# Correspondence

<https://ec.ef.com.cn/school/studyunit#school/86107f1f-935f-4e94-b936-8f4807c8a9c8/86107f1f-935f-4e94-b936-8f4807c8a9c8/18c77cf5-734f-4671-bef0-160ff98bbc0b/51a4ac84-dd7e-4856-9406-6db32a985678>

# Part1)Write a meeting agenda

## Lexical resource:

* Correspondence

1.the letters that someone sends and receives, especially official or business letters信件，函件〔尤指公函或商业信函〕

•A secretary came in twice a week to deal with his correspondence. 一个秘书每个星期来两次处理他的信件。

2.the process of sending and receiving letters通信，通信联系

•The magazine is unable to enter into any correspondence on medical matters. 本杂志无法答复有关医学方面的来信。

•All correspondence between us must cease. 我们之间的所有通信必须停止。

(be in) correspondence with sb

•He had been in correspondence with her for several years before they finally met. 他和她通信多年，最后终于见面了。

3.a relationship or connection between two or more ideas or facts关系；联系[+ between]

•There was no correspondence between the historical facts and Johnson’s account of them. 约翰逊的叙述和历史事实没有关联。

* What does **A.O.B**. stand for? Any Other Business.
* **In reference to sth = about sth = regarding sth. Normally use “in reference to sth” to introduce the topic/aim of the email, meeting, speech, or activity)**

e.g. (In an email) **In reference to** your recent proposal, **I’m writing** on behalf of IBM to inform that our 2nd line manager would like to visit your office next week.

e.g. **In reference to/About** your inquiry regarding Mr. Thorburn's visit to your company, **I am writing to inform** you that he will be attending a conference in London in September.

* **I look forward to hearing from you** ( In email, means “I’m waiting for your reply/response)

## Not mp3) Meeting agenda









// **In reference to sth = about sth = regarding sth**











 They’ve got to organize and orchestrate it.

What’re you writing:/ . Do you wanna have look?











:



 (if con-call, need to give con-call No.)





…





… 

## Write a meeting agenda:



 (if con-call, need to give con-call No.)



 Any Other Business

# Part2)Write a business email

## Lexical resource:

* ['ɡɑːlə] gala

1.a public entertainment or performance to celebrate a special occasion庆典，演出盛会 •a charity gala evening 一场慈善晚会 gala dinner/performance/night etc •the Society’s Gala Dinner 协会举办的盛宴 e.g. We hope and believe that this change will motivate our talented personnel to create even bigger and better ideas. In addition, we look forward to welcoming you to our opening gala (like Spring gala春节晚会) in June

**2.a sports competition, especially in swimming运动会〔尤指游泳比赛〕**

* What’s the product **tagline** 产品的品牌口号? “没有最好只有更好“  
  e.g. The film’s **tagline** proclaims, ‘He shoots!  影片的标语宣称 ‘他击败对手！
* ['saɪnpəʊst]  signpost V.S. lamppost路灯

1. Signpost is a sign at the side of a road showing directions and distances路标(指明方向和距离) e.g. Just follow the signposts to the city centre. 就按 路标 所指的方向去市中心。
2. signpost is something that helps you understand how something is organized, where to go, or what will follow – used especially in news reports, in email, in article线索，迹象，征兆〔尤用于新闻报道〕e.g. As yet, there are few signposts pointing to success. 到目前为止，几乎未见成功的迹象

* Tenses时态

|  |  |
| --- | --- |
| Tense |  |
| **一般现在时： present simple: do sth** | The **present simple(一般现在时)** can be used to express something that's always true, such as your eagerness to hear back from your reader.   * *I* ***look*** *forward to hearing from you/talking to you.* * *I****want****to let you know about our schedule.* |
| **现在进行时: present continuous: be doing sth** | **Present continuous (现在进行时)** can be used to stress your intention in the email.   * *I****'m writing*** *to inform you of our new product* * *I****'m including*** *Michael in this email to follow up with you.* |
| **一般将来时: future simple: will do sth** | **Future simple** and **future continuous** can both be used to talk about future plans, although **future continuous** indicates that the writer is more certain about the plan.  e.g. *I* ***will let*** *you know as soon as I find the information.* **Future simple:一般将来时**  => the person **is NOT so sure** when she'll actually get the information.  e.g. *He* ***will be attending*** *a meeting that week.* (**Future continuous: 将来进行时, use Gerund (ing)**) => **future continuous** indicates that the writer is **MORE certain** about the plan => the person is certain that the meeting is next week and he'll be there |
| **将来进行时: future continuous: will be doing sth** |

## Opening and closing **signposts** in email

// signpost: is something that helps you understand how something is organized, where to go, or what will follow – used especially in news reports, in email, in article线索，迹象，征兆〔尤用于新闻报道〕. Like in email, we have **opening and closing signposts** to indicate readers where they are in the context.

|  |  |  |
| --- | --- | --- |
| Signposts in email |  |  |
| Opening **signpost** | |  | | --- | | The first thing we do in a business email is to address and **greet the reader**. You can use **dear** to sound both friendly and formal. | |  | | **Dear** Ms. Clark, => to greet the reader | |  |
| It's good to be straightforward with why you're writing this email. You can use **in reference to** and **regarding** to introduce the topic/aim of the email.  [**In reference to/Regarding** your inquiry/requests, I’m writing (on behalf of sb.) to inform you xxx]  [ I’m writing **in response to** xxx ] |
| Signposts for giving core infor |  |
| Closing **signpost** | |  | | --- | | Use this common phrase to politely ask the reader to reply. | | * I look forward to **talking** to you soon. * I **look forward to** **hearing** from you. | |
| Below are two polite phrases to close the email before signing your name. [Best regards, Kindest regards,] |

## Business email sample

|  |
| --- |
| From: lucy.grey@gofast.com  To: Gemma.Clark@Indesign.uk  [**greeting**] Dear Ms. Clark,  **[introductory paragraph] In reference to** your inquiry regarding Mr. Thorburn's visit to your company, **I am writing (//present continuous tense) to inform** you that he will be attending a conference in London in September.  **[main paragraphs] He has asked me to let you know that** while in London, he **would like to** take the opportunity to visit your office. Also, **I want to let you know (//present simple tense)** that Mr. Thorburn will be bringing **(//future continuous tense, More sure about sth**) one of our engineers too.  As soon as I have received details of the conference dates, **I will let you know (//future simple tense)** his schedule and when he will be available to visit your office.  **[concluding paragraph] I look forward to *hearing from* you. / I look forward to *taking to* you soon (//present simple tense)**  **[sign-off ]** Best regards,  Lucy Grey  PA to Andrew Thorburn, CEO, GoFast Design |

## Grammar: Present and future tenses

Using tenses appropriately helps you communicate your intention and information clearly.

|  |  |
| --- | --- |
| Tense |  |
| **一般现在时： present simple: do sth** | The **present simple(一般现在时)** can be used to express something that's always true, such as your eagerness to hear back from your reader.   * *I* ***look*** *forward to hearing from you/talking to you.* * *I****want****to let you know about our schedule.* |
| **现在进行时: present continuous: be doing sth** | **Present continuous (现在进行时)** can be used to stress your intention in the email.   * *I****'m writing*** *to inform you of our new product* * *I****'m including*** *Michael in this email to follow up with you.* |
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| **将来进行时: future continuous: will be doing sth** |

## Writing a business email

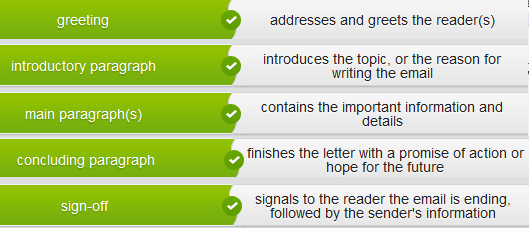
You're PA to the CEO of Future Software. Read her email about seeing a client in New York. Compose a polite email to inform the client of your CEO's plan and promise future action

|  |
| --- |
| kerr.hu@futuresoftwareinc.com  To:  PA@Futuresoftwareinc.com  Hello,  As you know, I will be visiting New York next week, and would like to visit an important client, Christopher Biggins, at the Electronic Solutions company office.  I will have some free time on Wednesday (September 23rd) in the afternoon and plan to visit him then. Could you please send Mr. Biggins an email to inform him of my plan?  Regarding the details, I will write an agenda for my visit later this week. Please inform Mr. Biggins that you will send him this agenda by Friday.  Best regards,    Ms. Kerr,  CEO, Future Software Inc. |

# Part3) An effective meeting agenda

# Part4) Writing to clients to update changes

## Structuring a business email



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| --- |
| New Concept office relocation **//e.g. SH IBM New Office Relocation (this is a change that we need to write email to all employees and explain the reason for the change)**  From:  Jason.fielding@new\_concept.com  To:  Client and shareholder list; Charles Grey, CEO  Dear friends,  **I am writing, on behalf of our CEO,** to you all **regarding** the future of our company. **It gives me great pleasure to announce that** we are moving from the Silicon Business Centre.  **Although** there are many reasons for this change, I will mention only the most important: the last two years have seen rapid growth, **with the result that** our company has increased its share in the market and our workforce has grown. **As a result**, our old office is no longer big enough. **Consequently**, our CEO has decided that it's time to move to a larger HQ.  Our new address is:  **Unit 3, Phoenix Wharf, Fifth Dimension Business Centre, London SE15 3XL**  We hope and believe that this change will motivate our talented personnel to create even bigger and better ideas. **In addition**, we **look forward to welcoming** you to our **opening gala (like Spring gala春节晚会)** in June.  Best wishes, |
| **[greeting]**  Dear friends,  **[Introductory paragraph]**  **I am writing to** share exciting news with all of you **regarding/in reference to** our company's future. **It gives me great pleasure to** announce that the company name will be changed from Future Game Inc. to Lighthouse Inc.  **[main paragraphs ]**  **We've seen great success with** every game we've made, with the result that we've become the market leader. However, this is not where we will stop. For the last two years, the company … (part of the email not shown)  Consequently, our current name no longer represents everything we do, and the management **has decided t**hat the new name Lighthouse … (part of the email not shown)  **[concluding paragraph]**  We hope and believe that this change will lead to a great future for our business. In addition, we **look forward to** welcoming you to our official announcement event in November.  **[sign-off ]**  Best wishes,  Steve Hooks  General Manager, Lighthouse Inc.  23 Cane Street, Chicago, IL |

## Standard business email phrases

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| **Business email expressions** |
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| There are several common phrases for writing formal business emails to a group of readers. |
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| At the beginning of the email, you can introduce the purpose by using this highlighted expression. |
|  |
| **I am writing to you all regarding** the future of our company. |
|  |
| To give out good news in the introductory paragraph, use this highlighted phrase. |
|  |
| **It gives me great pleasure to announce that** we are moving from the Silicon Business Centre. |
|  |
| The present perfect forms ‘**has decided**’ or ‘**have decided**’ are used to state that a decision has already been made. |
|  |
| Consequently, our CEO, Charles Grey, **has decided** **tha**t it's time to move to a larger HQ. |
|  |
| We **have decided that** it's time to open a new office. |

|  |
| --- |
| In the concluding paragraph, you can express your wishes for the future using these highlighted phrases. |
|  |
| **We hope and believe** **that** this change will motivate our talented staff to create even bigger and better ideas. |
|  |
| We **look forward to** welcoming you to our opening gala in June. |

## Using “logical connectors” in business email

**“Logical connectors”** are used to connect parts of your writing.

### Showing results

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| Use ‘**consequently**’ and ‘**as a result**’ to show results. They're often used at the beginning of a sentence. |
|  |
| *Our company has increased its share in the market and our workforce has grown.* ***As a result****, our old office is no longer big enough.* |
| *Our old office is no longer big enough.* ***Consequently****, our CEO, Charles Grey, has decided that it's time to move.* |
|  |
| You can also use ‘**with the result that …**’ to show results. It follows the reason statement in a sentence and is followed by a clause describing the result. |
|  |
| *The last two years have seen rapid growth,* ***with the result that*** *our company has increased its share in the market and our workforce has grown.* |

### Showing contrast (for comparison and contrast, see “Venn diagram”

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|  |
| Use ‘**however**’ and ‘**although**’ to show contrast. ‘**However**’ is used at the beginning of a sentence to contrast with what was written previously. ‘**Although**’ is used to start a sentence, providing contrasting information to the main clause. |
|  |
| *There are many reasons for this change.****However****, I will mention only the most important.* |
| ***Although****there are many reasons for this change, I will mention only the most important.* |
|  |
|  |

### Adding information

|  |
| --- |
|  |
| Use ‘**in addition**’ to add information. /what’s more/Moreover/Furthermore |
|  |
| *We hope this change will lead to a great future.* ***In addition****, we look forward to hearing your opinions on the change.* |

## Writing: Writing to clients to update changes

## Not mp3

Your company is changing its logo, and two managers are discussing how to explain the change. Listen to their conversation and write a formal email based on what you hear.

Type in the input box. Write 120–150 words.

Dear friends,

**I'm writing to** share exciting news with you all. **It gives me great pleasure to announce that** Blue Sky will have a new company logo starting next quarter.

Why have we taken this action? According to recent market research, some customers thought our logo was old-fashioned, **although** they still expressed their appreciation of our products. **In addition,** a logo change could improve our reputation as a leader in the field. **Consequently**, we have decided to re-design it to represent a company that's always one step ahead of the competition.

**However**, it has always been our policy to keep our shareholders and clients involved, so we would welcome your opinions regarding our new logo.

**We look forward to hearing from you.**

Best wishes,

General Manager

Blue Sky