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DEPARTMENT OF ENGLISH LANGUAGE AND LITERATURE

GRADUATE QUALIFICATION WORK

on the theme

*«LINGUISTIC PECULIARITIES OF OFFICIAL
DOCUMENTS IN ENGLISH AND UZBEK LANGUAGES »*

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CONTENTS:

INTRODUCTION	
CHAPTER I. CLASSIFICATION OF OFFICIAL DOCUMENTS IN ENGLISH AND UZBEK LANGUAGES	
1.1. Official documents in the English language	
1.2. Official documents in the Uzbek language	
1.3. The Style of Official Documents and its Substyles in English and Uzbek languages	
Summary of the chapter	
CHAPTER II. LANGUAGE OF OFFICIAL DOCUMENTS IN ENGLISH AND UZBEK LANGUAGES	
2.1. Format and structure of official documents	
2.2. Lexics of official documents	
2.3. Translation problems of official documents	
Summary of the chapter	
CHAPTER III. PROBLEMS OF TEACHING WRITING OF OFFICIAL DOCUMENTS IN ENGLISH CLASSES	
3.1. Exercises dedicated to teach designing official documents in secondary school text-books	
3.2. Exercises dedicated to teach designing official documents in lyceums and vocational colleges` text-books	
Summary of the chapter	
CONCLUSION	
REFERENCES	

INTRODUCTION

The government of Uzbekistan pays great attention to the problems of reforms of education system. On this aim there was adopted a Law on Education and National programme of Personnel Training.

Besides, the first President of the Republic of Uzbekistan Islam Karimov several times in his works has mentioned the importance of learning foreign languages in spiritual development of the society: “One more important task is – to assist the development of the language, culture, customs and traditions to the all nations and nationalities residing in Uzbekistan, further expansion of possibility and conditions in this sphere”.¹

After the Independence of the country about 200 countries of the world have recognized its independence and there was established diplomatic relations with more than 100 countries, which enabled the development of diplomatic, political and cultural relations of the Republic of Uzbekistan with other countries.

Hundreds of International documents were ratified by the government of the Republic of Uzbekistan. So there appeared necessity of learning English is appeared, which is important for the development of our country. From this point of view, I decided to study the style of business correspondence and language of official documents. And I chose this topic as a theme of my graduate qualification work.

As we know writing has become an indispensable component of modern society. As civilization have to be stored and transmitted the written word will become more indispensable than it already is. Thus, writing is one the important type of communication activities.

¹ Каримов И.А. Наша высшая цель – независимость и процветание Родины, свобода и благополучия народа. – Ташкент, 2000 – С.65.

It is also an important means of instruction; it serves to reinforce and consolidate the other language skills: speaking, auding, reading. Proficiency in expressing one`s thoughts in written form promotes proficiency in the use of the spoken English.

One should bear in mind that written and spoken language are different forms of communication, each having its recognized area of operation and specific features.

Letter writing - is an essential part of communication, an intimate part of business and life experience. Each letter-writer has a characteristic way of writing, his style of writing, his way of expressing thoughts, facts, etc. But it must be emphasised that the routine of the official or semi-official business letters requires certain accepted idioms, phrases, patterns, and grammar which are found in general use today. Therefore certain skills must be acquired by practice, and details of writing must be carefully and thoroughly learnt.

The choice of this topic for my qualification paper was mostly conditioned by the fact that the students studying English at our University are almost unable to write proper business letters and official documents, the structure and content of official documents is still not studied well enough.

I think that it is very important to know a constituent parts of official documents. As nowadays more and more agreements, diplomatic documents are made in English. The structure of official documents in English and Uzbek languages differ from each other.

The subject matter of the graduate qualification work is the structure of official documents. The question of the history of official communication, the main stages of business transactions, the role of person`s feeling for the proper use of phrases as well as his knowledge of grammar are highlighted. Moreover, those phrases which are more often used in business letters are examined from the point of view of their appropriateness in different situations. The practical part contains many examples of

business letters; the occasions on which they were written and some of their characteristics are observed.

The subject of the research is to study the Functional style of English and Uzbek languages, the structure of official documents in English and Uzbek languages.

The aim of my qualification work is to study language of official documents and business letters from the lexicological point of view and make the matter of business letter writing less complicated.

The objectives and purposes of the work may be formulated as follows:

- Critical study of the material on the theme;
- Exposure of the aims, place, importance, role and contents of the aspect of letter-writing in the course of Lexicology and Business English classes;
- Defining the specificity of lexics in different spheres of business correspondence;
- Searching the peculiarities of the structure, manners and styles of official documents;
- Defining and stating the form and register, rules of writing a business letter;
- Arranging and classifying the official documents terminology according to the sphere of usage;
- Giving useful tips and advice to anyone interested in desining official documents.

Methods of the research: comparative-typological method, statistical method and component analyses method.

The results and novelty of the work: To achieve the set aims I have collected more than 50 letters on various issues of business correspondence. Then, I made a thematic classification and description of letters concerning different spheres of business (trade, finance, industry, international inquiries and reports, etc.). Having analysed each type separately, I came to the conclusion that there are certain common rules which need through studying. While searching the letters I mostly paid attention to the specific usage of lexics, semantics, manners and styles of business letter writing.

As resource for my paper I used a list of business books, various reference books, dictionaries, language textbooks, real pieces of business correspondence and different sites of the Internet.

Practical value: Nowadays, we have a great need of Business English teachers and I do hope that my qualification work could be really useful especially for them. It also contains good material for the students of language higher institutions, and could be as well appreciated by any person interested in the course of business letter writing.

My graduate qualification work consists of Introduction, two main chapters, Conclusion and References list respectively.

CHAPTER I. FUNCTIONAL STYLES OF THE ENGLISH LANGUAGE

1.1. Classification of Functional Styles of the English Language

Language means which we choose for communication depend on several factors, the most important among them being the situation of the communication act. Indeed, depending on the situation (which includes the purpose of the communication and its participants) we adhere either to informal, or to formal manner. The former is observed in everyday non-official communication which is known as *colloquial speech*. Colloquial speech occupies a prominent place in our lives, and is viewed by some linguists as a system of language means so strongly differing from those presented in the formal (literary) communication that it can be classified as an independent entity with its own peculiar units and rules of their structuring. (See the works of O. Lapteva, O. Sirotinina, L. Zemskaya.)

The literary communication, most often (but not always) materialized in the written form, is not homogeneous, and proceeding from its function (purpose) we speak of *different functional styles*. As the whole of the language itself, functional styles are also changeable. Their quantity and quality change in the course of their development. At present most scholars differentiate such functional styles: scientific, official, publicist, newspaper, belles-lettres [6.P, 32].

Functional stylistics is the most all-embracing “global” trend in style study. It studies functional style of the language. Functional style is the system of language means intended to fulfill a specific function of communication and aiming at a definite effect. It is possibly to say that the attention of the functional stylistics is focused on the message in its correlation with the communicative situation. The problem of functional styles can't avoid discussion of such most general linguistic issues as oral and written

varieties of language, the notion of the literary (standard) language, the constituents of texts larger than the sentences, the generative aspect of literary text, and some others.

Scientific style is employed in professional communication. Its most conspicuous feature is the abundance of terms denoting objects, phenomena and processes characteristic of some particular field of science and technique. Scientific style is also known for its precision, clarity and logical cohesion which is responsible for the repeated use of such cliches as: "Proceeding from..."; "As it was said above..."; "In connection with.." and other lexico-syntactical forms emphasizing the logical connection and interdependence of consecutive parts of the discourse [5.P, 45].

Official style, or the style of official documents, is the most conservative one. It preserves cast-iron forms of structuring and uses syntactical constructions and words long known as archaic and not observed anywhere else. Addressing documents and official letters, signing them, expressing the reasons and considerations leading to the subject of the document (letter) - all this is strictly regulated both lexically and syntactically. All emotiveness and subjective modality are completely banned out of this style.

Publicist style is a perfect example of the historical changeability of stylistic differentiation of discourses. In ancient Greece, e.g., it was practiced mainly in its oral form and was best known as *oratoric style*, within which views and sentiments of the addresser (orator) found their expression. Nowadays political, ideological, ethical, social beliefs and statements of the addresser are prevailingly expressed in the written form, which was labelled *publicist* in accordance with the name of the corresponding genre and its practitioners.

Publicist style is famous for its explicit pragmatic function of persuasion directed at influencing the reader and shaping his views, in accordance with the argumentation of the author. Correspondingly, we find in publicist style a blend of the rigorous logical

reasoning, reflecting the objective state of things, and a strong subjectivity reflecting the author's personal feelings and emotions towards the discussed subject. [13. P. 55].

Newspaper style, as it is evident from its name, is found in newspapers. You should not conclude though that everything published in a newspaper should be referred to the newspaper style. The paper contains vastly varying materials, some of them being publicist essays, some - feature articles, some - scientific reviews, some - official stock-exchange accounts etc., so that a daily (weekly) newspaper also offers a variety of styles.

When we mention "newspaper style", we mean informative materials, characteristic of newspaper only and not found in other publications. To attract the reader's attention to the news, special graphical means are used. British and American papers are notorious for the change of type, specific headlines, space ordering, etc.

We find here a large proportion of dates and personal names of countries, territories, institutions, individuals. To achieve the effect of objectivity and impartiality in rendering some fact or event, most of the newspaper information is published anonymously, without the name of the newsman who supplied it, with little or no subjective modality. But the position and attitude of the paper, nonetheless, become clear from the choice not only of the subject-matter but also of the words denoting international or domestic issues [5, P. 45].

I. Galperin denies the existence of this functional style. He thinks that functional style can be singled out in the written variety of language. He defines the style as the result of a deliberate careful selection of language means which in their correlation constitute this style [Galperin, P. 48].

Maltzev thinks that style is a choice but this choice is very often done unconsciously, spontaneously. He thinks that the main aim of functional style is to facilitate a communication in a certain sphere of discourse. But the rigid lay outs of business and official letters practically exclude the possibility of deliberate, careful selection. One

more example the compression in the newspapers headlines where there is a tendency to abbreviate language.

V. A. Kukharenko investigating the Functional Styles of English language gives the following classification to the Official Documents of Functional Style.

- a) diplomatic documents;
- b) business letters;
- c) military documents;
- d) legal documents².

The functional style of the English language is studied completely. The questions of official documents is studied both in English and Uzbek languages. But as the comparing languages differ structurally. So the content of official documents is also different from the point of content, form and register. So the given work aims to study characteristic features of official documents in English and Uzbek languages.

² Kukharenko V.A. A book of practice in stylistics. - M.,1986. – P. 85

1.2. The Style of Official Documents and its Substyles

According to other theoretical sources dealing with the problems of Functional style we can observe the given classification:

- 1) Language of business letters;
- 2) Language of legal documents;
- 3) Language of diplomacy;
- 4) Language of military documents;

The aim of Official Documents usually as follows:

1. to reach agreement between two contracting parties;
2. to state the conditions binding two parties in an understanding. Each of substyles of official documents makes use of special terms.

By the term of Legal documents we usually understand: military documents and diplomatic documents.

The documents use set expressions inherited from early Victorian period. This vocabulary is conservative. Legal documents contain a large proportion of formal and archaic words used in their dictionary meaning. In diplomatic and legal documents many words have Latin and French origin. There are a lot of abbreviations and conventional symbols.

The most noticeable feature of grammar is the compositional pattern. Every document has its own stereotyped form. The form itself is informative and tells you with what kind of letter we deal with.

Business letters contain:

- heading,
- addressing,
- salutation,

- the opening,
- the body,
- the closing,
- complimentary clause,
- the signature.

Syntactical features of business letters are - the predominance of extended simple and complex sentences, wide use of participial constructions, homogeneous members.

Morphological peculiarities are passive constructions, they make the letters impersonal. There is a tendency to avoid pronoun reference. Its typical feature is to frame equally important factors and to divide them by members in order to avoid ambiguity of the wrong interpretation.

The linguistic structures of Official Documents mostly comprehended as an object of newspaper style.

English newspaper style may be defined as a system of interrelated lexical, phraseological and grammatical means which is perceived by the community speaking the language as a separate unity that basically serves the purpose of informing and instructing the reader.

Since the primary function of newspaper style is to impart information, only printed matter serving this purpose comes under newspaper style proper. Such matter can be classed as:

1. brief news items and communiqués;
2. press reports (parliamentary, of court proceedings, etc.);
3. articles purely informational in character;
4. advertisements and announcements.

The most concise form of newspaper informational is the headline. The headlines of news items, apart from giving information about the subject-matter, also carry a considerable amount of appraisal (the size and arrangement of the headline, the use of

emotionally colored words and elements of emotive syntax), thus indicating the interpretation of the facts in the news item that follows.

a) Brief news items

The function of a brief news item is to inform the reader. It states only facts without giving comments. Newspaper style has its specific vocabulary features and is characterized by an extensive use of:

1. special political and economic terms;
2. non-term political vocabulary;
3. newspaper cliché;
4. abbreviations;
5. neologisms.

The following grammatical peculiarities of brief news items are of paramount importance, and may be regarded as grammatical parameters of newspaper style:

1. complex sentences with a developed system of clauses;
2. verbal constructions;
3. syntactical complexes;
4. attributive noun groups;
5. specific word order.

b) The headline

The headline is the title given to a news item of a newspaper article. The main function of the headline is to inform the reader briefly of what the news that follows is about.

Syntactically headlines are very short sentences or phrases of a variety of patterns:

1. full declarative sentences;
2. interrogative sentences;
3. nominative sentences;
4. elliptical sentences;

5. sentences with articles omitted;
6. phrases with verbals;
7. questions in the forms of statements;
8. complex sentences;
9. headlines including direct speech.

c) Advertisements and announcements

The function of advertisement and announcement is to inform the reader. There are 2 basic types of advertisements and announcements in the modern English newspaper: classified and non-classified(separate).

In classified advertisements and announcements various kinds of information are arranged according to subject-matter into sections, each bearing an appropriate name.

As for the separate advertisements and announcements, the variety of language form and subject-matter is so great that hardly any essential features common to all be pointed out.

d) The editorial

Editorials are an intermediate phenomenon bearing the stamp of both the newspaper style and the publicistic style.

The function of the editorial is to influence the reader by giving an interpretation of certain facts. Emotional coloring in editorial articles is also achieved with the help of various stylistic devices(especially metaphors and epithets), both lexical and syntactical, the use of which is largely traditional.

e) Scientific prose style

The language of science is governed by the aim of the functional style of scientific prose, which is to prove a hypothesis, to create new concepts, to disclose the internal laws of existence, development, relations between different phenomena, etc. There are following characteristic features of scientific style:

1. the logical sequence of utterances;

2. the use of terms specific to each given branch of science;
3. so-called sentence-patterns. They are of 3 types: postulatory, argumentative and formulative.
4. the use of quotations and references;
5. the frequent use of foot-note, of the reference kind, but digressive in character.

The impersonality of scientific writings can also be considered a typical feature of this style.

F) The style of official documents

In standard literary English this is the style of official documents. It is not homogeneous and is represented by the following substyles or variants: 1. the language of business documents; 2. the language of legal documents; 3. that of diplomacy; 4. that of military documents.

The main aim of this type of communication is to state the conditions binding two parties in an undertaking. The most general function of the style of official documents predetermines the peculiarities of the style. The most noticeable of all syntactical features are the compositional patterns of the variants of this style.

The over-all code of the official style falls into a system of subcodes, each characterized by its own terminological nomenclature, its own compositional form, its own variety of syntactical arrangements. But the integrating features of all these subcodes emanating from the general aim of agreement between parties, remain the following: 1. conventionality of expression; 2. absence of any emotiveness; 3. the encoded character of language; symbols and 4. a general syntactical mode of combining several pronouncements into one sentence.

CHAPTER II. STYLE OF DESIGNING OFFICIAL LETTERS IN ENGLISH AND UZBEK LANGUAGES

2.1. Format and structure of official documents

Functional stylistics is the most all-embracing “global” trend in style study. It studies functional style of the language. Functional style is the system of language means intended to fulfill a specific function of communication and aiming at a definite effect. It is possibly to say that the attention of the functional stylistics is focused on the message in its correlation with the communicative situation. The problem of functional styles can't avoid discussion of such most general linguistic issues as oral and written varieties of language, the notion of the literary (standard) language, the constituents of texts larger than the sentences, the generative aspect of literary text, and some others.

A letter's style:

Previously we created the main points of our letter, now we must transform this into a final version. To do this, four main considerations are necessary.

1.Format:

There are three main formats: blocked, semi-blocked and indented.

The former has all entries tight against the left -hand margin. The semi-blocked format sets the references and the date to the right margin for filing and retrieval purposes, with the remaining entries placed against the left margin.

The indented format follows the same layout as either of the above, but indents each paragraph by five or six spaces.

2.Prose:

Clarity of communication is the primary goal. Don't use technical jargon if the recipient is unlikely to understand it. Short sentences are less likely to be misunderstood or

misinterpreted. Be precise , don't ramble. Check each sentence to see if it is relevant.Does it add to the point ?

3. Manner:

Always try to personalise your letters. Always try to be civil and friendly even if the subject matter is stern and sensitive.Give the impression to the recipient that some effort and thought has gone into the letter.

4. Accuracy:

Once the final version of the letter has been created, polish it off with a final spelling and punctuation check.

Letter writing etiquette

Always make sure you start and end your letters correctly. If you are writing to Mrs Jane Smith then you should start the letter 'Dear Mrs Smith' and finish it with 'Yours sincerely' - N.B. 'sincerely' does not start with a capital 'S'.

Particular care is required when you are writing to a woman. If she has just written her name as Jane Smith do you start the letter 'Dear Jane' or 'Dear Ms Smith'. She might be offended if you refer to her as 'Ms' and you might not feel comfortable writing 'Dear Jane' as it sounds too familiar. To get round this problem all you have to do is ring the company and ask them how she likes to be addressed. If there is not a telephone number for the company in the advertisement just call Directory Enquires (dial 192 in the UK). When you ring the company all you have to say is that you are writing to Jane Smith and you would like to know whether she is a Ms, Mrs or Miss so your letter can be correctly addressed.

If the advertisement just says reply to J. Smith how would you address the letter? Dear Sir? or Dear Madam? Dear Mr Smith? You would be well advised to ring the company and find out J. Smith's full name and title (Mr/Mrs/Ms/Miss). Remember politeness costs you nothing, but it can really pay dividends and you will probably be the only person who has bothered to find out. This may distinguish you from everyone else

who applied - being noticed is the key to writing a potential interview-winning covering letter.

If the advertisement just says write to the Personnel Department or reply to Box Number 55 it may not be possible for you to find out who will be handling your reply. In these cases you will have to start your letter 'Dear Sir/Madam' and finish the letter with 'Yours faithfully'. Please note that 'faithfully' does not start with a capital 'F'.

4. Style of a business letter

Now I will deal with some common writing problems that do not involve rules of grammar. These problems—of parallelism, redundancy, and the like—are more rhetorical than grammatical; that is, they involve choices you must make as a writer trying to create a certain style of expression. You must determine what stylistic choices will afford greater clarity and cogency to each of your efforts to communicate. We all make different choices when faced with different communicative tasks depending on what we feel will be most effective. An expression that is appropriate for a formal letter may be utterly off-putting in an informal message.

A successful and distinctive writing style is an elusive bird of paradise. It is unmistakable once you see it but difficult to find. It involves many things: creating an appropriate voice for your purpose, choosing the right words for the subject and audience, constructing elegant sentences whose rhythm reinforces their meaning, presenting an argument in a logical fashion that is both engaging and easy to follow, finding vivid images to make thoughts accessible to your readers. You can probably add to this list. You may, for example, want to shock or jolt your audience rather than court it, and this strategy requires stylistic features that are quite different from those you would use for gentle persuasion.

Parallelism

Most memorable writing has as one of its recognizable features the ample use of parallel grammatical structures. A basic guideline about parallel constructions is to make sure that all the elements in a balanced pair or in a series have the same grammatical form. That is, if you start with a that-clause, stick with that-clauses; if you start with an infinitive, stick with infinitives; if you start with a participle, stick with participles; and so on. What you don't want is a mixed bag, as in She had a strong desire to pursue medicine and for studying literature or The scientist asked for volunteers with allergies but who had not given blood recently.

A second point is to make sure that once you have chosen the kind of grammatical forms you want to make parallel, you structure them symmetrically. Remember that an initial article, preposition, auxiliary verb, or modifier will tend to govern all elements in the series unless it is repeated for each element. For example, if you set up a series of nouns with the first modified by an adjective, the reader will expect the adjective to modify the rest of the series as well. Thus you should say The building has new lighting, plumbing, and carpeting but not The building has new lighting, plumbing, and different carpeting. The same is true for articles: He brought the rod, reel, and bait. If you want to restrict a modifier to only one noun, repeat the article for each noun: He brought the light rod, the reel, and the bait.

When you spot a faulty parallel, recast the structure to give all the elements equivalent treatment. If your new parallel construction does not seem much of an improvement, rewrite the sentence completely to avoid the parallel construction. Better to have no parallel structures than to have parallel structures that sound overblown or stilted.

Faulty parallelism is all around us. We see and hear it every day—often without taking notice. How many times have you heard Please leave your name, number, and a brief message? After waiting for the tone, have you ever objected to the imperfect symmetry of this sentence? In our most recent ballot we presented some sentences with

questionable parallelism to the usage panelists to see how tolerant they would be. As we expected, they had a range of opinions.

Crafting sentences with flawless parallelism takes effort and practice. Even if your readers don't notice or object when you make mistakes, balance and symmetry are worth striving for in your writing. There are certain constructions that are notorious for throwing things out of whack. I listed some of them below.

both ... and ...

comparisons with as and than

compound verbs

either ... or / neither ... nor

not only ... but also

rather than

In a world in which efficiency has become a prime value, most people view economy in wording as a sign of intelligence. Its opposite, therefore, is often considered a sign of stupidity. Most of us are busy and impatient people. We hate to wait. Using too many words is like asking people to stand in line until you get around to the point. It is irritating, which hardly helps when you are trying to win someone's goodwill or show that you know what you're talking about. What is worse, using too many words often makes it difficult to understand what is being said. It forces a reader to work hard to figure out what is going on, and in many cases the reader may simply decide it is not worth the effort. Another side effect of verbosity is the tendency to sound overblown, pompous, and evasive. What better way to turn off a reader?

Types of Business Correspondence

1. Correspondence on social situations
2. Appointments and Travel Arrangements

In personal meetings, talks take priority over writing, yet appointments and travel arrangements often involve correspondence. Even if appointments have been made

verbally it is wise to confirm them in writing, as a letter is clearer to all parties concerned than a telephone message, where it is easy to misinterpret dates and places.

Travel arrangements can, of course, be made without writing letters. However, correspondence is necessary if accommodation is to be booked abroad, or if one is to travel further from places outside one's own country.

Below given some examples of official letters: e.g.

International Import Corporation

44 Nasatar St. Cairo

18 August, 1997

Dear Mr. Carter,

As mentioned in my letter of 9 August, I am planning to spend a few days in London next month, on my way to the United States. The dates are now settled: I shall at Heathrow on Wednesday, 3 September (Flight BA 602 15 30) and leave on Friday night. I shall be staying at the Cumberland Hotel, Marble Arch, London W1.

On September 3 I already have some appointments, but could come to your office any time on Thursday, 4 September. Would you kindly leave a message at my hotel letting me know what time would suit you.

One of the most important matters to be discussed is the percentage of commission you could give us for distributing your SELECT copier in Egypt. As we have already indicated, 10% is unacceptable to us: we require at least 12% if we are to do a good job of selling this equipment in Egypt.

In the hope that we can come to terms, and looking forward to meeting you, I am,

Yours sincerely,

Amir Hanna

International Import Corporation

Amir Hanna

3. Invitations: Accepting and Declining

A formal invitation, usually in the form of a letter or printed card, is written in the third person, and replies also follow the same style. Other invitations are written less formally. Any written invitations should be answered in writing too, not by phone.

A distinction is made between a formal invitation, a semi-formal and informal invitation, and the correct form of reply to each is indicated. e.g.

Dear Dr Simon,

On behalf of the Russian Academy of Sciences and the Organizing Committee of the 10th International congress on brain surgery I have the honour and pleasure of extending to you an invitation to participate in the work of Congress and to give a lecture at the Plenary Session covering your area of research.

An early reply to this letter would be appreciated.

Sincerely Yours,

F.N. Pavlov, Professor

Chairman of the Organizing Committee

e.g.

Dear Dr. Truman,

I very much regret that I am unable to accept your kind invitation to a Reception to be held in Hotel Ritz at seven o'clock on Friday, the tenth of March, 2000, as I have already accepted a previous invitation for that date and time.

Yours Truly,

Simon Perry

4. Thanks for Hospitality, Requests, Complying with a Request

It is a matter of courtesy to write to your host personally if you have enjoyed his/her company's hospitality. Here you can see how to express thanks for the fulfilment of other requests, too.

e.g.

DATE: August 29, 1999

It was a pleasure meeting you today, Mr Smith. You couldn't have chosen a better restaurant. The food was superb. Thank you.

I am glad we had plenty of time to discuss the construction project. You helped clear up almost all the questions I had. And you pointed me in the right direction to find the answers to the few queries I have left.

I look forward to meeting you again in the near future. I will call you when I return from my trip to the head office and then it will be my pleasure to treat you to lunch.

Regards,

M.J. Johnson

5. Employment: Applications, Letters of Recommendation, Giving notice

When writing a letter of application, the applicant would like to say what job and conditions he or she would like to have. But a good letter of application should contain facts the prospective employer wants to know, for instance what experience the applicant has, how useful he or she will be to the company. If he has held several positions, it would be advisable for the applicant to submit a personal data sheet, the curriculum vitae, containing full personal details and information on the past experience, education and certificates or degrees, special qualifications, and possibly references.

The letter then can serve to draw the reader's attention to the candidates' suitability for the vacancy. If you are starting your career and have had one or two jobs, or none at all, all the particulars can be included in the letter itself.

A contract of employment defines the conditions of work, the working hours, holidays allowed, responsibilities and notice. It may contain a job description and give information on fringe benefits such as company pension scheme, bonuses, expenses and commission where applicable. When employment is terminated by either party, notice has to be given in writing and the set period observed. e.g.

Dear Dr. James

This letter is in response to your advertisement in the Financial Times on November 25, 1998 for a position of secretary. I have three years experience in the field of market research.

I am ready for long hours and travel required to be an effective personal secretary.

My resume is attached for your resource.

Sincerely,

J. Kvatson (Ms)

e.g.

Dear Mr Douglas,

I have been working for "Newborn Electronics" for 7 years and I always enjoyed and valued my job. As well I always enjoyed and valued my salary.

However the total crisis in the country and the recent ruble inflation make me ask for a certain adjustment of my salary which is now 8.000 rubles.

Three months ago this sum equaled to approx. 530 US dollars while today it is less the 200 US dollars.

Taking into consideration the above calculations I am requesting a salary adjustment of 17.000 rubles. Thank you in advance for your prompt consideration of this matter.

Sincerely Yours,

F.T. Petrov

e.g.

Dear Mr Hampshire:

Your work has been excellent. However, your absentee record is now overshadowing your work record. I realize that your health has been poor but one of our job requirements is regular attendance. We have difficulty scheduling when we cannot depend on your attendance.

We have discussed this subject with you several times before. Now your attendance must meet our requirements or we will have to terminate you.

Sincerely,

J. Johnson

Export Department

6. Goodwill letters: Congratulations, Introductions, Condolence, Christmas and New Year Wishes

A goodwill letter, as its name implies, is not written to obtain an order, or to collect outstanding bills. It is intended to pay for itself in another way, by building up goodwill. It is difficult to measure its value, but if this could be done businessmen would probably write goodwill letters more often.

They give both the reader and writer pleasure when the occasion arises to enclose a gift, to send good wishes, to express thanks or to remember an anniversary. Letters of introduction can also be a great help, both to a young person starting out in a particular field of business and to the established businessman wishing to expand his operations.

Goodwill letters let customers feel that they are in tough - in good times and bad - when business friends show sympathy, when they offer assistance, and when congratulations are due.

e.g.

November 30, 1997

Dear Dr. Simpson,

I want to introduce you to Ms James, who worked with me at Connaught Centre for five years.

She is a person of great intellect and work ability. Ms James is currently involved in a project which might be of interest to you, and he shall be contacting you soon to arrange a meeting.

I am sure you will benefit if you agree to see her.

Yours Sincerely,

Mr Watson

Sales Manager

e.g.

Hunters Ranch,

Paxton, Florida 32538

May 4, 1995

Dear Mr. Wembley:

My wife and I are coming to Delhi for a fairly long stay, as I have business there that will keep me several months. I know you have lived in Delhi for several years, and I wonder if you would kindly give us some introductions.

Since I shall be very occupied, my wife may feel lonely at times. If she knew one or two people whom she could visit now and again, it would be very pleasant for her. I would be most grateful for your help. If there is anything I can do for you - either here in the states or when I am in Delhi - please do not hesitate to let me know.

Sincerely yours,

Harold Canning

Mr. Clifford Wembley

c/o American Press Office

New Delhi, India

e.g.

International Office Equipment Inc.

P.O. Box 295 Nassau

Bahamas

December 18, 2000

Ladies and Gentlemen:

Near the close of another year, we would like to take this opportunity of thanking our friends and customers for their continued confidence and patronage.

We send you and your families our best wishes for Christmas and a very prosperous New Year.

Sincerely yours,

H. Raffley

2. Correspondence on business situations

1. Inquiries

An inquiry (also spelt enquiry) is sent when a businessman wants some information, especially about

- the supply of goods
- leaflets or catalogues
- quotation or prices
- samples
- terms and discounts
- availability of goods
- delivery times and deadlines
- method of transport
- insurance

A businessman will save unnecessary correspondence by giving full details that are relevant.

If a prospective customer approaches suppliers for the first time, it is useful to tell them something about his own business, the kind of goods he needs and for what purpose they are required. In this case of customers of long standing or repeat orders, the inquiry may be very simple. Often a phone call or a postcard will do.

e.g.

MATTHEWS & WILSON

Ladies' Clothing

421 Michigan Avenue

Chicago, Ill. 60602

Messrs GRANT & CLARKSON

148 Mortimer Street

London W1C 37D

England

October 21, 1993

Gentlemen:

We saw your women's dresses and suits at the London Fashion Show held in New York on October 17. The lines you showed for teenagers, the "Swinger" dresses and trouser suits would be most suitable for our market.

Would you kindly send us your quotation for spring and summer clothing that you could supply to us by the end of January next. We would require 2,000 dresses and suits in each of the sizes 10-14, and 500 in sizes 8 and 16. Please quote c.i.f. Chicago prices. Payment is normally made by letter of credit.

Thank you for an early reply.

Very truly yours,

P. Wilson. Jr.

Buyer

e.g.

WORLDWIDE DEALERS LTD.

Connaught Center

Hong Kong

The Victoria Cycle Works

P.O. Box 9734

Melbourne

June 14, 1998

Dear Sirs,

Our business agents in India have asked us for quotations for 10,000 bicycles, to be exported to Sri Lanka, India, Pakistan and Nepal.

Please let us know what quantities you are able to deliver at regular intervals, quoting your best terms f.o.b. Brisbane. We shall handle export formalities, but would ask you to calculate container transport to Brisbane for onward shipment.

Yours faithfully,

P. King

Asst. Export Manager

2. Quotations. Offers

The quotation in reply to an inquiry may be a simple one, containing simply the prices and other information asked for. The sales-conscious businessman, however, will take the opportunity to stimulate his correspondent's interest in his goods or services by including a sales message and the assurance that the customer will receive personal attention.

Offers are also sent without a preceding inquiry when a supplier wants to draw the attention of customers and new customers to a special product or range of goods. A firm offer is subject to certain conditions, a deadline for the receipt of orders, or a special price for certain quantities.

3. Sales Letters

Direct advertising, in the form of letters to a selected group of readers, is an effective way to promote sales. Such sales letters should appeal to the potential customer. They should:

- arouse the reader's attention
- create desire to make use of your offer
- convince him that these products or services are the best ones for him
- activate him to place an order

Almost any communication can be used as a sales letter. Announcements to customers and others or important changes can be used to make your company, your products or services better known to the public, and to attract buyers.

e.g.

FARMERS FRUIT PRODUCTS

Taunton, Somerset

England

November 2000

Dear Sir,

In the field of fruit preserves, English jams marmalades have been regarded as the best for the century and a half. Their reputation is spread by everyone who tastes them: they are recommended by word of mouth to relatives, friends and many prospective customers. English fruit farmers supply FARMARES with the best quality produce from their orchards and gardens. Fresh citrus fruits are imported from Spain and Israel all year round.

Please refer to the enclosed price-list, and let us know your requirements on the form attached. You may be able to profit from special terms on your initial order. Delivery can be made shortly after we receive your order. FARMERS look forward to hearing from you soon

Yours faithfully,

FARMERS FRUIT PRODUCTS

4. Counter-Proposals, Concessions

A buyer need not accept the prices and terms offered by the seller unconditionally. There will often be good reason to make a counter-proposal with the object of obtaining better prices or terms, or a shorter time of delivery. As a result of these negotiations, the

supplier could make a concession, particularly for an introductory sale, or if the customer places a large order.

e.g.

Roberts Import Company

Av. Rio de Janeiro

Grupo 505

Rio de Janeiro

Farmers fruit products

Taunton, Somerset

England

16 November, 1998

Style and punctuation of addresses

Both the addresses may be 'blocked' (i.e. each line is vertically aligned with the one above) or 'indented', as below:

Bredgade 51,

DK 1269,

Copenhagen K, DENMARK

There are no rules stating that one style or the other must be used, though blocking, at least in addresses, is more common. In any case you must be consistent, i.e. do not block the sender's address and then indent the inside address.

If punctuation is used, each line of the address is followed by a comma, except the last line. But, the majority of firms now use open punctuation, i.e. without any commas.

'For the attention of'

An alternative to including the recipient's name or position in the address is to use an 'attention of'. e.g. For the attention of Mr. R. Singh (British English) or

Attention: Mr. E.G. Glass, Jr. (American English)

Salutations

- Dear Sir opens a letter written to a man whose name you do not know.
- Dear Sirs is used to address a company. Note: in the US - Gentlemen.
- Dear Madam is used to address a woman, whether single or married, whose name you do not know.
- Dear Sir or Madam is used to address a person you know neither the name nor the sex.
- When you do not know the name of the person you are writing to, the salutation takes the form of Dear followed by a courtesy title and the person's surname. Initials or first names are not generally used in salutations: Dear Mr Smith, not Dear Mr J. Smith. The comma after the salutation is optional.

The body of the letter

This may be indented or blocked. It is a matter of choice. Whichever style you use, you must be consistent and use that style all through the letter.

It is usual to leave a line space between paragraphs in the body of the letter; if the blocked style is used, this is essential.

For the information concerning the linguistic aspect of writing the body of the letter, consult the following chapters of my qualification work.

Complimentary closes

- If the letter begins with Dear Sir, Dear Sirs, Dear Madam, Dear Sir or Madam, it will close with Yours faithfully.

- If the letter begins with a personal name - Dear Mr James, Dear Mr. Robinson - it will close with Yours sincerely.
- Avoid closing with old-fashioned phrases such as We remain your faithfully, or Respectfully yours, etc.
- Note that Americans tend to close even formal letters with Yours truly or Truly yours, which is unusual in the UK in commercial correspondence. But a letter to a friend or acquaintance may end with Yours truly or the casual Best wishes.

The comma after the complimentary close is optional. The position of the complimentary close - on the right, left or in the center of the page - is the matter of choice. It depends on the style of the letter (blocked letters tend to put the close on the left, indented letters tend to put them in the centre) and on the firm's preference.

Signature

Always type your name after your handwritten signature and your position in the firm after you typed signature. This is known as 'the signature block'. Even though you may think your signature is easy to read, letters such as 'a', 'e', 'o', and 'v' can easily be confused.

It is, to some extent, a matter of choice whether you sign with your initial(s), e.g. D. Jenkins, or your given name, e.g. David Jenkins, and whether you include a courtesy title, e.g. Mr., Mrs., Miss, Ms. In your signature block. But if you give neither your given name nor your title, your correspondent will not be able to identify your sex and may give you the wrong title when he/she replies. It is safer therefore, to sign to sign with your given name, and safest of all to include your title.

Including titles in signatures is, in fact, more common among women than among men, partly because many women like to make it clear either that they are married (Mrs.) or unmarried (Miss) or that their marital status is not relevant (Ms.), and partly because there is a tendency to believe that important positions in a company can only be

held by men. It would do no harm for men to start including their titles in their signatures.

Per pro

The term 'per pro' (p.p.) is sometimes used in signatures and means 'for and on behalf of'. Secretaries sometimes use p.p. when signing a letter on behalf of their bosses.

When writing on behalf of your company, it is useful to indicate your position in the firm in the signature.

Enclosures

If there are many enclosures, e.g. leaflets, prospectus, etc., with the letter, these may be mentioned in the body of the letter. But many firms in any case write Enc. or Encl. At the bottom of the letter, and if there are a number of documents, these are listed, e.g. Enc.

Bill of lading (5 copies)

Insurance certificate (1 copy)

Bill of exchange (1 copy)

Some further features of a business letter

1. 'Private and confidential'

This phrase may be written at the head of a letter above salutation, and more importantly on the envelope, in cases where the letter is intended only for the eyes of the named recipient.

There are many variations of the phrase - 'Confidential', 'Strictly Confidential' - but little difference in meaning between them.

2. Subject title

Some firms open their letters with a subject title (beneath the salutation). This provides a further reference, saves introducing the subject in the first paragraph, immediately draws

attention to the topic of the letter, and allows the writer to refer to it throughout the letter.

It is not necessary to begin the subject title with Re: e.g. Re: Application for the post of typist.

3. Copies

- c.c. (= carbon copies) is written, usually at the end of the letter, when copies are sent to people other than the named recipient.
- b.c.c. (=blind carbon copies) is written at the copies themselves, though not, on the top copy, when you do not want the named recipient to know that other people have received the copies as well.

Content of a business letter

Length

How long should a letter be? The answer is as long as necessary and this will depend on the subject of the letter.

It may be a simple subject, e.g. thanking a customer for a cheque, or quite complicated, e.g. explaining how a group insurance policy works. It is a question of how much information you put in the letter: you may give too little (even for a brief subject), in which case your letter will be too short, or too much (even for a complicated subject), in which case it will be too long. Your style and the kind of language you use can also affect the length. The right length includes the right amount of information.

The three letters that follow are written by different people in reply to the same enquiry from a Mr. Arrand about the company's product:

Dear Mr. Arrand,

Thank you very much for your enquiry of 5 November which we receive today. We often receive enquiries from large stores and always welcome them, particularly at this time of the year when we know that you will be stocking for Christmas.

We have enclosed our winter catalogue and are sure you will be extremely impressed by the wide range of watches that we stock. You will see that they range from the traditional to the latest in quartz movements and include ranges for men, women and children, with prices that should suit upper-market bracket priced at several hundred pounds. But whether you buy a cheaper or more expensive model we guarantee all merchandise for two years with a full service.

Enclosed you will also find our price-list giving full details on c.i.f. prices to London and explaining our discounts which we think you will find very generous and which we hope will take full advantage of.

We are always available to offer you further information about our products and can promise you personal attention whenever you require it. This service is given to all our customers throughout the world, and as you probably know, we deal with countries from the Far East to Europe and Latin America., and this fact alone bears out our reputation which has been established for more than a hundred years and has made our motto a household world - Time for Everyone.

Once again may we thank you for your enquiry and say that we look forward to hearing from you in the near future?

Yours sincerely,

There are a number of things wrong with a letter of this sort. Though it tries to advertise the products and the company itself, it is too wordy.

There is no need to explain that stores or shops are stocking for Christmas; the customer is aware of this. Rather than draw attention to certain items the customer might be interested in, the letter only explains what the customer can already see, that there is a wide selection of watches in the catalogue covering the full range of market prices.

In addition, the writer goes on unnecessarily to explain which countries the firm sells to, the history of company and its rather unimpressive motto.

Order and sequence

As well as containing the right amount of information, the letter should also make all the necessary points in a logical sequence, with each idea or piece of information linking up with the previous one in a pattern that can be followed. Do not jump around making a statement, switching to other subjects, then referring back to the point you made a few sentences or paragraphs before.

Paragraphs

1. First paragraph

The first sentence or paragraph of a letter is an important one since it gets the tone of the letter and gives your reader his first impression of you and your company. Generally speaking, in the first paragraph you will thank your correspondent for his letter (if replying to an enquiry), introduce yourself and your company if necessary, state the subject of the letter, and set out the purpose of the letter. Here are two examples:

Thank you for your enquiry dated 8 July in which you asked us about our range of cosmetics. As you have probably seen in our advertisements in fashion magazines, we appeal to a wide age-group from the teenage market through to more mature women, with our products being retailed in leading stores throughout the world.

Thank you for your letter of 19 August which I received today. We can certainly supply you with the industrial floor coverings you asked about, and enclosed you will find a catalogue illustrating our wide range of products, which are used in factories and offices throughout the world.

2. Middle paragraphs

This is the main part of your letter and will concern the points that need to be made, answers you wish to give, or questions you want to ask. As this can vary widely with the type of letter that you are writing, it is dwelt in other parts of my diploma work.

It is in the middle paragraphs of a letter that planning is most important, to make sure that your points are made clearly, fully and in logical sequence.

3. Final paragraph

When closing the letter, you should thank the person for writing, if your letter is a reply and if you have not done this at the beginning. Encourage further enquiries or correspondence, and mention that you look forward to hearing from your correspondent soon. You may also wish to restate, very briefly, one or two the most important of the points you have made in the main part of the letter. Here are some examples:

Once again thank you for writing to us, and please contact us if you would like any further information. To go briefly over the points I have made - all prices are quoted c.i.f. Yokohama; delivery would be six weeks from receipt of order; and payment should be made by bank draft. I look forward to hearing from you soon.

I hope I have covered all the questions you asked, but please contact me if there are any other details you require. May I just point out that the summer season will soon be with us, so please place an order as soon as possible so that it can be met in good time for when the season starts. I hope to hear from you in the near future.

We are sure that you have made the right choice in choosing this particular line as it is proving to be a leading seller. If there is any advice or further information you want, we shall be happy to supply it, and look forward to hearing from you.

2.2. Rules and manners for writing a business letter

- Main steps
- Technical layout of letter
- A letter's style

Writing an effective business letter is an important skill for every manager and business owner. In this brief overview we will examine the five main steps in creating an effective business letter.

Main Steps:

1. Identify your Aims:

Clearly establish what you want to achieve from the letter- whether it is to win back a dissatisfied customer or to reprimand an employee. Whatever the aim, create your letter from these goals.

2. Establish the facts:

Make sure you have the relevant accurate facts available. For a late payer, this might include relevant invoices, complaint forms, talks with your sales department and any previous correspondence from the customer.

3. Know the recipient of the letter:

Write in the language of your recipient. Try to put yourself in the position of the recipient. Read it from his point of view. Is the letter clear or open to misinterpretation. If you know the recipient, use this knowledge to phrase the letter to generate your desired response.

4. Create a sample Copy:

Having established your aims, amassed the relevant facts with a conscious view of the recipient- write down the main points of your letter.

5. Decide on Physical layout of letter.

The physical appearance of a letter consists of the paper and the envelope. The first thing a recipient sees is the envelope. It is essential that it is of suitable quality with the name and address spelt correctly. Quality envelopes and paper suggest a professional company. It is wise to make sure the envelope matches the size of the paper. While you will use 8 1/2 x 11 inches (A4 size) sized paper for the majority of letters - a 4 x 6 inches (A5) can be used for specific shorter letters. But insist that properly sized envelopes are used for this A5 size paper, allowing you maintain and convey an coordinated image.

Technical layout of letter:

1. Letterhead:

This will include your company's name, address, telephone number, fax number and email address. Include your web address if available. Other information may be required depending on the legal status of your business formation. Contact your legal adviser for exact details.

2. Name and address:

Always include the recipient's name, address and postage code. Add job title if appropriate. Double check that you have the correct spelling of the recipient 's name .

3. Date:

Always date your letters. Never abbreviate January to Jan. 31.

4. Reference:

These are optional. They are a good idea if you have a large volume of correspondence. These day modern word processors made this an easy task to complete and maintain.

5. Salutations:

The type of salutation depends on your relationship with the recipient. Always try to personalise letter thus avoiding the dear sir/madam situation.

6.Subject matter:

Again this is optional, but its inclusion can help the recipient in dealing successfully with the aims of your letter. Normally the subject sentence is preceded with the word Re: It should be placed one line below the greeting.

7.Communication:

This will contain a number of paragraphs, each paragraph dealing with one point and one point only.

8.Signature:

The signature should be clear and legible-showing you are interested in the letter and consequently the recipient. Your signature should also be followed underneath by a typed version of your name and your job title.

9.Enclosures:

If you include other material in the letter, put 'Enclosure','Enc', or 'Encs', as appropriate, two lines below the last entry.

2.3. Lexics of business letters

From the lexicological point of view isolated words and phrases mean very little. In context they mean a great deal, and in the special context of contractual undertakings they mean everything. Contract English is a prose organised according to plan.

And it includes, without limitation, the right but not the obligation to select words from a wide variety of verbal implements and write clearly, accurately, and/or with style.

Two phases of writing contracts exist: in the first, we react to proposed contracts drafted by somebody else, and in the second, which presents greater challenge, we compose our own.

A good contract reads like a classic story. It narrates, in orderly sequence, that one part should do this and another should do that, and perhaps if certain events occur, the outcome will be changed. All of the rate cards charts, and other reference material ought to be ticked off one after another according to the sense of it. Tables and figures, code words and mystical references are almost insulting unless organised and defined. Without organisation they baffle, without definition they entrap.

In strong stance one can send back the offending document and request a substitute document in comprehensible English. Otherwise a series of questions may be put by letter, and the replies often will have contractual force if the document is later contested.

Abbreviations

Abbreviations can be useful because they are quick to write and easy to read. But both parties need to know what the abbreviations stand for.

The abbreviations c.i.f. and f.o.b., for example, are recognized internationally as meaning cost, insurance, and freight and free on board. But can you be sure that your correspondent would know that o.n.o means or nearest offer?

Some international organizations, e.g. NATO, are known in all countries by the same set of initials, but many are not, e.g. EEC (European Economic Community) and UNO (United Nations Organization). National organizations, e.g. CBI (Confederation of British Industry) and TUC (Trades Union Congress), are even less likely to be known by their initials in other countries. So, if you are not absolutely certain that an abbreviation will be easily recognized, do not use it.

The International Chamber of Commerce uses a set of terms for delivery in overseas contracts - these are called Incoterms.

Now let me examine some of the abbreviations most frequently used in business correspondence. c.i.f. - cost, insurance, freight.

If consignment is to be delivered according to c.i.f., then the supplier insures the goods and pays for the whole delivery.

f.o.b. - free on board.

If consignment is to be delivered according to f.o.b., then the supplier pays for transportation to port, steamer or air shipment and dispatch; and the customer pays for onward transportation and insurance.

f.o.r. - free on rail.

It is the same as f.o.b., but for railway transportation.

c & f - cost and freight.

CPT (Carriage Paid To) named place of destination

CIP (Carriage and Insurance Paid) named place of destination

DAF (Delivery at Frontier) named place

DES (Delivery Ex Ship) named port of destination

DEQ (Delivery Ex Quay - Duty Paid) named port of destination

DDU (Delivery Duty Unpaid) named place of destination

DDP (Delivery Duty Paid) named place of destination

Ex-Works (EXW) e.g. from the factory or warehouse

FCA (Free Carrier) named place e.g. where the carrier - the plane or ship etc., pick up goods

FAS (Free Alongside Ship) with port of shipment named e.g. where the goods are leaving from

Here is list of abbreviations not mentioned above:

A/C, a/c acc. - account current

adsd - addressed

adse - addressee

ad - advertisement, pl- ads

a.m. - ante meridiem, afternoon

app. - appendix

ASAP-as soon as possible

AWB - air way bill

attn. - attention

B/E, B.E., b.e. - bill of exchange

B/L, B.L., b/l, b.l., - bill of landing

cc., cc - copies

CEO -chief executive officer

Cf. - confer, compare

Co. - company

COD - cash on delivery

contr. - contract

corp. - corporation

cur. - 1.currency, 2. Current

CV -curriculum vitae
dd - 1.dated; 2.delivered
dep., dept., - department
doc. - document,(pl-docs)
doz., dz. - dozen
eaon - except as otherwise noted
e.g. - exempli gratia, for example
enc., encl., - enclosed, enclosure
exc., excl. - except, exception, exclude, exclusion
expn - expiration
fig. - 1.figure (1,2 ,3); 2.picture, scheme
FY - fiscal year
h.a. - hoc anno- this year
hf. -half
H.Q., HQ, h.q. - headquarters
id. - idem- the same
i.e., ie -id est- that is
inc., incl. - including
inc., inc - incorporated
info - information
inv. - invoice
IOU - I owe you
L/C, l.c. l/c - letter of credit
LLC - limited liability company
Ltd., ltd. - limited
LOC - letter of commitment
mdse - merchandise, goods

memo - memorandum
M.O., m.o. - 1. mail order, 2. Money order
M.T. - metric ton
MV - merchant (motor) vessel
N/A - not applicable
N.B., NB - nota bene- an important note
NC, N.C., n/c - no charge, free
o/l - our letter
PA - power of attorney
p.a.- per annum - per year
par. - paragraph
Plc, PLC - public limited company
PO - post office
pp. - pages
pp, p.p. per pro- on behalf of
qv - quod vide- see there
R&D - research and development
rct - receipt
rept – report
re - 1 regarding, 2. Reply
ref. - reference
RSVR - repondez s'il vous plais- reply please
RMS - root-mean-square
Shipt - shipment
Sig - signature
tn. - ton
urgt - urgent

v., vs. -versus

VAT - value-added tax

VIP - very important person

v.s. - vide supra- see above

v.v - vice versa-

w/ - with

w/o - without

& - and

@ - at (when stating a unit price)

- number (AE)

Conclusion

In recent years English has become a universal business language. As such, it is potentially an instrument of order and clarity. A neatly arranged letter will certainly make a better impression on the reader, thus good letters make good business partners. But words and phrases have unexpected ways of creating binding commitments.

Letter-writing, certainly, is not the same as casual conversation, it bears only the same power of thoughts, reflections, and observations as in conversational talk, but the form may be quite different. What makes the letter so attractive and pleasing is not always the message of the letter, it is often the manner and style in which the message is written.

In the case of "scientific correspondence" the majority of letters bear mostly a semi-official character and are concerned with different situations associated with scientific activities concentrated around the organisation of scientific meetings (congresses, symposia, workshops, etc.), the arrangement of visit, invitation, publication, the exchange of scientific literature, information, etc. Letters of this kind have a tone of friendliness, naturalism. Modern English letters should not be exaggerated, overburdened, outmoded with time-worn expressions. The key note is simplicity. Modern letters tend towards using the language of conversational style.

Writing is not only a means of communication and contact, but also a record of affairs, information, events, etc. So it is necessary to feel the spirit and trend of the style in order to write a perfect letter.

Business-letter or contract law is a complex and vastly documented subject, only a lawyer can deal with it on a serious level. A number of basic principles, however, can be outlined sufficiently to mark of encounters that require the use of specialised English.

- Your knowledge of Business English lexis is crucially important;

- Include just the right amount of information in your letter. (But better to include too much than too little.)
- Plan your letter before you start writing, to make sure it says everything you want to say and says it in a logical sequence.
- Use a simple but polite style of language. Beware of idioms.
- Your letter should be clear and unambiguous. Take care with abbreviations and figures.
- Accuracy is important. Pay special attention to titles, names and addresses, references, prices, and enclosures.

Writing of business letters is highly complicated science. It is not enough for a good business letter writing to know lexics and grammar, but you should comprehend the whole range of such things as: occasions on which the particular letter is written, the style of letter, useful expressions, and accepted idioms. There are certain rules which not everybody could learn since they have to be felt by correspondents. Letter writing requires long practice and experience.

In spite of the difficulties of business correspondence, we as teachers of the English language must be able to prepare our students to be proficient in any sphere of the language.

In order to do that we must primarily know how to teach the “golden rule” which must be followed by every business correspondent that the official letter should be formal, courteous, tactful, concise, expressive, and to the point.

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