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ENGLISH HOTEL CORRESPONDENCE



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PREFACE

English Hotel Correspondence is written for the hospitality students. The book consists of 10 units, each of the units covers a different range of writing levels and abilities, helping each student prepare for the next writing specially in hospitality business. Each chapter is provided examples and exercises that unify the discussion and form a common, easy-to-understand basis for discussion and exploration. It aims to provide practical help in writing business correspondence. It explains how to write clearly and effectively, and demonstrates how it is possible to be polite without seeming timid, direct yet not rude, concise rather than abrupt, and firm but not inflexible.

The manual deals with the structure, technique, content, and style of business letters. It covers various types of transaction including enquiries, confirmations, refusals, e-mails, memorandum. It helps students to prepare the cover

letter and curriculum vitae when applying the job vacancies.

Denpasar, 10 June 2021

Kadek Ayu Ekasani

Ni Luh Supartini

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UNIT 1

BUSSINESS LETTER

A letter is a written or printed message addressed to a person, usually sent by post, massager or email. It is an addressed document of legal, formal or informal kind for various purposes.

A business letter is a written communication addressed to a person or organization for specific business purposes. There are many reasons to write a business letter. It could be to request direct information or action from another party, to order supplies from a supplier, to identify a mistake that was committed, to reply directly to a request, to apologize for a wrong or simply to convey goodwill. Even today, the business letter is still very useful because it produces a permanent record, is confidential, formal and delivers persuasive, well-considered messages.

The most important element you need to ensure in any

business letter is accuracy. One of the aspects of writing a business letter that requires the most accuracy is knowing which type of business letter you are writing. A number of options are available for those looking to trade in business correspondence and you will significantly increase your odds for getting a reply if you know the form you need to send.

A. TYPES OF BUSSINESS LETTER

1. Enquiry letter
2. Order letter
3. Sales letter
4. Complain letter
5. Application letter

B. PARTS OF THE LETTER

1. Letter Heading
2. Reference
3. Date
4. Inside address
5. Salutation
6. Subject line
7. Opening paragraph
8. Complimentary close
9. Signature
10. Enclosure
11. Carbon copy
12. Initial

C. STANDARD ELEMENTS OF A LETTER

1. Letter Head/ Heading.
2. Reference.
3. Date.
4. Receiver's Name and Address. (Inside Address)
5. Salutation.

6. Subject
7. Main Body.
8. Complementary Close.
9. Signature.
10. Sender's Name and Designation.

D. OPTIONAL PARTS OF LETTER

1. Attention Line.
2. Reference
3. Identification Line.
4. Enclosure.
5. Carbon Copies.

E. THE WAY OF WRITING THE DATE

British style	American style
12 th January, 2012	January 12 th , 2012
12 January 2012	January 12, 2012
The twelfth of January two thousand twelve	January the twelfth two thousand twelve

Task 1

Look at the way how to write inside address, salutation and complementary close and complete blanks!

Inside address	Salutations	Complementary close	
The personnel manager	Dear sir,	Yours faithfully,	British
	Dear sir:	Very truly yours,	American
Messrs. Marvin, Tobin &Sweetheart	Dear sirs,	British
	Dear gentlemen:	Yours truly	American
Mr. William Smith	Dear Mr. Smith,	Sincerely, Yours sincerely, With best wishes,	British
:	Sincerely yours, With best regards,	American
Mrs. Cathleen Han	,.....	British
		American
Miss Diana Lane	British

		American
--	--	-------	----------

Task 2

Arrange the following into a complete business letter and give parts name of letter below!

- Sony Electronic Corporation
- 99 Sweetmango Street
- New York, NY 56779
- USA Ref.DT/NN/13
- 07 March 2013
- Messrs. Johnson Smith & Carlson Ltd. Los Angeles, LA
- Dear sirs,
- Your order no. 23
- We have to remind you that your account for television with the above order number dated on 12th February 2013 has not been paid yet. Discount cannot now be allowed.
- You will remember that went to some trouble to meet your delivery date and we

are sure that you would not wish to inconvenience us by delaying your payment.

- A copy of the statement is enclosed, and we shall be glad to receive your check by return. Yours faithfully,
- Jonathan R. Smith Logistic manager Enc. 1
- CC: Accounting Manager

Task 3

Use the list of word choices to answer the following questions.

salutation	date	complimentary closing
signature	inside address	return address
writers typed name		body

1. _____ is the place for the writer to handwrite their name.
2. The recipients name, company name, and address are called the _____.
3. The purpose of the letter is included in the _____.

4. Yours truly, is an example of a _____.
5. The last line in a business letter is the _____.
6. The _____ is when the letter is written.
7. The _____ is the address of the letter writer.
8. Dear Mr. Johnson is a _____.

UNIT 2

TECHNIQUE IN WRITING LETTER

A. GENERAL TECHNIQUE OF LETTER WRITING

A written piece of business letter is always the ambassador of the company's image. The writer has to pay attention to style and structure. Some points should be emphasized are: clarity, conciseness and courtesy. It is important to remember some hints that are useful for anyone frequently involved in letter writing particularly in business correspondence. There are some necessary techniques should be followed are:

- a. Define the objectives of the letter
- b. Prepare the outlines and develop the letter accordingly
- c. Write in natural and conversational tone, in a warm, positive and cordial atmosphere
- d. Speak the language of the reader and use technical terms only if it is sure they are properly understood

- e. Avoid writing everything that might be considered offense by the recipient
- f. Ask the reader to take some types of action at the closing of the letter as it is expected
- g. Re-read the letter over again carefully and re-write it if needed.

B. EIGHT ESSENTIAL STEPS IN WRITING BUSINESS LETTER IN ENGLISH

1. Decide what type letter you need to write.

Business letters have a sender and a recipient (person who receives the letter). The sender can be a person or a group (like a company) and the recipient can be another person or group.

Depending on the sender's reason for writing, there are several types of letters. Have a look at the main types of business letters:

- a) Letter of complaint:** A business letter written by someone (a person or a company) who is dissatisfied with the products or services offered by a company. When writing a letter of

complaint, it is important to try to keep a polite tone, even if you are very upset or have a lot of complaints to make.

- b) Letter of inquiry:** This type of letter is written by someone who has questions about the activity of another company. If you are planning to write a letter of inquiry, make sure you try to find out as much information as you can before writing. Then make a checklist with everything else you need to find out about, so that you don't forget some important points.
- c) Cover letters:** These are written by people who are applying for jobs. They are usually sent together with a resume. A good cover letter can get you a job, but people writing cover letters often make mistakes or try too hard to impress the reader.
- d) Adjustment letters:** These letters are sent as replies to letters of complaint. They can be tricky to write because your reader is usually a

dissatisfied customer who is hoping to get the most out of a bad business situation.

e) Order letters: This type of business letter is sent to place an order with a company. Order letters need to include correct information, so you need to double-check all figures before sending them. Your language needs to be accurate so that there is no room for mistakes. It is better to use simple and clear language. Long sentences can be ambiguous (uncertain) and difficult to follow.

f) Other letters: There may be all sorts of other business situations in which people may be writing letters. For example, a person might write a letter,

- to convince others to buy their products or services.
- to recommend employees for jobs.
- to announce their resignation.

Whatever type of business letter you are writing, read on to find out more tips and specific phrases you can use to sound more professional!

2. Write a short outline.

After you have decided what type of letter you are going to write, it is important to stop and think. Write an outline before you start typing. If you don't do this, you could be wasting a lot of time. At the end, you can easily make minor changes, but big changes are more difficult to make. If you have a good plan, you won't need to make a lot of time-consuming changes.

So, first of all, start gathering all the information you can on the situation you are writing about. If you are writing a letter of complaint, you should know exactly what the problem was and what you hope to achieve as a result of your letter. If you are writing an order letter, remember to gather all the information about the product you need.

Next, write down the main ideas you want to include. You can write down full sentences, or just key words if you are in a hurry. For example, if you are writing a cover letter, your main ideas could look like this:

What job you are applying for.

Why you think you would be good for the job/why the company should hire you.

Why the job would be good for you.

When you are available for an interview.

If you know the main ideas, you know how many paragraphs you are going to write. Remember to have only one main idea in a paragraph. This will help the reader follow your points more easily, and your letter will be structured and logical. Your reader will also be happy (and you want to keep your reader happy) if your ideas are nicely connected. Remember to use connectors to make transitions within and between paragraphs.

3. Use the right layout and salutation

Business letters have quite strict rules when it comes to layout (format and order). You need to include the sender's and the recipient's addresses and follow some simple rules:

Start with the sender's address. You can write it in the top right or left corner. Don't include your name or title because these will appear at the end of your letter.

Leave an empty line and write the date just below the sender's address. If you are writing to a company in the United States, remember to use the American date format: month, date, year.

Leave another empty line and write the recipient's title, name, position and address. Pay attention to titles. We use Mr. for men, Miss for unmarried women, Ms. for women we are not sure are married and Mrs. for married women. It is always safest to just use Ms. for women. Here is an example:

*14 Bridge Street
Baviera, California 92908*

March 11, 2016

*Ms. Jane Smith
Customer Care Manager
Chapman and Litt
711-2980 Nulla Street
Mankato, Mississippi 96522*

Start the letter with the right salutation, depending on whether you know the recipient and how well you know them. In American English, we use a colon after salutations in formal business letters. In British English, we use a comma. Here are some examples:

Dear Ms. Smith: (If you know the recipient's name.)

Dear Jane: (If you know the recipient quite well and call each other by your first names.)

Dear Sir or Madam: (If you don't know the recipient's name.)

To Whom It May Concern: (If you don't have a specific person to whom you are writing. It is a bit more general than "Dear Sir or Madam." It is best to try to find a contact person when writing a business letter.)

Close the letter appropriately, depending on the salutation you used at the beginning:

(Dear Ms. Smith:) Yours sincerely / Sincerely / Sincerely yours,

(Dear Jane:) Best / Best regards / Kind regards,

(Dear Sir or Madam: / To Whom It May Concern:) Yours faithfully / Faithfully / Faithfully yours,

Sign your name if you are sending a hard copy and then write your name (your title is optional) and your position:

[Signature]

[Ms.] Rebecca Smith
Director of Acquisitions

4. Use vocabulary for the type of vocabulary you are writing

Depending on the type of business letter you are writing, you can choose to use some of the sentences and phrases suggested below.

Letters of complaint:

I am writing to complain about...

I am writing to draw your attention to...

I recently purchased ... from your company.

Not only...(did the product arrive late), but...(it was faulty as well)

As you can imagine, I was quite disappointed/upset when...

I suggest that I get a full refund.

I feel entitled to a refund.

I would be grateful if you could give me a refund.

I would appreciate it if you could replace the product.

I look forward to receiving a prompt reply.

Letters of inquiry:

I am writing to inquire about...

Would you be kind enough to provide me with some information about...

I would be appreciative if you could help me find out...

Could you tell me whether...

I would also be interested in...

Cover letters:

I am writing to apply for the position of...

I am writing in response to your advertisement...

I would like to apply for the position of...

I am particularly interested in this job because...

As you can see from my resume,...

As you will notice in my resume,...

I am currently employed by...

I am keen to pursue a career in..., because...

My main strengths are...

I would be available for an interview starting...

Should you require any further information, please do not hesitate to contact me.

Adjustment letters:

Please accept our apologies for...

We sincerely apologize for...

The mistake was apparently due to...

We are currently working on...

To prevent this from happening again,...

We understand how upset you must have been when..., but unfortunately...

Order letters:

We would like to place an order for...

We look forward to receiving your offer for...

Could you please confirm the prices for...

We are looking forward to your confirmation.

5. Check your spelling

When writing a business letter, perfect spelling is essential. If possible, use spell check to make sure your spelling is correct.

If you are writing a business letter as part of an exam, try to avoid spelling mistakes. You can simply replace words that you are not confident about with other words. For example, if you are not sure how to spell *occur*, you can use *happen* instead.

Another useful thing to do, especially if you are writing a cover letter or if you are trying to impress your reader, is to consider whether they use American or British spelling. There are a lot of words that are spelled differently, so it may be useful to have a look at this site which gives you the main difference

6. Check your grammar

Grammar mistakes are a bit trickier. Of course, the safest route is to learn the rules and practice them as much as possible. You can use grammar books

or online exercises or both, depending on what you find more convenient.

Another thing you can do is to know your grammar weak spots. For instance, do you tend to forget adding **s** for the third-person singular when using the present simple? Or do you overuse **the**? Then it is time to double-check for these mistakes.

Finally, here is a list of common grammar mistakes people make in English. Make sure you understand why they are mistakes, so that you don't make them yourself!

Your vs. you're

Mistake: Your a valued customer and we'd like to apologize for the inconvenience we've caused you.

Correct: You're a valued customer and we'd like to apologize for the inconvenience we've caused you.

Correct: Your interest is important to us.

Explanation: Your is used to express possession.

You're = You are.

Its vs. it's

Mistake: Its important that we get a reply as soon as possible.

Correct: It's important that we get a reply as soon as possible.

Correct: We did not receive the email and its attachment.

Explanation: Its is used to express possession. It's = It is.

Possessive nouns

Mistake: The employee's lack of motivation stems from their low salaries.

Correct: The employees' lack of motivation stems from their low salaries.

Explanation: With singular nouns, we add 's to express possession. With plural nouns ending in s, we just add '.

Present simple vs. present continuous

Mistake: I am working with kids and I love my job.

Correct: I work with kids and I love my job.

Correct: I am working with these kids while their teacher is on maternity leave.

Explanation: We use the present simple to refer to permanent, general actions, such as one's job. We use the present continuous with temporary actions.

Present perfect vs. past

Mistake: I have read your cover letter when you sent it.

Correct: I read your cover letter when you sent it.

Correct: I have read your cover letter and would like to follow up with you.

Explanation: We use the present perfect for actions that happened in the past and still have an impact on the present. We use the past for actions that happened in the past, when the speaker knows when they happened.

Than vs. then

Mistake: Our profits are lower then last year.

Correct: Our profits are lower than last year.

Correct: We analyzed your request and then we contacted you.

Explanation: We use *than* to form comparisons and *then* to refer to when something happened.

7. Check your punctuation

It is so difficult to focus on different types of mistakes all at once—spelling, grammar and punctuation. So try to make time to proofread your letter a separate time for punctuation mistakes.

Here are some of the most frequent punctuation mistakes to watch out for:

- **Forgetting commas**

Mistake: *We tried emailing them but there was no reply.*

Correct: *We tried emailing them, but there was no reply.*

Explanation: If you are not sure whether to use a comma or not, try splitting the sentence into smaller bits: ***We tried emailing them. There was no reply.*** It works, right? If you are still

not sure, try saying the sentence out loud. If you are pausing a little, you should probably use a comma.

- **Using exclamation marks or emoticons**

Mistake: *I was extremely upset when I received*

a faulty product!

Correct: *I was extremely upset when I received a faulty product.*

Explanation: Exclamation marks and emoticons make your writing rather informal, so you should avoid them when writing business letters.

- **Using too many or not enough spaces**

Mistake: *I haven't applied for a job before , but I'll give it a try now . I'm not sure if I'm qualified, though.*

Correct: I haven't applied for a job before, but I'll give it a try now. I'm not sure if I'm qualified, though.

Explanation: When typing, we only use one space after commas or periods and no space before them.

8. Format your letter

Leave formatting for the end; it is less time consuming. Most business letters use a block format, and are left-justified and single-spaced. You should use double spacing between paragraphs to make it clear where a paragraph ends and where another one begins. The most common font is Times New Roman 12, but Arial also works just fine.

Task 1

Change the following sentences into passive voice

1. Someone made this antique table
2. Translators have translated that book into many languages

3. People grow rice in many countries
4. Teachers teach reading in the first grade
5. The teachers is giving a test in the next room right now
6. They will send you a bill at the end of the month
7. The assistant manager interviewed me
8. Someone will announce the news tomorrow
9. My sister's plane will arrive at 10:35
10. The company is promoting Mrs. Jill as a new manager

Task 2

Translate the following sentences into Bahasa Indonesia

1. Please send us the price list of your latest product with your lowest price

2. We shall be pleased if you will send us samples of.....with your lowest price
3. We have seen your advertisement in Kompas
4. We look forward to having your reply as soon as possible
5. Please supply by post
6. Please send us by passanger train
7. We require immediate delivery
8. Please arrange for immediate dispatch
9. The order must be despatched without delay
10. The order must be executed not later than October
11. The goods must comply with samples
12. Payable 30 days 5%
13. Payable 10th of following month
14. Cash on Delivery (COD)
15. Cash With Order (CWO)

Task 3

Find mistakes and rewrite the letter!

February 21th

Dear Alan Thompson

Thank you for your letter from February 18 and for your interest in our products.

I am sorry to hear that you wont be able to attend our presentation on March but I hope we can to arrange a later date. We're planning another presentation for April 11. I attach a copy of our latest catalogue and prize list Contact me again if you need any more informations.

I look forward to hear from you. Your sinsirely

Paul Jones

UNIT 3

BUSSINESS LETTER STYLE

Business Letter can be written with different styles, such as:

1. FULL BLOCK STYLE

Full block style is a letter format in which all text is justified to the left margin. In block letter style, standard punctuation is placed after salutations and in other headings. Open punctuation, however, refers to a modification of style where all nonessential punctuation is omitted. Some points that should be notice in this style are:

- **Inside Address:** Type the name and address of the person and/or company to whom you're sending the letter, three to eight lines below the last component you typed. Four lines are standard.
- **Salutation:** Type the recipient's name here. Type Mr. or Ms. [Last Name] to show respect, but don't guess spelling or gender.

- **Body:** Type two spaces between sentences. Keep it brief and to the point.
- **Complimentary Close:** What you type here depends on the tone and degree of formality.
- **Signature Block:** Leave four blank lines after the Complimentary Close to sign your name. Sign your name exactly as you type it below your signature. Title is optional depending on relevancy and degree of formality.
- **Identification Initials:** If someone typed the letter for you, he or she would typically include three of your initials in all uppercase characters, then two of his or hers in all lowercase characters.
- **Enclosure Notation:** This line tells the reader to look in the envelope for more. Type the singular for only one enclosure, plural for more.
- **cc:** Stands for courtesy copies (formerly carbon copies). List the names of people to whom you distribute copies, in alphabetical order.

Template of Full Block Style

(Date)

From: [Sender Name]

[Title] | [Company] | [Address] | [City] | [State] | [Zip]

3. SIMPLIFIED STYLE

Simplified-style business letters contain all the same elements as the full-block and semi-block letters. Like the full-block format, the simplified format left-justifies every line except for the company logo or letterhead. The date line is either slightly right of center or flush with the center of the page. Letters written in the simplified format have fewer internal sections, such as the body, salutation and date line.

Using the simplified style is the most useful at times when you don't have a recipient's contact name. Because the simplified style does not require a salutation, you don't need the person's name. The simplified format does away with unneeded formality while maintaining a professional approach.

Template of Simplified Style

(Date)

From: [Sender Name]

[Title] | [Company] | [Address] | [City] | [State] | [Zip]

XX
XX
XXXXXXXXXXXXXXXXXXXX

XX
XX
XX

XX
XX
XX
XXXXXXXXXXXX

Complimentary Close,

[Your Name]

4. HANGING INDENTED STYLE

This very useful style places the first words of each paragraph prominently on the page. It is useful for letters that deal with a variety of different topics. However, for normal business communications, this style is very rarely used. The first line of the paragraph begins at the left-hand margin. And the other lines of the same paragraph are indented three or four spaces. This is the reversal of semi-indented style.

Template of Hanging Indented Style

(Date)

From: [Sender Name]
To: [Recipient Name]

Dear [Recipient Name]:

XX
XX

XX
XX

XX
XX
XX

Complimentary Close,

[Your Name]

XXXXXXXXXXXXX
XXXXXXXXXXXXX

Task 1

Decide whether the following statements are true (T) or false (F).

1. _____ When writing a business letter in semi block form, all of the writing is flushed against the left margin with no indentations.
2. _____ For formal letters, use semi-block format.
3. _____ In a semi block letter all elements are left-aligned, except for the beginning of each paragraph, which is indented five spaces.
4. _____ Block style business letters have indented body paragraphs.
5. _____ The hanging indented letter is very rarely used in business letter.
6. _____ In simplified style letter, we may not add the salutation.
7. _____ Letters written in the simplified format have complete parts of letter.

Task 2

Answers these following questions.

1. How many styles are implemented for Business Correspondence? Explain.
2. Explain the difference between Semi-Block and Fully Blocked Style.
3. Explain the difference between Simplified and Semi-Block Style.

UNIT 4

LANGUAGE USE IN BUSSINESS LETTER

Length

All correspondences should long enough to explain exactly what the sender needs to say and the receiver needs to know. You must decide how much information you put in the letter: you may give too much, in which case your letter will be too long, or too little, in which case it will be too short. Your style and the kind of language you use can also affect the length.

Order and sequence

As well as containing the right amount of information, your 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 make a statement, switch to other subjects, and then refer back to the point you made a few sentences or paragraphs before, as in the example.

Planning

The way to make sure you include the right amount of information, and in the right order, is by planning. Ask yourself what the purpose of the letter is, and what response you would like to receive. Note down everything you want to include before you start writing, then read your notes to check that you have included all the necessary information, that it is relevant, and that you have put it in the right order.

First paragraph

The opening sentence or paragraph is important as it sets the tone of the letter and creates a first impression. Generally speaking, you would thank your correspondent for their letter (if replying to an enquiry), if necessary, introduce yourself and your company, state the subject of the letter, and set out its purpose. Here are two examples of opening paragraphs.

Middle paragraphs

The main part of your letter will concern the points that need to be made, answers you wish to give, or questions you want to ask. As this depends on the type of letter that you are writing, these topics will be dealt with in later units. In the middle paragraphs, planning is most important to make sure your points are made clearly, fully, and in a logical sequence.

Final paragraph

At the end of your letter, if it is a reply and you have not done so at the beginning, you should thank your correspondent for writing. If appropriate, encourage further enquiries or correspondence, mentioning that you look forward to hearing from him or her soon. You may want to restate, briefly, one or two of the most important points you made in the main part of your letter.

Simplicity

Commercial correspondence often suffers from an old-fashioned, pompous style of English which complicates the message and gives readers the feeling that they are reading something written in an unfamiliar language. In this letter, all the writer is trying to do is explain why he delayed paying his account but, because of the style, it is too long and is difficult to understand.

Idioms and colloquial language

It is important to try to get the right 'tone ' in your letter. This means that, generally speaking, you should aim for a neutral tone, avoiding pompous language on the one hand and language which is too informal or colloquial on the other.

Spelling

Careless mistakes in a letter can give readers a bad impression. Spelling, punctuation, and grammar should all be checked carefully. Many people have come to rely on the spellchecker in their computers to

ensure that there are no spelling mistakes. But a word spelt incorrectly may form a completely different word, e. g. Please give it some though (the writer means thought); I saw it their (the writer means there). A spell checker would miss these mistakes. There is no substitute for carefully reading, or proofreading a letter that you have written.

Titles, names, and addresses

Use the correct title in the address and salutation. Spell your correspondent's name correctly (nothing creates a worse impression than a misspelled name), and write their address accurately.

References

When replying to a letter, fax, or email, quote all references accurately so that it is immediately clear to your reader what you are writing about.

Prices, measurements, etc.

Special care should be taken when quoting prices or giving specifications such as measurements or weights. Quoting these incorrectly can cause serious misunderstandings.

Enclosures and attachments

Always check that you have actually enclosed the documents you have mentioned in your letter, or attached them to your email. Check, too, that you have enclosed or attached the right documents. If, for example, the document you are enclosing is invoice PL/231, make sure you do not enclose invoice PL/213.

When ordering, make sure you quote the order number correctly, especially in international trade where mistakes can be very expensive in both time and money.

POINTS TO REMEMBER

1. Include the right amount of information. If you are responding to an enquiry, make sure you have answered the writer's questions.
2. Plan before you start writing. Make sure you say everything you want to say, and in a logical sequence.
3. Use a simple but polite style of language.
4. Make sure that everything you write is clear and easy to understand. Do not use colloquial language or abbreviations that your reader may not understand. Write numbers in words as well as figures.
5. Accuracy is important. Pay special attention to details such as titles and names, and references and prices, and remember to check enclosures or attachments.
6. Check what you have written when you have finished. Make sure everything is as it should be.

Task 1

Look at this letter. Rewrite the letter using the correct and appropriate language structure and consider the part of letter and letter style.

Fine Foods Ltd. 10
Bridge Street
London
SW10 5TG

Hello Mr. Roger Jones:

I got the letter you sent on 1st September, and the stuff about the stock control system you make. It sounds great for us, but I want to check some things before we buy it. You said the system is bang up-to-date, but what happens if you update it again soon? Do we get money off the new one? You said it takes 3 weeks to install the system – that's too long! Can't you do it any quicker? Hope you can reply soon, we're in a bit of a hurry.

Thanks,

Janet Brown

Task 2

Peer Evaluation

Look at a letter written by another pair. Make some comments on:

1. Content: How clear is it? Is there anything you found unclear or unnecessary?
2. Appropriacy of language: Is the language appropriate to this kind of formal letter? Does it make good use of phrases from Worksheet 2? Is there any vocabulary that you particularly liked?
3. Layout / organisation: Is the layout appropriate to this kind of letter? Comment on anything that could be improved.
4. Language accuracy: Is there language you think is not correct (grammatical errors, incorrect collocations etc.)?

Task 3

Translate the following sentences into Bahasa Indonesia

1. Please send us the price list of your latest product with your lowest price.
2. We shall be pleased if you will send us samples of.....with your lowest price.
3. We have seen your advertisement in Kompas
4. We look forward to having your reply as soon as possible.
5. Please supply by post
6. Please send us by passanger train
7. We require immediate delivery
8. Please arrange for immediate dispatch
9. The order must be despatched without delay
10. The order must be executed not later than October
11. The goods must comply with samples
12. Payable 30 days 5%
13. Payable 10th of following month
14. Cash on Delivery (COD)
15. Cash With Order (CWO)

UNIT 5

ENQUIRY LETTER

A. ENQUIRY

Most letters of enquiry are short and simple. As a prospective buyer, the writer of an enquiry states briefly and clearly what he is interested in and this is all the receiver of the letter need to know.

A first enquiry – a letter sent to supplier with whom you have not previously done business – should include a brief mention of how you obtained your potential supplier's name. Your source may be an embassy, consulate, or chamber of commerce; you may have seen the goods in question at exhibition or trade fair; you may be writing as the result of a recommendation from a business associate or on the basis of an advertisement in daily, weekly or trade press.

Details of what you like your prospective supplier to send you. Normally you will be interested in a catalogue, a price list, discounts, methods of payment, delivery times and where appropriate samples.

B. THE STAGES FOR MAKING ENQUIRY LETTER

1. Heading
2. Inside address
3. Salutation
4. Opening Paragraph
5. State of market
6. Asking/requesting something you need
7. Closing paragraph
8. Complimentary close
9. Signature
10. Name

C. THE EXPRESSION USED IN ENQUIRY LETTER

Some examples of opening paragraph

- *We deal in products made from leather such as bags, shoes, belt and etc. We have a network to many retailers in Tegal as our consumers.*

- *I have a shop which sells various types of furniture.*
- *I run a shop in Semarang that sells many kinds of gifts.*
- *Your name has been given us by British Chamber of commerce in Hamburg.*
- *The British embassy in Copenhagen has advised us to get in touch with you concerning with your products.*
- *We saw your products demonstrated at the Hanover Fair earlier this year.*
- *We have seen your advertisement in The Jakarta Post.*
- *I see from TV Media that you are the agent of baby products for Indonesia.*

Asking/ requesting information

- *Will you please send us your catalogue and price list of your products?*
- *We would be glad to receive the sample of your products together with your current*

export price list.

- *I would be grateful if you could send us the detailed catalogue of your products.*
- *I'd like to ask you for sending me the sample of your products.*

Closing paragraph

- *We are looking forward to hearing from you*
- *We would appreciate a prompt answer*
- *We hope to hear from you shortly*
- *Since the tourist season will soon be underway, we must ask you to reply by the end of this month*

Example of Enquiry Letter (A)

INDONESIAN MODERN OFFICE EQUIPMENT LTD

Jln. Samudra Raya
No. 35B Bandung
23001

ref: MP/DC/ 21
27th November, 2006

International Corporation Ltd
Jln. Rafflesia no. 23
Jakarta

Dear Sirs,

We are interested in buying office equipment and would be pleased to receive your latest catalogue and price list.

Yours Sincerely,

Alan P. Mardinata
Purchasing Manager

Example of Enquiry Letter (B)

Rich Lucky Trading Company

345, Nathan Rd, Kowloon, H.K.

19 August 2009

Hi-fashion Garment Ltd
Unit 398
Shek Kip Mei Industrial Estate

Dear Sir or Madam

Please send me your current catalogue.
Your company was recommended to me by Ms. Elsie Wong of Far Eastern Logistics. Our African customer is interested in importing a range of printed 100% cotton cloth.

I look forward to hearing from you.

Yours

K.K. Chan
Merchandiser

Example of enquiry letter

Everlong Batteries 171, Choi Hung Road

Hung Hom, Hong Kong
Tel/Fax 2235 2449

18 Jun 2007

Mr J Wong
Purchasing Officer
Fortune Goods
317 Orchard Road
Singapore

Dear Mr Wong

Enquiry about Batteries

Thank you for your letter of Thursday, 14 June 2007 regarding making copies of the sample battery you sent us.

I have investigated the situation and found that your specifications are exactly the same as the design of a proprietary camera battery manufactured by a large Japanese electronics company.

We feel that it would not be in our interests to supply this type of battery.

However, I would like to thank you for considering our company as your supplier.

I look forward to doing business with your company in the future

Yours sincerely

David Choi

David Choi

Distributions Manager

Task 1

Rearrange sentences below into a good enquiry letter!

- a) INDONESIAN MODERN OFFICE EQUIPMENT
LTD Jln. Samudera Raya No. 35B
Bandung 23001
- b) We much appreciate for your prompt reply.
- c) Yours faithfully
- d) Dear sir,
- e) We should be grateful if you could send us your latest catalogue, price list and terms of payment.
- f) PT. Multi Gaya
125 Jl. Sawah no 45

Jakarta Selatan 52123

g) We visited your stand at “Jakarta Fair” some weeks ago and are very interested in your men’s shirt “Elegan”

h) Soraya Smith

Purchasing manager

i) Bandung, 5 April 2013

j) Ref. 12/ MN/Lk/ 04/ 13

Task 2

Write a letter of enquiry! (please choose one!)

1. You are J. Du Pont, Managing Director of Fournier & Cie SA of Paris. Write to the Western Shoe Co. Ltd., Yeovil, Somerset S19 3AF, England, telling them where you have obtained their name and what you know about them.

Indicate there is a good market in France for their products and then ask them to send you their catalogue and anything else you think you should

have. Round off your letter with an encouraging sentence before signing it.

Remember to include the date and inside address and make sure you use the correct salutation and complimentary close

2. Write a letter to one of your regular suppliers (you may use any name) in Jakarta and ask for their latest catalog, price list, and terms of payment. You may use your name as purchasing manager of a company and use today's date

Task 3

Fill in the appropriate word from the box.

Dear Mr Jacobs,

Thank you very much for your letter (1) _____ 5 March. (2) _____ answer to your request, we have (3) _____ in enclosing our latest (4) _____ and price list.

I would like to (5) _____ your attention to the special offers. These products are available at a

reduced price for a limited time only.

If you would like any (6) _____ information, please
get in (7) _____ with me.

I look (8) _____ to hearing from you.

Yours (9) _____ ,

Howard Johnson

Sales Manager

(10) _____ : catalogue, price list, special offers
supplement

<i>pleasure</i>	<i>touch</i>	<i>in</i>	<i>catalogue</i>	<i>of</i>
<i>further</i>	<i>forward</i>	<i>enclosed</i>	<i>draw</i>	<i>sincerely</i>

UNIT 6

CONFIRMATION LETTER VS REFUSAL LETTER

A. CONFIRMATION LETTER

Room reservation can be made by individuals, travel agencies, business offices or others. The request of accommodation is confirmed if the room is available. Business relation between the travel agency and the hotel is normally based upon a contract agreement. If the contract has been signed by both parties the hotel provides room allocation. A fixed number of rooms are put entirely at the disposal of the travel agency for a certain period or for the whole year. The rooms are assigned to clients sent by the agency either for individual travelers or for groups. Any reservations sent by the agency office should be confirmed. On the other hand, the allocated rooms are paid for even if unoccupied.

GUIDELINES

1. Thank the customer for choosing your hotel.

2. Confirm details of the client: Name, telephone number, arrival date, departure date, the number of guests, room type, etc.
3. Let the reader know the facilities available in the hotel.
4. End with a pleasant note.

[Senders Name]

[Address line]

[State, ZIP Code]

[Letter Date]

[Recipients Name]

[Address line]

[State, ZIP Code]

[Subject: Normally bold, summarizes the intention of the letter] -Optional-

Dear [Recipients Name],

We thank you for choosing [hotel name] for your stay and giving us a chance to serve you.

The reservation details are as under: Guest Name:
[name]Telephone No.: [XXXXXX]Arrival date: 01
December 2015Departure date: 05 December

2015No. of guests: 2Room type: Luxury Suite

The check-in time at the hotel is 12 noon and check out is 10 am. You can avail the facilities of the hotel such as the sports arena, the infinity pool and the spa at no extra cost.

If you must need any clarifications, please feel free to contact us at [telephone no.] or email us at [email id]. We wish you a pleasant stay.

Sincerely,

[Senders Name]

[Senders Title] -Optional-

[Enclosures: number] - Optional -

cc: [Name of copy recipient] - Optional -

Example of Confirmation Letter:

<p>Peter Brown 86 Sandhurst Road, London W. E. 02, England.</p> <p>February 3, 2021</p> <p>The Front Office Manager, Hotel Bali Beautiful, Sanur – Bali.</p> <p>Dear Sir,</p> <p>I would thank you very much if you could provide for us a twin room facing the beach for the period of 4 nights.</p> <p>We will arrive by GA 707 on September 10, 2012 at 13.50 and depart on September 14, by GA 636 at 15.15.</p> <p>Since for hotel offers a free bus service from the airport to the hotel, we would like to be transported by the hotel bus to your hotel upon arrival at the airport.</p> <p>Faithfully yours, P. Brown</p>	<p>Letter Heading</p> <p>February 10, 2012</p> <p>Mr. Peter Brown, 86 Sandhurst Road, London W. E. 02 England.</p> <p>Dear Mr. Brown,</p> <p>We thank you very much for your letter reserving a twin room facing the beach for 4 nights from September 14, 2012.</p> <p>We are pleased to let you know that the reservation can be confirmed as follows:</p> <ul style="list-style-type: none">• The twin room costs US \$ 55. It is also subject to 15.5% government tax and service.• We will pick you up at the airport upon arrival by GA 707 at 13.50 hours by our hotel bus, free of charge. <p>Looking forward to serving you at hotel Bali Beautiful.</p> <p>Sincerely yours, Front Office Manager</p> <p>Pastina.</p>
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B. REFUSAL LETTER

A refusal letter is synonymous to rejection letter and decline letter. Refusal letter is total opposite of an acceptance letter. Obviously, the terms acceptance is antonym to rejection. But if we compare it other letters it is akin to announcement letter and has slight inclination towards a cancellation letter.

A reservation of accommodation by individuals may be rejected if the room is not available on the requested dates. The replay has to be sent offering the possibility of a change of stay. Or suggesting that the accommodation can be obtained at another hotel.

The normal way is putting the guest's name on the hotel waiting list. Should the room be available because of the cancellation, the confirmation letter should be written immediately. This will be sincerely honored as most guests want to have the positive reply from the hotel.

Refusal Letter Writing Tips

Drafting – The first obvious effort towards writing a refusal letter is to draft it. This being the rough copy of the final letter, you have the liberty to ignore spelling, grammar, punctuation, sentence and paragraph structure. Focus on the content and deal with the technical aspect later.

Do's and Don'ts

1. Refer to the format utilized for such letters
2. Use a natural sounding voice
3. Communicate the refusal as early as possible in the letter
4. Refer to documents for providing accurate information
5. Make a quick copy and read it aloud to observe how it sounds

Show Regret – Begin your rejection letter with a regret. Remarks like ‘Our sincere apologies that we will not be...’, ‘Our heartfelt apology...’, ‘It a loss to accommodate such a talent/offer’ etc. Showing remorse can work like ‘Reverse Psychology’. Reading the words of regret will come as more of a loss to the writer than the reader. The reader will feel worthy of an apology or regret and it will not pinch him/her as it would.

Reason for Refusal – The reader needs to relate his refusal. Providing no reason makes things anonymous and unacceptable as the reader is unable to analyze the refusal. Unless and until it is the company policy or you personally have some agenda i.e. in case of informal letters, you have the responsibility to give reason for the rejection. It is fundamental courtesy to come forward with the information instead of denying it or explaining it. The reason for refusal also reaffirms the essential details of the offer being declined. It also makes things easy and clear.

Brief and Straightforward – There is no better way to say a ‘No’ with a ‘No’. This is a phrase and doesn’t imply a blunt ‘NO’. Your rejection letter should be short and to the point. Come to the point in the initial opening, there is no need to give indirect references or coming to the point in an indirect manner. It can convey a wrong message. Give valid reasons and don’t indulge in excuses.

Do not highlight the Rejection – It is clear that you don’t need to make your refusal appear in Bold or Underlined. It is about the language used while informing. Just mention the rejection once in the beginning, there is no need to repeat it, it can appear offending. It may become a source of action against you either by the recipient or by the firm you work for.

Using Letterhead – Being a formal correspondence, a letterhead is a must. Letterhead symbolizes professionalism. It also projects the value given to the recipient. If you are prospective employee refusing an offer you do not need to have an official letterhead. You

can use your personal letterhead, if you have one. Otherwise you miss out this part.

Be Polite – Courtesy is an absolute part of Professionalism. Being a professional means that you do not get emotional or personal. You have to stick to the objective within the boundaries of the given yardsticks. All you have to do is refrain from any personal comments, do not taunt or tease, do not use abusive or negative language, do not preach or give lessons / teachings for the shortcomings of the recipient. One wrong step by you can lead you to legal trouble or may hamper any potential future development.

Proofread – Review and revise your letter to remove any mistake. Proofread or get it proofread from someone else.

Proofreading involves:

1. Removing grammatical errors like spelling mistakes, incorrect punctuations, incomplete sentences and so on.
2. Check the structure and tone of the letter. Ensure smooth transition between paragraphs.
3. Check the consistency of your style, tone and view point throughout the letter.
4. Examine the usage of abstract terms, confusing words, clichés etc. which may lead to misunderstanding or no understanding.

Example of Refusal Letter:

<p>British Embassy Jalan Thamrin 75 Jakarta. Tel. 34011</p> <p>February 10, 2021</p> <p>Reservation Manager Hotel Santika Inn Beach Nusa Dua.</p> <p>Dear Sir,</p> <p>Could you reserve a single room with bath for Mr. Peter Clerk from April 3, 2012 for 4 nights?</p> <p>and the meals may be charged to the British Embassy in He is a staff of our embassy who will be on an official visit to Bali. The room Jakarta.</p> <p>We would tell you the flight he'll take to Denpasar in due time.</p> <p>Faithfully yours, British Embassy</p> <p>Anne Brown Executive Secretary</p>	<p>Letter Heading</p> <p>February 14, 2021</p> <p>Miss Anne Brown 11nd Secretary British Embassy Jalan Thamrin 75 Jakarta</p> <p>Dear Miss A. Brown,</p> <p>Thank you a lot for your letter, reserving one single room for Mr. Peter Clerk at our hotel.</p> <p>We are really sorry for not being able to accommodate him on the requested dates. Our hotel is already fully booked in April this year.</p> <p>In case a cancellation is reserved, the room will be available and we will write to you again without delay.</p> <p>Please apologize us and don't hesitate to contact our hotel for any service you may require on the other occasion.</p> <p>Sincerely yours, Hotel Santika Inn Beach</p> <p>Sugita Reservation Manager</p>
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Task

Make confirmation letter and refusal letter based on the reservation letter below!

George Nott
57 Stillorgan Road,
Rathmines,
Dublin – Ireland

5 April 2020

Reservation Manager
Hotel Sari Beach
Sanur – Bali.

Dear Sir,

I intend to stay 5 days in Bali while travelling to Australia from Singapore.

Could you reserve a single room with bath from July 15 until July 20, 2020?

I appreciate your prompt reply.

Faithfully yours,

G. Nott

UNIT 7

E-MAILS

Electronic Mail or e-mail is a system of electronic correspondence by which users send and receive message over a network of computer and telecommunication links. The message may consist of short notes and greetings, or extensive text files plus graphics and photographic images, video clips or sound. Thus, e-mail is an 'electronic post office'. It lets people communicate even in the absence of the receiver at the other end. It means that you can send e-mail message at any time or whenever you want. The person, to whom you have sent the message, can read the same whenever he wants. Thus, the sender and the receiver don't have to connect themselves at the same time to communicate for that particular message.

ADVANTAGES OF E-MAIL

1. It permits sending to and receiving messages from others having e-mail address.
2. It transmits the message almost immediately. Thus, its speed is very fast.
3. It does not require the presence of the receiver of the message at the other end. The message is

delivered into his mailbox and it can be checked by the receiver by opening his mailbox at any time.

4. It directly reaches the concerned individual's electronic mailbox.
5. It ensures a higher degree of secrecy of the message.
6. It is a very cheap medium of communication. Hard copy letters and memorandums can often be replaced by electronic mail.
7. Message can be sent at any time, day or night, decreasing problems brought about by differences in time zone.
8. Identical message can be sent to many people simultaneously.

E-MAIL ETIQUETTES

1. Timely respond to e-mail message.
2. Open with a proper salutation: proper salutations demonstrate respect and avoid mix-ups in case a message is accidentally sent to the wrong recipient. For example, use a salutation like "Dear Ms. X" (external) or "Hi Barry" (internal).
3. For convenience of receiver provide clearly worded subject lines for all messages: this helps the recipient understand the essence of the message. For example, "Proposal attached" or "Electrical specs for project Y."

4. Use short paragraph for gaining reader's attention. Use a good format: divide your message into brief paragraphs for ease of reading. A good email should get to the point and conclude in three small paragraphs or less.
5. Be complete and concise and avoid rambling.
6. Use upper and lower-case letters. It is easier to read. All capital letters are considered 'Shouting', which should be avoided and rude.
7. Avoid inappropriate and unpleasant language. Avoid abbreviations: an email is not a text message, and the audience may not find your wit cause to ROTFLOL (roll on the floor laughing out loud). Be brief: omit unnecessary words.
8. Avoid adding too many attachments to your message.
9. Test links: if you include a link, test it to make sure it is working.
10. Email ahead of time if you are going to attach large files: audio and visual files are often quite large; be careful to avoid exceeding the recipient's mailbox limit or triggering the spam filter.
11. Use "Reply All" sparingly: do not send your reply to everyone who received the initial email unless your message absolutely needs to be read by the entire group.
12. Close with a signature: identify yourself by creating a signature block that automatically contains your name and business contact information.

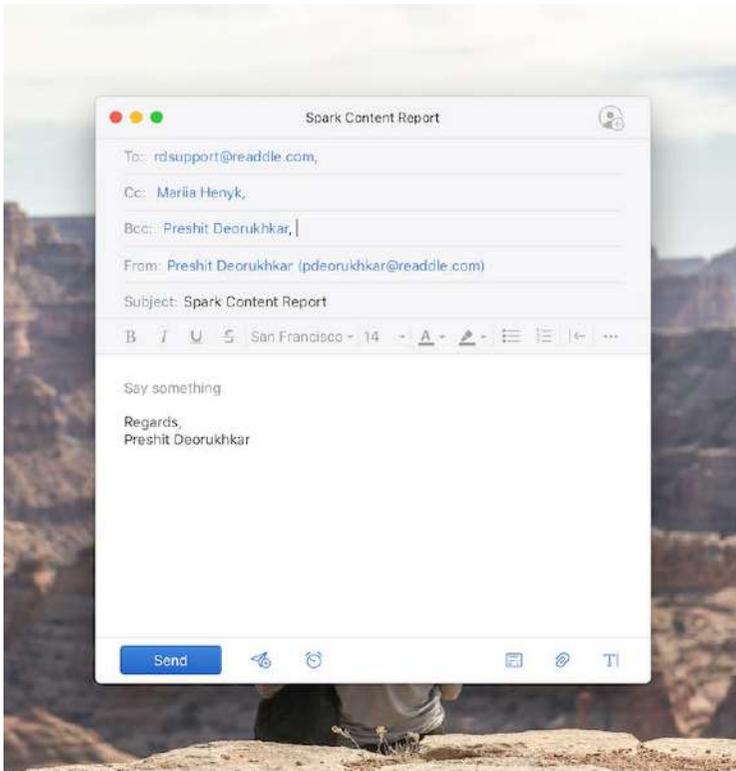
13. Reread, revise, and review (proofread the message): catch and correct spelling and grammar mistakes before you press “send.” It will take more time and effort to undo the problems caused by a hasty, poorly written email than to take the time to get it right the first time.
14. Use spell check for correct spelling and ensure that the message is free from grammatical error.

The use of CC and BCC in email

The term CC in an email stands for **Carbon Copy**, while the BCC field stands for **Blind Carbon Copy**. If these terms don’t make any sense with respect to an email, don’t worry. In this article, we’ll explain the context, why you need CC and BCC in email and when to use these fields.

The CC used to send a “carbon copy” of an email to someone apart from the recipient. The CC field in email lets you keep recipients in the conversation.

BCC stands for Blind Carbon Copy. Just like how CC works in an email, BCC is used to send a carbon copy of the email to someone. However, unlike CC, there is a major difference in the way BCC works. As the email addresses mentioned in the BCC field stay private and hidden, here are some examples where you can use BCC to your own advantage



The sample email below demonstrates the principles listed above.

From: IPBI Training Dept <tbhs@ipbi.ac.id>

To: Human Resources Dept <hrd@aston.com>;
<hrd@4season.com>; <hrd@hardrock.com>
Date: September 12, 2020
Subject: Training Program

Dear Colleagues:

Warmest Greeting from IPB International

Herewith we informed that our period for training program is January – June and June – December. Please kindly inform us the hotel's vacation for training or daily worker for that period.

If you have questions, please do not hesitate to contact us in our e-mail : tbhs_2000@yahoo.co.id.

Thank you
Best regards
Sunny
Sunny (Ms)
Head of training
IPB Internasional

Task 1

Match the terms on the left with the correct definitions on the right.

- | | |
|---------------------|--|
| 1. spam | a. a combination of symbols, e.g. ☹ used in an email to express a particular emotion |
| 2. an attachment | b. a file, e.g. a document, photo or computer programme, which is joined to an email |
| 3. a read receipt | c. a formal statement saying that you are not legally responsible for something |
| 4. an emoticon | d. an angry email |
| 5. a disclaimer | e. confirmation that you have read something |
| 6. a message thread | f. the history of correspondence |
| 7. flame mail | g. unwanted emails, usually advertisements |

Task 2

Read the following conversation between Peter and Juan, two work colleagues, about emails in English.

From the context, try to guess what the meaning of the words/phrases in **bold** are. Then do the quiz at the end to check if you are right.

Juan : 'Peter, I have to write an email. It's the first time I've had to write an email for work. Could you help me with some doubts I have?'

Peter : 'No problem, what do you want to know?'

Juan : 'What's the difference between **Dear Sir/Madam** and **Dear Mr** Smith?'

Peter : 'Well, we start an email with both, 'Dear Sir/Madam' is when you haven't had any contact with the person before and 'Dear Mr...' (or 'Dear Mrs...' etc...) is when you have. Both are very formal.'

Juan : 'OK. And when do you finish an email with **yours faithfully** and **yours sincerely**?'

Peter : 'Normally, 'yours faithfully' is used with 'Dear Sir/Madam' and 'yours sincerely' with 'Dear Mr.''

Juan : 'And with titles of people, I suppose Mr is for a man, Mrs is for a married woman. But

I've also seen, **Miss** and another one, **Ms**.
What's the difference between these two?'

Peter : 'Miss' is for an unmarried woman. 'Ms' is used when you don't know if she's married or not.'

Juan : 'I have another question. When I tell people my email address, I don't know how to say the symbols. It's really difficult when somebody tells me theirs. Normally, I have to ask them to write it down.'

Peter : 'Well, mine is Peter.Jacks_red@gmail.com. You say it like this Peter **Full Stop** Jacks **Underscore** red **At** gmail **Dot** com. Remember that when the '.' is before the '@' you always say full stop and when it is after the '@', it's always dot.'

Juan : 'Thanks Peter.'

Now do the QUIZ below to make sure you know the meaning of this vocabulary.

1. The title for an unmarried woman, is . . .
2. When you start an email with 'Dear Sir/Madam', you finish it with . . .

3. The '.' after the @ in an email address is called .
..
4. When you finish an email with 'yours sincerely', you start the email with ...
5. The '@' symbol, is called ...
6. If you don't know if a woman is married or not, you can use ...
7. When you finish an email with 'yours faithfully', you start it with ...
8. The '.' before the @ in an email address is called ...
9. When you start an email with 'Dear Mr/Mrs/Miss/Ms', you finish it with ...
10. The '_' symbol, is called ...

UNIT 8

MEMORANDUMS

A memorandum is short piece of writing used by an officer of an organization to communicate within the organization. The literal meaning of the word memorandum is a note to assist the memory. A memorandum is used for internal communication between executives and subordinates. It is never sent outside the organization.

Purpose of Writing Memorandums

Memorandum (memos) may be used for any official communication. Usually, memos are used:

1. For conveying schedule message.
2. For submitting periodical reports.
3. For communicating changes in organization.
4. For issuing instruction to the staff.
5. For conforming a decision made at phone.
6. For asking certain special information.
7. For writing suggestions.

ADVANTAGES OF MEMORANDUMS

1. **Inexpensive:** Because of its hand to hand circulation within the organization, it is inexpensive means of communication.
2. **Convenient:** It is convenient to write and read memo, as all heading like data, person etc. are usually printed in standardized format. Memos take comparatively less time for writing, transmission and reading than letters.
3. **Future reference:** Memos are usually stored in office files or computer's discs. As a result, they can be used for future reference.
4. **Quick:** Memos ensure quick and smooth flow of information in all directions. With exchanges of memos, the busy executives and employees can interact with each other without disturbing their routine.
5. **Fixing accountability:** As memos are records of facts and decisions, they establish accountability. Therefore, some organizations prefer to use memos even for small events and request than

telephone/verbal communication.

General Format

When you write a memo, you will follow a general format. Some organizations may have specific requirements or house styles. For instance, a company might have a particular way of presenting a heading or may even use a specific type of letterhead or logo. However, usually a memo has a "**to**," "**from**," "**subject**," and "**date**" entry.

Heading

A memo's heading provides information about who will receive the memo, who is sending the memo, the date, and the memo's subject. This information may be bolded or highlighted in some way. For example:

TO:

FROM:

DATE:

SUBJECT:

It is a good idea to include your job title and your reader's. The memo will then be informative to

someone new to the situation, or someone who received the memo after it was passed on from the original reader.

Message

Memos are reproduced and exchanged rather freely, and it is common for a reader to receive a memo that is only marginally relevant to him or her. This is why it is important that the first sentence of the memo should answer that question with a purpose statement. The best purpose statements are concise and direct.

Your memo's message should also provide a context for readers. In other words, always tell your readers why you are writing. Consider the following questions:

Is your memo a result of a situation? For instance, "As a result of yesterday's meeting..."

Is your memo a reminder? For example, "The Proposal is due July 2."

By providing context for your readers, you avoid being asked to provide that information later. Also, you should always include your contact information at the

bottom of your message. This can be your phone number or e-mail address.

Finally, consider how your memo looks. If you have nothing but paragraph after paragraph of text, you might use lists to draw attention to specific information. Lists represent an effective way to present information. Not only do they breakdown large amounts of text, but they also provide text in a way that is visually pleasing. Lists are especially useful for conveying steps, phases, years, procedures, or decisions.

By avoiding full sentences in a list, your information is concise and more likely to engage your readers.

For example:

"To receive a degree in engineering, you must complete the following:"

1. Core Courses
2. Elective Courses
3. Senior Design

Lists can be bulleted, as in the example, or numbered. Typically, you should use a numbered list when you

need to stress the order of the listed items.

Task 1

Decide whether the following statements are true (T) or false (F).

1. _____ Memos have no salutation line and no signature area at the end.
2. _____ The headings of a memorandum begin with date.
3. _____ Memo is used to communicate in your office.
4. _____ When you write memo, you need to write as long as you can because it will help people to understand much better.
5. _____ Memo is a short form of memorandum.
6. _____ The purpose of writing memo is to complaint.
7. _____ We need to write about 3 pages when writing a memo.
8. _____ A memo is a form of external communication
9. _____ All memos must be typed using Times New Roman, 12 pts.
10. _____ Change the word MEMO in the heading to the name of your business.

Task 2

Put the sentences in the correct order to make a

good memo.

- a) In order to receive sick pay, I need to send in my doctor's note.
- b) I attach the doctor's note.
- c) Thank you.
- d) From: K.K. Wong, Sales
- e) I was sick yesterday, and therefore I couldn't come to work.
- f) To: Julia Wong, Human Resources
- g) Date: 1 April 2021
- h) Subject: Sick leave certificate
- i) Message:
- j) Please confirm that the cost of the medicine is covered by the company health scheme.

UNIT 9

COVER LETTER OR LETTERS OF

APPLICATION

Cover letters (also known as Letters of Application) are generally used in two job search situations: when applying for an advertised vacancy and when making a direct approach to an employer.

When applying for advertised or known vacancies, a cover letter should be customized specifically for each position for which you are applying. In the cover letter, you seek to persuade the employer that you are a suitable candidate for the job, by illustrating you have the key qualifications, skills, experience and personality traits outlined in the job description or at the recruitment presentation. A well written cover letter will interest the employer in reading your CV to learn more about you.

When making an unsolicited application, it is important that each cover letter is written specifically for the organization you are approaching. Researching the organization (via websites, through your network of contacts or other resources) is critical to producing a well-focused sales pitch. Through your research, identify what qualifications, skills, experience and personality traits are or might be of interest to the employer you are approaching, and make sure you

have highlighted these in both your cover letter and your CV.

Sending a résumé without a cover letter is like starting an interview without a handshake. Since employers will get their first impression of you in a cover letter, don't underestimate its importance. Cover letters should be written in standard business format. Most cover letters are two to three paragraphs long, and should fit on one page. Such an important letter must be planned, written and possibly rewritten several times. The following are guidelines in composing a cover letter:

- ✓ The Heading - the return address and the date.
- ✓ The Inside Address - includes the name of the person to whom you are writing, name of the company and the correct mailing address of the company.
- ✓ Salutation or Greeting - if possible, address it to a particular person by name.
 - If you know the name of the person to whom you are sending the cover letter, use their title and name in the salutation (e.g. 'Dear Ms. Smith'). Sign your letter 'yours sincerely'. If their name does not clearly identify their gender, write their full name

(e.g. 'Dear Pat Smith') and sign your letter 'yours sincerely'.

- If you do not know the name of the person you are writing the letter to, use 'Dear Sir / Madam' and sign your letter 'yours faithfully'.
- ✓ Opening Paragraph - reason for writing, introducing yourself. State what motivates you to write to this employer, the position or type of work for which you are applying and how you heard about the position or the company. The first few sentences sometimes tell the reviewer what position you are applying for and how you learned of the opening. Explain why you are interested in the position and how you are the perfect candidate to fill the job.
- ✓ The Body of the Letter - may take several forms depending on your level of experience, education, the type of position you are seeking, as well as many other considerations.
- ✓ Middle Paragraph: Include a brief description of your education and work experience. Indicate how these relate to the position(s). Be positive, confident—sell yourself.
- ✓ Closing Paragraph: Inform the employer that you're available for a personal interview or to answer any questions about your résumé.

Always close by thanking the employer for the company's time and consideration.

- ✓ The Signature - each cover letter should contain both a typed and a signed signature.
- ✓ Review your cover letter to see if it is:
 - Clear, to the point, and business-like.
 - Typed neatly, on letter-size white or off-white bond paper.
 - Contains correct sentence structuring, spelling and punctuation (no abbreviations).

Formatting guidelines

- ✓ Use black ink and avoid block capitals.
- ✓ Type your cover letter – unless the employer has specifically requested it to be handwritten.
- ✓ Use no more than one A4 page (even if you're sending the letter as an email – the employer will probably print it out).
- ✓ For an effective layout, use appropriate spacing and margins, and try to balance your letter in the center (top to bottom) of the page.
- ✓ Choose whether using bullet points and/or paragraphs will be the most effective way for you to write your cover letter.
- ✓ Keep your sentences short and clear.
- ✓ Use size 10–12 text

Format of Cover letter

Address

Your contact telephone number

Date 5 September 2020

Employer's name

Their position

Company

Postal address including post code

Dear Mr/Ms./Mrs Employer's Last Name

Re: Vacancy position and reference number

An Introduction

State clearly why you are writing to them (including the department or location preferred, if appropriate) and mention that your CV is enclosed. Say where and when you saw the position advertised.

What I can offer you

Research the company and the position to identify what they are looking for. Write two or three paragraphs drawing attention to those aspects of your qualifications, experience, skills, personal attributes, achievements, interests and aspirations which show how you match the requirements of the job and the company. Illustrate by using examples. Refer to your CV where appropriate.

Why does this organization appeal?

Describe your reasons for applying for this job - what is your motivation to apply to work for this particular organization, in this particular role. Be specific - why them? It may be their reputation, the projects they are involved in, their organizational culture or other factors.

The Conclusion

Restate your interest in the position and that you look forward to hearing back from them. Thank them for taking the time to consider your approach or application.

Yours sincerely

Signature

Your name

Example of Cover Letter

15th September 2020

Miss Jana Irawan
Director of Human Resources
MNC TV
MNC Plaza 2nd Floor
Jalan Kebon Sirih Kav 17-19
Jakarta 10340

Application for the Post of Graphic Design Assistant

With reference to the advertisement in Jakarta Post of 14th September 2020, I am writing to apply for the post of Graphic Design Assistant.

I have been working in Design Mind Limited as Graphic Designer Trainee after completing my Vocational High School in May 2014. My duties were to assist the Senior Designer in design layout and artwork production. During my employment, I have also completed an evening course on Photoshop and Adobe Illustrator. Should I be able to get the job, I will bring my work experience and what I have learnt to the company.

Enclosed is my résumé for your kind reference. I look forward to meeting you to show my suitability for this position in an interview.

Thank you in anticipation.

Yours sincerely,

Bori Syukri Ainun Najib

Encl. Résumé

attach / reply / forward / enclose

attach

a.ttach

to join one thing to another; to add a file to

verb

an email

attach something, attach

something **to** something

how to use

countable noun: an attachment

adjective: attached

1. *I've attached a copy of the contract.*
2. *A copy of the invoice is attached.*
3. *Please attach a recent photograph to your application form.*

examples

enclose

en.close

to put something inside an envelope with a letter

verb

enclose something, a price list, a copy of another letter

how to use

countable noun: an enclosure

1. *I am enclosing our latest price list.*
2. *Our price list is enclosed.*

examples

reply

re.ply

to write back to someone who has written to you

verb

reply **to** a letter/invitation/advertisement

how to use

countable noun: a reply

1. *They haven't replied to our invitation so I assume they are not coming.*

examples

2. *I wrote to him three weeks ago, but he hasn't replied yet.*

3. *Thank you for your quick reply.*

forward

for. ward

verb

to pass on a letter or message to someone else

forward something, a letter/an email/ a message **to** someone

how to use

forward someone something, a letter/an email/ a message

1. *Don't worry: we will forward all your letters to your new address.*

examples

2. *I am forwarding you a copy of his email.*

Task 1

Complete the sentences in this letter with the words in the box.

sincerely	part-time	applying	forward	position
interview		enclosed	resource	

July 17, 2019

Mr. Paul Rook
Human [1. _____] Director
Island International Airport
Singapore 659589

Dear Mr. Rook:

I am [2. _____] for the position of file clerk that was advertised in the July 2nd Changi News.

I worked as a [3. _____] file clerk after school for three years. Now I am looking for a full-time position. I have [4. _____] my resume, and I would like to schedule an [5. _____]. I will call you early next week to follow up on my application. I look [6. _____] to discussing this [7. ____] with you.

[8. _____] yours,
(Signature)

_____ (Write your name here.)

Task 2

Now complete the following sentences using ***attach, reply, forward*** or ***enclose*** in its correct form:

1. I have _____ some literature about our products in the package for you.
2. Please _____ the email which I sent you to all the people involved in the project.
3. All my emails are automatically _____ to my new address.
4. All applicants should _____ a recent photograph to their CV.
5. I emailed him the details last week, but he hasn't _____ yet. He must be on holiday.
6. [In a letter] Please complete and return the _____ form to our address as soon as possible.
7. Could you please _____ to our offer by the end of next week?

UNIT 10

CURRICULUM VITAE

A curriculum vitae- often called a CV or vita- is similar to a résumé, but is longer and provides a more comprehensive portrayal of your skills, experiences, and education. Vitas are used primarily by students seeking academic opportunities such as positions in teaching or research, and fellowships or grants. There is no set format for a CV. Vitas may include all or some of the following:

- Personal/contact information
- Academic background
- Professional licenses or certifications
- Teaching experience
- Technical skills
- Related experience
- Professional or academic honors
- Professional development
- Research interests and activities
- Service positions held
- Affiliations/memberships
- Foreign languages
- References

Style and format

There is not one correct style of CV to use. All CVs should be targeted to meet the requirements of an advertised vacancy or a particular employer. Three types of CV's:

- **Chronological CV:** relative experience is essential.
- **Functional CV:** skills and achievements are essentials. For non-experienced.
- **One-page summary CV:** for very famous individuals or professors.

Eight useful tips

Before you start getting ready to list your qualifications and work experience, here are eight useful tips to think about.

1. Keep it short ... but not too short!

Your CV should be one to two sides of A4 paper. If you find you've got too much information, summarise and select the most relevant points. If it's shorter than a page, consider including more information about your

skills and the responsibilities you had in your previous roles.

2. Use active verbs.

When you describe what you have achieved in previous jobs, use active verbs for a strong positive effect on the reader. For example, to make a change from *was responsible for*, use verbs like *led* or *managed* (*a team / a project*); *created* or *developed* (*a product / a positive atmosphere*); *delivered* (*results/training*); and *provided* (*support/training*).

3. Fill in the gaps.

Avoid leaving gaps in your employment history. If you were travelling the world, on maternity leave or looking after small children, include that in your CV.

4. Make sure it's up to date.

Always ensure your CV is up to date. Include your most recent experience at the top of each section.

5. Don't exaggerate or lie.

Your potential employer can easily check information about where you have studied and worked. Don't be tempted to lie or exaggerate about your expertise, because sooner or later this will be discovered and may result in you losing the job.

6. Spend time on the layout.

Make sure your CV is clear and easy to read. Use bullet points and appropriate spacing, keep your sentences short, line up your lists neatly and use a professional-looking font (e.g. Arial font size 12).

7. Check for mistakes.

Mistakes on a CV create a bad impression. Use spell check, reread your CV and ask someone else to check it for you too before you send it.

8. Include a cover letter.

When you send your CV to apply for a job, you should send it with a cover letter or email to introduce your application. The cover letter should show your personal interest in the role, highlight the skills and

experience you bring and encourage the employer to read the attached CV.

Task 1

What parts does a CV have?

<p>a) Write the missing letters.</p> <p>9. P_rs_n_l det_ils 10. Ed_c_t_n and q_lific_t_ns 11. W_rk exp_r_nce 12. Sk_lls 13. Int_r_sts 14. R_f_r_nc_s</p>	<p>b) Match the parts 1-6 with their meanings A-F.</p> <p>A. jobs you did before B. things you enjoy (e.g. playing a sport) C. your name, address, date of birth, email, phone number D. the name of your school / college; exams you passed E. things you can do (e.g. speak a language; drive a car; use a computer) F. names of people who know you (e.g. your teacher or your boss), and who can say that you're good for a job</p>
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Task 2

Complete Nisa's CV. Write the headings in the right place on the dotted lines (...).

- a. Education and qualifications

- b. Personal details
- c. References
- d. Interests
- e. Work experience
- f. Skills

Nisa Thaoto CV

I am a nurse with qualifications and experience. I am looking for a job in healthcare in Beechen.

.....
Address: 391 Newbury Road, Beechen, BE2 3AC

Email: nisathaoto@wow.com

Phone: 07746 128 497

Date of birth: 30 April 1992

.....
2010-2011: Boromarajonani College of Nursing, Bangkok (Thailand). Diploma in Nursing

2012-present: Beechen College. ESOL course. I will take Entry 1 exams this term.

.....
2011-2012: nurse at Bumrungrad International Hospital, Bangkok

2013-present: volunteer assistant at Help the Aged (charity shop), 14 High Street, Beechen

.....
.

Languages: Thai (fluent); English (elementary)
Computers: Microsoft Office (Word, Excel and PowerPoint)
UK driving license

.....
I enjoy football and played for the women's team at school.

.....
Mr Mark Hargreaves, ESOL Lecturer, Beechen College:
mhargreaves@beechen.ac.uk
Ms Pikul Dangda, Head of Nursing, Bumrungrad International
Hospital, Bangkok:
pikul_dangda@bumrungrad.com. Ms Dangda was my supervisor
when I worked at Bumrungrad Hospital.

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- <https://www.letterspro.com/letters/to-guests/13582-hotel-confirmation-letter>