

Business Writing

Part I



Consider this...

Subject line: oops, problem 😞

hi teach, could you please inform wich pages of the hb/wb i'll be needing this Friday 😊?

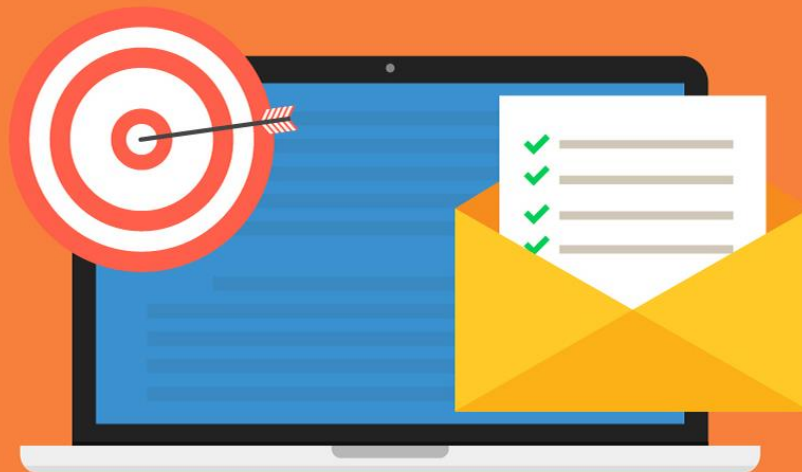
greetz

P.S. Hope i pass. Its the tird time I take it. LOL.


Formal vs. Informal writing

CS1 p128-129:

- ex A: Which features tell you this letter is **informal**?
- ex B: Which features tell you this letter is **formal** rather than informal?



In a nutshell...

INFORMAL	FORMAL
First names	Full names: first names first, last names last
Contracted verb forms (we're; I'd...)	Full verb forms (I am; I have...) 
Salutation (Hi; Dear Amy,...)	Salutation (Dear <i>title last name</i>)
Close (Love; Bye; Best wishes; Yours...)	Close (Yours sincerely...)
Topic = informal	Topic = more formal
Informal word choice (lovely; chat...)	Formal word choice (enquire; accurate...)

Register

= variety of language used in a particular situation

→ Not black or white, but a **spectrum**

e.g. application letter vs. quick note to colleague you work with closely



Audience design

1. Who am I writing to?
2. What is our relationship? Example
3. Why am I writing? What am I hoping to achieve?
4. What action do I expect from the recipient?

Exercises: Formal and informal vocabulary

Ex 1 p131

informal → formal

Ex 2 p132

informal → formal

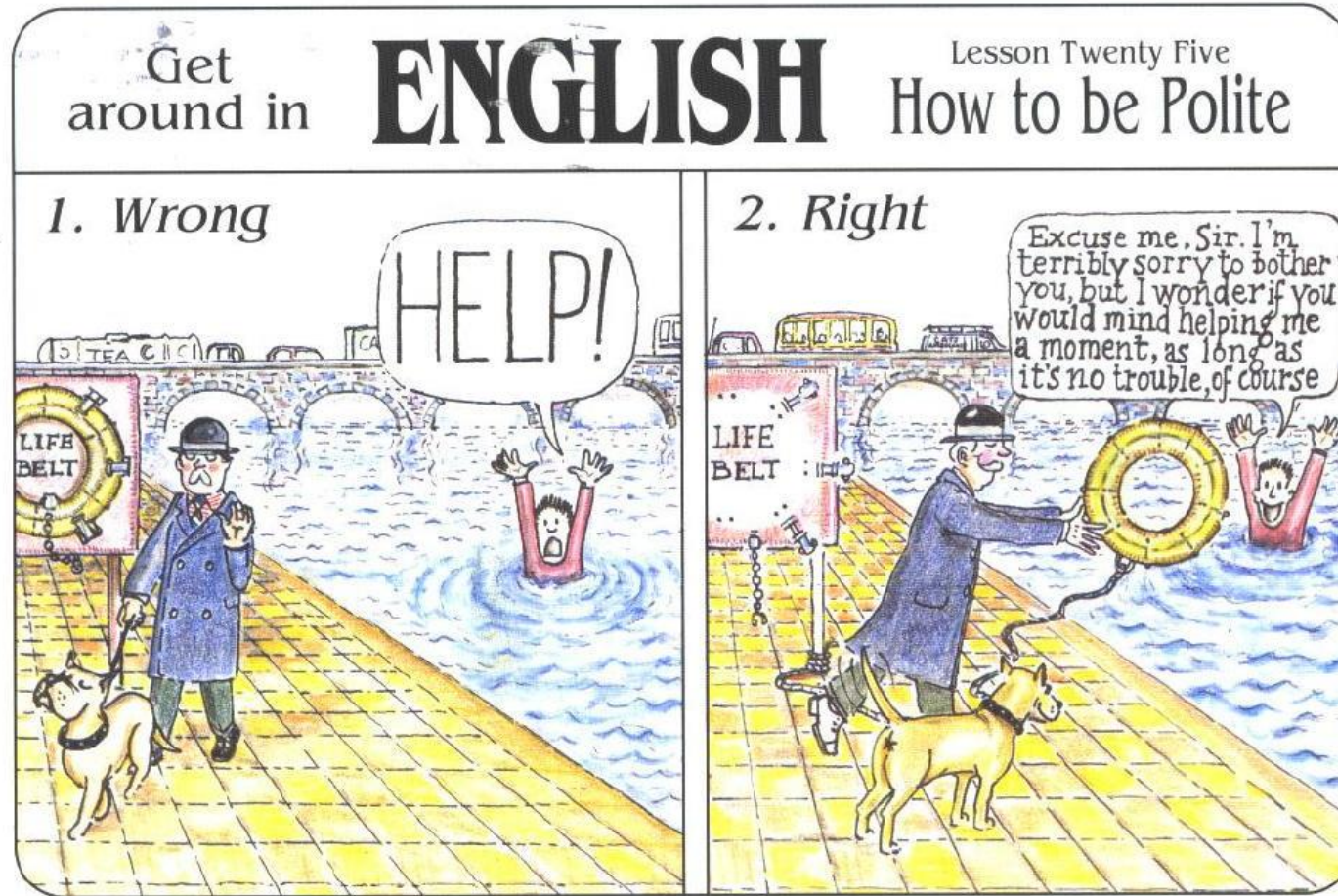
Ex 3 p133

formal → informal

Exercises: informal \rightarrow formal vocabulary

CS1 p131 ex 1: Connect the informal expressions with their formal equivalent.

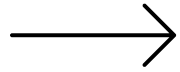
Hedging + softeners



Hedging + softeners: examples

HEDGING

Can I...?



Could I ... please?

Can you...?

I would be grateful if you could...

I want...

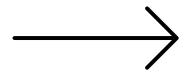
I would like...

I need...

It is necessary for me.../I would like...

SOFTENERS

No, that's not possible.



I am afraid that...

Unfortunately...

I regret to inform you that...

Exercises: informal → formal vocabulary

CS1 p132 ex 2:

Rewrite the emails below by substituting the underlined phrases with more formal phrases.



Avoid contracted forms!!



No contracted verb
forms in a formal
letter/mail.

Exercises: formal → informal vocabulary

CS1 p133 ex 3: Match the words of Latin origin with the shorter words.

Note

Words of Latin origin are **longer** and more **formal**

→ 'Battle of Hastings': introduction of French words in English language
e.g. sheep/mutton, cow/beef, calf/veal...



Salutation and complementary closes



Dear Sir/Madam...
Dear Potential Customer...
Dear fellow citizen...
Dear friend...
Mon ami...
Hey you gorgeous thing, you...
Dude...

Situation 1: you know your correspondent's name

Dear Mr Black

Dear Mrs White → only for married women

Dear Miss Green → only for unmarried women

Dear Ms Brown → 'all-rounder' + most commonly used

Situation 2: you don't know your correspondent's name

Dear Sir

Dear Madam

Dear Sir or Madam

Salutation and complementary closes

- Dear Sir or Madam → Yours faithfully
- Dear Mr Brown → Yours sincerely
- Dear Miss/Mrs/Ms Brown → Yours sincerely

(AE: yours truly/truly yours/**sincerely**)

NEVER...

Only 'Dear'

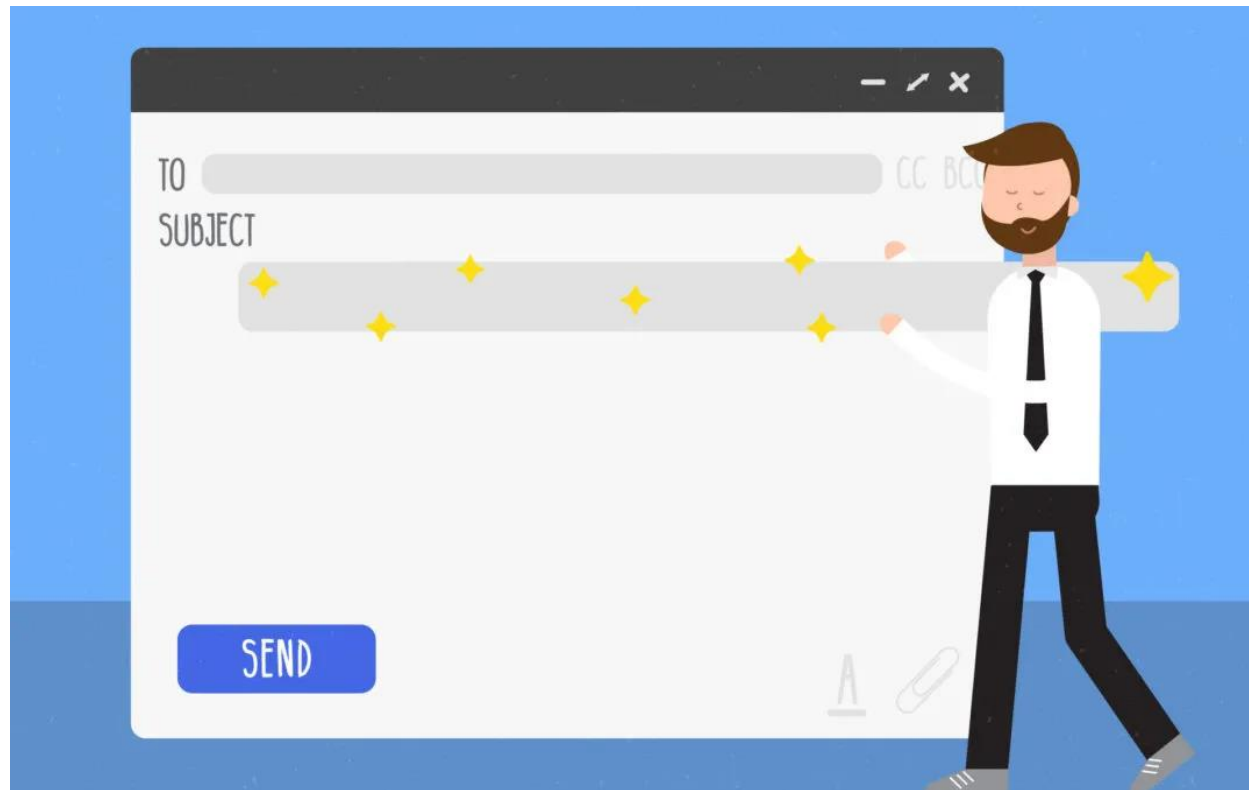
NEVER!!

When You Write, Dear Sir/Madam In Application



Key phrases

CS1 p136 ex 5: Choose a subject line for each email.



Key phrases

CS1 p136-137 ex 6: Complete the table using the underlined phrases on p136.

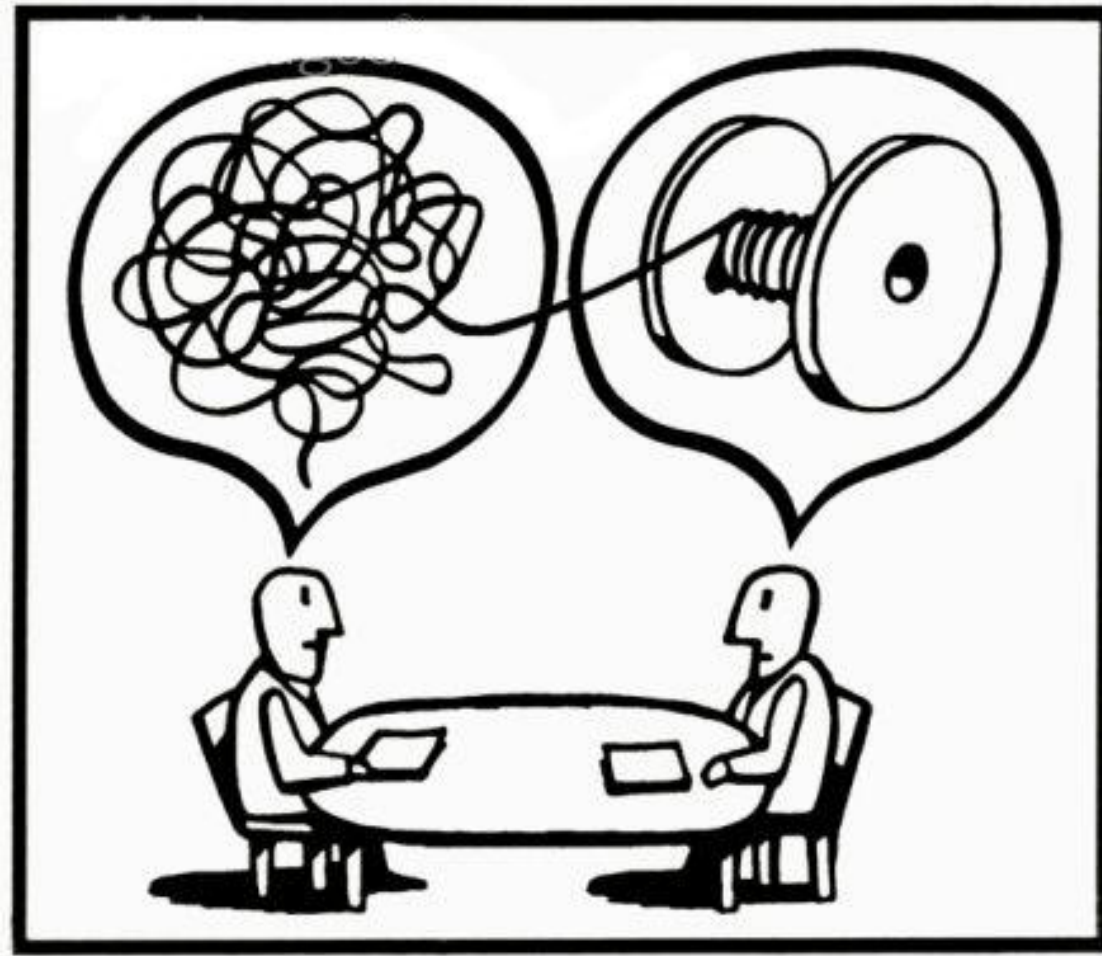


Making enquiries

The aim is to exchange information, so:

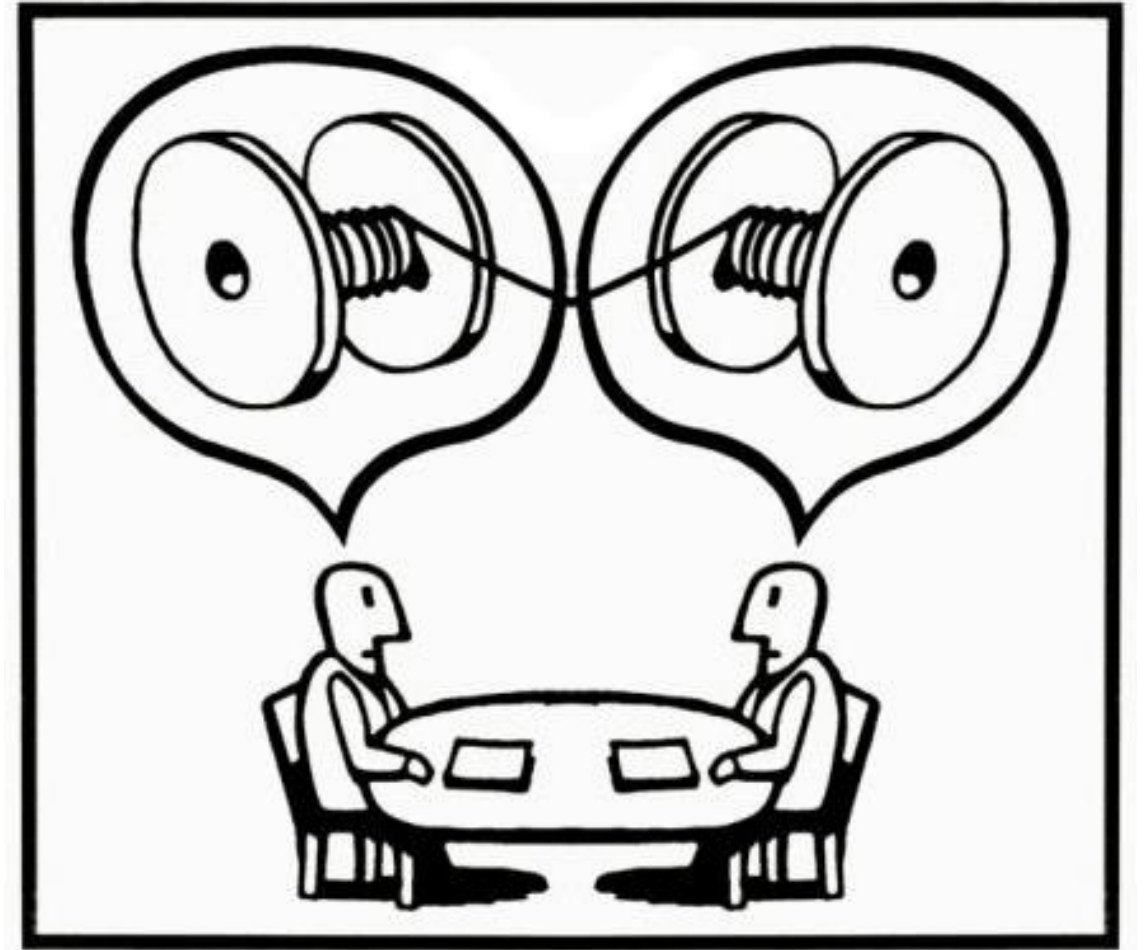
- Structure your message:
 - Start with clear introduction: background information: who are you/which company do you work for?
 - State the reason you are writing
 - Make your request
 - End appropriately
- Provide detailed information relevant to the reader

Structure



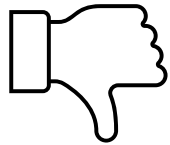
Tips to create structure

- Paragraphs
- Reference words
- Linking words



Paragraphs

- New paragraph signals the introduction of a new idea, theme, or argument
- Leave a line between each paragraph to make division clear



Paragraphs help make your text readable by organizing your text. But what exactly is a paragraph? It's a collection of related sentences dealing with a single topic. The rule of thumb is one idea per paragraph. You might start with a statement and then provide some supporting evidence. To make sure your sentences belong, when you're looking at the sentences in your paragraphs ask the question: Do these sentences relate to the overall topic of the paragraph? Watch out for the flow of the paragraph. Use transition words to join the sentences together and to make it clear to your reader just how each sentence relates to the next. This is particularly important in long paragraphs. Perhaps the most important sentence in each paragraph is your topic sentence. This is the sentence that tells your reader what you are dealing with in the paragraph. Not all paragraphs have topic sentences, and sometimes they may be in the middle, or at the end, of a paragraph. But **if you want to make things easy for your reader**, then I suggest you **put the topic sentence at the beginning of the paragraph**. To illustrate how useful this can be let me tell you a little story. Some years ago I attended a speed reading course. If you don't know about these courses, they teach a variety of techniques to help you quickly find your way through articles, books, magazines, reports and the like. On this course the trainer told me, "When you are reading a well-written book, if you just read the first sentence of every paragraph, you will read the most important information." Now, of course this doesn't mean that the rest of the information isn't important. But it's a good shortcut when you're in a hurry. So when you're writing, think about how much material your readers are reading, and make life easy for them. Organise your ideas and write good paragraphs. Your readers will thank you.

Reference words

- Pronouns (he, she, it, they)

Hyphens are used to link words and parts of words. **They** are not as common today as **they** used to be but there are three main cases where you should use **them**.

Hyphens are used to link words and parts of words. **Hyphens** are not as common today as **hyphens** used to be but there are three main cases where you should use **hyphens**.

Linking words

No regulatory authority was established to control fares. **As a result**, bus companies are free to set fares at whatever level they believe will deliver a commercial return.

Replacing draughty windows with double-glazed units will save money. **Alternatively**, you can fit the original wooden windows with double-glazed panes.

The cyclists were clearly at fault: **firstly**, in riding straight across the road and **secondly**, in riding two abreast.

Making enquiries

CS1 p138 ex 1: Fill the gaps.

1. attention

2. Madam

3. based

4. graphics

5. protecting

6. sell

7. send

8. together

9. forward (ing-form!!)

10. faithfully

11. Project

Making enquiries

CS1 p139 ex 2: Fill the gaps.

1. for

2. of

3. in

4. in

5. From

6. for

7. to

8. on

9. to

10. with

11. on

12. from

Making enquiries

CS1 p140 ex 3: Complete.

1. Dear (capital letter!)
2. Applied Computer Science
3. in
4. particular
5. Information
6. price
7. discount
8. pleased
9. forward (ing-form!!)
10. faithfully

Making enquiries

CS1 p141 ex 4: Correct the ten mistakes.



Business Writing @exam!

- Writing expressions
- Appropriate salutations and corresponding endings
- Focus on register



Example

Dear Mr Bohr

Thank you for your letter of 27 April. We were very pleased to hear that our PCs have served you well.

Unfortunately, the PB Platinum 7600 cannot be upgraded since it is no longer being manufactured. However, we can offer a very interesting deal on the PB Platinum 8600 PC, which we are convinced will suit your needs perfectly.

I am enclosing our latest catalogue to offer you an overview of the options that are available to you and I will ask Paul Smith, our representative in Belgium, to contact you as soon as possible for a demonstration of our latest models.

Should you need any further information, please feel free to contact me.

Yours sincerely

Kacey Cole

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