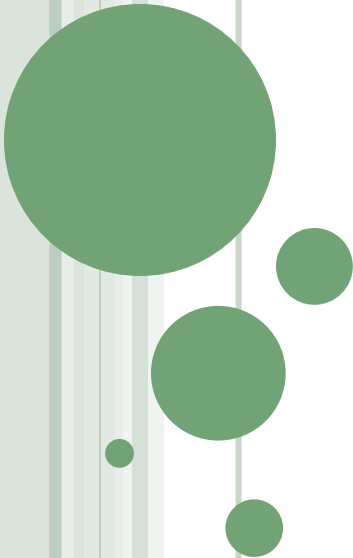


LINGUA E CIVILTÀ

Lezione 12-13



INTRODUCTION TO WRITING



WHAT IS BUSINESS? /1



Business is
buying and selling



To buy (v) – the purchase (n)
To sell (v) – the sale (n)



Business involves the purchase
and the sale of goods and services
using money

WHAT IS BUSINESS? /2



Business is based
on

1. **Demand** =
desire for goods

2. **Supply** =
Act of satisfying
this desire

WHAT IS BUSINESS? /3



Business is based
on

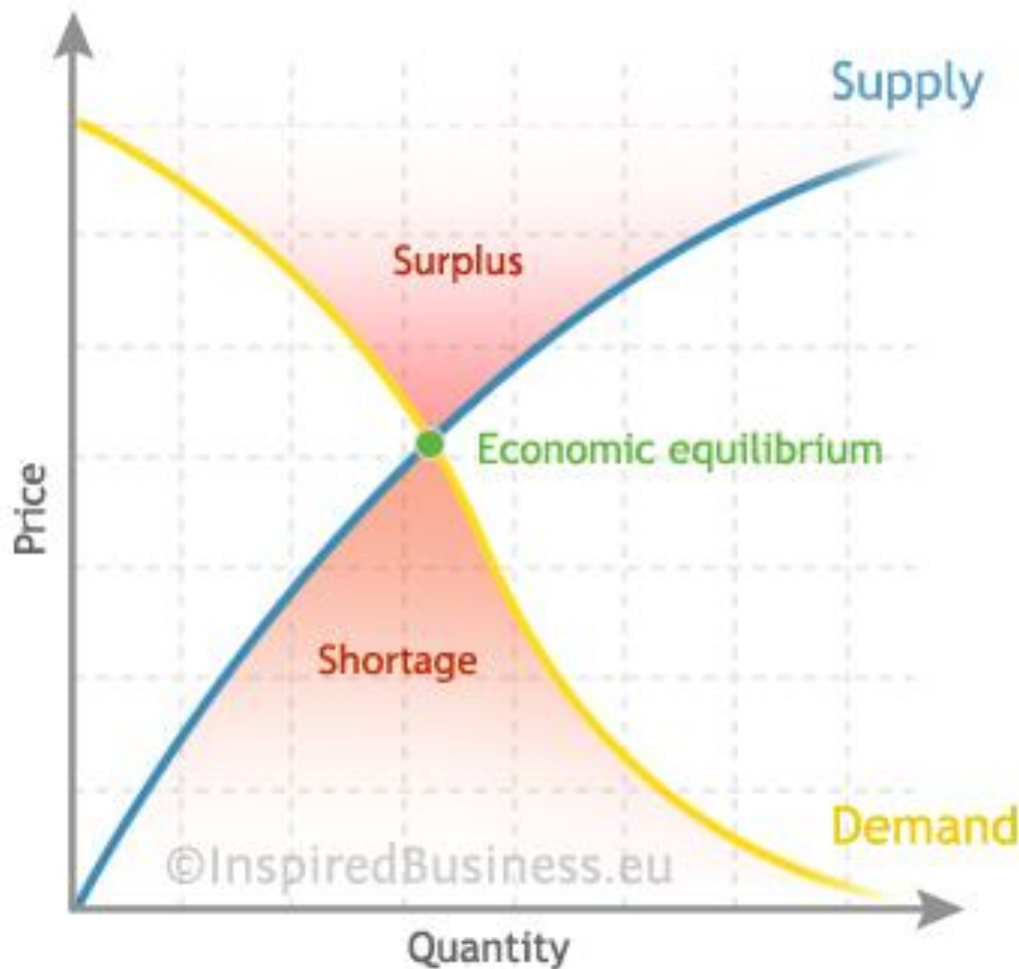
1. Needs

Something you need

2. Wants

Something you
would

like to have



When there is a demand for a certain product:

- 1. Consumers buy the product at the best price**
- 2. Manufacturers/suppliers fix the price**

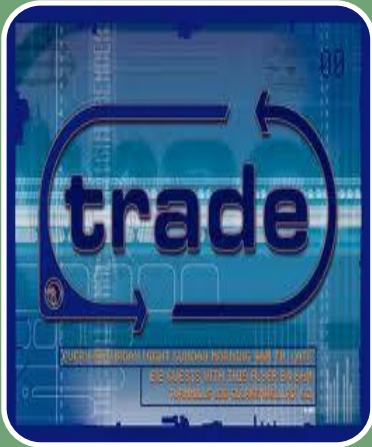
→ competition between buyers and sellers

TRADE



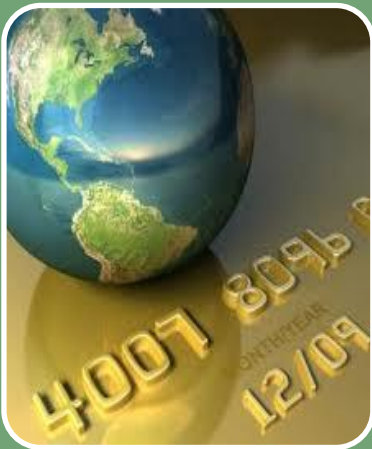
purchase
and sale
of goods
and
services

TRADE vs COMMERCE



A business of a particular nature

Es. home trade/International trade/Car trade



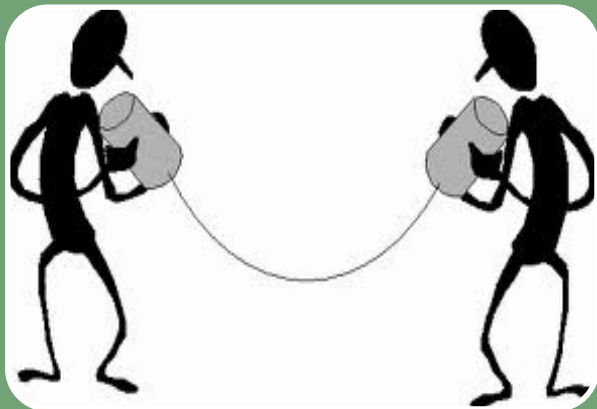
Refers to **other business activities** which make trade possible

Es.
banking/Insurance/Transport/Advertising/
Communication

COMMUNICATION



Because business involves
MONEY in the purchase and
sale of goods and services



an accurate
communication
is essential



METHODS OF COMMUNICATION



BUSINESS LETTERS

Important means of communication

Widely used

Permanent and tangible record of business relations and of the stages of a transaction

WHO ARE PEOPLE INVOLVED IN TRADE?



A buyer

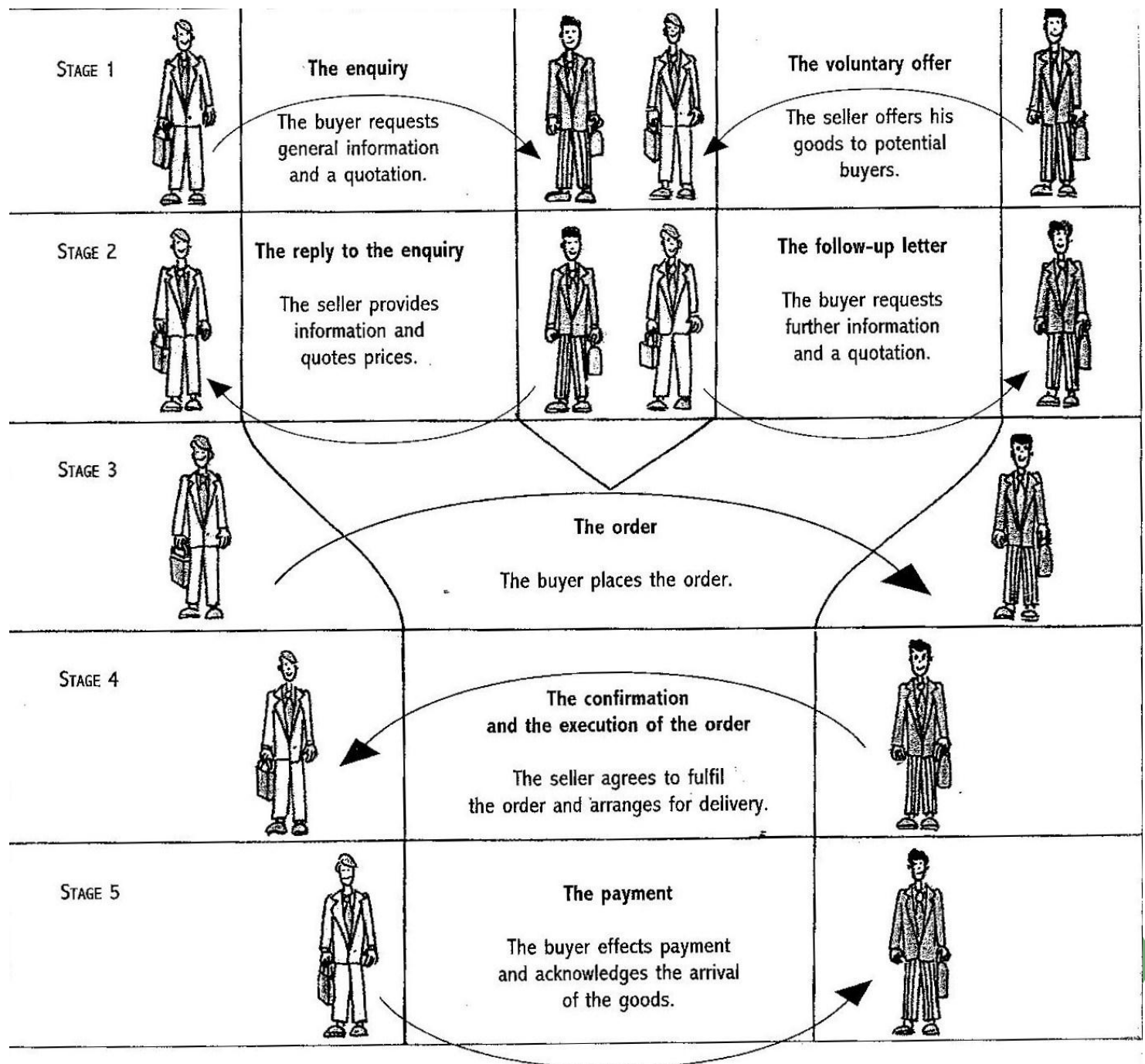
A seller



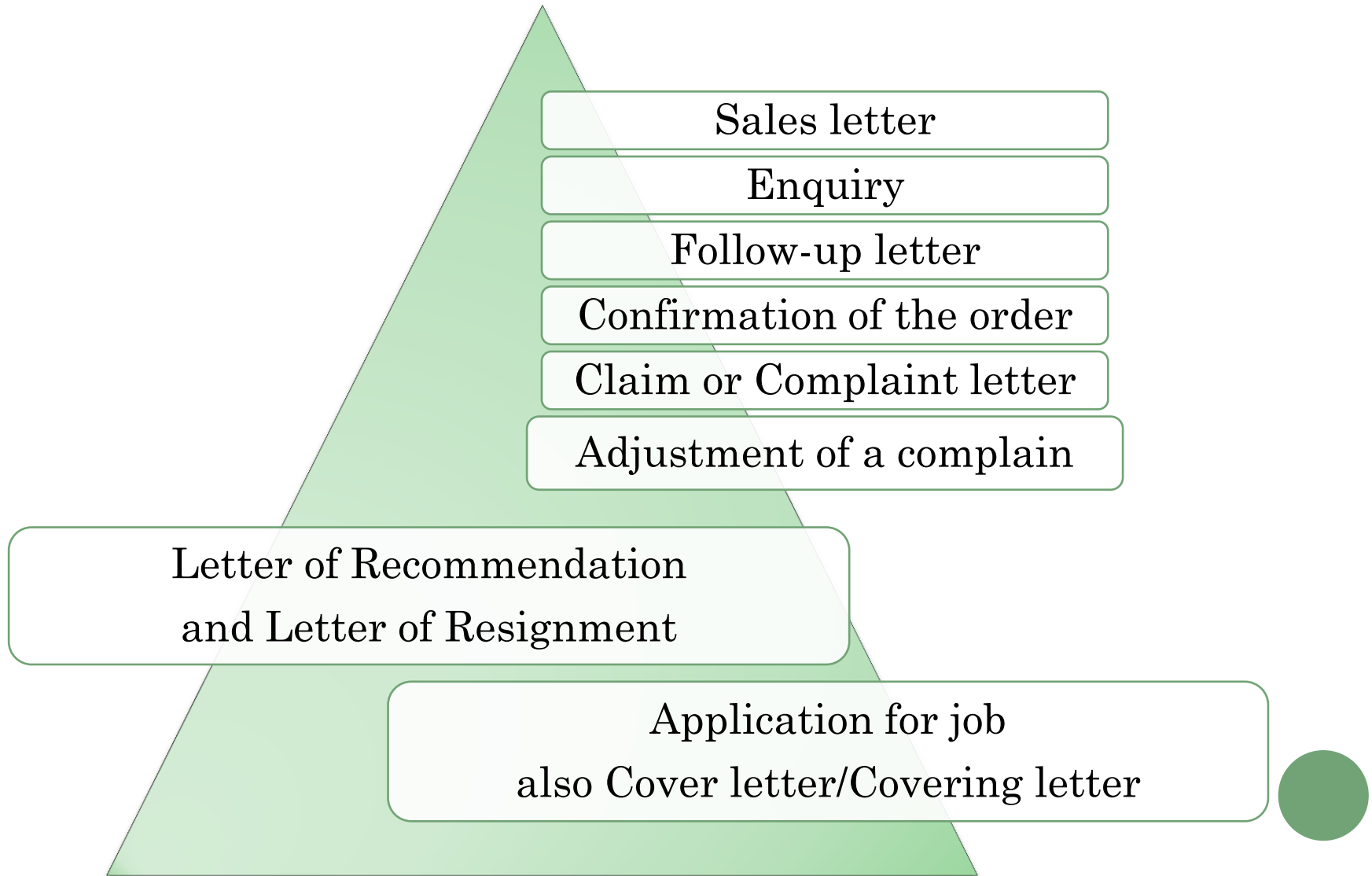
COMMERCIAL
TRANSACTION



Stages of a transaction



TYPES OF BUSINESS LETTERS



WHY BUSINESS LETTERS?

written to give and to obtain information

permanent, written record of business transactions

clearly indicate who is responsible

WHAT MAKES IT GOOD

Well organized

With a specific
and stated
purpose

Accurate

Well
punctuated

Courteous
and tactful

Brief and
concise

Clear

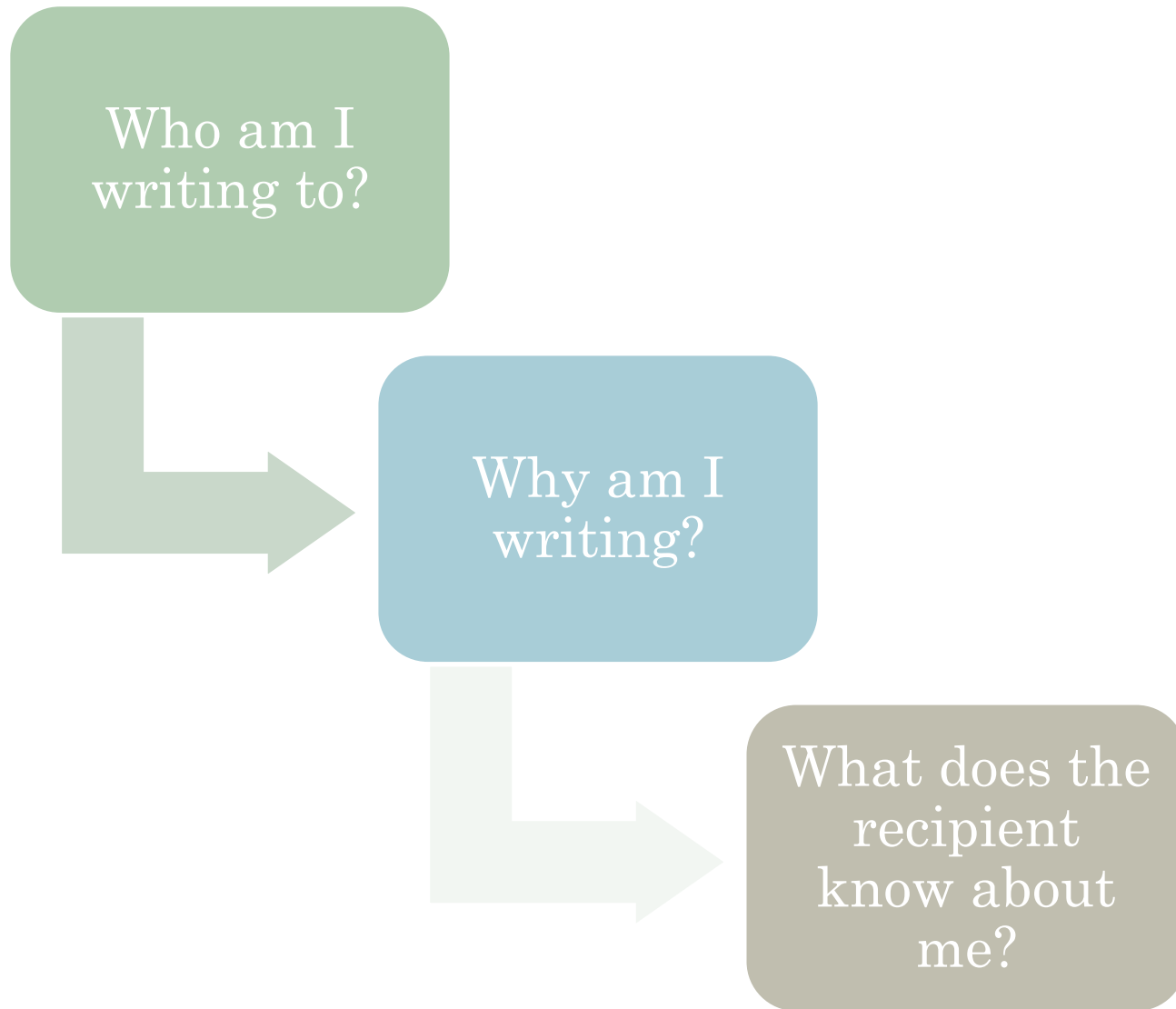
Coherence

The
right
tone

layout
and style



THE PURPOSE FIRST OF ALL



HOW TO MAKE IT GOOD

Identify a topic area

Think
about the
message

Paragraphs

Divide the
text into
coherent and
topic sections

Language

Use plain
English, active
verbs, correct
sentences, good
grammar, a
formal style,
short sentences

(SEVERAL) STRUCTURES
OF
A LETTER



Layout

When writing a business letter, you should follow the standard format. The letter opposite shows where the following different components should appear on the page.

- a letterhead / address (but not name) of writer
- b name and address of recipient
- c references
- d date
- e opening
- f subject heading
- g body of the letter
- h closing
- i signature
- j name and job title
- k enclosures



Letterhead

Reference

Reference

Date

Inside address

Inside address

Salutation

Body of the letter

Stamp

Complimentary close

Signature

Envelope



What parts do you identify

Tone/Style

Formulas

72 Newton Drive
London SW6

3rd October

Dear David

How are you? I'm fine. I'm in London, at the International School of English. I'm in class 3 with eight other students. They're all from different countries - Spain, France, Japan, Argentina, Switzerland, and Thailand. Our teacher's name is Peter Briscall. He's very nice. He's funny and he's a very good teacher.

My new address is at the top of the letter. I'm with an English family, the Browns. Mr and Mrs Brown have three children. Thomas is fourteen, Catherine is twelve, and Andrew is seven. They are all very friendly, but it isn't easy to understand them!

London is very big and very interesting. The weather is good - cold but sunny - and the parks are beautiful! Hyde Park, Green Park, and St James' Park are all in the centre. It isn't easy to use the Underground, but I understand it now. It's very expensive!

English food is OK, but the coffee is horrible!

Write to me soon.

Love, Paola

P.S. Is my English OK?

Type of Letter

Layout

Purpose

Openings/Endings

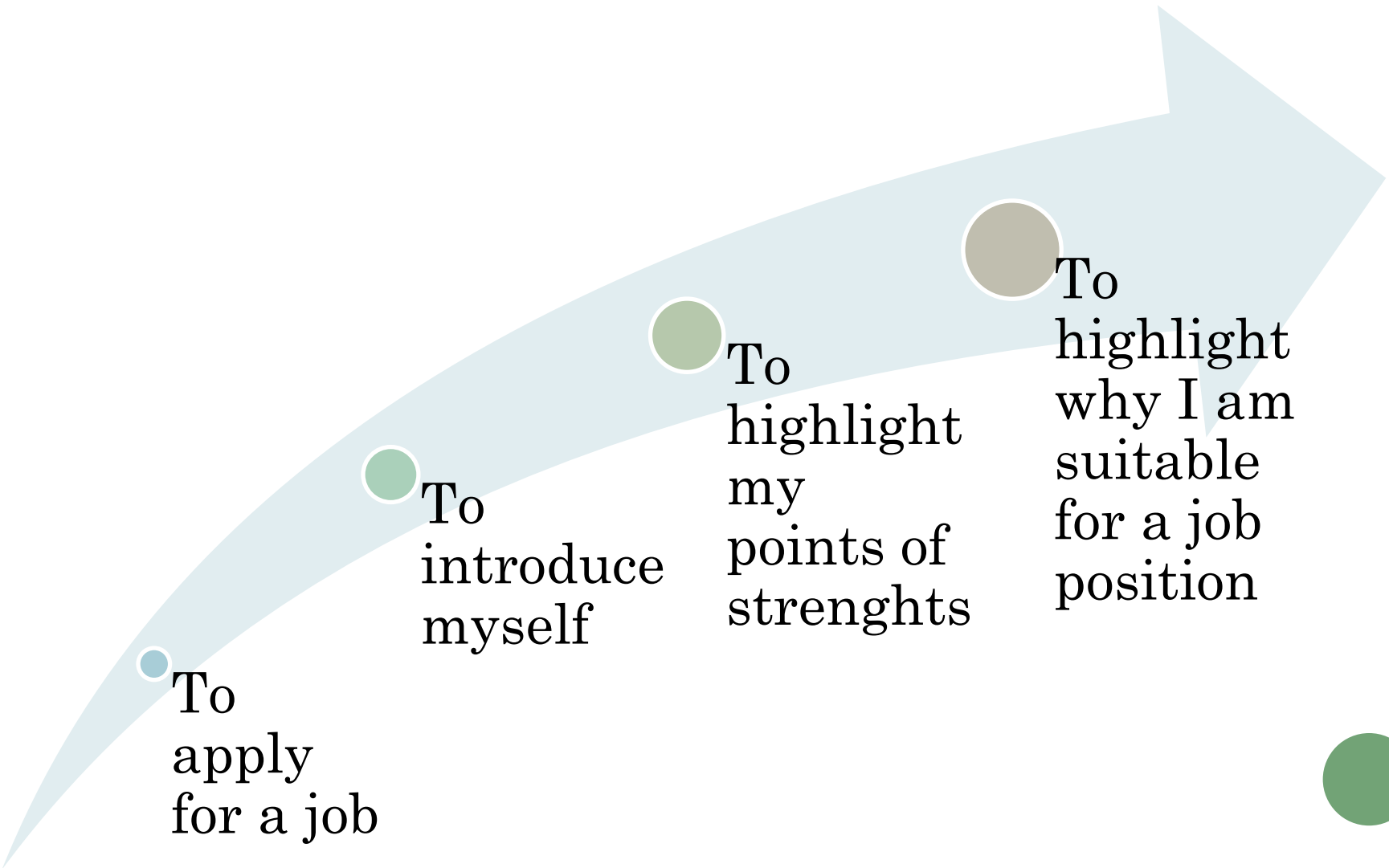
- Dear Sir/Madam,
 - I am writing to complain about the prize I was sent for winning your 'Travel and Learn' competition for language learners. There are four different problems with the pack I received.
 - Firstly, the language pack you sent was for learners of Russian, not English. I clearly remember ticking the 'English' box. In addition to this, the textbook mentioned in the advert was missing and one of the two audio cassettes was broken and impossible to play.
 - Furthermore, I watched the Russian video and I am afraid to say that the picture quality was very poor. I hope this is not typical of your videos.
 - Naturally, I am still interested in learning English, and I would be grateful if you could send me the correct pack. However, I am not prepared to return the Russian pack until I have received the replacement and checked the contents carefully. I also expect to receive a full refund for the cost of returning the Russian pack to you.
- I look forward to hearing from you.
- Yours faithfully,
- (Name)

Rewrite the following letter adding punctuation, capital letters and the correct layout

your ref: jh/mb our ref: jl/bw 15th april 20.. mr joseph harden
harden&lowe ltd 25 nelson road leeds ls12 3bm dear mr harden we were
very pleased to receive your letter of 10th april in which you asked
about our new line of hand-made bags shoes and gloves as advertised in
the march issue of style magazine we can assure you of the high quali-
ty of all our products and enclose our catalogue and price list togeth-
er with details of our terms of sale as requested we hope to hear again
from you soon yours sincerely joseph lawson sales manager



WHY DO I NEED A COVERING LETTER?



To
apply
for a job

To
introduce
myself

To
highlight
my
points of
strenghts

To
highlight
why I am
suitable
for a job
position



CURRICULUM VITAE

- Personal details** Name, address, telephone, fax, e-mail, nationality, date of birth.
- Work experience** Your work experience, with most recent or current experience first.
For each include: name and address of employer, type of business or sector, occupation or position held, main activities and responsibilities.
Part-time and temporary work should be included.
- Education and training** Places of education where you have studied with the most recent first.
For each include: name and type of organisation, title of qualification and points awarded.
- Personal skills and competences** Acquired in the course of life and career, but not necessarily covered by formal certificates and diplomas.
- **linguistic competences** (mother tongue and other languages)
 - **social skills and competences** (living and working with people in positions where communication is important and team work is essential, e.g. culture and sports)
 - **organisational skills and competences** (coordination and administration of people, projects and budgets at work, in voluntary work and at home)
 - **technical skills and competences** (with computers, specific kinds of equipment, machines, etc.)
 - **artistic skills and competences** (music, writing, design, etc.)
 - **other skills and competences** (competences not mentioned above)
 - **driving licence**
- Additional information** Other relevant information, e.g. contacts and references (include the names and addresses of two people who have known you for sometime. If possible, one should be from a place of study and the other from work).

(Source: Cedefop)

3a

Read the letter of application below. Then label the boxes with the appropriate headings.

- request for interview
- closing salutation

- qualifications
- relevant skills

- previous employment
- details of current employment

- reference to enclosures
- future expectations

- source



May 5th 2005.

The Personnel Director
SUNTOURS LTD
PO Box 795
London NW3 5HD

Dear Sir/Madam,

I am writing to apply for the position of Tour Organiser, which was advertised in La Repubblica on May 3.

As you can see from the enclosed CV, I left school five years ago with a diploma in Book-keeping and Accountancy from the Istituto Tecnico Commerciale "G. Goia" in Monza.

My first position with Central Computer srl enabled me to gain invaluable experience in the use of modern office equipment.

I have been with my present company, Terrenti e figli, Seregno, for three years now. In that time I have had a lot of experience in dealing with people as well as perfecting my secretarial skills. Besides the standard secretarial duties, my work also involves organizing business travel and conferences both in Italy and overseas.

The main reason I am looking for another position is that I feel the need for a new challenge in my career.

As I have to deal increasingly with overseas clients, I have been attending evening classes for the last two years in order to improve my English. I am currently studying for the Cambridge First Certificate exam. In addition to this, I can also speak French fluently as I studied it for six years at school and have visited France on many occasions.

With my CV, please find enclosed copies of references from previous employers and my report from The Britannia Language Academy.

I am confident that I have the necessary qualifications and experience for this post and would welcome the opportunity to attend an interview.

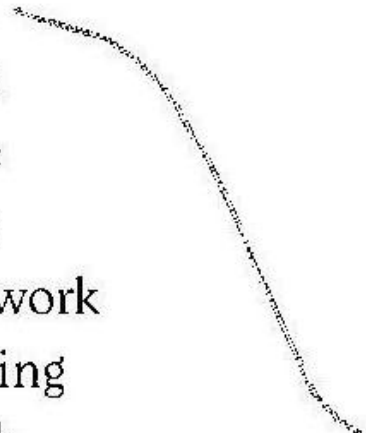
Yours faithfully,

Nadia Ceresa
Nadia Ceresa

Encls: 3

TYPES OF WORK

2 Match the types of work with the definitions.

- | | |
|-----------------|---|
| 1 full-time | a work from home using a computer |
| 2 part-time | b work that needs special training |
| 3 flexi-time | c start and finish work at convenient times |
| 4 job-share | d work shorter hours or fewer days each week |
| 5 contract work | e sometimes work at night and sometimes work in the day |
| 6 tele-working | f go to a place of work five full days a week |
| 7 shift work | g work for a company for a fixed time until a project is finished |
| 8 skilled work | h divide a job between you and another person |
- 



1 Listen to Dave, who is in the final year of a business course, talking to Carla, who graduated from the same course last year. Tick the subjects that Carla mentions.

applying for jobs ☐ accepting jobs ☐ preparing for interviews ☐
networking ☐ the job market ☐

2 Listen again and complete the notes that Dave made after his conversation with Carla.

Discussion with Carla Thursday 20th
February

Interviews

- 1 Think about what questions the interviewer might ask.
2 _____ the interview with a friend.

Networking

- 3 _____ professionally.
4 _____ smartly.
Shake 5 _____.
Be 6 _____.
Listen to 7 _____.

Follow-up

- Send a short 8 _____ thanking the person for his/her 9 _____ and advice.

1 Julia Ormond is applying for a job as an IT manager. What expression does Julia use to say that

- 1 she is writing about the advertisement? *With reference to*
- 2 people say good things about the company?
- 3 she has put her CV in the same envelope as the letter?

With reference to your advertisement in *The Economist*, I am writing to apply for the post of IT manager.

Your company has an excellent reputation and I feel that I can offer a lot to your organisation. As you will see from the enclosed CV, I have had a lot of experience working with computers ...



USEFUL PHRASEOLOGY

- 10501E-2002E*
- In response to your advertisement in... on..., I would like to apply for the post/position of...
 - I am writing to apply for the post/position of... which you advertised in..., on...

- So far in answer to question 1*
- I feel I am qualified to apply for the post as...
 - I graduated from... with an honours degree in... *come*
 - I left school with a diploma in... *post*
 - I have a degree/diploma in..., from... *twice*

- My first post was with... During my time with the company I worked as a...
- This position enabled me to gain valuable experience in...

- I am currently employed as a... by... In this post I have acquired... and learnt to... I have also gained further experience in...

- The main reason I am looking for another job is that I feel...
- I am interested in this post because I need a new challenge in my career.
- I am seeking challenging work which would enable me to use and build on my skills and experience.

- I believe I have the relevant skills for this position.
- I studied... for... years at school.
- I am able to communicate well in...
- I have attended courses in...
- I have spent the last.... years perfecting my... skills.
- I can use a... proficiently.

- I enclose... references from my teacher/employers.
- Please find enclosed a copy of my CV and...

- I hope my application will be considered favourably and I look forward to being invited to an interview.
- I am confident that I have the necessary qualifications for this post and welcome the opportunity for an interview.
- I would welcome the chance to give you further details, should you decide to interview me.

*Degree in
management
studies*

Wanted

OFFICE MANAGER

Do you enjoy the excitement of running your own office?

Are you resourceful, sociable and well-organised?

Yes – to all

Can you operate under stress?

Can you manage up to 30 staff?

Are you a competent French speaker?

Diploma in French

To apply, email your CV and a cover letter to Geoffrey Walker: g.walker@ctel-communications.com

Closing date for applications: 28th May 04

2 Read a letter applying for the job. Find and correct any mistakes.

From: kglad@besttel.com

To: g.walker@ctel-communications.com

subject: Application for position of Office Manager

Dear Sir/Madam

I am writting to apply for the position of Office Manager as advertised on the CTCL web site. As you can see from the attached CV, I am a experienced Office Manager. I manage 35 staff at RRT Limited since four years. I also have a Degree in Management Studies from Manchester University and a Diploma in French from Lancaster College. I enjoy the challenge of run a bussy office and consider myself being resourceful, sociable, well-organised and calm in a crisis.

If you have any question, please do not hesitating to contact me. I look forward to hear from you.

Yours sincerely

Kate Glad