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A szakmai idegen nyelven írott
szöveg témái, tartalmi elemei,
szerkezete, formai sajátosságai



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HOW TO WRITE FORMAL BUSINESS LETTERS

WORKING SITUATION

It is a well-known fact that communication forms in business are becoming more and more involved. Instead of decrease the importance of business letters grow continually, although they have got over important changes both formally and stylistically. Companies should devote great care to giving their business partners a good impression with their letters' content and appearance. A couple of years ago firms still employed foreign correspondence clerks. Nowadays, everybody is expected to write own letters not only Hungarian but in foreign languages.

If you work for a company which does business abroad, you probably read and write a lot of English, too. Writing, just like speaking, is communication. In our letters and emails we need to express many things: authority, gratitude, dissatisfaction, etc. Expressing ourselves well and with the correct level of formality is an important skill. You have to write your letters idiomatic English, with obvious and concise drafting, in polite style. You should be attending not only to the nice form and breaking up, but the quality of paper, the appearance of printing or typing could be important, as well.

How to properly address an envelope?

How would you build a business letter up?

What should be its language and style like?

What sort of phrases and expressions can you use?

PROFESSIONAL INFORMATION CONTENT

HOW TO ADDRESS AN ENVELOPE

Most firms have envelopes with their companies' name printed on them. A secretary have to type only the mailing address and stamp the letter.



1. ábra. Parts of an envelope¹

The usual address in British style is the following:

Mr George Walker
Managing Director
Beauty Cosmetics Ltd.
25 Greenfields
Shifnal
Shropshire
TF11 8DZ
England

In British style you should use separate lines for the name or company, number and street or P.O. Box, city, county and postal code. The street name follows the number. Type of the public place like Street, Road, Avenue etc. are started with a capital letter. The British postal code is written at the end of the address. You should leave a clear space between the two halves of the postal code.

The usual address in American style is different from the British one:

Mr Frederick Wolf
Director of Marketing
Smith Printing Company
610 Sixth Avenue
Milwaukee, WI 53217
U.S.A.

The American zip code is on the line of town and state.

Finally, another important thing, that if you send a letter from Hungary abroad do not forget to place an „X” below the whole address.

¹ Source: <http://enchantedlearning.com>

THE MAIN PARTS OF A LETTER

First of all, have a look at the layout of a typical business letter:

Hungarian Electronic Trade 1

Kereskedelmi Részvénytársaság
1039 Budapest, Völgy u. 24. Tel/fax: 36/1-886-44-49

2 Public Information Department
21st Century Digital Camera Ltd.
30 Conduit Street
London

Our ref: I/26/2010
6 August 2010 3
4

5 Dear Sir or Madam

6 Requesting information

7 In the July 27 Acta Informatica I read about your new digital camera, the 3D-Lite, which can take also three dimensional pictures.

Our company distributes electronic articles all over Eastern Europe. As a sales manager, it is important that I know about new electronic products.

Would you please send me information on the mentioned camera? I would like to know when the camera will be available and how much it will cost. I need its technical specifications, too.

Thank you for your attention. I would appreciate a prompt reply.

8 Yours faithfully

9 *Kálmán Kovács*
Kálmán Kovács
Sales Manager

10 Enc.: Brochure of Hungarian Electronic Trade Inc.

2. ábra. Sample letter

The most widely accepted layout of the business letters is the so-called block style. An overall business letter is built from ten different blocks up:

1. Printed letter head
2. Inside address
3. Reference
4. Date
5. Salutation
6. Subject line

7. Body of the letter
8. Complimentary close
9. Signature
10. Enclosure

The name and address of the addressee are on the upper lefthand side. The date is on the right. No comma in the address, after the salutation and complimentary close. The paragraphs start at the margin, linespaces are between them. The sender's name and position are under the signature.

1. Heading and Inside Address

The heading contains the writer's address and the date of the letter. The writer's name is not included and only a date is needed in headings on letterhead stationery.

The inside address shows the name and address of the recipient of the letter. This information helps prevent confusion. Also, if the recipient has moved, the inside address helps to determine what to do with the letter. In the inside address, include the appropriate title of respect of the recipient; and copy the name of the company exactly as that company writes it. When you do have the names of individuals, remember to address them appropriately: Mrs, Ms, Mr, Dr, and so on. If you are not sure what is correct for an individual, try to find out how that individual signs letters or consult the forms-of-address section in a dictionary.

2. Salutation and Complimentary Close

Each business letter has a salutation and a complimentary close, which fits the used opening. The most frequently used formal salutations and complimentary closes are the following:

Dear Sir (or Madam)	→	Yours faithfully
Dear Sirs (or Gentlemen)	→	Yours faithfully
Dear Mr (Mrs, Ms, Miss) Houston	→	Yours sincerely

The salutation directly addresses the recipient of the letter and is followed by a colon (except when a friendly, familiar, sociable tone is intended, in which case a comma is used). Notice that in the simplified letter format, the salutation line is eliminated altogether. If you do not know whether the recipient is a man or woman, the traditional practice has been to write "Dear Sir" or "Dear Sirs" – but that is sexist! To avoid this problem, salutations such as "Dear Sir or Madame", "Dear Ladies and Gentlemen" have been tried – but without much general acceptance. Deleting the salutation line altogether or inserting "To Whom It May Concern" in its place, is not ordinarily a good solution either – it is impersonal.

The best solution is to make a quick, anonymous phone call to the organization and ask for a name, or address the salutation to a department name, committee name, or a position name: "Dear Personnel Department", "Dear Recruitment Committee", "Dear Chairperson", "Dear Director of Financial Aid", etc.

3. Opening and Closing Lines

The opening lines of a business letter are very important. They, with the closing lines frame what you have got to say. Why do we need an opening line in a business letter?

- to make reference to previous correspondence,
- to say how you found the recipient's name and address,
- to say why you are writing to the recipient.

Here are some good opening lines:

- With reference to your letter of 8 June, I ...
- I am writing to enquire about ...
- After having seen your advertisement in ... , I would like ...
- After having received your address from ... , I ...
- I received your address from ... and would like ...
- We/I recently wrote to you about ...
- Thank you for your letter of 8 May.
- Thank you for your letter regarding ...
- Thank you for your letter/e-mail about ...
- In reply to your letter of 8 May, ...

Why do we need a closing line?

- to make a reference to a future event,
- to repeat an apology,
- to offer help.

Let's review some good closing lines:

- If you require any further information, feel free to contact me.
- I look forward to your reply.
- I look forward to hearing from you.
- I look forward to seeing you.
- Please advise as necessary.
- We look forward to a successful working relationship in the future.
- Should you need any further information, please do not hesitate to contact me.
- Once again, I apologise for any inconvenience.
- We hope that we may continue to rely on your valued custom.
- I would appreciate your immediate attention to this matter.

4. Signature Block

Usually, you type your name four lines below the complimentary close, and sign your name in between. If you are a woman and want to make your marital status clear, use Miss, Ms, or Mrs in parentheses before the typed version of your first name. Whenever possible, include your title or the name of the position you hold just below your name.

5. Enclosures

To make sure that the recipient knows that items accompany the letter in the same envelope, use such indications as "Enclosure", "Encl.", "Enclosures (4)", etc. For example, if you send a resume and writing sample with your application letter, you would do this: "Encl.: Resume and Writing Sample". If the enclosure is lost, the recipient will know.

6. Style in Business Correspondence

State the main business, purpose, or subject matter right away. Let the reader know from the very first sentence what your letter is about. Remember that when business people open a letter, their first concern is to know what the letter is about, what its purpose is, and why they must spend their time reading it. Therefore, avoid round-about beginnings. If you are writing to apply for a job, begin with something like this: "I am writing to apply for the position you currently have open...". If you have bad news for someone, you need not spill all of it in the first sentence. Here is an example of how to avoid negative phrasing: "I am writing in response to your letter of June 13, 2010 in which you discuss problems you have had with an electronic spreadsheet purchased from our company."

If you are responding to a letter, identify that letter by its subject and date in the first paragraph or sentence. Busy recipients who write many letters themselves may not remember their letters to you. To avoid problems, identify the date and subject of the letter to which you respond.

Keep the paragraphs of most business letters short. The paragraphs of business letters tend to be short, some only a sentence long. Business letters are not read the same way as articles, reports, or books. Usually, they are read rapidly. Big, thick, dense paragraphs over ten lines, which require much concentration, may not be read carefully – or read at all.

To enable the recipient to read your letters more rapidly and to comprehend and remember the important facts or ideas, create relatively short paragraphs of between three and eight lines long. In business letters, paragraphs that are made up of only a single sentence are common and perfectly acceptable.

When you compartmentalize the contents of a business letter, you place each different segment of the discussion – every different topic of the letter – in its own paragraph. Study each paragraph of your letters for its purpose, content, or function. When you locate a paragraph that does more than one thing, consider splitting it into two paragraphs. If you discover two short separate paragraphs that do the same thing, consider joining them into one.

Provide topic indicators at the beginning of paragraphs. In the first sentence of any body paragraph of a business letter, try to locate a word or phrase that indicates the topic of that paragraph. Doing this gives recipients a clear sense of the content and purpose of each paragraph.

List or itemize whenever possible in a business letter. Listing spreads out the text of the letter, making it easier to pick up the important points rapidly.

Place important information strategically in business letters. Information in the first and last lines of paragraphs tends to be read and remembered better. Information buried in the middle of long paragraphs is easily overlooked or forgotten. Therefore, place important information in high-visibility points. For example, in application letters which must convince potential employers that you are right for a job, locate information on appealing qualities at the beginning or end of paragraphs for greater emphasis. Place less positive or detrimental information in less highly visible points in your business letters. If you have some difficult things to say, a good and honest strategy is to de-emphasize by placing them in areas of less emphasis. If a job requires three years of experience and you only have one, bury this fact in the middle or the lower half of a body paragraph of the application letter. The resulting letter will be honest and complete. It just won't emphasize weak points unnecessarily. Also important to find positive ways to express bad news in your business letters. Often, business letters must convey bad news. Such bad news can be conveyed in a tactful way. Doing so reduces the chances that business relations with the recipient of the bad news will end. To convey bad news positively, avoid such words as "cannot", "forbid", "fail", "impossible", "refuse", "prohibit", "restrict", and "deny" as much as possible.

Focus on the recipient's needs, purposes, or interests instead of your own. Avoid a self-centered focusing on your own concerns rather than those of the recipient. Even if you must talk about yourself in a business letter a great deal, do so in a way that relates your concerns to those of the recipient. This recipient-oriented style is often called the "you-attitude", that does not mean using more you's but making the recipient the main focus of the letter.

Try to avoid pompous, inflated, legal-sounding phrasing. Watch out for puffed-up, important-sounding language. This kind of language may seem business-like at first; it is actually ridiculous. Of course, such phrasing is apparently necessary in legal documents, but why use it in other writing situations? When you write a business letter, picture yourself as a plain-talking, common-sense, down-to-earth person, but do avoid slang.

Give your business letter an "action ending" whenever appropriate. It makes clear what the writer of the letter expects the recipient to do and when. Ineffective conclusions to business letters often end with rather limp, noncommittal statements such as "Hope to hear from you soon" or "Let me know if I can be of any further assistance." Instead, or in addition, specify the action the recipient should take and the schedule for that action. If, for example, you are writing a query letter, ask the editor politely to let you know of his decision if at all possible in a month.



3. ábra. Everyone wants to write appropriate letters

Finally, let's summarize the main rules of writing business letters.

Language and style of a business letter should always be simple, direct and clear. Use short sentences and short paragraphs. This makes your letter easy to read and understand.

You are able to start the sentences with „I” or „We”, so the difficult structures can be avoided. Keep out of using contracted forms, such as „I'd”, „I'll”, „won't”, „don't”, „can't”, „haven't”, etc. Use passive voices as far as possible, e.g. „Your order is being processed.” In this way you can write on behalf of the firm in a suitable style.

You should make „requests” instead of „commands”, e.g. instead of „Send me the package this week” write „If it is possible, please send me the package this week”, etc.

The information you write down should always be accurate. Make sure that facts and figures you use are correct. The meaning in the letter should be clear for yourself and the recipient. Do not forget that in business no one wants to read long irrelevant passages.

USEFUL PHRASES AND EXPRESSIONS

As mentioned in my letter of...	Mint azt ...-i levelemben említettem
We refer to your letter of...	Hivatkozunk ...-i levelükre
With reference to your letter of...	Hivatkozva ...-i levelükre
We are pleased to inform you that...	Örömmel értesítjük, hogy...
You may be aware that...	Biztosan nem kerülte el a figyelmét, hogy...
You may be interested to know that...	Talán érdekli, hogy...
Should you be unavailable at this time...	Ha Ön ebben az időpontban nem elérhető...
Should this not be convenient for you...	Amennyiben ez az Ön számára nem megfelelő...
I would be pleased to...	Örölnék, ha...
I would gladly...	Szívesen venném, ha...
I would be grateful for...	Hálás lennék, ha...

Would you kindly confirm...?	Legyen szíves visszaigazolni, hogy...
Please inform me...	Kérem értesítsen...
Please do not hesitate to contact us should you have any further information.	További információkkal szívesen állunk a rendelkezésére.
I would like to confirm that...	Ezúton szeretném visszaigazolni, hogy...
I regret to inform you that...	Sajnálattal kell közölnöm Önnel, hogy...
I am unavailable on that day.	Sajnos a kérdéses napon nem érek rá.
I apologize for the inconvenience.	Az esetleges kellemetlenségekért elnézését kérem.
We are disappointed to find that the quality of the goods you supplied does not correspond with that of the samples submitted.	Sajnálattal tapasztaltuk, hogy az önök által leszállított áru minősége eltér a mintában szereplőtől.
It is regrettable that we have not yet received the goods.	Sajnálatos, hogy az árut még nem kaptuk meg.
We must ask you to replace the damaged goods.	Arra kell kérnünk Önöket, hogy a sérült terméket szíveskedjenek kicserélni.
Please accept our apologies for this delay.	Elnézést kérünk a késedelemért.

STUDY GUIDE

First read this chapter again carefully. Above all, you should study and commit to memory the given special expressions.

The usual placement of blocks in a business letter is different in certain countries.

- Look for a sample business letter written in English at the Internet and try to identify its blocks.
- Is there any difference between a Hungarian business letter and an English one? Have a talk with your mates about it.
- What is the difference between the layout of an American and a British business letter? Collect them under your teacher's guidance.

The standard style of a business letter is not so difficult to learn and it comes automatically after a little practice.

Imagine, that your firm ordered some goods from the United States. The consignment has arrived, but there are some problems with it. Write a letter in which you make a complaint about late and incomplete delivery.

A large rectangular area with a yellow border, containing 20 horizontal lines for writing. A large, light gray watermark reading "MUNKANYAG" is diagonally overlaid across the entire page, including this section.

Suppose that one of your business partners has invited you to visit his presentation at the Vienna International Fair. Write him an answer in that you accept the invitation.

MUNSKAANYAG

Finally, summarize with your classmates what you have learnt about layout and style of business letters.

CHECK YOURSELF

Exercise 1.

Look at this envelope and circle the correct answer.



4. ábra²

a) What is the ZIP Code in the mailing address?

- A. OITA B. MD 21244 C. 21244 D. 7111

b) What state will the letter go to?

- A. MD B. Baltimore C. OITA

c) What does MD mean?

- A. Name of the city B. Labelling of the state C. Addressee is a Medical Doctor

Exercise 2.

Match the salutation forms with appropriate complimentary closes.

- | | |
|---------------------|---------------------|
| a) Dear Sir / Madam | A) Yours truly |
| b) Dear Mr Smith | B) Yours faithfully |
| c) Dear Sarah | C) Regards |
| d) Dear Ms Meyers | D) Yours sincerely |

² Source: <http://ssa.gov>

Exercise 3.

Draft the cancelling of a business meeting. Complete the text.

With reference to your letter..... 12th February, I..... to confirm that I will be
..... to meet you.....3rd April to discuss a possible partnership.

Exercise 4.

Here is a complaint. First, study the text.

„Dear Ms Park

.....(1) this morning of our order no. KA657.

.....(2), some of the crates were damaged, and on unpacking them we found a number of breakages. We would suggest this is due either to(3) or to an accident in transit.

As sale was on a CIF basis, we presume(4) from the carrier. We estimate the value of the damage at around 15,600 USD.

We will, of course, be keeping the damaged crates and their contents(5).
.....(6) the guarantee, we would be most grateful if you could
.....(7) for the damaged items. A list of these is enclosed.

We must ask you to(8) as this delay is(9).

We look forward to your replay.

Yours sincerely

Ruth White

Head of Purchasing Department”

Now, complete the text with help of next phrases:

- a) causing us great inconvenience a problem
- b) hurry up
- c) We regret that
- d) As you are bound by
- e) you will be getting compensation

- f) as evidence
- g) We were delivered
- h) send a replacement
- i) inadequate packing

MUNKKAANYAG

KEY TO THE EXERCISES**Exercise 1.**

a) C b) A c) B

Exercise 2.

a: B b: A or D c: C d: A or D

Exercise 3.

With reference to your letter **of** 12th February, I **would like** to confirm that I will be **able** to meet you **on** 3rd April to discuss a possible partnership.

Exercise 4.

1) g 2) c 3) i 4) e 5) f 6) d 7) h 8) b 9) a

FAXING AND E-MAILING

WORKING SITUATION

Traditional correspondence is slow enough, so we often send a fax or an e-mail instead. A fax is a piece of correspondence sent over the phone lines. A long fax is more expensive to send than a short one, so we have to be concise.

You should use fax to send a letter when:

- you need to send a document overseas,
- someone is difficult to get a response from on phone or e-mail,
- speed is important,
- appearance of the document is not as important as the content.

E-mailing is much cheaper than faxes, but nobody likes writing or reading long electronic messages.

If you are used to using e-mail to catch up with friends, writing a formal e-mail might feel pretty foreign to you. It is not quite the same as writing a business letter, but it is definitely a huge step in that direction.

But how would you build a fax or an e-mail up?

What sort of phrases and expressions can you use?

PROFESSIONAL INFORMATION CONTENT

SENDING FAXES

A fax – or short for facsimile – is a document sent over a phone line. Fax machines have existed, in various forms, since the 19th century, though modern fax machines became feasible only in the middle of the 70s as the sophistication of technology increased and cost of the three underlying technologies dropped. Digital fax machines first became popular in Japan, where they had a clear advantage over competing technologies like the teleprinter, since at the time it was faster to handwrite Japanese or Chinese characters than to type them. Over time, faxing gradually became affordable, and by the middle of the 80s, fax machines were very popular around the world.

Eventhough businesses usually maintain some sort of fax capability, the technology has faced increasing competition from Internet-based alternatives. However, fax machines still retain some advantages, particularly in the transmission of sensitive material which, if sent over the Internet unencrypted, may be vulnerable to interception. In some countries, because electronic signatures on contracts are not recognized by law while faxed contracts with copies of signatures are, fax machines enjoy continuing support in business.

In many corporate environments, standalone fax machines have been replaced by "fax servers" and other computerized systems capable of receiving and storing incoming faxes electronically, and then routing them to users on paper or via an e-mail. Such systems have the advantage of reducing costs by eliminating unnecessary printouts and reducing the number of inbound analog telephone lines needed by an office.

A fax transmission has two main parts:

Cover sheet → It is the first page and contains all important data.

Attachments (in case of longer messages)



FACSIMILE COVER SHEET

Date	
To	
Attention	
Phone	
Fax	
From	
Subject	
Pages	(Including Cover Sheet)

COMMENTS:

ABC Distributors, Inc. ● Tarrytown, New York 12945 ● Phone: (555) 555-5555
Email: abc@email.com ● Website: www.abcdistributors.com

5. ábra. Fax cover sheet³

On the cover sheet you should give the next information:

³ Source: <http://iworkcommunity.com>

- Addressee's name and title,
- Sender's name, title and phone number,
- Date,
- Number of pages,
- Subject,
- Message (if there are no attachments).

The most important rules of a professional fax:

Do not hand write letters. Type and print them or use a fax over internet service.

Never send confidential information such as social security numbers or credit card information over fax, it may lay on top the machine for a long time.

Use a slightly larger font than normal, data loss may cause a loss in quality.

Do not use gaudy letterhead or oversized images, your recipient will not appreciate you wasting all of their ink for bad looking results.

To avoid lost faxed letters, be sure to use a cover sheet with the recipient's name if you are faxing to an office where several people share one machine.

How to use a fax machine?

Faxing is an efficient way to quickly send documents that you do not have time to mail or the technology to scan. It is still the preferred method for sending signed documents. Fax machines can be confusing at first, however, using a personal fax machine does not have to be intimidating.



6. ábra. Fax machine⁴

We summarize the using of fax machines in five steps:

⁴ Source: <http://life123.com>

- Create a cover letter to use saying who the document is for and from as well as the intended fax number and your phone number. This alerts the office or home the fax is sent to who it is intended for. Place cover letter on top of your documents and insert them into the fax machine feeder facing in the direction the machine specifies.
- Enter the fax number into the machine. There will be a number pad just like a phone on the fax machine. Carefully type in the number so you do not make any mistakes, as it is difficult to know when you have dialed a wrong fax number.
- Hit the send key once you have properly entered all of the numbers into the machine. This will initiate the sending of the documents. The send key should be larger than the others and easy to locate. Traditionally, it is placed next to or below the keypad.
- Wait for your documents to pass through the machine and collect them when finished. Whatever you are sending will pass through a series of rollers that feed it through the machine and copy it digitally.
- Look for a confirmation page to print. This will tell you whether or not your fax successfully went through.

Sending a fax from your computer requires a fax modem and that your operating system be configured to allow you to send and receive faxes.

E-mailing

Every company sends interoffice messages through the computer. These kind of messages are called electronic mail or simply e-mail.

There are five main parts to an e-mail transmission:

- From: → Sender's name
- Date and time: → e.g. "16/8/2010 2:20pm"
- To: → Addressee's name
- Subject: → e.g. "Requesting information"
- Body: → It discusses the subject.

The sender's name, the date and time are supplied by the computer, so you only have to type in the addressee's name, the subject and your message.

In formal e-mails, we are able to use the formal letter-writing phrases, e.g. „Dear Mr..." or „Yours sincerely". „Best regards" is a very common way to end an e-mail.

Your e-mail address should be a variation of your real name, not a username or nickname. Use periods, hyphens, or underscores to secure an e-mail address that is just your name, without extra numbers or letters, if you can.



7. *ábra*⁵

Use a proper salutation. Addressing the recipient by name is preferred. Use the person's title (Mr, Mrs, Ms, or Dr) with their last name, followed by a comma or a colon. Optionally, you can precede the salutation with "Dear..." (but "Hello..." is acceptable as well). Using a last name is more formal and should be used unless you are on first-name terms with the recipient. If you do not know the name of the person you are writing to (but you really should try and find one) use "To Whom It May Concern".

Introduce yourself in the first paragraph. Also include why you are writing, and how you found that person's e-mail address, or the opportunity you are writing about.

Then write the actual message. Be sure to get your point across and do not ramble on. Be direct and to the point. If it is fluffed to be longer the reader may glance over the important details. The email should be no more than 5 paragraphs long, and each paragraph should be no more than 5 sentences long. At the end of your e-mail use one of the next complimentary closes:

- Yours sincerely
- Yours cordially
- Respectfully
- Best regards

Finally, sign with your full name. If you have a job title, include that in the line after your name, and write the company name or website in the line after that. If you do not have a job title but you have your own blog or website related to the content of the e-mail, include a link to that below your name. If the e-mail is about a job, only include a career-related website or blog, not hobbies or interests.

Double-check your message to make sure that you have contained everything that you need in your message. If it is necessary read your e-mail out loud.

⁵ Source: <http://javitas.info>

USEFUL WORDS, PHRASES AND EXPRESSIONS	
attachment	csatolmány
to dial in	kapcsolódni
to forward a mail	e-mailt továbbítani
Internet access	Internet hozzáférés
mailbox	elektronikus postafiók
Internet provider	Internet szolgáltató
recipient	címzett
to store (to file)	archiválni
to subscribe	feliratkozni
zippend file	tömörített állomány
If you need further information do not hesitate to contact us by e-mail.	Ha további információkra van szüksége, kérjük forduljon hozzánk e-mailben.
Visit our website!	Keresse fel web-oldalunkat!

STUDY GUIDE

First read this chapter again carefully. Above all, you should study and commit to memory the given special expressions.

Practice makes perfect! Write an e-mail to one of acquaintances (or your teacher) in which you asks him/her to send you a fax.

Then try to answer your acquaintance's fax.



A large rectangular box with a yellow border, containing 12 horizontal lines for writing. A large, light gray watermark reading 'MUNKAANYAG' is diagonally overlaid across the page, passing through the box.

Finally, summarize with your classmates what you have learnt about faxes and e-mails.

CHECK YOURSELF

Exercise 1.

Match the two parts of the sentences.

- | | |
|--|--|
| a) I am sorry to inform you that I | A) hearing all your news |
| b) I will call you when I | B) goes weel. |
| c) Let me know when you are next | C) all your help |
| d) I would like to thank you for | D) going to be in New York. |
| e) I look forward to | E) will be out of the office tomorrow. |
| f) I hope that the meeting | F) to invite me. |
| g) Unfortunately, the event clashes with | G) happening next week. |
| h) It was very kind of you | H) get back to Washington D.C. |
| i) I need to tell you what is | I) an important meeting. |

Exercise 2.

Rewrite the phrases and sentences in a more formal way.

- a) Good luck!
- b) We're having a get-together next week.
- c) I'll call you at the end of the week.
- d) We hope you can join us for dinner.
- h) Just to let you know that we've changed the date of the meeting.
- i) Please let us know if you can make it.
- j) Hi Thomas,
- k) We'll contact you soon.
- l) Thanks for organising the conference.

Exercise 3.

Fill in the next cover sheet with the given data and make a complaint by fax:

You are Holly Park (Phone: 215-652-8800, Fax: 215-652-8181) and you work for Wilson & Company. You ordered fifty cartons of paper from the Supplies Limited (Representative: Roland Fisher, Fax: 276-754-9923). The ordered goods were delivered on June 5, 2010, but you have got only 5 cartons.

<h1>F a x</h1>		
From:		To:
Phone:	• Fax:	Fax:
Subject:		Pages:
Date:		
Urgent []	For Review []	Reply []
Comments:		

KEY TO THE EXERCISES

Exercise 1.

a) E b) H c) D d) C e) A f) B g) I h) F i) G

Exercise 2.

- a) We wish you every success in the future.
- b) We are organising a party next week.
- c) I will call you at the end of the week.
- d) We trust that you will be able to join us for dinner.
- h) This is to inform you that we have changed the date of the meeting.
- i) Please let us know if you can attend.
- j) Dear Thomas,
- k) We will contact you in the near future.
- l) We would like to thank you for organising the conference.

Exercise 3.

F a x

From: Holly Park
Wilson & Company
Phone: 215-652-8800 • Fax: 215-652-8181
Subject: complaint
Date: June 5, 2010

To: Roland Fisher
Supplies Limited

Fax: 276-754-9923

Pages: 1

Urgent [X]

For Review []

Reply [X]

Comments:

We received only five (5) cartons of paper. We ordered fifty (50). Please send them as soon as possible.

9. ábra

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FURTHER READING

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Badger, Ian: Everyday Business English, British Council, 2005.

Lukács Júlia – Balázs István: Angol titkárnői kézikönyv, Animus Kiadó, Budapest, 1997.

A(z) 2657-06 modul a10-es szakmai tankönyvi tartalomeleme felhasználható az alábbi szakképesítésekhez:

A szakképesítés OKJ azonosító száma:	A szakképesítés megnevezése
55 812 01 0010 55 01	Idegenforgalmi szakmenedzser
55 812 01 0010 55 02	Vendéglátó szakmenedzser
55 345 01 0010 55 01	Európai uniós üzleti szakügyintéző
55 345 01 0010 55 02	Kereskedelmi szakmenedzser
55 345 01 0010 55 03	Kis- és középvállalkozási menedzser
55 345 01 0010 55 04	Külgazdasági üzletkötő
55 345 01 0010 55 05	Nemzetközi szállítmányozási és logisztikai szakügyintéző
55 345 01 0010 55 06	Reklámszervező szakmenedzser
55 345 01 0010 55 07	Üzleti szakmenedzser

A szakmai tankönyvi tartalomelem feldolgozásához ajánlott óraszám:

14 óra

MUNKANYAG

A kiadvány az Új Magyarország Fejlesztési Terv
TÁMOP 2.2.1 08/1-2008-0002 „A képzés minőségének és tartalmának
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