

Lomonosov Moscow State University

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HOW TO WRITE FORMAL LETTERS

Study guide for students of English

Sevastopol
Ribest
2018

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MODULE III.
Courtesy Letters

Edited by Yu. Sitko

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How to Write Formal Letters

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Учебное пособие разработано на кафедре иностранных языков филиала МГУ в г. Севастополе и предназначено для формирования у студентов стойких навыков деловой переписки в соответствии с канцелярской практикой. Опираясь на современные лингвострановедческие представления, пособие учитывает разницу в деловой переписке в Великобритании и США. Модуль освещает аспект написания протокольных писем (благодарность, приглашение, а также принятие приглашения и отказ от него).

Для русскоязычных студентов и взрослых обучающихся, изучающих английский язык на продвинутом уровне.

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INTRODUCTION

'Courtesy Letters' is Module 3 of the study guide on writing formal letters (Module 1 'Letters from Customers'; Module 2 'Employment Letters').

This study guide is for intermediate and upper-intermediate learners of English. It intends to provide them with some instructions on formal letter writing and to facilitate this process.

Module 3 contains nine letters arranged in four sections: Letter of Invitation, Letter of Acceptance, and Letter of Refuse, and Thank-You Letter, i.e. common situations of formal communication when writing a letter is required by protocol or rules of etiquette.

Each section has two or three sample letters and provides information about the format used in this type of a letter and the instruction. Sample letters provided in each section can be used as a guide for one's own writings. The format is given with the purpose to describe HOW to write letters of a specific type and the instruction explains WHY letters of this type are written.

The study guide is based on real formal letters dealing with the most common situations of formal communication which do not require profound legal or economic knowledge and specific terms.

Sample letters are presented in both layouts which are typical for an English formal letter: the indented form used mainly in the UK and the block form traditionally used in the US. In the format we stick to the indented form and in real letters original layouts, punctuation as well as original spelling (British or American) are preserved.

Each letter sample is followed by a standard set of eight exercises.

1. Reading the letter for the first time and determining the meaning of the words;
2. Reading the letter for the second time for detail and discussing questions based on the content of the letter;
3. Finding the English equivalents for the Russian terms¹;
4. Putting the sentences in the body of the letter in the correct order;
5. Banked gap filling;
6. Banked gap filling with the correct form of the verb;
7. Banked gap filling with the correct phrase;
8. Open cloze task.

¹ The study guide is intended primarily for Russian speaking learners of English which explains why this exercise is given here.

Each section closes with an assignment to write a letter of the type they studied.

In this Module we do not provide any general information on formal letters writing (structure, layout, punctuation, etc.) as Module 1 contains a special section devoted to it.

The letters in this Module are the ones that are exchanged between business partners or sellers and buyers to facilitate effective communication and help to run business in an effective and positive way.

LETTER OF INVITATION

I. FORMAT

Sender's name
House number, street address
Place (city or town)
Area code
Telephone (optional)
Email address (optional)

Date

Receiver's name
(Title and
Company if necessary)
House number, street address
Place (city or town)
Area code

Salutation

Subject (optional)

Introductory paragraph. Inform about the date, time and give the address where the event is going to take place as well as the theme and purpose for the event.

Body paragraph(s). Here the host, sender, organisation (the inviting side) introduces themselves. A simple background of the individual or company will suffice. It is important to outline all of the information about the event and inform guests and participants about conditions of living, room fees and the facilities they will be provided with. At this point, a date should be mentioned by which guests should provide their reply, and it may also contain any information regarding special roles played at the event, and items required for the guest to bring. Be sure to mention specifications about dress code if any.

Concluding paragraph. Show the appreciation for the guests and participants to attend the event. This can be completed with a formal note, stating that you look forward to seeing the individual(s) at the event.

Valediction

Sender's typed name

II. SAMPLE 1

1. Read the letter. Make sure that you understand the meaning of all words

BNI-Good Times Chapter
199 6th Street S.W.
Washington
DC 20410

16 March 2016

John Smith
106 West 56th St.
New York
NY 10019-3803

Dear Mr Smith

If you are interested in growing your business, regardless of economic conditions, I invite you to attend a meeting of the Good Times chapter of BNI (Business Network Int'l) at the Mediterranean Bistro, 301 West Washington Ave., Washington, NJ 07882 on April 13 at 7 am. We are interviewing marketing consultants to whom we can pass referrals.

BNI is a business and professional organization whose primary purpose is to exchange qualified business referrals. It is the largest networking organization of its kind. Currently, BNI has over 5,500 chapters in 40 countries. Last year, members of BNI passed nearly 5.6 million referrals which generated \$ 2.3 billion dollars worth of business for its 120,000 plus members.

What makes BNI unique is that it allows only one person per profession to join a chapter. Thus, once you have joined, none of your competitors can participate.

The members of the BNI-Good Times chapter are currently looking for a marketing consultant to whom they can refer business. I would like to personally invite you to a meeting so you can learn more about the organization and find out if you would be interested in generating a steady source of referral business for yourself:

Seating will be limited at this once/year special event, so please let me know if you plan to attend; call me at (***) ***_**** and I will reserve a place for you! The room fee is \$10, which includes a continental breakfast². Remember to bring plenty of business cards to pass out, as you will meet with lots of local business professionals.

Sincerely,

Boris Johnson

Member, BNI-Good Times Chapter

P.S. If you know other professionals and business owners who would appreciate an invitation, please feel free to bring them with you. Call me anytime if you have questions.

² A light breakfast consisting usually of coffee or tea and a roll, pastry, or other baked good.

2. Read the letter again and find terms which are defined by the following.

1. – a branch, usually restricted to a given locality, of a society, organization, fraternity, etc.
2. – the process of establishing mutually beneficial connections of businesses and professionals, whilst promoting economic development;
3. – contact information of potential customers or clients qualified on the basis of their buying authority, financial capacity, and willingness to buy;

3. In the letter find English equivalents to the following Russian words and phrases

- 1) независимо от экономических условий
- 2) местное отделение общества
- 3) контактные данные потенциального участника партнёрской программы, привлечённого в неё силами другого участника
- 4) основная цель
- 5) сетевая организация
- 6) стоимостью в ... долларов
- 7) более 120000 членов
- 8) направлять клиентов
- 9) постоянный источник
- 10) Количество мест ограничено
- 11) специальное событие
- 12) бронировать место
- 13) стоимость номера (комнаты) для проживания
- 14) визитная карточка
- 15) принять приглашение с радостью
- 16) пожалуйста, не стесняйтесь приводить с собой

4. Put the sentences in the body of the letter in the correct order.

- A. The members of the BNI-Good Times chapter are currently looking for a marketing consultant to whom they can refer business. I would like to personally invite you to a meeting so you can learn more about the organization and find out if you would be interested in generating a steady source of referral business for yourself.
- B. BNI-Good Times Chapter
199 6th Street S.W.
Washington
DC 20410
- C. P.S. If you know other professionals and business owners who would appreciate an invitation, please feel free to bring them with you. Call me anytime if you have questions.
- D. If you are interested in growing your business, regardless of economic conditions, I invite you to attend a meeting of the Good Times chapter of BNI (Business Network Int'l) at the Mediterranean Bistro, 301 West Washington Ave., Washington, NJ 07882 on April 13 at 7 am. We are interviewing marketing consultants to whom we can pass referrals.
- E. 16 March 2016
- F. John Smith
106 West 56th St.
New York
NY 10019-3803
- G. BNI is a business and professional organization whose primary purpose is to exchange qualified business referrals. It is the largest networking organization of its kind. Currently, BNI has over 5,500 chapters in 40 countries. Last year, members of BNI passed nearly 5.6 million referrals which generated \$ 2.3 billion dollars worth of business for its 120,000 plus members.
- H. What makes BNI unique is that it allows only one person per profession to join a chapter. Thus, once you have joined, none of your competitors can participate.
- I. Seating will be limited at this once / year special event, so please let me know if you plan to attend; call me at (***) ***_****and I will reserve a place for you! The room fee is \$10, which includes a continental breakfast. Remember to bring plenty of business cards to pass out, as you will meet with lots of local business professionals.
- J. Sincerely,
Boris Johnson
Member, BNI-Good Times Chapter
- K. Dear Mr Smith

5. Complete the letter with the appropriate word from the box

meeting	unique	continental	competitors	source
networking	event	chapter	business	purpose

Dear Mr Smith

If you are interested in growing your 1) regardless of economic conditions, I invite you to attend a 2) of the Good Times chapter of BNI (Business Network Int'l) at the Mediterranean Bistro, 301 West Washington Ave., Washington, NJ 07882 on April 13 at 7 am. We are interviewing marketing consultants to whom we can pass referrals.

BNI is a business and 3) professional organization whose primary 3) is to exchange qualified business referrals. It is the largest 4) organization of its kind. Currently, BNI has over 5,500 chapters in 40 countries. Last year, members of BNI passed nearly 5.6 million referrals which generated \$ 2.3 billion dollars worth of business for its 120,000 plus members.

What makes BNI 5) is that it allows only one person per profession to join a chapter. Thus, once you have joined, none of your 6) can participate.

The members of the BNI-Good Times 7) are currently looking for a marketing consultant to whom they can refer business. I would like to personally invite you to a meeting so you can learn more about the organization and find out if you would be interested in generating a steady 8) of referral business for yourself.

Seating will be limited at this once / year special 9), so please let me know if you plan to attend; call me at (***) **_*** and I will reserve a place for you! The room fee is \$10, which includes a 10) breakfast. Remember to bring plenty of business cards to pass out, as you will meet with lots of local business professionals.

Sincerely,

Boris Johnson
Member, BNI-Good Times Chapter

P.S. If you know other professionals and business owners who would appreciate an invitation, please feel free to bring them with you. Call me anytime if you have questions.

6. Complete the letter with the correct form of a verb from the box

join	find out	interview	look for	limit
grow	bring	make	exchange	pass

Dear Mr Smith

If you are interested in 1) your business, regardless of economic conditions, I invite you to attend a meeting of the Good Times chapter of BNI (Business Network Int'l) at the Mediterranean Bistro, 301 West Washington Ave., Washington, NJ 07882 on April 13 at 7 am. We 2) marketing consultants to whom we can pass referrals.

BNI is a business and professional organization whose primary purpose is 3) qualified business referrals. It is the largest networking organization of its kind. Currently, BNI has over 5,500 chapters in 40 countries. Last year, members of BNI 4) nearly 5.6 million referrals which generated \$ 2.3 billion dollars worth of business for its 120,000 plus members.

What 5) BNI unique is that it allows only one person per profession to join a chapter. Thus, once you 6) none of your competitors can participate.

The members of the BNI-Good Times chapter 7) currently a marketing consultant to whom they can refer business. I would like to personally invite you to a meeting so you can learn more about the organization and 8) if you would be interested in generating a steady source of referral business for yourself.

Seating 9) at this once / year special event, so please let me know if you plan to attend; call me at (***) *** _ **** and I will reserve a place for you! The room fee is \$ 10, which includes a continental breakfast. Remember to bring plenty of business cards to pass out, as you will meet with lots of local business professionals.

Sincerely,

Boris Johnson

Member, BNI-Good Times Chapter

P.S. If you know other professionals and business owners who would appreciate an invitation, please feel free 10) them with you. Call me anytime if you have questions.

7. Choose the best phrase (A – H) to fill each of the gaps (1 – 8).

Dear Mr Smith

If you are interested in growing your business, regardless of economic conditions, I invite you to attend a meeting of the Good Times chapter of BNI (Business Network Int'l) at the Mediterranean Bistro, 301 West Washington Ave., 1) We are interviewing marketing consultants to whom we can pass referrals.

BNI is a business and professional organization whose primary purpose is 2) It is the largest networking organization of its kind. Currently, BNI has over 5,500 chapters in 40 countries. Last year, members of BNI passed nearly 5.6 million referrals which generated \$ 2.3 billion dollars 3)

What makes BNI unique is that it allows only one person 4) Thus, once you have joined, none of your competitors can participate.

The members of the BNI-Good Times chapter are currently looking for a marketing consultant to whom they can refer business. I would like to personally invite you to a meeting so you can learn more about the organization and find out if you would be interested in generating 5)

Seating will be limited at this once / year special event, so please let me know if you plan to attend; call me at (***) *** _ **** 6)! The room fee is \$ 10, which includes a continental breakfast. Remember to bring plenty of business cards to pass out, as you will meet 7)

Sincerely,

Boris Johnson

Member, BNI-Good Times Chapter

P.S. If you know other professionals and business owners who would appreciate an invitation, please 8) Call me anytime if you have questions.

- A. per profession to join a chapter
- B. a steady source of referral business for yourself
- C. with lots of local business professionals
- D. and I will reserve a place for you
- E. feel free to bring them with you
- F. Washington, NJ 07882 on April 13 at 7 am
- G. to exchange qualified business referrals
- H. worth of business for its 120,000 plus members

8. Complete the letter with the most appropriate word or phrase. Use not more than three words to fill in each gap. Articles and prepositions are counted as separate words.

Dear Mr Smith

If you are interested in 1), regardless of economic conditions, I invite you to 2) of the Good Times chapter of BNI (Business Network Int'l) at the Mediterranean Bistro, 301 West Washington Ave., Washington, NJ 07882 on April 13 at 7 am. We are interviewing marketing consultants to whom we can pass referrals.

BNI is a 3) organization whose 4) is to exchange qualified business referrals. It is the largest networking organization 5) Currently, BNI has over 5,500 chapters in 40 countries. Last year, members of BNI passed nearly 5.6 million referrals which generated \$ 2.3 billion dollars worth of business for its 120,000 plus members.

What makes BNI unique is that it allows 6) per profession to join a chapter. Thus, once you have joined, none of your competitors can participate.

The members of the BNI-Good Times chapter are currently looking for a marketing consultant to whom they can refer business. I would like to 7) to a meeting so you can learn more about the organization and find out if you would be interested in generating 8) of referral business for yourself.

Seating will be limited at this once/year special event, so please 9) if you plan to attend; call me at (***) *** _ **** and I will reserve a place for you! The room fee is \$ 10, which includes a continental breakfast. Remember to bring plenty of business cards 10), as you will meet with lots of local business professionals.

Sincerely,

Boris Johnson

Member, BNI-Good Times Chapter

P.S. If you know other professionals and business owners who would appreciate an invitation, please feel free to bring them with you. Call me anytime if you have questions.

III. INSTRUCTION

Before reading the text discuss with you partner the following questions. Then read the text and compare your answers with the information from the text.

1. For what business events or occasions would you write a letter of invitation?
2. Are there special pre-printed invitations for business events?
3. Can you invite the business event participants by phone?
4. Should you confirm your invitation in a written form if you have already invited the participant by phone?
5. What information concerning the event should a letter of invitation contain?
6. What is an RSVP line?
7. How much time before the event should participants be informed?

Letter of Invitation

A letter of invitation is a letter written when we ask somebody to participate in special events. Our schedules may include both personal (e.g. weddings, parties, etc.) and business (e.g. conferences, annual general meetings, business gatherings, grand openings, open houses, etc.) events. For most of personal events one can purchase ready-made, pre-printed invitations at stationery stores, which eliminates the need to specifically write personal invitation letters. Business situations require specially written invitation letters so they are generally classified as business correspondence.

A business letter of invitation is one of key business tools so it should follow a set format.

In your business invitation you should first and foremost state the nature and purpose of the event as well as date, time and place. Along with explaining this, address all the questions that might arise in the receiver's mind such as fees, accommodation options, parking instructions, dress code (if any) and so on.

If you expect a response by a specific date, make it clear to the receiver. Include an RSVP (*R pondez s'il vous plaot* – the French for 'Please reply') line along with a phone number or business email address for the reply.

Invitation should be sent well in advance. The following timing is considered to be appropriate for business invitations: *Six to eight months* before an important event to which out-of-town executives are invited; *Four to six months* before an important event to which out-of-town guests are invited.

For less important occasions, it's best to invite guests three to four weeks in advance. If you choose to invite your guests by phone, remind them again in writing two weeks before the event.

Make sure that your business letter invitations carry a positive tone that builds anticipation about the event or occasion.

IV. SAMPLE 2

1. Read the letter. Make sure that you understand the meaning of all words.

International Committee on Seafarers' Welfare
Gresham House, 53 Clarendon Road, Watford
Hertfordshire, WD17 1LA, United Kingdom
Tel: +44 1923 222653 Fax: +44 1923 222663
E-mail: icsw@icsw.org.uk Website: seafarerswelfare.org

7 January 2016

All ICSW Members

Dear Members,

ICSW Annual General Meeting 2016

You are warmly invited to attend the 2016 ICSW Annual General Meeting, which will take place on Wednesday 24 March to Friday 26 March 2016 at the Provincial del Instituto Social Marina, Casa del Mar, C. Albareda 1-13, 08004 Barcelona, Spain.

Please find enclosed a copy of our draft Programme, the 2016 AGM Registration form, details of accommodation and local information and Spanish Visa requirements. This year we are including sessions on MLC³ 2016, ICSW Strategy and Fundraising in addition to the formal Committee meeting. There will be an opportunity for you to give a short (10 to 15 minute presentation) on the work of your organisation, focusing on best practice and innovation, during the AGM. Please let me know if you would like to make a presentation.

Due to the success of port visits at previous meetings, the Port Authority of Barcelona has agreed to sponsor a port visit/boat trip around the port of Barcelona for delegates on Wednesday afternoon. We have also arranged dinner on Thursday evening to be taken at an authentic Spanish restaurant in the Spanish Village. We will allow enough time for delegates to wander around the village before eating.

There will be a Conference Fee of €60 for Members and Affiliates and €75 for guests and visitors.

As we have been unable to provide accommodation in one building this year, we are offering delegates a selection of accommodation at different prices. These will be offered on a first come, first served basis and we hope that those organisations who can afford the more expensive rooms, allow those who cannot, the cheaper accommodation as there is a shortage of hotel rooms.

Delegates are requested to meet the cost of their own travel, bed, breakfast and additional costs (laundry, bar etc.). The ICSW will meet the cost of morning & afternoon coffee, lunch and the dinners on Wednesday and Thursday.

For those delegates requiring visas, a letter addressed to your local Spanish Consulate will be provided on request. Please note that it is the delegate's responsibility to arrange and pay for their own visas.

If you need any further information, please do not hesitate to contact us.

Yours sincerely,

Roger Harris

Executive Director

³ MLC – Member of the Legislative Council.

2. Read the letter again. Are the sentences true or false?

1. Roger Harris is invited to participate in AGM 2016.
2. There are some sessions added this year to the formal Committee meeting.
3. AGM will take place at an authentic Spanish restaurant in the Spanish Village.
4. Letters to local Spanish Consulates to ease visa granting for delegates are enclosed with this letter of invitation.
5. Delegates will arrange and pay for their visas.
6. ICSW sponsors a boat trip around the port of Barcelona for delegates.
7. A conference fee for guests and visitors is the same as for Members and Affiliates.
8. Some costs will be met by ICSW.

3. In the letter find English equivalents to the following Russian words and phrases

- 1) ежегодное общее собрание (акционеров, членов клуба и т.д.)
- 2) В приложении Вы найдете
- 3) экземпляр проекта Программы
- 4) регистрационная форма
- 5) проживание, размещение
- 6) требования для открытия испанской визы
- 7) привлечение средств, поиск источников финансирования.....
- 8) с упором на передовой опыт и инновации.....
- 9) Член Законодательного совета.....
- 10) настоящий испанский ресторан
- 11) организационный взнос
- 12) ассоциированные предприятия; организации, входящие в одну группу.....
- 13) не в состоянии обеспечить размещение (гостей)
- 14) варианты размещения
- 15) по принципу «кто первым пришел, того первым обслужили»
- 16) дефицит (недостаток) гостиничных номеров
- 17) покрыть расходы на
- 18) дополнительные расходы
- 19) по требованию
- 20) не стесняйтесь обращаться к нам

4. Put the sentences in the body of the letter in the correct order

- A. If you need any further information, please do not hesitate to contact us.
- B. International Committee on Seafarers' Welfare
Gresham House, 53 Clarendon Road, Watford
Hertfordshire, WD17 1LA, United Kingdom
Tel: +44 1923 222653 Fax: +44 1923 222663
E-mail: icsw@icsw.org.uk Website: seafarerswelfare.org
- C. Please find enclosed a copy of our draft Programme, the 2016 AGM Registration form, details of accommodation and local information and Spanish Visa requirements. This year we are including sessions on MLC 2016, ICSW Strategy and Fundraising in addition to the formal Committee meeting. There will be an opportunity for you to give a short (10 to 15 minute presentation) on the work of your organisation, focusing on best practice and innovation, during the AGM. Please let me know if you would like to make a presentation.
- D. 7 January 2016
- E. Dear Members,
ICSW Annual General Meeting 2016
- F. You are warmly invited to attend the 2016 ICSW Annual General Meeting, which will take place on Wednesday 24 March to Friday 26 March 2016 at the Provincial del Instituto Social Marina, Casa del Mar, C. Albareda 1-13, 08004 Barcelona, Spain.
- G. All ICSW Members
- H. As we have been unable to provide accommodation in one building this year, we are offering delegates a selection of accommodation at different prices. These will be offered on a first come, first served basis and we hope that those organisations who can afford the more expensive rooms, allow those who cannot, the cheaper accommodation as there is a shortage of hotel rooms.
- I. Due to the success of port visits at previous meetings, the Port Authority of Barcelona has agreed to sponsor a port visit/boat trip around the port of Barcelona for delegates on Wednesday afternoon. We have also arranged dinner on Thursday evening to be taken at an authentic Spanish restaurant in the Spanish Village. We will allow enough time for delegates to wander around the village before eating.
- J. There will be a Conference Fee of €60 for Members and Affiliates and €75 for guests and visitors.
- K. For those delegates requiring visas, a letter addressed to your local Spanish Consulate will be provided on request. Please note that it is the delegate's responsibility to arrange and pay for their own visas.
- L. Yours sincerely,
Roger Harris
Executive Director
- M. Delegates are requested to meet the cost of their own travel, bed, breakfast and additional costs (laundry, bar etc.). The ICSW will meet the cost of morning & afternoon coffee, lunch and the dinners on Wednesday and Thursday.

5. Complete the letter with the appropriate word from the box

draft	authentic	responsibility	practice	accommodation
affiliates	shortage	warmly	delegates	opportunity

All ICSW Members

Dear Members,

ICSW Annual General Meeting 2016

You are 1) invited to attend the 2016 ICSW Annual General Meeting, which will take place on Wednesday 24 March to Friday 26 March 2016 at the Provincial del Instituto Social Marina, Casa del Mar, C. Albareda 1-13, 08004 Barcelona, Spain.

Please find enclosed a copy of our 2) Programme, the 2016 AGM Registration form, details of accommodation and local information and Spanish Visa requirements. This year we are including sessions on MLC 2016, ICSW Strategy and Fundraising in addition to the formal Committee meeting. There will be an 3) for you to give a short (10 to 15 minute presentation) on the work of your organisation, focusing on best 4) and innovation, during the AGM. Please let me know if you would like to make a presentation.

Due to the success of port visits at previous meetings, the Port Authority of Barcelona has agreed to sponsor a port visit/boat trip around the port of Barcelona for 5) on Wednesday afternoon. We have also arranged dinner on Thursday evening to be taken at an 6) Spanish restaurant in the Spanish Village. We will allow enough time for delegates to wander around the village before eating.

There will be a Conference Fee of € 60 for Members and 7) and € 75 for guests and visitors.

As we have been unable to provide accommodation in one building this year, we are offering delegates a selection of 8) at different prices. These will be offered on a first come, first served basis and we hope that those organisations who can afford the more expensive rooms, allow those who cannot, the cheaper accommodation as there is a 9) of hotel rooms.

Delegates are requested to meet the cost of their own travel, bed, breakfast and additional costs (laundry, bar etc.). The ICSW will meet the cost of morning & afternoon coffee, lunch and the dinners on Wednesday and Thursday.

For those delegates requiring visas, a letter addressed to your local Spanish Consulate will be provided on request. Please note that it is the delegate's 10) to arrange and pay for their own visas.

If you need any further information, please do not hesitate to contact us.

Yours sincerely,

Roger Harris

Executive Director

6. Complete the letter with the correct form of a verb from the box

focus	agree	request	serve	arrange
enclose	take place	offer	take	include

All ICSW Members

Dear Members,

ICSW Annual General Meeting 2016

You are warmly invited to attend the 2016 ICSW Annual General Meeting, which 1) on Wednesday 24 March to Friday 26 March 2016 at the Provincial del Instituto Social Marina, Casa del Mar, C. Albareda 1-13, 08004 Barcelona, Spain.

Please find 2) a copy of our draft Programme, the 2016 AGM Registration form, details of accommodation and local information and Spanish Visa requirements.

This year we 3) sessions on MLC 2016, ICSW Strategy and Fundraising in addition to the formal Committee meeting. There will be an opportunity for you to give a short (10 to 15 minute presentation) on the work of your organisation, 4) on best practice and innovation, during the AGM. Please let me know if you would like to make a presentation.

Due to the success of port visits at previous meetings, the Port Authority of Barcelona 5) to sponsor a port visit/boat trip around the port of Barcelona for delegates on Wednesday afternoon. We have also arranged dinner on Thursday evening 6) at an authentic Spanish restaurant in the Spanish Village. We will allow enough time for delegates to wander around the village before eating.

There will be a Conference Fee of €60 for Members and Affiliates and €75 for guests and visitors.

As we have been unable to provide accommodation in one building this year, we 7) delegates a selection of accommodation at different prices. These will be offered on a first come, first 8) basis and we hope that those organisations who can afford the more expensive rooms, allow those who cannot, the cheaper accommodation as there is a shortage of hotel rooms.

Delegates 9) to meet the cost of their own travel, bed, breakfast and additional costs (laundry, bar etc.). The ICSW will meet the cost of morning & afternoon coffee, lunch and the dinners on Wednesday and Thursday.

For those delegates requiring visas, a letter addressed to your local Spanish Consulate will be provided on request. Please note that it is the delegate's responsibility 10) and pay for their own visas.

If you need any further information, please do not hesitate to contact us.

Yours sincerely,

Roger Harris

Executive Director

7. Choose the best phrase (A – H) to fill each of the gaps (1 – 8).

All ICSW Members

Dear Members,

ICSW Annual General Meeting 2016

You are warmly invited to attend the 2016 ICSW Annual General Meeting, which will take place on Wednesday 24 March to Friday 26 March 2016 at the Provincial del Instituto Social Marina, Casa del Mar, C. Albareda 1-13, 08004 Barcelona, Spain.

Please find enclosed a copy of our draft Programme, the 2016 AGM Registration form, details of accommodation and 1)

This year we are including sessions on MLC 2016, ICSW Strategy and Fundraising 2) There will be an opportunity for you to give a short (10 to 15 minute presentation) on the work of your organisation, focusing on best practice and innovation, during the AGM. Please let me know 3)

Due to the success of port visits at previous meetings, the Port Authority of Barcelona has agreed to sponsor a port visit/boat trip around the port of Barcelona 4) We have also arranged dinner on Thursday evening to be taken at an authentic Spanish restaurant in the Spanish Village. We will allow enough time for delegates 5)

There will be a Conference Fee of €60 for Members and Affiliates and €75 for guests and visitors.

As we have been unable to provide accommodation in one building this year, we are offering delegates a selection of accommodation at different prices. These will be offered on a first come, first served basis and we hope that those organisations who can afford the more expensive rooms, allow those who cannot, the cheaper accommodation 6) Delegates are requested to meet the cost of their own travel, bed, breakfast and additional costs (laundry, bar etc.). The ICSW will meet the cost of morning & afternoon coffee, lunch 7)

For those delegates requiring visas, a letter addressed to your local Spanish Consulate will be provided on request. Please note that it is the delegate's responsibility 8)

If you need any further information, please do not hesitate to contact us.

Yours sincerely,

Roger Harris

Executive Director

- A. for delegates on Wednesday afternoon
- B. to wander around the village before eating
- C. in addition to the formal Committee meeting
- D. and the dinners on Wednesday and Thursday
- E. local information and Spanish Visa requirements
- F. to arrange and pay for their own visas
- G. as there is a shortage of hotel rooms
- H. if you would like to make a presentation

8. Complete the letter with the most appropriate word or phrase. Use not more than three words to fill in each gap. Articles and prepositions are counted as separate words.

All ICSW Members

Dear Members,

ICSW Annual General Meeting 2016

You are warmly invited to attend the 2016 ICSW 1), which will take place on Wednesday 24 March to Friday 26 March 2016 at the Provincial del Instituto Social Marina, Casa del Mar, C. Albareda 1-13, 08004 Barcelona, Spain.

Please find enclosed a copy of our draft Programme, the 2016 AGM Registration form 2) and local information and Spanish Visa requirements.

This year we are including sessions on MLC 2016, ICSW Strategy and Fundraising in addition to the formal Committee meeting. There will be an opportunity for you to give a short (10 to 15 minute presentation) on the work of your organisation, focusing on best 3), during the AGM. Please let me know if you would like to make a presentation.

Due to the success of port visits 4), the Port Authority of Barcelona has agreed to sponsor a port visit/boat trip around the port of Barcelona for delegates on Wednesday afternoon. We have also arranged dinner on Thursday evening to be taken at an authentic Spanish restaurant in the Spanish Village. We will allow enough time for delegates 5) the village before eating.

There will be 6) of €60 for Members and Affiliates and €75 for guests and visitors.

As we have been unable to provide accommodation in one building this year, we are offering delegates a 7) at different prices. These will be offered on a first come, first served basis and we hope that those organisations who can afford the more expensive rooms, allow those who cannot, 8) as there is a shortage of hotel rooms

Delegates are requested to meet the cost of their own travel, bed, breakfast and additional costs (laundry, bar etc.). The ICSW will 9) of morning & afternoon coffee, lunch and the dinners on Wednesday and Thursday.

For those delegates requiring visas, a letter addressed to your local Spanish Consulate will be 10) Please note that it is the delegate's responsibility to arrange and pay for their own visas.

If you need any further information, please do not hesitate to contact us.

Yours sincerely,

Roger Harris

Executive Director

V. WRITING ASSIGNMENT

Write a letter of invitation. Start with a draft specifying the topic, date and place of the event. Think about information for guests and participants concerning the fees, accommodation, dress code, etc.

LETTER OF ACCEPTANCE

I. FORMAT

Sender's name
House number, street address
Place (city or town)
Area code
Telephone (optional)
Email address (optional)

Date

Receiver's name
(Title and
Company if necessary)
House number, street address
Place (city or town)
Area code

Salutation

Subject (optional)

Introduction paragraph. Give suitable reference for writing the letter. Confirm your acceptance and particular elements (date, place, etc.) relating to the acceptance clearly in the letter.

Body paragraph(s). State your response and don't be afraid to express your enthusiasm in accepting the invitation. Indicate upcoming meetings/events you plan to attend. Mention the decision and commitments which the receiver of the letter and you have taken as well as the corrections from your side. Express your eagerness and excitement towards work and ask for requirements.

Conclusion paragraph. Repeat your enthusiasm. Close your letter with a sincere thank-you and hope for future prospects. Include your name and contact information if appropriate. Say that you look forward to making meaningful contributions to endeavors.

Valediction

(signature)

Sender's typed name

II. SAMPLE 1**1. Read the letter. Make sure that you understand the meaning of all words**

Meadows Green Industry
2517 Halls Drive
Tower City,
ND 58071

February 4, 2017

James Freidman
Universal Insurance
488 Adams Road
Laredo,
TX 78830

Dear Mr Friedman

Re: Invitation Acceptance

Thank you for your kind invitation to Universal Insurance's 50th Anniversary on February 20, 2017 at the Hilton Hotel in Laredo.

I am pleased to inform you that it would be my pleasure to accept this invitation as a gesture of my long standing business relations with your esteemed firm. I would be delighted to present a speech during Universal Insurance's 50th Anniversary. Thank you for that honor.

I look forward to strengthen business collaboration between our companies. It has been Meadows Green Industry's privilege to have enjoyed the professional services of Universal Insurance. I wish Universal Insurance further success in your future endeavors as you move on in your business undertakings.

Yours sincerely,

Mack M. Najera
CEO

Meadows Green Industry

2. Read the letter again and answer the questions

1. What event is Mack M. Najera invited for?
-
2. Why do you think he accepts the invitation?.....
-
3. What is he planning to do at the event?
-

3. In the letter find English equivalents to the following Russian words and phrases

- 1) любезное приглашение
-
- 2) страхование
-
- 3) годовщина, юбилей.....
-
- 4) я рад сообщить.....
-
- 5) принимать приглашение
-
- 6) мне было бы приятно.....
-
- 7) давние деловые отношения
-
- 8) уважаемая фирма
-
- 9) выступить с речью.....
-
- 10) я был бы рад произнести речь.....
-
- 11) Благодарим Вас за эту честь.....
-
- 12) Я рассчитываю на
-
- 13) усилить деловое сотрудничество
-
- 14) Компании выпала честь... ..
-
- 15) пользоваться услугами.....
-
- 16) желать дальнейших успехов
-
- 17) будущие начинания.....
-
- 18) предприятия, начинания
-

4. Put the sentences in the body of the letter in the correct order

- A. I am pleased to inform you that it would be my pleasure to accept this invitation as a gesture of my long standing business relations with your esteemed firm. I would be delighted to present a speech during Universal Insurance's 50th Anniversary. Thank you for that honor.
- B. February 4, 2017
- C. Re: Invitation Acceptance
- D. James Freidman
Universal Insurance
488 Adams Road
Laredo,
TX 78830
- E. Dear Mr Friedman
- F. Yours sincerely,
Mack M. Najera
CEO
Meadows Green Industry
- G. Thank you for your kind invitation to Universal Insurance's 50th Anniversary on February 20, 2017 at the Hilton Hotel in Laredo.
- H. I look forward to strengthen our business collaboration between our companies. It has been Meadows Green Industry's privilege to have enjoyed the professional services of Universal Insurance. I wish Universal Insurance further success in your future endeavors as you move on in your business undertakings.
- I. Meadows Green Industry
2517 Halls Drive
Tower City,
ND 58071

5. Complete the letter with the appropriate word from the box

pleasure	success	invitation	collaboration	anniversary
speech	services	gesture	undertakings	relations

Dear Mr Friedman

Re: Invitation Acceptance

Thank you for your kind 1) to Universal Insurance's 50th 2) on February 20, 2017 at the Hilton Hotel in Laredo.

I am pleased to inform you that it would be my 3) to accept this invitation as a 4) of my long standing business 5) with your esteemed firm. I would be delighted to present a 6) during Universal Insurance's 50th Anniversary. Thank you for that honor.

I look forward to strengthen our business 7) between our companies. It has been Meadows Green Industry's privilege to have enjoyed the professional 8) of Universal Insurance. I wish Universal Insurance further 9) in your future endeavors as you move on in your business 10)

Yours sincerely,

Mack M. Najera

CEO

Meadows Green Industry

6. Complete the letter with the correct form of a verb from the box

be	enjoy	strengthen	move on	accept
please	wish	thank	esteem	delight

Dear Mr Friedman

Re: Invitation Acceptance

Thank you for your kind invitation to Universal Insurance's 50th Anniversary on February 20, 2017 at the Hilton Hotel in Laredo.

I am 1) to inform you that it would be my pleasure
 2) this invitation as a gesture of my long standing business relations with your 3) firm. I would be
 4) to present a speech during Universal Insurance's 50th Anniversary.
 5) you for that honor.

I look forward 6) our business collaboration between our companies.
 It 7) Meadows Green Industry's privilege to
 8) the professional services of Universal Insurance.
 I 9) Universal Insurance further success in your future endeavors as
 you 10) in your business undertakings.

Yours sincerely,

Mack M. Najera

CEO

Meadows Green Industry

7. Choose the best phrase (A – H) to fill each of the gaps (1 – 8).

Dear Mr Friedman

Re: Invitation Acceptance

Thank you for your kind invitation to Universal Insurance's 50th Anniversary
1)

I am pleased to inform you that it would be my pleasure to accept this invitation as a gesture
of 2) I would be delighted to present a speech
3) Thank you for 4)

I look forward to strengthen our business collaboration 5) It has
been Meadows Green Industry's privilege to have enjoyed 6) I wish
Universal Insurance further success in your future endeavors as you
7)

Yours sincerely,

Mack M. Najera

CEO

Meadows 8)

- A. that honor
- B. the professional services of Universal Insurance
- C. Green Industry
- D. between our companies
- E. on February 20, 2017 at the Hilton Hotel in Laredo
- F. move on in your business undertakings
- G. my long standing business relations with your esteemed firm
- H. during Universal Insurance's 50th Anniversary

8. Complete the letter with the most appropriate word or phrase. Use not more than three words to fill in each gap. Articles and prepositions are counted as separate words.

Dear Mr Friedman

Re: Invitation Acceptance

Thank you for 1) to Universal Insurance's 50th Anniversary on February 20, 2017 at 2) in Laredo.

I am pleased 3) that it would be my pleasure to accept this invitation 4) of my 5)relations with your esteemed firm. I would be delighted to 6) during Universal Insurance's 50th Anniversary. Thank you for that honor.

I look forward to strengthen 7) between our companies. It has been Meadows Green Industry's privilege to have enjoyed 8) of Universal Insurance. I wish Universal Insurance further success in 9) as you move on in your 10)

Yours sincerely,

Mack M. Najera
CEO
Meadows Green Industry

III. INSTRUCTION

Before reading the text discuss the following questions with your partner. Then read the text and compare your answers with the information from the text.

1. Why is it necessary to state your acceptance of the invitation in a letter? Isn't it enough just to say 'Yes, I agree'?
2. What information should a letter of acceptance contain?

Accepting an invitation

If you are invited to a business meeting or another important event and you have made the decision to say 'yes', show your enthusiasm by sending a letter that formally accepts the invitation.

Accepting the invitation in writing shows your professionalism and interest in the event as well as says great things about your manners.

Your letter of acceptance should express the same thoughts that inspired you to agree to the invitation or proposal.

In the introductory part of the letter thank the sender and state your acceptance of the invitation, mentioning the place, date and time of the meeting. It confirms your understanding of the meeting's logistics and gives the receiver an opportunity to clear up any misunderstanding about the meeting arrangements. To further customise the acceptance, include the details of the event (e.g. amount of the contribution and duties you agree to, what you might be assisting with).

Within the body of the letter, make mention of any needs if applicable to your situation (equipment for speaking or performance, special needs for disabled, etc.). You might also indicate what documents you will be bringing or mention one or two key ideas that you hope to discuss.

Conclude the letter with a positive remark. In conclusion say how much of a pleasure it is for you to be attending, being promoted, and/or finding growth from the situation. A more enthusiastic response, for example, may state that you are eager to meet with the host of the event to discuss the upcoming occasion.

Showing gratitude sets a positive tone for your upcoming meeting and tells the receiver that you appreciate the time and effort he is taking to meet with you.

If you are attending the meeting on behalf of your company, write the letter on your office's letterhead stationery.

IV. SAMPLE 2**1. Read the letter. Make sure that you understand the meaning of all words**

9 May 2017

The Honorable Ivan Ivanov
Governor of Sevastopol
2, Lenina Str
Sevastopol
RUSSIA

Dear Mr Ivanov,

It is with great pleasure that I accept the invitation to establish a sister city affiliation with the City of Sevastopol. I accept the invitation on behalf of the many citizens of our community who have come to know and love the City of Sevastopol and vote unanimously in favor of the affiliation.

As we look to the future of this alliance, we envision a growing awareness and appreciation of each other's culture and people. From small beginnings, we hope this partnership will continue for many generations, fostering educational, economic and professional exchanges. We look forward to the limitless possibilities of this relationship.

Although this partnership must begin on an official basis between the governments of our two communities, we see the strength and vitality of this long-term association resting wholly in the hands of our citizen volunteers and participants. To this end, we have designated a group of men and women to enlist voluntary support in our community. We suggest that a similar body of individuals be assembled in your city.

We sincerely appreciate the invitation and look forward to the wonderful opportunities that await our communities in the future.

Sincerely,

Mr Read Lattakis
Governor of Viserte

2. Read the letter again and answer the questions

1. Which city, Sevastopol or Viserte, initiated sister city affiliation?
2. What are the purposes of this affiliation?.....
3. What bodies (both official and unofficial) are involved in this participation?
4. Why do you think this letter starts with the date but not the sender's address?

3. In the letter find English equivalents to the following Russian words and phrases

- 1) губернатор
- 2) города-побратимы.....
- 3) от имени многих граждан.....
- 4) местная община, территориальная община
- 5) голосовать единогласно за установление дружеских связей
- 6) альянс, союз, объединение.....
- 7) рассчитывать на... ..
- 8) растущее осознание.....
- 9) уважение к культуре друг друга
- 10) развивать академические, экономические и профессиональные обмены
- 11) неограниченные возможности
- 12) сила и жизнеспособность (энергия)
- 13) долгосрочная ассоциация
- 14) полностью находиться в руках к.-л.
- 15) определять, назначать, устанавливать
- 16) заручиться добровольной поддержкой
- 17) такой же (подобный) орган
- 18) принять приглашение с радостью.....

4. Put the sentences in the body of the letter in the correct order

- A. Sincerely
- B. The Honorable Ivan Ivanov
Governor of Sevastopol
2, Lenina Str
Sevastopol
RUSSIA
- C. Dear Mr Ivanov,
- D. We sincerely appreciate the invitation and look forward to the wonderful opportunities that await our communities in the future.
- E. It is with great pleasure that I accept the invitation to establish a sister city affiliation with the City of Sevastopol. I accept the invitation on behalf of the many citizens of our community who have come to know and love the City of Sevastopol and vote unanimously in favor of the affiliation.
- F. Although this partnership must begin on an official basis between the governments of our two communities, we see the strength and vitality of this long-term association resting wholly in the hands of our citizen volunteers and participants. To this end, we have designated a group of men and women to enlist voluntary support in our community. We suggest that a similar body of individuals be assembled in your city.
- G. 9 May 2017
- H. As we look to the future of this alliance, we envision a growing awareness and appreciation of each other's culture and people. From small beginnings, we hope this partnership will continue for many generations, fostering educational, economic and professional exchanges. We look forward to the limitless possibilities of this relationship.
- I. Mr Read Lattakis
Governor of Viserte

5. Complete the letter with the appropriate word from the box

behalf	partnership	possibilities	voluntary	awareness
affiliation	long-term	generations	body	unanimously

Dear Mr Ivanov,

It is with great pleasure that I accept the invitation to establish a sister city
1) with the City of Sevastopol. I accept the invitation on
2) of the many citizens of our community who have come to know
and love the City of Sevastopol and vote 3) in favor of the affiliation.

As we look to the future of this alliance, we envision a growing 4)
and appreciation of each other's culture and people. From small beginnings, we hope this
partnership will continue for many 5), fostering educational, eco-
nomic and professional exchanges. We look forward to the limitless
6) of this relationship.

Although this 7) must begin on an official basis between the gov-
ernments of our two communities, we see the strength and vitality of this
8) association resting wholly in the hands of our citizen volunteers
and participants. To this end, we have designated a group of men and women to enlist
9) support in our community. We suggest that a similar
10) of individuals be assembled in your city.

We sincerely appreciate the invitation and look forward to the wonderful opportunities that
await our communities in the future.

Sincerely,

Mr Read Lattakis

Governor of Viserte

6. Complete the letter with the correct form of a verb from the box

grow	foster	assemble	designate	establish
continue	await	come	rest	enlist

Dear Mr Ivanov,

It is with great pleasure that I accept the invitation 1) a sister city affiliation with the City of Sevastopol. I accept the invitation on behalf of the many citizens of our community who 2) to know and love the City of Sevastopol and vote unanimously in favor of the affiliation.

As we look to the future of this alliance, we envision a 3) awareness and appreciation of each other's culture and people. From small beginnings, we hope this partnership 4) for many generations, 5) educational, economic and professional exchanges. We look forward to the limitless possibilities of this relationship.

Although this partnership must begin on an official basis between the governments of our two communities, we see the strength and vitality of this long-term association 6) wholly in the hands of our citizen volunteers and participants. To this end, we 7) a group of men and women 8) voluntary support in our community. We suggest that a similar body of individuals 9) in your city.

We sincerely appreciate the invitation and look forward to the wonderful opportunities that 10) our communities in the future.

Sincerely,

Mr Read Lattakis

Governor of Viserte

7. Choose the best phrase (A – H) to fill each of the gaps (1 – 8).

Dear Mr Ivanov,

It is with great pleasure that I accept the invitation to establish a sister city affiliation with the City of Sevastopol. I accept the invitation on behalf of the many citizens of our community who have come to know and love the City of Sevastopol 1)

As we look to the future of this alliance, we envision a growing awareness and appreciation 2) From small beginnings, we hope this partnership will continue for many generations, 3) We look forward to 4)

Although this partnership must begin on an official basis between the governments of our two communities, we see the strength and vitality of this long-term association 5) To this end, we have designated a group of men and women 6) We suggest that a similar body of individuals 7)

We sincerely appreciate the invitation and look forward to the wonderful opportunities 8)

Sincerely,

Mr Read Lattakis

Governor of Viserte

- A. the limitless possibilities of this relationship
- B. to enlist voluntary support in our community
- C. of each other's culture and people
- D. and vote unanimously in favor of the affiliation
- E. be assembled in your city
- F. that await our communities in the future
- G. fostering educational, economic and professional exchanges
- H. resting wholly in the hands of our citizen volunteers and participants

8. Complete the letter with the most appropriate word or phrase. Use not more than three words to fill in each gap. Articles and prepositions are counted as separate words.

Dear Mr Ivanov,

It is with great pleasure that I accept the invitation to establish a 1) with the City of Sevastopol. I accept the invitation 2) the many citizens of our community who have come to know and love the City of Sevastopol and vote unanimously 3) the affiliation.

As we look to the future of this alliance, we envision 4) and appreciation of each other's culture and people. From small beginnings, we hope this partnership will continue 5), fostering educational, economic and professional exchanges. We look forward to 6) of this relationship.

Although this partnership must begin on 7) between the governments of our two communities, we see the strength and vitality of this 8) resting wholly in the hands of our citizen volunteers and participants. To this end, we have designated a group of men and women to 9) in our community. We suggest that a similar body of individuals be assembled in your city.

We sincerely appreciate the invitation and look forward to 10) that await our communities in the future.

Sincerely,

Mr Read Lattakis

Governor of Viserte

V. WRITING ASSIGNMENT

With your partner exchange letters of invitation you wrote as a task for the previous lesson. Write a letter of acceptance as a response to your partner's letter of invitation.

LETTER OF REFUSE

I. FORMAT

Sender's name
House number, street address
Place (city or town)
Area code
Telephone (optional)
Email address (optional)

Date

Receiver's name
(Title and
Company if necessary)
House number, street address
Place (city or town)
Area code

Salutation

Subject (optional)

Introductory paragraph. Begin your letter with a pleasant remark by thanking the company/person for the invitation. It can also include the date and what invitation was for. If applicable, include a sentence stating that you were impressed by the invitation.

Body paragraph(s). Politely reject the company's/person's offer, proposition or invitation. Give the company/person a reason or reasons regarding the details of why this decision was made. It may be because this particular company is not well-established or because of person's health problems. This offers a chance for the company/person to know the problem and have an opportunity to correct it in future business decisions. Be detailed about the thought process behind your decision and include any relevant feedback.

Encourage the company to invite again in the future. Leave the door open for future opportunities. This lets the company/person know that future invitations are welcome and that there is always a possibility that they will be considered and possibly accepted.

Concluding paragraph. Wrap up the letter with a courteous salutation and a brief note of apology.

Valediction

(signature)

Sender's typed name

II. SAMPLE 1

1. Read the letter. Make sure that you understand the meaning of all words

Arnold Smith
42 Cartwright Crescent,
St George,
Bedford BD12 7GM
(123)-456-7890
1 March, 2014

John Brennan
91 Douthways Road,
Hills Barton,
Surrey SR14 40C
(101)-201-3456

Dear John,

Thank you for graciously extending to me an invitation to appear in the closing panel discussion of your Symposium on Race Relations. I'm honored to have been considered for this event, which will undoubtedly draw together a distinguished body of students, scholars, and concerned citizens.

Unfortunately, I am scheduled for surgery two days before the Symposium's opening. And while I've been assured a rapid and full recovery from a routine procedure, I wouldn't want to obligate myself under the circumstances.

For me, being unable to sit in the audience is as much a disappointment as not sitting with the panel itself. While I must decline your invitation, I want to convey my sincere hope for the success of this event. To this end, may I suggest Lt. John Doe of the Springfield Police Department as a possible alternate to fill the spot you had reserved for me? John formerly supervised a rehabilitation center for juvenile offenders, has lectured on public policy, and, as a former president of our local chapter of the NAACP⁴, is eminently qualified to contribute to your planned discussion.

Once again, I apologize, but thank you and deem it a great compliment to have received your invitation.

Very truly yours,

Arnold

⁴ National Association for the Advancement of Colored People

2. Read the letter again and answer the questions

1. What event is Arnold Smith invited for?
2. What reasons for not attending the event does he give?
3. What does he suggest to remedy the situation?

3. In the letter find English equivalents to the following Russian words and phrases

- 1) любезно
- 2) направить приглашение
- 3) заключительное заседание дискуссионной группы
- 4) несомненно, без сомнения
- 5) собирать вместе
- 6) известный, выдающийся, важный
- 7) заинтересованные граждане
- 8) Мне запланирована операция
- 9) быстрое и полное выздоровление
- 10) брать на себя обязательства
- 11) при таких обстоятельствах
- 12) находится среди слушателей
- 13) отклонить приглашение
- 14) выразить искреннюю надежду на успех данного мероприятия
- 15) занять вакантное место
- 16) малолетний преступник
- 17) местное отделение (к.-л. организации)
- 18) высококвалифицированный
- 19) содействовать обсуждению
- 20) расценивать ч.-л. как большую честь

4. Put the sentences in the body of the letter in the correct order

- A. John Brennan
91 Douthways Road,
Hills Barton,
Surrey SR14 40C
(101)-201-3456
- B. Once again, I apologize, but thank you and deem it a great compliment to have received your invitation.
- C. Thank you for graciously extending to me an invitation to appear in the closing panel discussion of your Symposium on Race Relations. I'm honored to have been considered for this event, which will undoubtedly draw together a distinguished body of students, scholars, and concerned citizens.
- D. Arnold Smith
42 Cartwright Crescent,
St George,
Bedford BD12 7GM
(123)-456-7890
- E. For me, being unable to sit in the audience is as much a disappointment as not sitting with the panel itself. While I must decline your invitation, I want to convey my sincere hope for the success of this event. To this end, may I suggest Lt. John Doe of the Springfield Police Department as a possible alternate to fill the spot you had reserved for me? John formerly supervised a rehabilitation center for juvenile offenders, has lectured on public policy, and, as a former president of our local chapter of the NAACP, is eminently qualified to contribute to your planned discussion.
- F. 1 March, 2014
- G. Very truly yours,
Arnold
- H. Dear John,
- I. Unfortunately, I am scheduled for surgery two days before the Symposium's opening. And while I've been assured a rapid and full recovery from a routine procedure, I wouldn't want to obligate myself under the circumstances.

5. Complete the letter with the appropriate word from the box

concerned	recovery	circumstances	success	event
surgery	chapter	alternate	panel	disappointment

Dear John,

Thank you for graciously extending to me an invitation to appear in the closing 1) discussion of your Symposium on Race Relations. I'm honored to have been considered for this 2), which will undoubtedly draw together a distinguished body of students, scholars, and 3) citizens.

Unfortunately, I am scheduled for 4) two days before the Symposium's opening. And while I've been assured a rapid and full 5) from a routine procedure, I wouldn't want to obligate myself under the 6)

For me, being unable to sit in the audience is as much a 7) as not sitting with the panel itself. While I must decline your invitation, I want to convey my sincere hope for the 8) of this event. To this end, may I suggest Lt. John Doe of the Springfield Police Department as a possible 9) to fill the spot you had reserved for me? John formerly supervised a rehabilitation center for juvenile offenders, has lectured on public policy, and, as a former president of our local 10) of the NAACP, is eminently qualified to contribute to your planned discussion.

Once again, I apologize, but thank you and deem it a great compliment to have received your invitation.

Very truly yours,

Arnold

6. Complete the letter with the correct form of a verb from the box

obligate	be	reserve	supervise	consider
deem	extend	schedule	contribute	decline

Dear John,

Thank you for graciously 1) to me an invitation to appear in the closing panel discussion of your Symposium on Race Relations. I'm honored to have been 2) for this event, which will undoubtedly draw together a distinguished body of students, scholars, and concerned citizens.

Unfortunately, I 3) for surgery two days before the Symposium's opening. And while I've been assured a rapid and full recovery from a routine procedure, I wouldn't want 4) myself under the circumstances.

For me, 5) unable to sit in the audience is as much a disappointment as not sitting with the panel itself. While I must 6) your invitation, I want to convey my sincere hope for the success of this event. To this end, may I suggest Lt. John Doe of the Springfield Police Department as a possible alternate to fill the spot you 7) for me? John formerly 8) a rehabilitation center for juvenile offenders, has lectured on public policy, and, as a former president of our local chapter of the NAACP, is eminently qualified 9) to your planned discussion.

Once again, I apologize, but thank you and 10) it a great compliment to have received your invitation.

Very truly yours,

Arnold

7. Choose the best phrase (A – H) to fill each of the gaps (1 – 8).

Dear John,

Thank you for graciously extending to me an invitation to appear in the closing panel discussion of your Symposium 1) I'm honored to have been considered for this event, which will undoubtedly draw together a distinguished body of students, scholars, 2)

Unfortunately, I am scheduled for surgery two days before 3) And while I've been assured a rapid and full recovery from a routine procedure, I wouldn't want to obligate myself 4)

For me, being unable to sit in the audience is as much a disappointment as not sitting with 5) While I must decline your invitation, I want to convey my sincere hope for the success 6) To this end, may I suggest Lt. John Doe of the Springfield Police Department as a possible alternate to fill the spot you had 7)? John formerly supervised a rehabilitation center for juvenile offenders, has lectured on public policy, and, as a former president of our local chapter of the NAACP, is eminently qualified to contribute to your planned discussion.

Once again, I apologize, but thank you and deem it a great compliment 8)

Very truly yours,

Arnold

- A. of this event
- B. the panel itself
- C. reserved for me
- D. the Symposium's opening
- E. and concerned citizens
- F. to have received your invitation
- G. on Race Relations
- H. under the circumstances

8. Complete the letter with the most appropriate word or phrase. Use not more than three words to fill in each gap. Articles and prepositions are counted as separate words.

Dear John,

Thank you for graciously extending to me a/an 1) in the closing panel discussion of your Symposium on Race Relations. I'm honored to have been considered for this event, which 2) together a distinguished body of students, scholars, and concerned citizens.

Unfortunately, I 3) surgery two days before the Symposium's opening. And while I've been assured a 4) recovery from 5), I wouldn't want to obligate myself under the circumstances.

For me, being unable sit 6) is as much a disappointment as not sitting with the panel itself. While I must 7) I want to convey my sincere hope for the success of this event. To this end, may I suggest Lt. John Doe of the Springfield Police Department as a possible alternate to 8) you had reserved for me? John formerly supervised 9) for juvenile offenders, has lectured on public policy, and, as a former president of our local chapter of the NAACP, is eminently qualified to contribute to your planned discussion.

Once again, I apologize, but thank you and deem it 10) to have received your invitation.

Very truly yours,

Arnold

III. INSTRUCTION

Before reading the text discuss the following questions with your partner. Then read the text and compare your answers with the information from the text.

1. Which letter is easier to write: a letter of acceptance or a letter of refuse?
2. Is it a must to inform the host that you are declining an invitation?
3. Should you explain the reason(s) for your refusal?

A Letter of Refuse

A refusal letter is meant to convey rejection of an invitation for a seminar, event, a business proposal, etc.

Accepting an invitation is easier and more pleasant than rejecting it. But there are situations when you might need to decline an invitation.

Many people avoid writing a letter of refuse because they do not want to hurt other's feelings. However, it is important to let the host know because they must be waiting for an answer, and not replying may cause problems for them. For instance, you have been invited to take part in a business project. Though the proposition is pleasant for you, you have decided not to participate in it due to some reasons. In such circumstances, you have to write a rejection letter immediately, so that the company can continue with the project development process and find a replacement.

As this letter contains something negative, people who are responsible for writing such a letter have to find a way of writing through which they can convey the message without upsetting the addressee. Hence, it is important to choose appropriate words while writing a letter of refuse.

Since letters of refuse are formal their format should be followed correctly. Your letter should begin with a pleasant remark such as thanking the sender for the invitation. It's important to let the host know that you appreciate the invitation, even if you are going to decline it later. However, make sure that you are genuine and are not overdoing it.

In the next paragraph apologise for declining and explain the reason for your refusal. If possible, back-up your reason with adequate proof.

Closing your letter thank the person for invitation once more. Also make sure that you end your letter on a good note by wishing the person good luck.

Remember, the main thing when declining an invitation is to be polite and tactful.

IV. SAMPLE 2

1. Read the letter. Make sure that you understand the meaning of all words

Douglas R. Goodthinker
B-Creative, Inc.
4162 Broadway Avenue
Johnson City, TN 37601

February 14, 2016

Mr Charles Client
BIG Manufacturing, Inc.
116 Factory Road
Big Bucks, MO 60001

Dear Charles,

I read your Request for Proposal for the BIG Red Widgets Rollout Campaign thoroughly and with great interest. We always welcome the opportunity to participate in exciting projects, and appreciate your invitation to bid for this important campaign.

However, after reviewing the parameters stated in the RFP⁵ document, I feel that our agency is not a good fit for this project. Here are my reasons:

1. Your RFP specifies that Makework database software is a key element in preparing and delivering this project. We do not presently have expertise with this software, and have not found a reliable strategic partner with whom we would feel comfortable partnering to provide this capability.
2. Our estimate of the budget required to deliver the quality results you expect, and we prefer to deliver, ranges between \$1000.00 and \$2000.00 – substantially higher than your stated budget.
3. Prior commitments would greatly impede our ability to meet your crucial timing issues, since critical agency staff are already assigned elsewhere, as are several important sub-contractors and one key print vendor.

We therefore regretfully decline to submit a proposal. As always, I am available as a ‘sounding board’ if you need to bounce some ideas around. In fact, I found the campaign issues stated in the RFP so intriguing that I called our account team together for some brainstorming. We developed two very good strategies that I would like to discuss with you, if you feel my perspective on the project might help you to award the project to the correct contractor. When I call you Thursday morning for our weekly project update, perhaps we can set up a meeting to review these ideas.

Again, thank you for inviting us to bid on BIG Red Widgets. Please feel free to call, or email me at doug@bcreativeinc.com if you have some time before Thursday.

Best regards,

Douglas R. Goodthinker
B-Creative, Inc.

⁵ **RFP** – request for proposal, a detailed specification of goods or services required by an organization, sent to potential contractors or suppliers.

2. Read the letter again. Are the following sentences true or false?

1. Both B-Creative, Inc. and BIG Manufacturing, Inc., use Makework database software.....
2. B-Creative, Inc. estimate of the budget required to successfully participate in the project is higher than the budget stated by BIG Manufacturing, Inc.
3. B-Creative, Inc. refuses to participate in the project because their staff is not qualified enough.
4. BIG Manufacturing, Inc. arranged a brainstorming together with B-Creative, Inc.
5. Douglas R. Goodthinker and Charles Client have regular meetings.

3. In the letter find English equivalents to the following Russian words and phrases

- 1) запрос на предложение..... ;
- 2) приветствовать возможность..... ;
- 3) принимать участие в торгах..... ;
- 4) не подходить (быть неуместным) для ч.-л. ;
- 5) программное обеспечение ;
- 6) иметь опыт работы с чем-либо..... ;
- 7) надёжный стратегический партнёр..... ;
- 8) обеспечивать возможность..... ;
- 9) предварительная оценка..... ;
- 10) колебаться в пределах от ... до... ;
- 11) значительно выше, чем..... ;
- 12) ранее взятые обязательства ;
- 13) уложиться в отведенные сроки ;
- 14) ключевые сотрудники учреждения..... ;
- 15) субподрядчики..... ;
- 16) поставщик полиграфических услуг..... ;
- 17) подавать предложение..... ;
- 18) лицо или группа, чьё мнение по какому-либо вопросу используется в качестве весомого аргумента..... ;
- 19) поручить проект подходящему подрядчику..... ;
- 20) обновление проекта..... ;

4. Put the sentences in the body of the letter in the correct order

- A. Best regards,
Douglas R. Goodthinker
B-Creative, Inc.
- B. Douglas R. Goodthinker
B-Creative, Inc.
4162 Broadway Avenue
Johnson City, TN 37601
- C. We therefore regretfully decline to submit a proposal. As always, I am available as a 'sounding board' if you need to bounce some ideas around. In fact, I found the campaign issues stated in the RFP so intriguing that I called our account team together for some brainstorming. We developed two very good strategies that I would like to discuss with you, if you feel my perspective on the project might help you to award the project to the correct contractor. When I call you Thursday morning for our weekly project update, perhaps we can set up a meeting to review these ideas.
- D. Mr Charles Client
BIG Manufacturing, Inc.
116 Factory Road
Big Bucks, MO 60001
- E. I read your Request for Proposal for the BIG Red Widgets Rollout Campaign thoroughly and with great interest. We always welcome the opportunity to participate in exciting projects, and appreciate your invitation to bid for this important campaign.
- F. However, after reviewing the parameters stated in the RFP document, I feel that our agency is not a good fit for this project. Here are my reasons:
 - 1. Your RFP specifies that Makework database software is a key element in preparing and delivering this project. We do not presently have expertise with this software, and have not found a reliable strategic partner with whom we would feel comfortable partnering to provide this capability.
 - 2. Our estimate of the budget required to deliver the quality results you expect, and we prefer to deliver, ranges between \$0000.00 and \$0000.00 – substantially higher than your stated budget.
 - 3. Prior commitments would greatly impede our ability to meet your crucial timing issues, since critical agency staff are already assigned elsewhere, as are several important subcontractors and one key print vendor.
- G. February 14, 2016
- H. Again, thank you for inviting us to bid on BIG Red Widgets. Please feel free to call, or email me at doug@bcreativeinc.com if you have some time before Thursday.
- I. Dear Charles,

5. Complete the letter with the appropriate word from the box

opportunity	commitments	reliable	update	reasons
brainstorming	strategies	proposal	budget	key

Dear Charles,

I read your Request for 1) for the BIG Red Widgets Rollout Campaign thoroughly and with great interest. We always welcome the 2) to participate in exciting projects, and appreciate your invitation to bid for this important campaign.

However, after reviewing the parameters stated in the RFP document, I feel that our agency is not a good fit for this project. Here are my 3)

1. Your RFP specifies that Makework database software is a 4) element in preparing and delivering this project. We do not presently have expertise with this software, and have not found a 5) strategic partner with whom we would feel comfortable partnering to provide this capability.
2. Our estimate of the 6) required to deliver the quality results you expect, and we prefer to deliver, ranges between \$0000.00 and \$0000.00 – substantially higher than your stated budget.
3. Prior 7) would greatly impede our ability to meet your crucial timing issues, since critical agency staff are already assigned elsewhere, as are several important subcontractors and one key print vendor.

We therefore regretfully decline to submit a proposal. As always, I am available as a “sounding board” if you need to bounce some ideas around. In fact, I found the campaign issues stated in the RFP so intriguing that I called our account team together for some 8) We developed two very good 9) that I would like to discuss with you, if you feel my perspective on the project might help you to award the project to the correct contractor. When I call you Thursday morning for our weekly project 10), perhaps we can set up a meeting to review these ideas.

Again, thank you for inviting us to bid on BIG Red Widgets. Please feel free to call, or email me at doug@bcreativeinc.com if you have some time before Thursday.

Best regards,

Douglas R. Goodthinker

B-Creative, Inc.

6. Complete the letter with the correct form of a verb from the box

specify	participate	invite	review	impede
submit	call	deliver	state	provide

Dear Charles,

I read your Request for Proposal for the BIG Red Widgets Rollout Campaign thoroughly and with great interest. We always welcome the opportunity 1) in exciting projects, and appreciate your invitation to bid for this important campaign.

However, after 2) the parameters stated in the RFP document, I feel that our agency is not a good fit for this project. Here are my reasons:

1. Your RFP 3) that Makework database software is a key element in preparing and 4) this project. We do not presently have expertise with this software, and have not found a reliable strategic partner with whom we would feel comfortable partnering 5) this capability.
2. Our estimate of the budget required to deliver the quality results you expect, and we prefer to deliver, ranges between \$0000.00 and \$0000.00 – substantially higher than your 6) budget.
3. Prior commitments would greatly 7) our ability to meet your crucial timing issues, since critical agency staff are already assigned elsewhere, as are several important subcontractors and one key print vendor.

We therefore regretfully decline 8) a proposal. As always, I am available as a 'sounding board' if you need to bounce some ideas around. In fact, I found the campaign issues stated in the RFP so intriguing that I 9) our account team together for some brainstorming. We developed two very good strategies that I would like to discuss with you, if you feel my perspective on the project might help you to award the project to the correct contractor. When I call you Thursday morning for our weekly project update, perhaps we can set up a meeting to review these ideas.

Again, thank you for 10) us to bid on BIG Red Widgets. Please feel free to call, or email me at doug@bcreativeinc.com if you have some time before Thursday.

Best regards,

Douglas R. Goodthinker

B-Creative, Inc.

7. Choose the best phrase (A – H) to fill each of the gaps (1 – 8).

Dear Charles,

I read your Request for Proposal for the BIG Red Widgets Rollout Campaign thoroughly and with great interest. We always welcome the opportunity to participate in exciting projects, and appreciate your invitation 1)

However, after reviewing the parameters stated in the RFP document, I feel that our agency 2) Here are my reasons:

1. Your RFP specifies that Makework database software is a key element in preparing and delivering this project. We do not presently have expertise with this software, and have not found a reliable strategic partner with whom we would feel comfortable 3)
2. Our estimate of the budget required to deliver the quality results you expect, and we prefer to deliver, ranges between \$0000.00 and \$0000.00 – substantially 4)
3. Prior commitments would greatly impede our ability to meet your crucial timing issues, since critical agency staff are already assigned elsewhere, as are 5)

We therefore regretfully decline to submit a proposal. As always, I am available as a ‘sounding board’ if you need 6) In fact, I found the campaign issues stated in the RFP so intriguing that I called our account team together for some brainstorming. We developed two very good strategies that I would like to discuss with you, if you feel my perspective on the project might help you 7) When I call you Thursday morning for our weekly project update, perhaps we can set up a meeting 8)

Again, thank you for inviting us to bid on BIG Red Widgets. Please feel free to call, or email me at doug@bcreativeinc.com if you have some time before Thursday.

Best regards,

Douglas R. Goodthinker

B-Creative, Inc.

- A. is not a good fit for this project
- B. higher than your stated budget
- C. to review these ideas
- D. to bounce some ideas around
- E. to bid for this important campaign
- F. to award the project to the correct contractor
- G. partnering to provide this capability
- H. several important subcontractors and one key print vendor

8. Complete the letter with the most appropriate word or phrase. Use not more than three words to fill in each gap. Articles and prepositions are counted as separate words.

Dear Charles,

I read your Request for Proposal for the BIG Red Widgets Rollout Campaign thoroughly and with great interest. We always 1) to participate in exciting projects, and appreciate your invitation to bid for this important campaign.

However, after reviewing the parameters stated in 2), I feel that our agency is not a good fit for this project. Here are my reasons:

1. Your RFP specifies that Makework database software is 3) in preparing and delivering this project. We do not presently have expertise with this software, and have not found a 4) with whom we would feel comfortable partnering to provide this capability.
2. Our estimate of the budget required to deliver 5) you expect, and we prefer to deliver, ranges between \$0000.00 and \$0000.00 – 6) your stated budget.
3. Prior commitments would greatly impede our ability to meet your 7), since critical agency staff are already assigned elsewhere, as are several important subcontractors and one key print vendor.

We therefore 8) to submit a proposal. As always, I am available as a 'sounding board' if you need to bounce some ideas around. In fact, I found the campaign issues stated in the RFP so intriguing that I called our account team together 9) We developed two very good strategies that I would like to discuss with you, if you feel my perspective on the project might help you to award the project to the correct contractor. When I call you Thursday morning for our weekly project update, perhaps we can set up a meeting to review these ideas.

Again, thank you for inviting us 10) BIG Red Widgets. Please feel free to call, or email me at doug@bcreativeinc.com if you have some time before Thursday.

Best regards,

Douglas R. Goodthinker

B-Creative, Inc.

V. WRITING ASSIGNMENT

With your partner exchange letters of invitation you wrote as a task for one of the previous lessons. Write a letter of refuse to your partner's letters of invitation.

THANK YOU LETTER

I. Format

Sender's name
House number, street address
Place (city or town)
Area code
Telephone (optional)
Email address (optional)

Date

Receiver's name
(Title and
Company if necessary)
House number, street address
Place (city or town)
Area code

Salutation

Subject (optional)

Introductory paragraph. Thank the person for taking the time out of his/her busy schedule to meet with you or for acceptance of the offer. Include the reasons why you appreciate the advice or service (assistance) provided.

Body paragraph(s). Say how the receiver's assistance, experience, knowledge and valuable guidance or service will definitely help or have already helped you to make successful planning, to go through competitions or to improve the situation. Mention the information or contacts that the person gave you, and how you hope to apply provided information to your situation. If the advice (information, contacts, experience, knowledge, guidance, service) was applied to a certain situation that you have since remedied, mention this in the letter and outline how it helped you.

Concluding paragraph. Mention once again how grateful you are that the person took the time to provide help or service to you and say that you greatly appreciate his generosity. Mention again that it meant a lot to you.

Valediction

(signature)

Sender's typed name

II. SAMPLE 1**1. Read the letter. Make sure that you understand the meaning of all words**

Edward Robinson
Teacher
Middleton High School
7 Arthur Road
New York,
NY 10021

7 February, 2016

Mrs Barbara Nelson
Manager
Greenfly Corp., Inc.
1010 Harley Avenue
New York,
NY 10021

Dear Mrs Nelson

I am extremely happy to see that you have accepted our offer for delivering a seminar about career management and new avenues for career in our school. I appreciate your acceptance of this offer and taking time from your busy schedule. I will meet you on Monday, 12 February, 9.30 a.m. at your office to discuss program details.

It will be an important seminar for the students who are going to find different career paths after their education. As of now, you are working in a renowned organization on the manager's position. Hence, your experience and knowledge will definitely help the students in successful planning of their career. Our students are excited to learn lessons from you before they start their professional life where they will have to go through many competitions. Your valuable guidance will definitely help them to become successful in these situations.

I am sure that we will be able to arrange all the facilities to make this seminar successful. We will try to encourage more students to participate in this seminar, and make this program a remarkable event for both of us.

Again, thanks to you for accepting the invitation. Please feel free to call me if you want additional information about the program.

Sincerely,

Edward Robinson
Teacher

2. Read the letter again and answer the questions

1. What does Edward Robinson thank Barbara Nelson for?
.....
2. When will this event take place?
.....
3. Is Barbara Nelson participation in the event important? Why? Why not?
.....
4. Who are the other participants of the event?
.....

3. In the letter find English equivalents to the following Russian words and phrases

- 1) чрезвычайно, крайне;
- 2) принимать предложение;
- 3) проводить семинар;
- 4) управление карьерным ростом;
- 5) новые перспективы в карьере;
- 6) плотный график;
- 7) на текущий момент;
- 8) известный;
- 9) следовательно;
- 10) делать ч.-л. с воодушевлением;
- 11) пройти через испытания (преодолеть конкуренцию);
- 12) ценные указания;
- 13) задействовать все ресурсы, создать все условия;
- 14) поощрять студентов;
- 15) участвовать в семинаре;
- 16) знаменательное событие;
- 17) принимать приглашение;
- 18) дополнительная информация

4. Put the sentences in the body of the letter in the correct order

- A. Sincerely,
Edward Robinson
Teacher
- B. I am extremely happy to see that you have accepted our offer for delivering a seminar about career management and new avenues for career in our school. I appreciate your acceptance of this offer and taking time from your busy schedule. I will meet you on Monday, 12 February, 9.30 a.m. at your office to discuss program details.
- C. Edward Robinson
Teacher
Middleton High School
7 Arthur Road
New York,
NY 10021
- D. I am sure that we will be able to arrange all the facilities to make this seminar successful. We will try to encourage more students to participate in this seminar, and make this program a remarkable event for both of us.
- E. Mrs Barbara Nelson
Manager
Greenfly Corp., Inc.
1010 Harley Avenue
New York,
NY 10021
- F. Dear Mrs Nelson
- G. It will be an important seminar for the students who are going to find different career paths after their education. As of now, you are working in a renowned organization on the manager's position. Hence, your experience and knowledge will definitely help the students in successful planning of their career. Our students are excited to learn lessons from you before they start their professional life where they will have to go through many competitions. Your valuable guidance will definitely help them to become successful in these situations.
- H. 7 February, 2016
- I. Again, thanks to you for accepting the invitation. Please feel free to call me if you want additional information about the program.

5. Complete the letter with the appropriate word from the box

schedule	renowned	additional	guidance	encourage
avenues	facilities	definitely	extremely	manager's

Dear Mrs Nelson

I am 1) happy to see that you have accepted our offer for delivering a seminar about career management and new 2) for career in our school. I appreciate your acceptance of this offer and taking time from your busy 3) I will meet you on Monday, 12 February, 9.30 a.m. at your office to discuss program details.

It will be an important seminar for the students who are going to find different career paths after their education. As of now, you are working in a 4) organization on the 5) position. Hence, your experience and knowledge will 6) help the students in successful planning of their career. Our students are excited to learn lessons from you before they start their professional life where they will have to go through many competitions. Your valuable 7) will definitely help them to become successful in these situations.

I am sure that we will be able to arrange all the 8) to make this seminar successful. We will try to 9) more students to participate in this seminar, and make this program a remarkable event for both of us.

Again, thanks to you for accepting the invitation. Please feel free to call me if you want 10) information about the program.

Sincerely,

Edward Robinson

Teacher

6. Complete the letter with the correct form of a verb from the box

help	accept	arrange	accept	feel
discuss	learn	work	take	become

Dear Mrs Nelson

I am extremely happy to see that you 1) our offer for delivering a seminar about career management and new avenues for career in our school. I appreciate your acceptance of this offer and 2) time from your busy schedule. I will meet you on Monday, 12 February, 9.30 a.m. at your office 3) program details.

It will be an important seminar for the students who are going to find different career paths after their education. As of now, you 4) in a renowned organization on the manager's position. Hence, your experience and knowledge 5) definitely the students in successful planning of their career. Our students are excited 6) lessons from you before they start their professional life where they will have to go through many competitions. Your valuable guidance will definitely help them 7) successful in these situations.

I am sure that we will be able 8) all the facilities to make this seminar successful. We will try to encourage more students to participate in this seminar, and make this program a remarkable event for both of us.

Again, thanks to you for 9) the invitation. Please 10) free to call me if you want additional information about the program.

Sincerely,

Edward Robinson

Teacher

7. Choose the best phrase (A – H) to fill each of the gaps (1 – 8).

Dear Mrs Nelson

I am extremely happy to see that you have accepted our offer for delivering a seminar about career management and new avenues 1) I appreciate your acceptance of this offer and taking time 2) I will meet you on Monday, 12 February, 9.30 a.m. at your office 3)

It will be an important seminar for the students who are going to find different career paths after their education. As of now, you are working in a renowned organization 4) Hence, your experience and knowledge will definitely help the students 5) Our students are excited to learn lessons from you before they start their professional life where they will have to 6) Your valuable guidance will definitely help them to become successful in these situations.

I am sure that we will be able to arrange all the facilities 7) We will try to encourage more students to participate in this seminar, and make this program a remarkable event for both of us.

Again, thanks to you for accepting the invitation. Please feel free to call me if you want 8)

Sincerely,

Edward Robinson

Teacher

- A. go through many competitions
- B. on the manager's position
- C. in successful planning of their career
- D. from your busy schedule
- E. to make this seminar successful
- F. for career in our school
- G. additional information about the program
- H. to discuss program details

8. Complete the letter with the most appropriate word or phrase. Use not more than three words to fill in each gap. Articles and prepositions are counted as separate words.

Dear Mrs Nelson

I am extremely happy to see that you have accepted our offer for 1) about career management and new 2) in our school. I appreciate your acceptance of this offer and taking time from your busy schedule. I will meet you on Monday, 12 February, 9.30 a.m. at your office to 3)

It will be an important seminar for the students who are going to find 4) after their education. As of now, you are working in 5) on the manager's position. Hence, your experience and knowledge will definitely help the students 6) of their career. Our students are excited to learn lessons from you before they 7) life where they will have to go through many competitions. Your 8) will definitely help them to become successful in these situations.

I am sure that we will be able to arrange all the facilities to make this seminar successful. We will try to 9) to participate in this seminar, and make this program a remarkable event for both of us.

Again, thanks to you for 10) Please feel free to call me if you want additional information about the program.

Sincerely,

Edward Robinson

Teacher

III. INSTRUCTION

Before reading the text discuss the following questions with your partner. Then read the text and compare your answers with the information from the text.

1. Do you think thank-you letters are still important? Why or why not?

.....

2. Who are the thank-you letters addressed to?

.....

Thank-You Letter

Since we were children, we have known that some situations require an expression of appreciation. When someone makes time to meet you, voluntarily helps you in any field of life or provides you with great service, they generally deserve a sincere thank-you for their valuable time, efforts or services.

Unfortunately people are often concerned more about complaining rather than complementing. Of course we sometimes experience bad services. But when we do get excellent services and our needs are handled kindly and carefully we must acknowledge the efforts of the person and the business too. It is appropriate to send a letter of appreciation to such people.

In simple words, a thank-you note or appreciation letter can be an excellent way to show your gratitude for someone's unforgettable efforts or grants.

The thank-you letter should include specific information on the situation and the help provided, expressing knowledge of the value of the assistance and effort of the receiver. Real gratitude isn't just saying *thanks*, it's recognizing the importance of the help received and relaying this properly.

It's also important to ensure the thank-you letter follows proper formatting and structure. As with any formal letter use three paragraphs: an introduction, body and conclusion.

In the first lines of your letter appreciate the individual, who helped you with your needs. Then move on to the overview of the situation exploring the details more, and let the individual know that you were impressed with his/her services. Close the letter on a positive note by wishing the company or the individual continued success.

One should use simple and easy to understand language when writing an appreciation letter and keep the letter clear, precise and concise.

You could address your letter of appreciation either directly to the person who gave you the service or extended the support or to Manager under his supervision this person works or even to the CEO of the company. All of them will be delighted about the appreciation.

Whether you are a businessman or a layman, your sincere appreciation of other people will mount your good reputation in the eyes of others as well as will show your good manners.

IV. SAMPLE 2**1. Read the letter. Make sure that you understand the meaning of all words**

Peter Tetlow
49 N Hidden View Circle
The Woodlands,
Texas 77381

February 23, 2017

Philip Forthright
Customer manager
Anthony & Sylvan Pools
Doylestown
Pennsylvania
PA 15436

Dear Philip

We wanted to write and thank you for all the advice and service you gave to us before and during the construction of our pool. It looks terrific and we can't wait for the weather to warm up so we can start using it.

The Inspector came and did his final inspection today, and was happy with everything. He commented on what a good job Anthony & Sylvan had done, and how good the finished pool looks.

All the construction crews, including the scheduling department and accounts department have been great. I have never seen the construction workers clean up as well as your guys. They even swept along the street. You couldn't even tell that diggers, gunite or cement had been anywhere in the vicinity. They did an awesome job.

We also wanted to thank you personally for guiding us through the initial stages. Never having built or even owned a pool before, we bombarded you with numerous questions. You even kept in contact with us whilst you were out of town on vacation. Now that's what we call service.

We shall be posting a very positive review on the web and hope that it brings in lots of work. We will, of course, recommend you to anyone who is looking to have a pool constructed. If you ever wish to show potential clients our pool, you are more than welcome.

Thank you again.

Regards, Peter and Lesley Tetlow

2. Read the letter again and answer the questions

1. What do Peter and Lesley Tetlow thank Philip for?
.....
2. What company does Philip represent?
.....
3. What are Peter and Lesley going to do to promote Philips's business?
.....

3. In the letter find English equivalents to the following Russian words and phrases

- 1) строительство бассейна;
- 2) выглядеть замечательно;
- 3) ожидать потепления;
- 4) окончательная проверка;
- 5) комментировать что-л.;
- 6) плановый отдел;
- 7) бухгалтерия;
- 8) приводить в порядок;
- 9) лопата;
- 10) цемент;
- 11) вблизи, по соседству;
- 12) удивительная работа;
- 13) на начальной стадии.....;
- 14) направляющий, указывающий;
- 15) донимать вопросами;
- 16) поддерживать связь.....;
- 17) положительный отзыв.....;
- 18) Милости просим.....

4. Put the sentences in the body of the letter in the correct order

- A. The Inspector came and did his final inspection today, and was happy with everything. He commented on what a good job Anthony & Sylvan had done, and how good the finished pool looks.
- B. Peter Tetlow
49 N Hidden View Circle
The Woodlands,
Texas 77381
- C. February 23, 2017
- D. We shall be posting a very positive review on the web and hope that it brings in lots of work. We will, of course, recommend you to anyone who is looking to have a pool constructed. If you ever wish to show potential clients our pool, you are more than welcome.
- E. We wanted to write and thank you for all the advice and service you gave to us before and during the construction of our pool. It looks terrific and we can't wait for the weather to warm up so we can start using it.
- F. We also wanted to thank you personally for guiding us through the initial stages. Never having built or even owned a pool before, we bombarded you with numerous questions. You even kept in contact with us whilst you were out of town on vacation. Now that's what we call service.
- G. Thank you again.
Peter and Lesley Tetlow
- H. All the construction crews, including the scheduling department and accounts department have been great. I have never seen the construction workers clean up as well as your guys. They even swept along the street. You couldn't even tell that diggers, gunite or cement had been anywhere in the vicinity. They did an awesome job.
- I. Dear Philip,

5. Complete the letter with the appropriate word from the box

crews	inspection	contact	scheduling	terrific
vicinity	awesome	service	numerous	web

Dear Philip,

We wanted to write and thank you for all the advice and 1) you gave to us before and during the construction of our pool. It looks 2) and we can't wait for the weather to warm up so we can start using it.

The Inspector came and did his final 3) today, and was happy with everything. He commented on what a good job Anthony & Sylvan had done, and how good the finished pool looks.

All the construction crews, including the 5) department and accounts department have been great. I have never seen the construction workers clean up as well as your guys. They even swept along the street. You couldn't even tell that diggers, gunite or cement had been anywhere in the 6) They did an 7) job.

We also wanted to thank you personally for guiding us through the initial stages. Never having built or even owned a pool before, we bombarded you with 8) questions. You even kept in 9) with us whilst you were out of town on vacation. Now that's what we call service.

We shall be posting a very positive review on the 10) and hope that it brings in lots of work. We will, of course, recommend you to anyone who is looking to have a pool constructed. If you ever wish to show potential clients our pool, you are more than welcome.

Thank you again.

Regards, Peter and Lesley Tetlow

6. Complete the letter with the correct form of a verb from the box

warm up	do	post	guide	look
do	see	include	give	bombard

Dear Philip,

We wanted to write and thank you for all the advice and service you
 1) to us before and during the construction of our pool. It
 2) terrific and we can't wait for the weather
 3) so we can start using it.

The Inspector came and 4) his final inspection today, and was happy
 with everything. He commented on what a good job Anthony & Sylvan
 5) , and how good the finished pool looks.

All the construction crews, 6) the scheduling department and ac-
 counts department have been great. I 7) never
 the construction workers clean up as well as your guys. They even
 swept along the street. You couldn't even tell that diggers, gunite or cement had been any-
 where in the vicinity. They did an awesome job.

We also wanted to thank you personally for 8) us through the initial
 stages. Never having built or even owned a pool before, we 9) you
 with numerous questions. You even kept in contact with us whilst you were out of town on
 vacation. Now that's what we call service.

We 10) a very positive review on the web and hope that it brings in
 lots of work. We will, of course, recommend you to anyone who is looking to have a pool con-
 structed. If you ever wish to show potential clients our pool, you are more than welcome.

Thank you again.

Regards, Peter and Lesley Tetlow

7. Choose the best phrase (A – H) to fill each of the gaps (1 – 8).

Dear Philip,

We wanted to write and thank you for all the advice and service you gave to us before and
1) It looks terrific and we can't wait for the weather to warm up so
we can 2)

The Inspector came and did his final inspection today, and was happy with everything. He
commented on what a good job Anthony & Sylvan had done, and 3)

All the construction crews, including the scheduling department and accounts department
4) I have never seen the construction workers clean up
5) They even swept along the street. You couldn't even tell that
diggers, gunite or cement had been anywhere 6) They did an awe-
some job.

We also wanted to thank you personally for guiding us 7) Never
having built or even owned a pool before, we bombarded you with numerous questions. You
even kept in contact with us whilst you were out of town on vacation. Now that's what we call
service.

We shall be posting a very positive review on the web and hope that it brings in lots of work.
We will, of course, recommend you to anyone who is looking 8) If
you ever wish to show potential clients our pool, you are more than welcome.

Thank you again.

Regards, Peter and Lesley Tetlow

- A. have been great
- B. start using it
- C. as well as your guys
- D. through the initial stages
- E. during the construction of our pool
- F. to have a pool constructed
- G. in the vicinity
- H. how good the finished pool looks

8. Complete the letter with the most appropriate word or phrase. Use not more than three words to fill in each gap. Articles and prepositions are counted as separate words.

Dear Philip,

We wanted to write and thank you for all the 1) you gave to us before and during the construction of our pool. It looks terrific and we can't wait 2) to warm up so we can start using it.

The Inspector came and did 3) today, and was happy with everything. He commented on what 4) Anthony & Sylvan had done, and how good the finished pool looks.

All 5) , including the scheduling department and accounts department have been great. I have never seen the construction workers clean up as well as your guys. They even swept 6) You couldn't even tell that diggers, gunite or cement had been anywhere in the vicinity. They did an awesome job.

We also wanted to thank you personally 7) through the initial stages. Never having built or even owned a pool before, we bombarded you with numerous questions. You even kept in contact with us whilst you were 8) on vacation. Now that's what we call service.

We shall be posting a very positive review 9) and hope that it brings in lots of work. We will, of course, recommend you to anyone who is looking to have a pool constructed. If you ever wish to 10) our pool, you are more than welcome.

Thank you again.

Regards, Peter and Lesley Tetlow

V. TO THANK OR NOT TO THANK?

1. Before reading the text discuss the following questions. Then read the text and compare your answers with the information in the text.

1. What do you think customers do more often: complaint or praise? Why?
2. What benefit can businesses derive from thank you letters they receive?
3. Is the tradition of writing thank you letters old-fashioned?

We all love being thanked. It's amazing how far a simple 'thank you' can go: feeling genuinely appreciated lifts people up.

Unfortunately we're not fluent in the language of positive emotions and customers tend to complain more than to praise. Maybe it's simply in human nature to dwell on the negative. Research shows that news of bad customer service or product reaches more than twice as many ears as praise for a good service experience.

It probably has to do with our expectations. We expect people to do their job correctly therefore we usually don't praise them for doing so. On the other hand if something doesn't go the way we expect it, we tend to complain about it.

A work well done is of real pleasure, not only for the customer but also for the company or persons who have done the job. It is a good idea for both customers and companies to exchange thank-you letters. This type of letter helps maintain a positive rapport between a business and its customers. Customers show their gratitude for a job well done. On the other hand sending thank-you letters to customers is a good way to express how much the company values them.

At first sight thank-you letters (both sent to clients and received from them) are more important for businesses than for customers. Customer appreciation letters is a great way to foster strong relationships and keep people coming back. Letters written by customers in their turn may be used as referrals. Customers seem to win nothing from expressing appreciation. However, psychologists say that positive energy is contagious and both composing and receiving a thank-you letter will brighten just about anyone's day. Sending thank-you letters is not only a good way to make people feel appreciated for their deeds, it also makes the sender look good.

The value of thank-you letters lies in more than just tradition. Nowadays it is an economic-bound concept. There is even a new phrase coined by Gary Vaynerchuk 'The Thank-You Economy,' laying emphasis to relationships between customers and businesses and stressing the importance of minding our manners in this very old-fashioned way – saying THANK YOU.

VI. SAMPLE 3

1. Read the letter. Make sure that you understand the meaning of all words

May 4, 2012
Mr Guy Young
President and CEO
Uniworld boutique river cruise collection
17323 Ventura Blvd.
Encino, CA 91316

Dear Mr Young:

I'm very upset with Uniworld.

A few years ago I wrote a book called *How to Complain for Fun and Profit*, a consumer guide to writing effective complaint letters. It's been quite successful; more than 20,000 copies have been sold. And obviously, I benefit from every sale.

So companies like yours, that seem to do everything perfectly, really frustrate me!

My wife Nancy and I just returned from a cruise up the Danube on the river Beatrice (April 22 – April 29), plus the three-day Prague extension. We rate the past two weeks the best vacation of our lives – and we're very experienced travelers. And our opinion isn't unique. Every passenger we met along the way shared our views, repeatedly saying 'We love the crew', 'The ship is beautiful', 'Captain Tom is the most charming man in the world', 'We love the excursions', 'The service never stops', 'The smiles never stop', 'Christine, the Cruise Director, is smart, lovely and always helpful...' The raves went on and on. And they continued in Prague, where Jana made sure every guest had a wonderful experience there as well.

So it's clear that Uniworld guests are not going to buy my book! It's almost unfair.

So I have one request: Please do not share your service secrets with your competitors. I need their customers to buy my book!

I've enclosed a copy of *How to Complain* for you... just for fun.

Thank you for a wonderful experience. We look forward to travelling with Uniworld again soon.

Sincerely,

Martin

2. Read the letter again and answer the questions

1. What does CEO stand for?.....
.....
2. What does the author complain of?
.....
3. Who is the author of How to Complain for Fun and Profit?
.....
4. Does the author complain for fun or for profit?
.....

3. In the letter find English equivalents to the following Russian words and phrases

- 1) быть расстроенным.....;
- 2) прибыль;
- 3) руководство для потребителя;
- 4) получать выгоду.....;
- 5) идеально, в совершенстве;
- 6) разочаровывать, расстраивать;
- 7) три дополнительных дня в Праге.....;
- 8) оценивать;
- 9) разделять точку зрения;
- 10) неоднократно говорить.....;
- 11) очаровательный человек;
- 12) восторженные отзывы.....;
- 13) несправедливый, нечестный;
- 14) просьба;
- 15) делиться секретами;
- 16) конкуренты.....;
- 17) клиенты.....;
- 18) прилагать копию.....;
- 19) чудесный опыт.....;
- 20) с нетерпением ожидать

4. Put the sentences in the body of the letter in the correct order

- A. May 4, 2012
- B. Mr Guy Young
President and CEO
Uniworld boutique river cruise collection
17323 Ventura Blvd.
Encino, CA 91316
- C. Sincerely,
Martin
- D. Dear Mr Young:
- E. So I have one request: Please do not share your service secrets with your competitors. I need their customers to buy my book!
- F. So companies like yours, that seem to do everything perfectly, really frustrate me!
- G. So it's clear that Uniworld guests are not going to buy my book! It's almost unfair.
- H. A few years ago I wrote a book called *How to Complain for Fun and Profit*, a consumer guide to writing effective complaint letters. It's been quite successful; more than 20,000 copies have been sold. And obviously, I benefit from every sale.
- I. I've enclosed a copy of *How to Complain* for you... just for fun.
- J. My wife Nancy and I just returned from a cruise up the Danube on the river Beatrice (April 22 – April 29), plus the three-day Prague extension. We rate the past two weeks the best vacation of our lives – and we're very experienced travelers. And our opinion isn't unique. Every passenger we met along the way shared our views, repeatedly saying 'We love the crew', 'The ship is beautiful', 'Captain Tom is the most charming man in the world', 'We love the excursions', 'The service never stops', 'The smiles never stop', 'Christine, the Cruise Director, is smart, lovely and always helpful...' The raves went on and on. And they continued in Prague, where Jana made sure every guest had a wonderful experience there as well.
- K. I'm very upset with Uniworld.
- L. Thank you for a wonderful experience. We look forward to travelling with Uniworld again soon.

5. Complete the letter with the appropriate word from the box

obviously	extension	successful	competitors	along
service	consumer	request	unique	cruise

Dear Mr Young:

I'm very upset with Uniworld.

A few years ago I wrote a book called *How to Complain for Fun and Profit*, a
1) guide to writing effective complaint letters. It's been quite
2); more than 20,000 copies have been sold. And
3), I benefit from every sale.

So companies like yours, that seem to do everything perfectly, really frustrate me!

My wife Nancy and I just returned from a 4) up the Danube on the
river Beatrice (April 22 – April 29), plus the three-day Prague 5) We
rate the past two weeks the best vacation of our lives – and we're very experienced travelers.
And our opinion isn't 6) Every passenger we met
7) the way shared our views, repeatedly saying 'We love the crew',
'The ship is beautiful', 'Captain Tom is the most charming man in the world', 'We love the ex-
cursions', 'The 8) never stops', 'The smiles never stop', 'Christine,
the Cruise Director, is smart, lovely and always helpful...' The raves went on and on. And they
continued in Prague, where Jana made sure every guest had a wonderful experience there as
well.

So it's clear that Uniworld guests are not going to buy my book! It's almost unfair.

So I have one 9) : Please do not share your service secrets with your
10) I need their customers to buy my book!

I've enclosed a copy of *How to Complain* for you... just for fun.

Thank you for a wonderful experience. We look forward to travelling with Uniworld again
soon.

Sincerely,
Martin

6. Complete the letter with the correct form of a verb from the box

do	return	go on	say	not share
stop	write	meet	enclose	sell

Dear Mr Young:

I'm very upset with Uniworld.

A few years ago I 1) a book called *How to Complain for Fun and Profit*, a consumer guide to writing effective complaint letters. It's been quite successful; more than 20,000 copies 2) And obviously, I benefit from every sale.

So companies like yours, that seem 3) everything perfectly, really frustrate me!

My wife Nancy and I just 4) from a cruise up the Danube on the river Beatrice (April 22 – April 29), plus the three-day Prague extension. We rate the past two weeks the best vacation of our lives – and we're very experienced travelers. And our opinion isn't unique. Every passenger we 5) along the way shared our views, repeatedly 6) 'We love the crew', 'The ship is beautiful', 'Captain Tom is the most charming man in the world', 'We love the excursions', 'The service never 7)', 'The smiles never stop', 'Christine, the Cruise Director, is smart, lovely and always helpful...' The raves 8) and on. And they continued in Prague, where Jana made sure every guest had a wonderful experience there as well.

So it's clear that Uniworld guests are not going to buy my book! It's almost unfair.

So I have one request: Please 9) your service secrets with your competitors. I need their customers to buy my book!

I 10) a copy of *How to Complain* for you... just for fun.

Thank you for a wonderful experience. We look forward to travelling with Uniworld again soon.

Sincerely,
Martin

7. Choose the best phrase (A – H) to fill each of the gaps (1 – 8).

Dear Mr Young:

I'm very upset with Uniworld.

A few years ago I wrote a book called *How to Complain for Fun and Profit*, a consumer guide to writing 1) It's been quite successful; more than 20,000 copies have been sold. And obviously, I benefit 2)

So companies like yours, that seem to do everything perfectly, 3)

My wife Nancy and I just returned from a cruise up the Danube on the river Beatrice (April 22 – April 29), plus 4) We rate the past two weeks the best vacation of our lives – and we're 5) And our opinion isn't unique. Every passenger we met along the way shared our views, repeatedly saying 'We love the crew', 'The ship is beautiful', 'Captain Tom is the most charming man in the world', 'We love the excursions', 'The service never stops', 'The smiles never stop', 'Christine, the Cruise Director, is 6)' The raves went on and on. And they continued in Prague, where Jana made sure every guest had a wonderful experience there as well.

So it's clear that Uniworld guests are not going 7) ! It's almost unfair.

So I have one request: Please do not share your service secrets with your competitors. I need their customers to buy my book!

I've enclosed a copy of *How to Complain* for you... 8)

Thank you for a wonderful experience. We look forward to travelling with Uniworld again soon.

Sincerely,

Martin

- A. the three-day Prague extension
- B. really frustrate me!
- C. just for fun
- D. smart, lovely and always helpful
- E. effective complaint letters
- F. to buy my book
- G. from every sale
- H. very experienced travelers

8. Complete the letter with the most appropriate word or phrase. Use not more than three words to fill in each gap. Articles and prepositions are counted as separate words.

Dear Mr Young:

I'm very upset with Uniworld.

A few years ago I wrote a book called *How to Complain for 1)* a consumer guide to writing effective complaint letters. It's 2) ; more than 20,000 copies have been sold. And obviously, I benefit from every sale.

So companies like yours, that seem to do 3), really frustrate me!

My wife Nancy and I just returned from a cruise up the Danube on the river Beatrice (April 22 – April 29), plus the three-day Prague extension. We rate the past two weeks 4) of our lives – and we're very experienced travellers. And our opinion isn't unique. Every passenger we met along the way 5) , repeatedly saying "We love the crew", "The ship is beautiful", "Captain Tom is the most charming man in the world", "We love the excursions", "The service never stops", "The smiles never stop", "Christine, the Cruise Director, is smart, lovely and always helpful..." The raves went on and on. And they continued in Prague, where Jana 6) every guest had a wonderful experience there as well.

So it's clear that Uniworld guests are not going to buy my book! It's almost unfair.

So I have one request: Please do not share 7) with your competitors. I need 8) to buy my book!

I've enclosed a copy of *How to Complain ...* for you... just for fun.

Thank you for 9) We look forward to 10) again soon.

Sincerely,
Martin

VII. WRITING ASSIGNMENT

Write a thank-you letter turning this "not a letter of complaint" into appreciation.

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Раиса Валерьевна ДОРОГИХ, Любовь Ивановна ТЕПЛОВА

КАК ПИСАТЬ ОФИЦИАЛЬНЫЕ ПИСЬМА
Модуль III
ПИСЬМА ВЕЖЛИВОСТИ

Под редакцией Ю. Л. Ситько

Учебное пособие для вузов
(на английском языке)

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