madam, Dear Mr. Brown, Dear Ms. Johnson, Dear Sir or Madam, Gentlemen (USA)

Text

All the lines can begin on the left side. You can distinguish the paragraphs by making the space between them and indenting the first line. The text starts with the capital letter.

Closing

Use some of these formal phrases: Yours sincerely, Yours faithfully, Yours truly, Respectfully yours, Very truly yours.

Signature

Enclosures

You can use abbreviations Enc., Encl., Enc's.

P.S. – postscript

N.B. – Nota bene (notice especially)

Conveyed to

You can use abr. „cc“ – carbon copy notation



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If you write „paper“ letter (not e-mail), you have to know the rules for writing the envelope, too.

Example:

Return address	Postage stamp
Postal instructions e.g. by air mail, return if not delivered, printed matter,...	
Address In the block form	
Special instructions	

Vocabulary

opportunity	příležitost	admission	přijetí, vstup
briefly	stručně	degree	titul
clearly	jasně	marital status	stav
introduction	úvod	volunteer work	brigáda
subject matter	stať, podstata	skills	dovednosti
conclusion	závěr	upon request	na vyžádání
recipient	adresát	distort	zkreslit
compound sentence	souvěť	sufficient	dostačující
avoid	vyhnout se	recruiter	náborář
divert attention	odvést pozornost	advertised	inzerován
paragraph	odstavec	demand, enquiry	poptávka
greeting	pozdrav	advice of dispatch	odesílací návštěví
polite	zdvořilý	complaint	reklamace
curriculum vitae	životopis	salutation	oslovení
cover letter	doprovodný dopis	enclosure	příloha
impress	dojem	conveyed to	dáno na vědomí

Tasks

1. Name at least five rules for writing business letters

2. Sort out following expressions into two categories: formal and informal.

Yours sincerely, love, kind regards, yours, respectfully yours, write soon, hello, yours faithfully, cheers, best wishes, bye, very truly yours, Dear Sir, hi, Dear Mr. Jones, yours truly

3. Write your own curriculum vitae

4. Complete the sentences with following words

experience enthusiastic trainee qualifications graduate

a. Courses or exams lead to _____.

b. _____ is what you have done in your life of work.

c. A _____ is a person who has passed a university course.

d. A _____ is a person learning a job.

e. _____ is interested and excited.

5. Match the phrases

1. Hello Amanda!

2. I'm Luigi.

3. Can you tell me about...



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4. I want to apply for...
 5. Please give me some more information.
 6. Send me your reply soon.
-
- a. Could you send me more information...
 - b. I look forward to hearing from you...
 - c. I am writing to ask about...
 - d. My name is Luigi Ferrara...
 - e. Dear Ms Lewis
 - f. I am interested in applying for...

Sources of information

Anglický obchodní dopis se vzorovými dopisy – nakl. J&M Písek 2002, ing. Jan Měšťan
Business and Commerce – Workshop – OUP 2003, Neil Wood
Časopis Bridge

Solutions

2. FORMAL: yours sincerely, kind regards, respectfully yours, yours faithfully, very truly yours, Dear Sir, Dear Mr. Jones, yours truly
4. a. qualifications
b. experience
c. graduate
d. trainee
e. enthusiastic
5. 1e, 2d, 3c, 4f, 5a, 6b