

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
СХІДНОУКРАЇНСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ ІМЕНІ
ВОЛОДИМИРА ДАЛЯ

МЕТОДИЧНІ ВКАЗІВКИ

до практичних та самостійних занять з дисципліни

«ІНОЗЕМНА МОВА (АНГЛІЙСЬКА)»

Ділова англійська мова

4-й рік навчання

*(для здобувачів вищої освіти денної та заочної форми навчання всіх
спеціальностей)*

(Електронне видання)

ЗАТВЕРДЖЕНО
на засіданні кафедри
«Іноземних мов та
професійної комунікації»
Протокол № 4
від 17.11.2021 р.

Сєверодонецьк 2021

УДК 811.111.378.147+2'243'276.6(075.8)

Методичні вказівки до практичних та самостійних занять з дисципліни «Іноземна мова (англійська)» Ділова англійська мова, 4-й рік навчання (для здобувачів вищої освіти денної та заочної форми навчання всіх спеціальностей) / Уклад.: О.І. Козьменко, А.С. Хохлов. – Сєверодонецьк : вид-во СНУ ім. В.Даля, 2021. – 35 с.

Дані методичні вказівки містять теоретичну інформацію з прикладами стосовно навчання студентів діловій англійській мові; охоплює основні аспекти у сфері бізнесу, пов'язані з пошуком роботи, діловим етикетом, написанням резюме, мотиваційних листів, співбесідою з працевлаштування, розумінням структури компанії, веденням презентацій, діловою кореспонденцією та електронним листуванням; практичні завдання, які передбачають використання студентами мовних засобів для тренування лексики з можливістю продукувати знання на практиці.

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Вступ

Ділове спілкування, як частина людської діяльності, є об'єктом численних досліджень і успіх багатьох міжнародних бізнес-проектів та ділового співробітництва залежить не тільки від професійних основ діяльності, але й від комунікативної компетенції учасників, яка реалізується у здатності користуватися мовними засобами для встановлення мовленнєвого контакту, його підтримки та впливу на адресата з метою досягнення комунікативних цілей.

Крім того, ділова сфера є однією з життєво важливих сфер діяльності людини. Саме за допомогою ділових паперів, документів, ділових листів встановлюються офіційні, службові, ділові та партнерські контакти між закладами, підприємствами, установами, державами, а також налагоджуються приватні стосунки між людьми.

Методичні вказівки мають на меті описати шляхи реалізації ділового спілкування; розвиток мовної, прагматичної та міжкультурної компетенції студентів. Матеріали мають практичне спрямування, яке здійснюється шляхом інтеграції мовленнєвих умінь та мовних знань в рамках тематичного та ситуативного контексту. Методичні вказівки відповідають поставленій меті та складаються з п'яти розділів: розділ 1 передбачає розглядання особливостей влаштування на роботу, складання резюме та мотиваційних, супроводжувальних листів; розділ 2 – аналіз та рекомендації стосовно першого враження на роботодавця й колег, помилки у діловому спілкуванні; у розділі 3 розглядається типова структура компанії з посадами та їхніми обов'язками; розділ 4 – демонстрація структури та практичних навичок щодо написання ділового листа і електронного листування; розділ 5 – практичні фрази-матеріали щодо мовного супроводу презентацій. Кожен розділ методичних вказівок передбачає надання теоретичної інформації з відповідної теми, практичними завданнями та завданнями для самостійної роботи студентів.

Розділ 1. APPLYING FOR A JOB

Work should be rewarding, interesting, and, if at all possible, fun. However, very often the process of searching such a job not only takes much time and efforts but also requires special experience. This process starts with analyzing the ads containing basic information which should assist a potential candidate in determining whether or not s/he feels qualified to apply. It is also important to know the typical steps involved in the recruiting process.

These are as follows: the post is advertised in press or on the Internet → applications and resumes are received → applications and resumes are screened → applicants are short-listed → short-listed applicants are invited for an interview → a written examination test may be administered → references are checked → the final selection is made → a verbal offer of employment is made to the candidate → a formal written offer of employment is made to the candidate → a candidate accepts/declines the offer of employment.

1. *Read and retell that text above.*
2. *Here are three extracts from job advertisements. Read them carefully and match the definitions (1-8) with the correct adjectives or phrases (a — h), as in the example.*

Typist/Receptionist required for a busy office. Typing and shorthand around 100-- 150 wpm. We will give preference to applicants who have experience of using word processors and computers.

Our new restaurant is opening in October and we are looking for waiters, waitresses and kitchen staff.

If you are a friendly and outgoing person who is not afraid of hard work we have the job and hours to suit you.

For more information, contact Julia on 44-81-25.

Do you have a good telephone manner?

Can you type and work a PABX switchboard?

Our hard-working, energetic sales department needs a personable secretary/PA with real initiative. Excellent starting salary. Three (3) weeks of paid holiday leave.

Apply in writing with full details to: Personnel Department, Of-Op, Ltd (attn. Barbara Roberts).

- | | | |
|--|--|------------------------|
| 1 puts a lot of effort into a job and does it well | | a patient |
| 2 doesn't get angry or irritated quickly | | b creative |
| 3 open and friendly | | c persuasive |
| 4 can produce new ideas | | d enterprising |
| 5 doesn't get tired easily | | e hard-working |
| 6 can change people's opinions | | f outgoing |
| 7 regularly checks the quality of his/her work | | g energetic |
| 8 takes initiative without waiting for somebody to tell what to do | | h attentive to details |

3. *The first step to get a job is to write an application letter. Combine the beginnings of the sentences with the relevant endings of an application letter that was shredded by mistake.*

Beginnings:

Dear Sir,

With reference to your advertisement in today's *Morning News*,

I am interested in applying for (1)

I am at present working as (2)My duties include audio and copy typing and (3)...Twice a week I have been doing evening classes in bookkeeping and I intent

(4)...I am applying for the position because I would like an opportunity

(5) I enclose (6) I would be available for (7) I hope that you will consider (8)...

Yours faithfully,

John Baker

Endings:

a) to take an examination in three months;

b) interview at any time;

c) dealing with correspondence and telephone enquiries;

- d) my application favourably;
- e) to make more use of my training;
- f) the position of Accounts Clerk with your company;
- g) my application form;
- h) a secretary in the accounts office at TV Industries.

4. *Translate expression for cover motivation letter and substantiated written refusal.*

With reference to your advertisement in "Kiev Post" of Tuesday, January 10, I would like to apply for the position of... in your company.

I recently heard from ... that there is a vacancy in your sales department.

I am used to working on my own.

I appreciate the opportunity to work on my own initiative and to take on a certain amount of responsibility.

During training for my present job I took courses in marketing.

Since my present position offers little prospect for advancement, I would prefer to be employed in an expanding organization such as yours.

I am at present earning ... per month.

Thank you for offering me the post/position of... / have pleasure in accepting this position.

I am looking forward to commencing work on September 1.

I regret to inform you that I am unable to accept the position, since I have received another, more attractive one.

I feel that my experience in this field would not be used to its full capacity in above position. Therefore I have to decline.

5. *Complete the table.*

to headhunt • to recruit • to offer a severance package • to give someone the sack • to fire • to interview • to dismiss • to make someone redundant • to write a reference • to

give notice • to hire

Finding and appointing new employees	The termination of an employee's contract

RESUME

6. *Read the text.*

An English resume should contain relevant information about your education, qualifications and employment history to show a recruiter your suitability for a role. If you are applying for jobs where you will be required to speak English, then your resume will need to be in English. This is a great opportunity to demonstrate your language skills. In order to impress a hiring manager, you will need to ensure that your resume uses correct English and is written in a professional style.

7. *Read these steps to write a resume. Do you agree with each point?*

1. Include your contact details.
2. Only include relevant personal information.
3. Write a clear objective statement or summary.
4. Have separate sections for "Education" and "Skills and qualifications".
5. Use facts or figures to demonstrate your achievements.
6. Tailor your resume to the job.
7. Avoid references.


Рисунок 1 - Resume

Resume Format

1. Name and contact information
2. Summary or objective
3. Professional history
 - a. Company name
 - b. Dates of tenure
 - c. Description of role and achievement
4. Education
5. Skills
6. Optional
(Awards & Achievements,
Hobbies & Interests)

Chronological Resume Format

Name and contact information	<p>Janet Chobot Little Rock, Arkansas • (123) 456-7891 agardner@email.com</p>
Summary or objective	<p>Summary An exceptionally organized and friendly dental assistant with 3+ years of successful experience working with dental offices and clients.</p>
Professional history	<p>Professional History Smith Family Dentistry, Dental Assistant July 2017 – Present</p> <ul style="list-style-type: none"> • Clean and prepare treatment rooms • Prepare patient to be seen by for dental treatment • Answer common patient questions about dental procedures, treatments, and issues <p>E&H Dental, Office Assistant August 2015 – July 2017</p> <ul style="list-style-type: none"> • Organized client schedules • Received patients upon arrival • Handled client billing and paperwork • By end of work experience, took on key dental assistant roles
Educational history	<p>Educational History Little Road Junior College August 2012 – June 2014 Certified Dental Assistant Program</p>
Skills and abilities	<p>Skills Dental assistant skills include: DANB certification • X-ray certification • Denture impressions • Calming personality and demeanor • Hygienic • Minor oral surgery experience</p>



8. **Summary.** Write your own cover letter and resume to a potential employer.

Розділ 2. FIRST IMPRESSION

1. **What do you notice first when you meet a new person? Eyes, clothes or something different?**



Рисунок 2 - What do you notice first when you meet a new person

2. **A. Match the adjectives with the definitions.**

- | | |
|-----------------|---|
| 1. shy | a. doesn't say much |
| 2. bad-tempered | b. is always happy, in a good mood |
| 3. cheerful | c. doesn't like working |
| 4. naughty | d. always knows the right thing to do |
| 5. sensible | e. uncomfortable with new people |
| 6. lazy | f. gets angry very quickly |
| 7. quiet | g. breaks the rules, but not a bad person |

2. **B. Personality opposites. Which words in exercise A have the opposite meaning to these?**

- | | |
|------------|--------------|
| silly | hard-working |
| moody | talkative |
| outgoing | well-behaved |
| easy-going | |

3. **Match following these eight headings with parts of the text «Making a great first impression»**

Have a winning smile. Be on time. Use small talk. Present yourself appropriately. Be courteous and attentive. Be yourself. Be open and confident. Be positive.

Someone you are meeting for the first time will not be interested in your "good excuse" for running late. Plan to arrive a few minutes early, and allow flexibility for possible delays in traffic or taking a wrong turn. Arriving early is much better than arriving late, and is the first step toward creating a great first impression.

Of course physical appearance matters. The person you are meeting for the first time doesn't know you, so your appearance is usually the first clue he or she has to go on. But, don't worry! This doesn't mean that you need to look like a model to create a strong and positive first impression. (Unless you are interviewing with your local model

agency, of course!

No. The key to a good impression is to present yourself appropriately.

They say a picture is worth a thousand words, and so the "picture" you first present needs to demonstrate who you are to the person you are meeting.

First, think about the way that you dress. What is the appropriate dress code for the meeting or occasion? In a business setting, what is the appropriate business attire? Suit, blazer, casual? And what will the person you'll be meeting be likely to wear? If your contact is in the creative arts or the music industry, a pinstripe business suit may not strike the right note! For business and social meetings, appropriate dress also varies between countries and cultures, so it's something that you should pay particular attention to when in an unfamiliar setting or country. Make sure that you know the traditions and norms by reading up on the different cultural norms in our section on *Managing Around the World*.

Yes, making a good first impression does mean you need to "fit in" to some degree. But it doesn't mean losing yourself or pretending to be someone you're not. The best way to create a good impression is by being your authentic self. Doing this will make you feel more confident, help you to build trust, and earn the respect and integrity from the people you meet.

As the saying goes, "Smile and the world smiles too." So there's nothing like a smile to create a good first impression. A warm and confident smile will put both you and the other person at ease. So smiling is a winner when it comes to great first impressions. But don't go overboard with this – people who take this too far can seem insincere and smarmy.

When it comes to making a good first impression, body language can often speak louder than words.

Use your body language to project appropriate confidence and self-assurance.

Stand tall, smile (of course), make eye contact, greet with a firm handshake. All of this will help you to project confidence and encourage both you and the other person to feel more at ease.

Almost everyone gets a little nervous when meeting someone for the first time. But this can lead to unwanted side effects, such as nail biting, the "jitters" or sweaty palms. By being aware of your nervous habits, you can try to keep them in check. See our article on relaxation techniques for help with this.

Conversations are based on verbal give and take. It may help you to prepare questions some questions for the person you are meeting beforehand. Or, take a few minutes to learn something about him or her. For instance, does he play golf? Does he work with a local charitable foundation? Do you have anything in common with him? If so, this can be a great way to open the conversation and to keep it flowing.

Your attitude shines through in everything you do. So, project a positive attitude, even in the face of criticism or in the case of nervousness. Strive to learn from your meeting and to contribute appropriately. Finally, show that you are approachable by maintaining an upbeat manner and smiling!

It goes without saying that good manners and polite, attentive and courteous behavior help make a good first impression. In fact, anything less can ruin the one chance that you have at making that first impression. So be on your best behavior! Set aside modern day distractions, for instance, by turning off your mobile phone so that you can give the person your full attention. And don't get sidetracked by other people. After all, what kind of first impression would you create if you are more interested in talking to someone else? Your new acquaintance deserves 100 percent of your attention. Anything less and you'll likely make them feel unimportant or even irritated

4. Match following headings with parts of the text «Communication mistakes in business and how to avoid them».

Give your personal opinion. Why does each given situation seem to be a mistake?

Not Taking Responsibility. Inefficiency. Vagueness. Transparency. Sounding Ignorant. Using the Wrong Tone or Being Too Emotional

Writing for Your Thought Partner, David Grossman brought out some of the most outstanding communication mistakes among businesses in 2013. For instance, in August of that year, AOL CEO announced that the company would be cutting back on its number of Patch websites. During a conference call with 1,000 employees, he fired Patch's creative director in front of everyone.

AOL's CEO issued an apology for his actions, but instead of taking responsibility, he made excuses. An analysis by the Grossman Group of his apology revealed mistakes in his wording that downgraded the efficacy of his apology. This incident underscores how important it is to take responsibility for mistakes. Writing for Forbes, Glen Llopis outlined for reasons why this is so vital: It earns respect. Vulnerability strengthens the team. It provides an example for others. It builds a culture of trust.

Extolling the value of customer communications management (CCM) software, Jeff Sammak wrote for CMS Wire, saying that programs of this nature help to "eliminate inefficiencies, mistakes and unnecessary costs associated with obsolete or manual processes." Sammak went on to point out that this software reduces human error while still allowing for personalized communications with customers.

According to Boundless, "Efficient communication conveys a message and achieves a desired effect using the least possible effort and resources." It stands to reason, then, that inefficient communication uses more effort and resources than necessary.

Boundless went on to point out that an efficient communication strategy considers the target audience of a message and the message's goal. Carefully considering these two factors may lead to more effective communication and fewer misunderstandings.

Insperty, an HR firm, posted an article by Lana Gezalova in which she pointed out the problems with relying too much on business jargon. She gave this sentence as an example: “We’ve taken a solution-focused approach, dominated by our corporate values, to create a paradigm shift in the industry.” That statement could apply to a number of different situations; it does not say much of anything.

Gezalova further stated that relying too much on vague business jargon hinders clarity and can make the source sound like they are avoiding facts.

Writing for Wharton Magazine, Stacy Blackman gave some tips on how to be concise and clear when communicating in business:

Lead with the main point: Avoid unnecessary jargon. Use short sentences.

The above tips might be especially applicable to business writing. When you’re writing, Blackman also advises that you read your message aloud and use a grammar and spell check.

In the aforementioned article for Your Thought Partner, David Grossman highlighted another poor example of business communication. In February 2013, Yahoo sent out a memo to employees that told them that telecommuting would no longer be an option. The memo received a largely negative reaction because it did not clearly convey the reasons behind the policy change. The incident instigated a nationwide conversation about work-from-home options.

Transparency is important to keep company morale at optimum levels. Ken Lin, the founder and CEO of Credit Karma, wrote for Inc., “In a transparent company, people know what is happening and why. They feel more involved... In a transparent company, executives are part of the greater team and not locked off in a room no one can access. People end up feeling part of something.”

Lin wrote that his company’s transparency culture has three key factors: An open-door policy. Honest conversations brought about in part by town hall meetings. Full disclosure about what the company is doing.

Sounding ignorant is one of the worst communication blunders you can make, according to an article written by Jason DeMers, the founder and CEO of AudienceBloom. He wrote, “Nobody knows everything, but being ignorant of a certain topic is not the same as showing your ignorance of a certain topic.” It is often better to remain silent on topics that you do not know a lot about.

You should also avoid using phrases that can give the impression you do not know what you are talking about. Writing for Entrepreneur, Serenity Gibbons listed some of these phrases:

“That’s ironic.” Many people misunderstand the meaning of the word “ironic.” It doesn’t refer to coincidences; it refers to situations in which the opposite of what was expected happens.

“Kinda” and “sorta.” These are extremely casual and could be seen as word whiskers or could make you sound unsure of yourself.

“No worries” or “no problem.” These phrases, often used as substitutes for “you’re welcome,” irritate many professionals.

Gibbons also suggests that you avoid using big words. Even if you’re using them correctly, they could give the impression that you are trying to make yourself look smart, which in turn could give the impression that you are not intelligent.

Writing for Inc., Lolly Daskal, the president and CEO of Lead from Within, pointed out some common communication mistakes, one of which is a lack of attention to tone. Particularly when you are in the midst of a challenging situation, it is important to control your tone. You do not want to come across as being on edge. Daskal recommends that you pause and take a breath before you speak, whether you are addressing a room full of people or an individual employee.

4. Summary. Make with a partner a presentation about advice for the first interview impression and communication mistakes.

Розділ 3. COMPANY STRUCTURE

1. *Read and translate the following text.*

In business organization structure means the relationship between positions and people who hold the positions. Organization structure is very important because it provides an efficient work system as well as a system of communication. Historically, line structure is the oldest type of organization structure. The main idea of it is direct vertical relationship between the positions and tasks of each level, and the positions and tasks above and below each level. For example, a sales manager may be in a line position between a vice-president of marketing and a salesman. Thus a vice-president of marketing has direct authority over a salesman. This chain of command simplifies the problems of giving and taking orders.

When a business grows in size and becomes more complex, there is a need for specialists. In such a case administrators may organize staff departments and add staff specialists to do specific work. These people are usually busy with services, they are not tied in with the company product. The activities of the staff departments include an accounting, personnel, credit and advertising. Generally, they do not give orders to other departments.

2. *Answer the questions.*

1. What does the organization structure mean?
2. What does the organization structure provide?
3. What is historically the oldest type of organization structure?
4. In what position is a sales manager in attitude to a vice-president of marketing and a salesman?
5. What is the difference between line and staff departments?'
6. Why is an advertising department or a credit department considered staff structure rather than line structure?

3. *Choose the necessary word and put it in the sentence:*

relationships, to hold a position, authority, complex, task, a line department, a staff department

1. Organization structure shows ... between each position and positions

above and below.

2. A sales manager has direct ... over a salesman.
3. As a rule a ... usually does not give orders to other departments.
4. When the business gets more ... there is a need for staff departments.
5. My friend ... of sales manager.
6. The ... of staff departments is to do different services.
7. My friend works in a ... he is responsible for the company product.

4. ***Match departments of a company and explain their duties.***

- | | |
|------------------------|-----------------------------|
| 1. R&D | a. Deal with complaints |
| 2. Customer Service | b. Draw up contacts |
| 3. Human Recourses | c. Carry out research |
| 4. Sales and Marketing | d. Train staff |
| 5. Production | e. Run advertising campaign |
| 6. Finance | f. Issue press releases |
| 7. Administration | g. Operate assembly lines |
| 8. Legal | h. Prepare budgets |
| 9. Logistics | i. Keep records |
| 10. Public Relations | j. Transport goods |
| 11. IT | k. Install software |

5. ***Give definitions to the following positions explaining their activities.***

- | | |
|--------------------------|------------------------|
| Purchasing Manager | Works Manager |
| Personnel Manager | Chairman |
| Marketing Director | Financial Director |
| Managing Director | Overseas Sales Manager |
| Home Sales Manager | Advertising Manager |
| Public Relations Manager | Chief Accountant |
| Production Director | The Board |

6. ***Read the text giving definitions to the marked words and statements.***

Individuals within the Structure

Every organization made up of more than one person will need a special form of an organizational structure. An organizational chart shows the way in which the chain of commands works within the organization. Companies are owned by **shareholders** who

appoint directors to look after their interests. All directors together are the board. Then directors appoint managers to run business on a **day-to-day basis**. The **Chief Executive Officer** (CEO) is the person who has overall responsibility for the management, i.e. he runs the company. The level below the CEO is Chief...Officer, for example Chief Financial Officer (CFO). CFO is **in charge** of all the financial side of the business. CFO is part of the senior management team. The CFO reports to the CEO. An executive is usually a manager at quite a high level. Non-executive directors are not managers of the company; they are **outsiders**, often directors of other companies who have particular knowledge of the industry or of particular areas. The next level down will be a department level. A job title here might be Sales Director or Head of Sales. Below this are people with job titles like Manager, Officer, Coordinator, etc. The words **Assistant or Deputy** may also occur at any level. Line manager is the person at work who is in charge of your department, group or project, that is the person the subordinates directly report to.

7. Complete the text about management structure with the appropriate words.

CEO, line managers, directors, managing Director, executives, shareholders, Board of Directors, senior

1. The is a group of people who control the company and elected by
 2. The company'sare its senior managers who meet regularly to make important decisions about its policy and strategy. 3. The is a person who has overall responsibility for the management of the company. 4. The Board of Directors appoints who is in charge of all the department activities. 5. The heads of the department are called who could be referred to the management. 6. are at the bottom of the organizational chart, they run groups or projects.

8. Summary. Make with a partner a presentation about a company, showing schematic its structure, job positions and responsibilities.

1. Read “Golden Rules” for writing business letters. Explain each point and why we could follow them.

1. Give your letter a heading if it helps the reader to see at a glance what you are writing about.
2. Decide what you are going to say before you start to write.
3. Use short sentences.
4. Put each separate idea in a separate paragraph.
5. Use short words that everyone can understand.
6. Think about your reader.

Your reader must be able to see exactly what you mean: your letters should be clear; must be given all necessary information: your letters should be complete; is a busy person with no time to waste: your letters should be concise; must be addressed to in a polite tone: your letters should be courteous; may get a bad impression if there are mistakes in grammar: your letters should be correct.

Structure of the letter

2. Make the letter steps in correct order.

Body of the letter. Sender's address / Date. Signature. Attention line. Inside address (receiver's address). Complimentary close. Salutation.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

3. Read, translate and discuss the letter.

D. Clark,
Sales Manager,
Priston & Co Ltd,
28 Kolas Court,
North Middletown, NJ
07734 USA

5th March

2021

Our ref: MP/NK

Dear Mr. Clark,

Thank you for your offer of 3d March.

We are favourably impressed by the quality of your commodity, but feel that the price is rather high. The prices quoted by other suppliers are, on the average, 10% lower. However, in view of the high quality of your commodity, we are ready to make a deal with you if you re-examine your prices. If you reduce your price by 5% we will place an order for some 10.000 items. We trust that in view of the size of the order you will see your way of making this concession.

Your early reply will be appreciated.

Yours sincerely,

Mike Parson

Sales Manager

1. Answer the questions.

1. Who is sending the letter?
2. Who is receiving it?
3. What is the opening phrase?
4. The company is ready to purchase the commodity, isn't it?
5. What is its requirement?
6. What quantity is it ready to buy?
7. Do you think it is worth to make this concession?
8. What is the closing phrase?

BUSINESS EMAIL

The six key components to structure

2. Match following headings with parts describing email structure.

Detail/Body. Subject Line. Ask/Action. Closing/Sign-off. Greeting. Intro/Purpose.

Make the subject line clear, concise, and meaningful. It should summarize, not describe. Avoids one-word descriptions (e.g., Important, Help, or Urgent). Change the subject line if it is vague, messy, or not related to the message.

Use Subject Line Hashtags as a way to standardize Subject Lines and provide key information such as purpose and urgency. For short messages, use subject line only message ending with “EOM” (shorthand for "end-of-message").

Bad Subject Line: “Re: Re: Re: Need to talk about change”.

Good Subject Line: “Important: Project Orion Timeline Acceleration”.

The subject line highlights the importance of an Email and the key information or topics within the message.

Use the addressee’s name and title if it is a formal message. Follow institutional protocols for the use of greetings. Casual business communications do not always need a formal greeting - they can often just list the recipient names. The greeting makes your first impression - ensure you identify people cordially and properly!

Clearly and concisely explain the purpose, question or issue. One or two sentences at most - you will add the necessary detail below. Avoid Emails that span more than one topic or request, unless they are closely related or linked.

The Intro/Purpose provides a summary of the issue or request. By reading the intro, the recipient understands the context of the detail to follow.

Provides the necessary background or supporting detail. Limit yourself to several bullet points or a few, short paragraphs. Only provide the minimum information needed to explain the issue or ask the question. Ensure you provide brief explanation of the five key questions; What? When? Where? How? Why?

If you need more than a page of detail, consider attaching the detail in a Word document or set a meeting to discuss. When the Email has a file attachment, ensure you refer to it in the message, what it contains, and any actions needed.

Be polite, professional, and respectful when presenting issues or asking questions.

Avoid sarcasm, jokes, humor, or tone that can be misinterpreted.

_____ provides the background information about the issue or needed to help answer the question. If there is too much information to convey in a page, consider if another type of communication or even a formal meeting is more appropriate.

_____ Provide a specific call for needed action. State the response or action you want to receive. Ensure you are clear about exactly “who” needs to perform “what”.

If there are deadlines, provide the "when" prominently to the recipients.

It is one of the most important components of the Email message and where you state exactly what you are looking to get, from whom, and by when. Unfortunately, it is often omitted or not well defined.

_____ Uses phrases or words conveying respect and formality (e.g., “Sincerely,” “Best regards,” “Best”). Include signature lines that contain helpful contact information. Follow institutional protocols for use of closings/sign-offs. Casual, routine business communications often do not use formal sign-offs. The Sign-off is where you provide a courteous "thank you" for assistance and provide required contact information.

3. Match the phrases with their short form by KISS principle (keep it short and simple).

I should be glad if you would	please
in spite of the fact that	despite
with regard to	about
at the present moment	now
conduct investigation	investigate
in view of the fact that	as... because
in the event that	if
in the very near future	soon
at a later date	later
we would like to ask you	please

4. Match the phrases with their short forms, abbreviations.

The sender does not expect an answer.
 We should speak about this rather than write about it.
 This is something you might find interesting
 This is a mail the sender received from so else.
 The sender is away on holiday
 The subject line is the entire text of this mail.

The sender is giving a polite request or instruction
 This action must be done quickly.
 The sender is grateful for something.
 This is some additional information. No action.

FW - ForWard
 OOO - Out Of Office

FYI - For Your Information
 NNTR - No Need To Reply
 EOM - End Of Message
 LDL/LTL - Let's Discuss Later / Let's Talk Later
 ASAP - As Soon As Possible

PLS - PLeaSe
 BTW - By The Way
 THX - THanKS

5. Look through these typical email phrases and match them with a part of the email letter. Which phrases can be less formal?

Greetings, Reconnecting with Old Customers, Making a Request, Giving Bad News, Starting, Email Body, Talking about Meetings, Thanking, Introducing Value, Offering Help, Ending Your Email, Explaining Why You're Writing, Referring to Previous Contact, Asking for Clarifications, Talking about Problems and Solutions, Call to Action, Asking Questions, Giving Good News, Asking Them to Contact Us, Closing Remarks, Attaching Documents, Apologizing.

Part of the email letter	Phrases	Ukrainian variant
	Dear Sir/Madam, (very formal) Dear [Name], Hello [Name], Hi [Name], Hi Team, (if you're writing to the whole team) Good morning [Name], Good afternoon [Name],	
	I recently read/heard about . . . and would like to know . . . I would be interested in (obtaining/receiving) ... I received your address from ... and would like to ... Thank you for taking the time to [write to us/give us some feedback etc — something the customer has done for us] Thank you for your email on [date]. It's [Your Name] from [Your Company]. (e.g. It's Mary here from TeamDev.)	
	I wanted to tell you that... I am writing to tell you about ...	

	<p>I'm writing to tell you that...</p> <p>This email is to confirm that... (e.g. This email is to confirm that we've received your payment.)</p> <p>We're sending you this email because...</p> <p>In this email we wanted to [tell you about/give you...]</p> <p>We are writing to [why you're writing]</p> <p>We wish to inform you of [news] (e.g. We wish to inform you of a change in our rates.)</p> <p>I'm writing concerning/with regard to/about ...</p> <p>Just a short email + [to inform you that/ to confirm/ to request...]</p> <p>I'm writing just so you know ...</p> <p>I'm writing to remind you about...</p> <p>I'm writing to let you know that...</p> <p>This email is just to let you know that...</p> <p>Just a quick reminder that...</p> <p>I would like to [action]. (e.g. I would like to inform you that...)</p> <p>This is just to let you know that...</p> <p>Wanted to give you a friendly reminder that...</p> <p>I am contacting you for the following reason.</p> <p>Just a quick email to [purpose] (e.g. Just a quick email to see how you're doing.)</p> <p>I just wanted to let you know that...</p>	
	<p>So happy we reconnected after this time.</p> <p>So glad that we're in touch again.</p> <p>Can't believe it's been [period of time] since we last spoke! Feels like yesterday.</p> <p>Glad you're back in our life!</p> <p>Glad to see our old friends again!</p> <p>It's always nice to get in touch with old friends!</p> <p>Long time no see! Glad to hear from you again.</p>	
	<p>I highly recommend (doing smth, e.g. visiting our new Knowledge Base/checking out this new article)</p> <p>Here is a copy of the information... will help your team [do something] (E.g. This library will help your team create websites much faster)</p> <p>To get the most out of [Product], [what you want them to do, e.g. don't forget to take a look at the Start Guide]</p> <p>In this email, we wanted to give you a few links to articles that we've written that will help you get up to speed on how to use some of our best features.</p> <p>We brought together some of the best tutorials which...</p>	
	<p>Thank you for your letter of March 15 ...</p> <p>Thank you for contacting us.</p> <p>In reply to your request ...</p> <p>Thank you for your letter regarding ...</p> <p>With reference to our telephone conversation yesterday ...</p> <p>Further to our meeting last week ...</p> <p>I would just like to confirm the main points we discussed on Tuesday.</p> <p>Further to your email on [date], ...</p> <p>I'm writing in reply to your email on [date] about</p>	

	<p>[topic].</p> <p>In reply to your email ...</p> <p>I saw your advertisement on [website].</p> <p>We understand from your email that you're interested in (product/service/feature).</p>	
	<p>We would appreciate it if you would ...</p> <p>I would be grateful if you could...</p> <p>Could you possibly tell us/let us have...</p> <p>In addition, I would like to receive ...</p> <p>It would be helpful if you could send us ...</p> <p>I am interested in (obtaining/receiving...)</p> <p>I would appreciate your attention to this matter.</p> <p>Please let me know what action you propose to take.</p> <p>I would be grateful if you could send me further information about...</p> <p>Shall I [verb]? (e.g. Shall I meet you at the airport?)</p> <p>Would it be possible to...? (e.g. Would it be possible to have a quick chat on Monday?)</p> <p>Would you mind if [+ past simple]? (e.g. Would you mind if I took the day off on Tuesday?)</p> <p>I was hoping you could [do something].</p> <p>What would you like to do next?</p> <p>Could you please send me ... ?</p> <p>Let's discuss your next step.</p>	
	<p>Here are the details on...</p> <p>Furthermore...</p> <p>In addition, I would like to...</p> <p>In spite of/Despite [something] (e.g. We're glad the issues got sorted out in spite of the delay.)</p> <p>For example/For instance, ...</p> <p>In other words, ...</p> <p>In order to [do something], we would need to [do something else]. (e.g. In order to fix this bug, we would need to research it a bit further.)</p> <p>That's why ...</p> <p>Would [time] would work for you?</p> <p>I'm pleased to hear that...</p> <p>First of all, ...</p> <p>Firstly/Secondly...</p>	
	<p>There seems to be a problem with the new feature.</p> <p>Issue number 35402 has been resolved.</p> <p>Here are the possible solutions:</p> <p>We could [solution 1], or we could [solution 2]. (e.g. We could add a new button or we could redesign the whole dialog.)</p> <p>While running the tests, we've discovered that [something] is not working properly.</p> <p>Which option would you like us to work on?</p> <p>What would you like us to do about [problem]?</p> <p>The [page, feature, button] is not working the way it should.</p> <p>The first solution will take about 3 days, and the second one can take up to 10 days.</p> <p>If we implement the first solution, we can have [possible problems] in the future.</p> <p>However, the second solution will take much</p>	

	<p>longer, and we cannot give even a rough estimate at the moment.</p> <p>We'd like to research this problem a bit more in order to give you a more detailed list of options.</p> <p>What would you like to go with?</p> <p>Which solution works best for you?</p>	
	<p>Could you please clarify what you would like us to do about [problem]?</p> <p>If I understood you correctly, you would like us to...</p> <p>What exactly do you mean by [word]?</p> <p>Did I hear you correctly when you said that [repeat what you think he/she said]?</p> <p>Could you please clarify when you would like us to finish this?</p> <p>When exactly are you expecting to have this feature?</p> <p>Could you explain what you mean by [word]?</p> <p>In other words, would you like us to...?</p> <p>I didn't quite get your point about [topic]. Could you be more specific?</p>	
	<p>When would it be convenient for you to ... ?</p> <p>Have you given any additional consideration to [topic]?</p> <p>Which option would work best for you?</p> <p>What would you like us to do next?</p> <p>Would you like to...?</p> <p>Would you prefer to...?</p> <p>Would you rather ... or ...?</p> <p>How would you feel about ...?</p> <p>What do you feel is the next step?</p> <p>Is it possible to...?</p>	
	<p>Are you considering [action]? (e.g. Are you considering upgrading to the new version?)</p> <p>Just book time on my calendar and I can answer all your questions on the product and pricing.</p> <p>Or if you'd rather [alternative option], you can...</p> <p>Help us [give value to you] by [what action we want them to take]. (e.g. Help us give you the best advice by telling us a bit more about your project.)</p> <p>I'd love it if you could walk me through your project.</p>	
	<p>Could you please keep us updated on this?</p> <p>You can reserve a free consultation here [link] or just give us a call at [number]</p> <p>If you have any questions, please email or call me.</p> <p>Please feel free to contact me anytime.</p> <p>If there's anything I can do for you, please let me know.</p> <p>You can reach me at [phone number] if there's anything you'd like to discuss.</p> <p>Feel free to call me.</p>	
	<p>At the meeting on Tuesday/yesterday, we discussed [topic].</p> <p>Let's discuss this at the meeting, if you don't mind.</p> <p>At our last meeting, we talked about [topic].</p> <p>At the meeting, we agreed to [do something].</p> <p>We'd like to have a meeting about [topic] on</p>	

	<p>Thursday.</p> <p>Let's have a meeting sometime this week. How about talking this over at a meeting? Why don't we talk this over at a meeting? I'd be glad to tell you more about this at the meeting today.</p> <p>This issue came up at the meeting we had on Friday.</p>	
	<p>We are quite willing to ... (e.g. We are quite willing to consider a discount.) Our company would be pleased to ... (e.g. Our company would be pleased to work with you.) If there's anything I can help you with, just let me know.</p> <p>We would be happy to ... (e.g. We would be happy to help.) Would you like us to ... ? (e.g. Would you like us to create a template for you?)</p>	
	<p>Thank you for your consideration. I appreciate that you [did something] (e.g. I appreciate that you took the time to give me these details.) Thank you for taking the time to [do something] (e.g. Thanks for taking the time to give us your feedback.) Thank you for [Verb-ing/noun] (e.g. Thank you for your email. Thank you for writing to us.) Thanks a lot for everything. Thank you for your time. Thank you very much for ... Many thanks for... You're so helpful. That's really thoughtful of you. I really appreciate your help. Thank you for your patience.</p>	
	<p>We are pleased to announce that .../ to inform you that...</p> <p>We have some good news for you. [News]. It is my pleasure to let you know that [news]. I'm glad to tell you that... I just wanted to let you know that... You will be pleased to learn that .../ to hear that...</p>	
	<p>We regret to inform you that ... I regret to inform you that due to a mistake in our database,...</p> <p>Unfortunately, we cannot/we are unable to ... After careful consideration we have decided (not) to ...</p> <p>I'm afraid it would be impossible to [do something]. Due to [reason], it would be impossible to [do something]. It's against company policy to [do something]. Despite my best efforts, it has proved to be impossible to...</p> <p>I'm afraid I've got some bad news for you. Unfortunately, [news] I'm afraid it would not be possible to ... Unfortunately, I have to tell you that... I'm afraid that we can't [do something].</p>	

	That's not really possible.	
	<p>We apologize for [what you're apologizing for]. I wish to apologize for... (Verb-ing/noun) I regret any inconvenience caused by... I apologize for the problems you've had. Please accept my apologies. Sorry for any inconveniences this situation may have caused. I would like to apologize for (the delay/the inconvenience)... Once again, I apologize for any inconveniences. We are sorry for the delay. I'd like to apologize for making you wait. Sorry to keep you waiting. I'm really sorry, but ... Sorry again for ...</p>	
	<p>I am enclosing (attaching) ... Please find enclosed (attached) ... You will find enclosed (attached)... I've attached the [file] for your review. The attached [file] contains ... Could you please sign the attached form and send it back to us by [date]? Here's the [file] we discussed. [File] is attached. Please take a look at the attached [file]. Take a look at the [document] I've attached to this email. I've attached ...</p>	
	<p>If we can be of any further assistance, please let us know. For further details ... If you require more information ... Thank you for taking this into consideration. We hope you are happy with this arrangement. We look forward to a successful working relationship in the future. We would be (very) pleased to do business with your company. I would be happy to have an opportunity to work with your firm. I look forward to seeing you next week. Looking forward to hearing from you. I would appreciate your reply. I look forward to doing business with you in the future. I enjoyed working with you and look forward to... Thank you once more for your help in this matter. If you require any further information, please let me know. Looking forward to hearing from you, Let me know if you need any help. If I can help in any way, please do not hesitate to contact me. If there's anything I can do to help you, just drop me a line.</p>	

	<p>Sincerely, Yours sincerely, Sincerely yours, Yours faithfully, Kind regards, Yours truly, Many thanks, Regards, Best regards, With best wishes, Best wishes, Best, All the best, Thanks, Have a great weekend! Have a wonderful day! Have a productive day!</p>	
--	--	--

6. *Read and discuss the following email describing all its parts.*

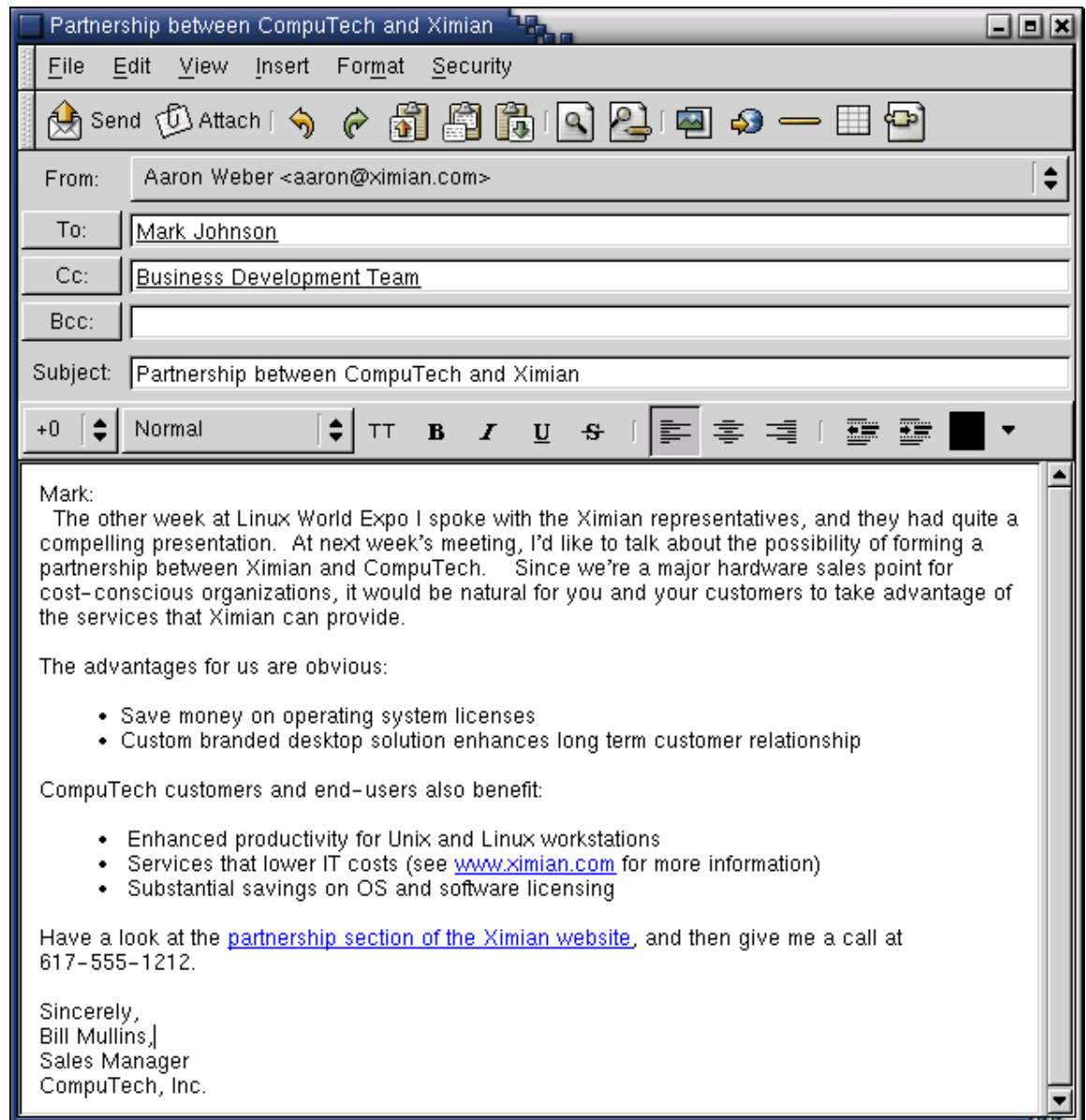


Рисунок 3 - Email Message

Presentation structure

Opening → Main body → Closing

Opening

1. *Look through these typical phrases and match them with the meaning headings.*

Structure describing, objective, personal introduction, welcome, get attention, audience benefit.

Category	Phrases	Ukrainian variant
	OK, let's get started. Good morning everyone and welcome to ... Before I begin, I'd like to thank (name) for inviting me here today. On behalf of BCC International I'd like to welcome you here to our office. It's good to see so many people here today. I'm very happy to be here today.	
	Let me start by introducing myself. My name is.. Just a few words about myself.	
	This morning I'm going to talk about... The aim of this short talk is to ...	
	Let me ask you a question. Take a look at this picture. What does it tell you about...? Somebody once said... Did you know that...?	
	I hope my presentation will enable you to... By the end of my talk you will...	
	I'll speak for about thirty minutes. I've divided my talk into four main parts / sections. First, I'd like to ... The I'll talk a little about ... After that I'll move on to... Finally, I'll... If you have any questions, please feel free to interrupt.	

2. *Fill the gaps logically with words and phrases above.*

Well, good morning, everyone. _____ of BCC international _____ . Can everyone see at the back? OK. _____ to give you an overview of our company and its products. _____ , and then we'll take a break for coffee and biscuits. After that, at around ten thirty, we'll take you on a tour to the factory. _____ : my name is Anna Edelmann and

_____ public relations here at BCC. I've been with the company for twelve years, and I worked in the sales area before moving into PR.

_____ into four sections. _____ to show you a timeline of our company so you can see how we've grown and developed over the years. Then I'll talk a little about our market and how it's changing. _____ discuss customization, and how we focus on tailoring our products to our customers' needs. _____, I'll give you a little technical background to help you understand the new technology that you'll be seeing on the factory tour. If you have any questions, please feel free to interrupt. OK, _____, which shows ...

Main body

3. *Look through these typical phrases and match them with the meaning headings.*

Ask for contribution, refer to visuals, focus, develop a topic, signposts.

Category	Phrases	Ukrainian variant
	OK. Let's move on to .../turn our attention to ... / take a look at... This leads me to my next point, which is... Earlier I mentioned ... I'll say more about this later. / I'll come back to this moment.	
	It might be useful to give a little background here. Let's examine this in little more detail. Let me explain with a specific example. My own view on this is...	
	Basically, ... To put it simply, ... So, for me the main issue here is ... I think, there are three questions to focus on, ... I would like to stress/ emphasize that...	
	As you can see on this slide, ... I'd like to highlight two things on this table/ chart/diagram... What is interesting on this slide is... I'd like to draw your attention to...	
	Are there any questions so far? Does anyone have any comments? How does this relate to your own particular context?	

4. *Fill the gaps logically with words and phrases above.*

OK, _____ point, which is wind energy technology. The market for wind turbines is shifting from onshore to offshore. It might be useful _____ here. As you can see _____, onshore wind farms have several drawbacks: first you need a reliably windy location, second the farms can cause visual pollution, and third there are some serious engineering issues. _____, there are two issues. Firstly, the stability of the structure as you make it bigger, and secondly the problem of having the blades always facing the wind. So, the trend is towards offshore wind farms, and there are some engineering challenges here.

_____ on this slide - it shows the design for an offshore turbine that sits on the surface of the sea. It's three times more efficient than an onshore turbine of equivalent size. What is the reason for this? _____ it uses a completely different design that isn't dependent on the wind direction. I would like to stress that this design is not yet in commercial production, but a prototype is currently being tested off the coast of Scotland. OK. _____? Does anyone have any comments?

Closing

5. Look through these typical phrases and match them with the meaning headings.

Summarize, deal with questions, signal the end, conclude, questions.

Category	Phrases	Ukrainian variant
	Right, that brings me nearly to the end of my presentation.	
	Just to summarize the main points again, ... So, to summarize, we looked at 4 main points. I began by telling about... Then I talked about ... After that I explained how... Finally I ...	
	I'd like to finish by saying ... So, in conclusions, I hope that this talk has given you... Now we have to ... / I'm asking you to... Thank you all for coming. I hope it's been useful.	
	Do you have any questions? Now, if you have any questions, I'll do my best to answer them.	

	<p>That's a very good point/ I'm glad you asked me that.</p> <p>So, if I understand you correctly, you're asking ...</p> <p>That's an interesting question. What's your own opinion?</p> <p>Has anyone else experienced the same thing?</p> <p>I think that's outside the scope of this presentation,</p> <p>But I'm happy to discuss it with you afterwards.</p> <p>OK, I think there's time for one last question.</p>	
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6. Fill the gaps logically with words and phrases above.

_____ presentation. Just to summarize the main points again: I began by telling you a little about the history of our company, and you saw our growth from a small family firm to the international operation that we are today. _____ our market, and how new technologies are opening up exciting possibilities for the future. _____ how customization is at the heart of our business model - our clients all get tailor-made solutions based on their individual needs. _____ about our manufacturing process, and you saw how we achieve our exceptional levels of quality and performance.

OK, _____ by saying that it's a great pleasure for us to welcome you here today, and I hope that you enjoy the factory tour which we've planned for you. We'll start on the tour after a short break for refreshments. _____ coming. They show all the slides I used in my talk and my contact details are at the back. _____ quick questions before we break? Yes, the gentleman at the back with the red tie.

7. Create and present your own presentation about the following topics in small groups:

- Applying for a job: steps, recommendations.
- English in the business world.
- Import/export of any good of Ukraine and another country you choose.
- Types of companies.
- Types of management.
- Types of business letters.
- Work environments.
- Line and staff positions presenting on the example.

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Навчальне видання

МЕТОДИЧНІ ВКАЗІВКИ

до практичних та самостійних занять з дисципліни

«ДІЛОВА ІНОЗЕМНА МОВА (НІМЕЦЬКА)»

ДІЛОВЕ ПИСЬМО

4-й рік навчання

(для здобувачів вищої освіти денної та заочної форми навчання всіх спеціальностей)

Укладач:

А.С. ХОХЛОВ

Оригінал – макет А.С. ХОХЛОВ

Підписано до друку _____

Формат 60x84¹/₁₆. Папір типограф. Гарнітура Times.

Друк офсетний. Умов. друк. арк. №. Облік. вид. арк. _____.

Тираж ___ екз. Вид. № _____. Замов. № _____. Ціна договірна.

Видавництво Східноукраїнського національного університету
імені Володимира Даля

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