

Ministry of Education and Science of Ukraine
Sumy State University



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**BUSINESS COMMUNICATION:
TRANSLATION AND LEGALISATION
OF OFFICIAL DOCUMENTS**

Study guide

Recommended by the Academic Council of Sumy State University

Sumy
Sumy State University
2023

УДК 811.111'25:[316.774:33](075.8)
K91

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Recommended for publication
by the Academic Council of Sumy State University
as a study guide
(minutes № 10 of 9 March 2023 year)

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Business communication: translation and legalisation of official documents : study guide / V. S. Kulish, A. V. Prokopenko. – Sumy : Sumy State University, 2023. – 133 p.

The study guide “Business communication: translation and legalisation of official documents” enlightens the key issues in the field of international business communication and translation, namely legalisation of the documents, basic standards of official writing, business letters and memos and translation of official documents. It is a combination of both lecture notes and practical tasks designed to develop students’ skills to synthesise and summarise information, overcome interlanguage interference in the process of translation and communicate effectively in English as the language of international communication.

Intended for lecturers of English and translation, students of philological faculties and translation departments of higher educational institutes, and graduate students. It can also be used in higher and special educational establishments that train specialists in business and economics.

УДК 811.111'25:[316.774:33](075.8)

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PREFACE

The study aid “Business communication: translation and legalisation of official documents” is meant for lecturers of English and translation, students of philological faculties and translation departments of higher educational institutes, as well as graduate students, aiming to facilitate quality and efficient mastering the material taught in the courses “Translation of Business Language” and “Office Activity and Legalisation” presented in the academic curriculum of senior students of translation department. The principal goal of this study guide is to provide the correct comprehension of business communication and the official document content (its compositional structure, lexical and grammatical peculiarities) as well as its translation aspect.

The book provides the mastering of common and professional vocabulary in the sphere of business communication, diplomacy, economy, business etiquette and jurisprudence in particular. The themes include components on the translation of official business documents: their lexical and grammatical aspects (translation of diplomatic, personal, and commercial documents) and standards of official writing. This study guide exploits theoretical approaches to translation grounded on the most widely accepted modern translation theories.

The study guide consists of four chapters: “Legalisation of the Documents”, “Basic Standards of the Official Writing”, “Business Letters and Memos”, and “Translation of Official Documents” which help to realise the goal of the book through discussions on the following topics: written communication in organisations, the roles of letters and memos in organisations, the impact of writing basics on letter and memo quality, business letters, business letter styles, business letter components, writing strategies, writing styles, and business

memos. The book also includes practical tasks and additional materials for translation which are systemically organised in accordance with the themes of the theoretical material. All chapters have a unique structure that allows for a gradual, result-oriented formation of language, translation, and communication skills.



CHAPTER 1

LEGALISATION OF THE DOCUMENTS

Office work of the translator implies the activity where he/she converts written material from one or more ‘source languages’ into the ‘target language’, making sure that the translated version conveys the meaning of the original as clearly as possible. The target language is not usually your native language.

Transcreation is a part of this work, which is a mix of translation, localisation and copywriting, when the text is culturally and linguistically adapted to suit the reader. While translation focuses on replacing the words in one language with corresponding words in a new language, transcreation services are focused on conveying the same message and concept in a new language.

Transcreation enables translators to inject their own creativity and cultural knowledge to create content that resonates with a new audience.

How is transcreation different from translation?

- 1 Transcreation specialists are writers.
- 2 Transcreation starts with a creative brief.

- 3 Transcreation can be costly.
- 4 Transcreation results in new messaging.
- 5 Transcreation is for creative, marketing-focused copy.
- 6 Transcreation involves advising on look and feel as

well.

Translator typically needs an excellent command of two or more languages. Those most in demand are the official languages of the European Union (EU) and the United Nations (UN). The EU has twenty-four official languages, of which three (English, French and German) have the higher status of ‘procedural’ languages of the European Commission (whereas the European Parliament accepts all official languages as working languages). The official languages are Bulgarian, Croatian, Czech, Danish, Dutch, English, Estonian, Finnish, French, German, Greek, Hungarian, Irish, Italian, Latvian, Lithuanian, Maltese, Polish, Portuguese, Romanian, Slovak, Slovenian, Spanish, and Swedish.

There are six official languages of the UN. These are Arabic, Chinese, English, French, Russian and Spanish.

Clients usually ask to translate a variety of content, such as:

- commercial documents that are written records of commercial transactions describing various aspects of those transactions. They may include orders, invoices, shipping documents, transport papers, and certificates of origin;
- educational documents (degree certificate, diploma certificate, temporary degree certificate, records, PhD diploma, etc.);
- legal documents that are documents where two or more parties enter into an agreement, and it is confirmed by the placement of their signatures finally. The term ‘legal documents’ has a very broad meaning when it comes to discovery and court required documents (acts, certificates, licences, and contracts);

- literary documents – those in any branch of literature that use words to create pictures, ideas, or stories in a meaningful way (novels and short stories, poems, plays, actor's scripts);

- scientific papers;

- technical documents that refer to any type of documentation that describes handling, functionality and architecture of a technical product or a product under development or use (manuals, reports, and science papers).

Most translators work freelance from home, either for translation agencies or directly for clients, although some organisations employ in-house translators.

1.1 Document Legalisation

Legalisation of a document is an implementation of a certain number of formal procedures in order to make the document legal in the territory of a foreign country. The ultimate goal of the document legalisation procedure, issued on the territory of one country, is the possibility of submitting it to the authorities of another country.

Document legalisation is almost always required when it is necessary to be submitted to the authorities of another country. This means that a document issued, for example, in Ireland, is legal only on the territory of Ireland where it can be fully used, but for its submission to the authorities of another country, legalisation will be required.

The procedure for legalising a foreign document varies from country to country. There are two types of document legalisation which are legally recognised in Ukraine:

- document legalisation at the consulate;
- document legalisation by affixing an apostille.

To legalise documents for official presentation abroad, it is necessary to pass through a sequence of legal procedures. The main goal of legalising documents which have been issued in one country is to be able to present them to the official authorities of another country. This process consists of confirming the originality of the signature(s), confirming a document's authority or legality, and sometimes of confirming that the stamp or seal is that of the person who has first issued the official paper.

Most often this service is required to certify the documents to demonstrate education received, such as certificates and diplomas, as well as for documents which confirm a certain civil status, such as birth certificates, marriage and divorce certificates, and death certificates. Other documents such as references, power of attorneys, insurance documents, court conclusions and other papers on criminal, civil and family cases, also need to be certified.

There are some documents, which do not need to be legalised or certified as they retain legality across borders. Such documents are usually the originals or copies of documents with a photo.

Among them are:

- passports;
- labour books;
- driver's licences;
- military cards
- trade union cards;
- identity cards;
- pension certificates;
- references;
- documents that confirm the belonging to certain religions.

There are some documents which do not need to be legalised. Such documents are already set to present as:

- Ukraine has established two-way legality of documents in civil cases in the following countries: Latvia, Estonia, Lithuania, Uzbekistan, Moldova, Poland, Czech Republic, Hungary, and Vietnam.

- In most former Soviet Union Countries, the Minsk Convention has been valid since January 22, 1993.

In order to simplify procedures related to the use of official documents issued in another country, many countries have adopted a Convention that abolishes pre-existing requirements for foreign documents. This Convention was adopted on October 5, 1961, in Hague (den Haag), and on December 22, 2003, Ukraine accessed to this Convention.

According to the Convention, the requirements for official documents presented in other countries, whether consular or diplomatic, are voided for countries who have signed the Convention. Instead of legalisation there is procedure of apostille.

Countries that require legalisation of documents, include Algeria, Afghanistan, Bahrain, Bangladesh, Benin, Bolivia, Brazil, Burkina Faso, Burma, Burundi, Cambodia, Cameroon, Canada, Chad, Chile, China, Congo, Costa Rica, Côte d'Ivoire, Cuba, Denmark, Dominican, Egypt, Eritrea, Ethiopia, Ghana, Guatemala, Guinea, Haiti, Indonesia, Iran, Iraq, Jamaica, Jordan, Kenya, Kuwait, Kyrgyz Stan, Laos, Lebanon, Libya, Macedonia, Madagascar, Malaysia, Mali, Mauritania, Morocco, Myanmar, Nepal, Nicaragua, Niger, Nigeria, Oman, Pakistan, Palestine, Paraguay, Peru, Philippines, Qatar, Rwanda, Saudi Arabia, Senegal, Sierra Leone, Singapore, Sri Lanka, Sudan, Syria, Taiwan, Tajikistan, Tanzania, Thailand, Tunisia, Turkmenistan, United Arab Emirates, Uganda, Uruguay, Uzbekistan, Vietnam, Yemen, Zambia and Zimbabwe.

1.2 Consular Legalisation

In cases where documents are presented in countries that did not sign on to the Hague Convention or Minsk Convention or other such agreements between Ukraine and other countries, which would have otherwise provided for those documents' legality, there are other known alternative methods. These documents should go through consular legalisation. The first step is to confirm the documents at the Department of Justice in Ukraine, or in certain cases at the Ministry of Public Health in Ukraine or the Ministry of Education. After that, the documents would be taken to the Ministry of Foreign Affairs, and to the Department of Consular Legalisation for the country where the documents are to be presented.

Such a consular legalisation of documents consists of establishment and confirmation of signature originality on the documents and its references, as well as obtaining assurance that the document will be legally recognised in the country where it will be presented.

In order to fulfil the consular legalisation in Ukraine it is necessary to show both the original documents and notarised power of attorney on behalf of that person who had received the documents on the name of the employee from our company.

1.3 Instruction for the Legalisation of Documents by the Ministry of Foreign Affairs of Ukraine

Follow this instruction in order to legalise the documents.

1 The Department of Consular Service of the Ministry of Foreign Affairs of Ukraine pursuant to the Vienna

Convention on Consular Relations (1963), the Consular Statute of Ukraine, approved by Decree of the President of Ukraine, conducts legalisation of documents issued by official bodies of Ukraine directed for circulation abroad.

2 The Department of Consular Service legalises the following documents:

- original public documents of new Ukrainian samples issued by authorities registering acts of civil state, certified by the regional Department of the Ministry of Justice in the region of their issuance, Municipal Departments of Justice in Kyiv;

- original documents of education (diplomas, certificates of academic degrees, etc.) of international sample shall be legalised if the application letter of the higher educational institution, issuing such document, is provided. This letter should be certified by the Ministry supervising such institution;

- copies, translations, and other documents certified or issued by state notaries. The Ministry of Justice of Ukraine should certify these documents.

Upon legalisation by the Department of Consular Service, public documents should be certified by a diplomatic mission or consular post of the state wherein they will be used.

3 Public documents, executed in a foreign state, could be legalised by the Department of Consular Service of the Ministry of Foreign Affairs of Ukraine after being certified by the Ministry of Foreign Affairs of the state (or another body authorised to certify the documents designated for use abroad) from which they emanate and by a Consular Post of such State, representing this state in Ukraine.

4 Documents belonging to citizens shall be accepted for legalisation only if a passport or any other document identifying the person is provided. As far as the legalisation of documents certifying marital status is concerned, a national passport is required. When submitting documents for

legalisation belonging to or written out for another person, an applicant should present a notary's letter of attorney issued by the owner of these documents. A letter of attorney, issued by competent bodies of foreign states, should be certified in the Ukrainian Consulate in this state.

5 Documents of legal entities shall be accepted if the application letter on a letterhead with a requisite and a seal of the enterprise is provided. Such an application letter must contain: a list of documents, purpose for legalisation of documents, information about a person authorised to hand in documents. Where necessary, the Department of Consular Service may require other (additional) documents to ascertain the facts indicated in documents subject to legalisation.

6. All citizens who submit their documents for consular legalisation must fill in an application form.

7. The rules of consular legalisation in foreign Consular Posts based in Ukraine may be obtained only in these Consular Posts.

1.4 Apostille

Apostille is a special stamp, with the help of which official notes are appended to documents, after which the documents do not require any proof of originality at least in countries that have signed on to the Convention (The Hague Convention Abolishing the Requirement for Legalisation for Foreign Public Documents).

Apostille bears witness to the originality of the signature and gives the position of the official who has either signed the document or witnessed the originality of the stamp or seal affixed to the document.

Apostille stamps come in standard measurements of ten-by-ten cm. It contains certain text in a standard layout. The

stamp is placed on a blank part of the document so that the text of the document is not obscured. If there is no available space, the apostille stamp is affixed either to the underside of the document or on the other separate sheet of paper, which would be filed with the document.

Apostille stamps are available at following locations in Ukraine: The Department of Justice, the Ministry of Science and Education, and the Ministry of Foreign Affairs.

According to the Instruction of the Cabinet of Ministers of Ukraine of 18/01/2003 №61 “On Authorisation for Apostille Certification for Public Documents”, an apostille for the documents issued in Ukraine is placed by:

- the Ministry of Education and Science – for public documents issued by the educational institutions, state bodies, enterprises, offices, and organisations in the field of education and science.

- the Ministry of Justice of Ukraine – for documents issued by the judicial bodies and courts and for the documents issued by the public notaries in Ukraine.

- the State Register Service of Ukraine – for documents issued by this Service and its structural divisions of regional bodies of the Ministry of Justice which provides the realisation of State Register Service powers.

- the Ministry of Foreign Affairs of Ukraine – for all other types of documents.

Apostille is placed on:

- documents issued by state courts of Ukraine;
- documents issued by the prosecutors’ offices, judicial bodies of Ukraine;

- administrative documents;
- documents on education and academic status;
- documents executed before a notary public;
- official certificates which are placed on documents signed by persons in their private capacity, such as official

certificates recording the registration of a document or the fact that it was in existence on a certain date and official and notarial authentications of signatures.

Such a process of official document certification is used in countries who have signed the Hague Convention. The exception is Germany, since it was against Ukraine joining the Convention.

To affix an Apostille, only the original documents are required, and the notarised power of attorney is not necessary. At the top, there is the text APOSTILLE, under which the text *Convention de La Haye du 5 octobre 1961* (English: Hague Convention of 5 October 1961) is placed. In the numbered fields the following information is added:

Country ... [country name]
This public document
has been signed by ... [name]
acting in the capacity of ... [function]
bears the seal/stamp of ... [authority] certified
at ... [location]
the ... [date]
by ... [name]
No. ... [apostille registration number]
Seal/stamp ... [of the authority giving the apostille]
Signature ... [signature of authority giving the apostille]

The information can be placed on the back of the document itself or attached to the document as an alonge.

The apostille does not give information regarding the quality of the document but certifies the signature (and the capacity of who placed it) and correctness of the seal/stamp on the document which must be certified.

In 2005, the Hague Conference conducted a survey of its members and produced a report in December 2008 which expressed serious concerns about Diplomas and Degree certificates, titled “THE APPLICATION OF THE

APOSTILLE CONVENTION TO DIPLOMAS INCLUDING THOSE ISSUED BY DIPLOMA MILLS". The possible abuse of the system was highlighted: "Particularly troubling is the possible use of diploma mill qualifications to circumvent migration controls, possibly by potential terrorists." The risk comes from the fact that the various government stamps give the document an air of authenticity without anyone having checked the underlying document. "An official certificate may be issued on a copy of the qualification diploma and then issued with an apostille, without anyone signature on the diploma and without the contents of the diploma". Further, Member States indicated that "they will be obliged to issue an apostille to certify a certified copy of a diploma issued by a diploma mill". The Hague Conference expressed concern that this issue could affect the entire Convention: "...the apostille does not 'look through' the certificate and does not refer to the diploma itself There is a clear risk that such a practice could ultimately undermine the effectiveness and the success of the Apostille Convention."

In February 2009, the Hague Conference decided to amend the wording on the apostille to make it clear that no one was checking whether the document being attested was genuine or a fake. The new wording to be used was as follows. "This apostille only certifies the signature, the capacity of the signer and the seal or stamp it bears. It does not certify the content of the document for which it was issued."

1.5 Types of Seals

In the law, a seal affixed to a contract or other legal instrument has had special legal significance at various times in the jurisdictions that recognise it. In the courts of common law jurisdictions, a contract which was sealed ('made under seal')

was treated differently from other written contracts (which were ‘made under hand’), although this practice gradually fell out of favour in most of these jurisdictions in the 19th and early 20th centuries. The legal term ‘seal’ arises from the wax seal used throughout history for authentication (among other purposes).

Originally, only a wax seal was accepted as a seal by the courts, but by the 19th century many jurisdictions had relaxed the definition to include an impression in the paper on which the instrument was printed, an embossed paper wafer affixed to an instrument, a scroll made with a pen, or the printed words ‘Seal’ or ‘L.S.’ (standing for the Latin term ‘locus sigilli’ meaning ‘place of the seal’).

The company seal, sometimes called a corporate seal, is a tool used to stamp or emboss your company’s important documents in to show that the document is certified by, and agreed upon by the Board of Directors of the company.

The company seal contains the company’s name, its year of incorporation and the state in which the company was filed. One must think of the corporate seal as the official signature of the company.

Some of the corporate documents on which you might want to use a corporate seal include

- employment and vendor contracts;
- minutes from Board of Directors meetings;
- lease agreements of sale;
- loan documents;
- other company obligations.

Any company may adopt a company seal, change it to fit and use it as needed by affixing, impressing, or reproducing it onto documents. This decision is usually made at the organisational meeting called by the first director of the corporation, which is usually held as soon as possible after the corporation formed.

Official seal is the name that is given to the imprint or seal that is placed on an official document by the public official. The official seal and signature convey the message that the document on which they appear is an official and formal communication of the institution. They may be displayed on diplomas and certificates, on printed pieces of highest official rank and on the business papers of public authorities.

Stamp is an official mark placed on things subject to a duty or tax to the government as evidence that the duty or tax has been paid, as the stamp on a bill of exchange. Stamps are used to mark documents quickly with information relevant to their creation, distribution, or storage. Information stamped on, or embedded in a document can include the time and date you created or received it. In addition, a document stamp can authenticate the document with your personal or business signature, emblem, or logo, help to track the document, or record the document's status.

Questions

- 1 Explain the difference between transcreation and translation.
- 2 What are the official languages of the European Union and the United Nations?
- 3 What is document legalisation?
- 4 When is document legalisation required?
- 5 What are the two types of document legalisation in Ukraine?
- 6 What are the documents which do not need to be legalised abroad?
- 7 Why is it not necessary to legalise some documents on the territory of another country?

8 List the countries which require document legalisation.

9 What does consular legalisation imply?

10 What is it necessary to do in order to fulfil the consular legalisation in Ukraine?

11 Which documents does the Department of Consular Service legalise?

12 What does Apostille mean?

13 Which establishments place the Apostille stamp?

14 List the documents on which apostille is placed.

15 What information does an Apostille stamp contain?

16 What is the wording on the Apostille stamp?

17 Give definitions for the company seal, official seal, and stamp.

Practical tasks

Task 1. Watch the video “Everything you need to know on EU’s Apostille” and summarise the information – https://www.youtube.com/watch?v=JTjI6EWIrRI&ab_channel=ApostilleTeam

Task 2. Find the examples of official documents from the list below, analyse them according to the usage of seals.

Birth Certificate

Bank Account Statement

Proof of Employment

Page from the passport with the international border crossing

Tests

Follow the link, write your surname, and take the tests.

Test 1.1 Legalisation of the Documents
<https://elearning.sumdu.edu.ua/s/a8-1a9s>

Test 1.2 Consular Legalisation and Apostille
<https://elearning.sumdu.edu.ua/s/1d-1aac>



CHAPTER 2 BASIC STANDARDS OF THE OFFICIAL WRITING

2.1 Dates in Formal English

To indicate the date, you may write the exact date or specify just the month, day, or year. Dates are written differently in American and British style. Depending on the text, numerals or words may be used. In formal writing, the date is generally written in full, but it may be abbreviated when needed. For example,

The war ended on September 2, 1945.

The treaty was signed on 22 February 1991.

Accessed: Feb. 21, 2021

Signed: 5/5/21

The American date format is month-day-year. In running text, spell out the month, and write the day and year in numerals. Use commas to separate day and year. Don't use ordinals (st, nd, rd, th). For example,

The Declaration of Independence was issued on July 4, 1776.

They were married on June 6, 2019, on a beach in the Seychelles.

On January 20, 2021, Joe Biden became president of the United States.

To set off the year, use commas in pairs: a comma must appear not just before but also after the year. For example,

It was on August 14, 1945, that an armistice was finally declared.

The British date format is day-month-year. The day and year are written in numerals, and the month is spelled out. No comma is needed between month and year. This system is also followed in much of Europe and the rest of the world. For example,

On 15 August 1947, India gained independence from Britain. The UK left the EU on 31 January 2020.

When only month and year are specified, the month appears before the year. No comma is needed between the two. For example,

Twitter was founded in March 2006 and launched later that year.

In January 2020, reports of a new respiratory virus emerged from China.

The preposition “of” between month and year is unnecessary and omitted in formal writing. For example,

This report was originally published in March 2022.

In British and other European writing, the day appears before the month. For example,

The deadline is 30 December.

On 11 May this year, our astronauts landed on Mars.

The use of ordinal numbers (st, nd, rd, th) in dates is unnecessary. Avoid it in formal writing. For example,

The Dardanians landed on July 19 at 3 p.m.

In creative and other informal writing, the day and the month are often shown in words:

They were married on the nineteenth of September last year.

When only the day is mentioned, spell out single-digit numbers. Two-digit days may be either spelled out or written in numerals. Use ordinal numbers (st, nd, rd, th). For example,

We went out early on the morning of the fourth.

We'll reach on the seventeenth (or the 17th).

Style guides differ in their recommendations on whether to write numbers in numerals or words. Numbers under ten are generally spelled out. The Chicago Manual of Style recommends spelling out two-digit numbers as well, while the AP Stylebook and APA Publication Manual suggest using figures for numbers from 10 onward.

When using figures, do not set the ordinal in superscript (16th, not 16th). To show a day of the week alongside a date, write the day followed by a comma, and then write the date.

For example,

American: *The apocalypse was expected to happen on Saturday, May 21, 2011.*

British: *The conference starts on Tuesday, 9 September 2022.*

Dates may be written in all numerals. This style is common when the date is standalone – for example, in a signature. The U.S. date format is month-day-year, while the day-month-year format is followed by the UK and other nations. Slashes or hyphens are used to separate the parts of the date. For example,

American: Signed 5-11-21 for May 11, 2021

British: Signed 11-5-21 for 11 May 2021

American: Dated 11/5/2021 for November 5, 2021

British: Dated 5/11/2021 for 5 November 2021

All-numeric dates are also written in the YYYY-MM-DD format, as specified by the ISO. This internationally agreed way to show dates is common in government, corporate, and

other official usage. One of the benefits of this system is that it makes for easier sorting and storage of files and folders. In file names and data entries, hyphens are generally omitted. For example,

Please submit all applications by 2022-12-01.

referring to December 12, 2022

Application_20221201 date in a file name

Dates are sometimes written in words rather than numerals. Such usage is seen mainly in creative writing and legal documents. Spell out the day and the month but use numerals for the year. For example,

Where were you on the night of the eighteenth at 9 p.m.?

On the twenty-third of May 2022, an object landed in Farley's Garden.

In formal writing, follow the prescribed format of writing the day and year in figures and spelling out the month. For example,

American: On February 14, 2020, an object landed in Sosler's garden.

British: On 12 February 2020, an object landed in Sosler's garden.

American: They left on October 1.

British: They left on 1 October.

When part of a specific date, the month may be abbreviated. Write the first three letters of the month, followed by a period. Do not abbreviate May, June, and July. In formal writing, abbreviations for dates are useful in tables and charts but avoided in running text. For example,

Jan. 4, 2008

Feb. 24, 2022

Mar. 30

Dec. 1

In British style, the form is day-month-year. For example,

14 Dec.

15 May

7 June

In AP style, the abbreviations Jan., Feb., Aug., Sept., Oct., Nov., and Dec. are used. The remaining months are not abbreviated. Periods may be omitted in informal usage, if there are space constraints, or in a fixed format, such as a table. The months June and July are also then abbreviated. For example,

Jun 15, 2023

15-Jun-2023

23 Dec 2034

Use *on* with a date with the exact day. Use *in* to refer to the month or the year. For example,

Your flight departs on July 13, 2023.

Your flight departs on the thirteenth of July.

But

The coffee shop will be reopened in August 2022.

The coffee shop will be reopened in August.

The coffee shop will be reopened in 2022.

2.2 Numbers and Numerals

The general rule is that all numbers ten and below should be spelt and numbers 11 and above should be put in numerals. However, there are certain exceptions to this:

- If numbers recur through the text or are being used for calculations, then numerals should be used.

- If the number is approximate (for example, ‘around eight hundred years ago’) it should be spelled out.

- Very large numbers should generally be expressed without using rows of zeros where possible (for example, \$4.8 million instead of \$4,800,000). Whole millions and billions (and in American usage, trillions) can be expressed as a whole number plus the word “million,” “billion,” etc. In contracts, the use of both words and numbers is common in order to increase certainty. For example, SEVEN THOUSAND TWO HUNDRED (7,200).

- Percentages may be spelled out (thirty per cent) or written as numbers (30%)

- Numbers that begin sentences should be spelled out. That said, it is better to restructure the sentences when the numbers become cumbersome for the reader (for example, seventeen seventy-six was the year America became a nation).

In English writing, the decimal point is represented by a dot (.) and commas are used to break up long numbers. Commas cannot be used to represent a decimal point.

Therefore, the number eleven thousand six hundred and fifty-nine and three quarters is written like this in English:

11,659.75

while in most Continental European countries, it is written like this:

11.659,75

When referring to sums of money, the following rules apply:

- When writing numerical sums, the currency sign goes before the sum (for example, \$100). Note that there is no gap between the sign and the figure that follows it.

- When spelling out numbers, the name of the currency is put after the number (for example, ‘one hundred pounds sterling’).

The percentage sign (%) appears after the number to which it relates, and there is no gap between the sign and the number (for example, 95%).

2.3 Official Ukrainian Transliteration

The Cabinet of Ministers of Ukraine by its Resolution No. 55 of January 27, 2010, “On Normalisation of Transliteration of the Ukrainian Alphabet by Means of the Latin Alphabet” approved the “Table of transliteration of the Ukrainian alphabet by means of the Latin alphabet” and made some changes into Resolution of the Cabinet of Ministers of Ukraine No. 231 of March 31, 1995, “On the approval of the rules of registration and issuance of a passport of a Ukrainian citizen for leaving abroad and a travel document of a child, their temporary detention and suppression” and into Resolution No. 1873 “On the approval of the rules of registration and issuance, return, custody and extermination of diplomatic and official passports of Ukraine” of November 27, 1998.

As a result of the adoption of the Resolution on Ukrainian proper names (surnames, first names and geographical names) are Romanised in accordance with unified transliteration rules:

- in official documents (passport of a citizen of Ukraine for travelling abroad and the travelling document of a child, diplomatic and official passports, driver’s licence, etc.);
- in the State Register of Geographical Names;
- in cartographic editions;
- on name boards and road signs, in place and street names, names of squares, transport stops, underground stations, etc.

“The Normative Table of Rendering of Ukrainian Proper Names by means of English Language”, which was approved by the Ukrainian Commission in the Issues of Law Terminology in 1996 served as the basis for the “Table of Transliteration of Ukrainian Alphabet by Means of Latin Alphabet”. “The Normative Table” has been in use in Ukraine since 1996.

The new approved Table is a bit different from the Table of 1996. Taking into consideration the fact that Ukrainian letter ‘ш’ represents two sounds, [ʃ] and [ʃʃ], from now on the letter ‘ш’ is transliterated as ‘shch’ [ʃʃ]. The letter ‘ь’ [j] (soft sign) and the apostrophe (’) are not transliterated according to the Table.

In 2010, city maps of Lviv and Odesa were published by the State Scientific Production Enterprise “Kartographia”, in which geographical names were transliterated according to the new rules of Romanization.

In 2010, the names of underground stations in Kyiv were Romanised in accordance with the “Table of Transliteration of the Ukrainian Alphabet by Means of the Latin Alphabet”.

Name boards with names of localities, streets, squares, transport stops will be replaced gradually, as the changes in the names’ spelling are not numerous.

Table 1 – Transliteration of the Ukrainian Alphabet by Means of the Latin Alphabet

Ukrainian letter	Latin letter	Ukrainian example	Transliterated example
1	2	3	4
Аа	Aa	Алушта Андрій	Alushta Andrii
Бб	Bb	Борщагівка Борисенко	Borshchahivka Borysenko
Вв	Vv	Вінниця Володимир	Vinnysia Volodymyr
Гг	Hh	Гадяч	Hadiach
Ґґ	Gg	Ґалаган	Galagan
Дд	Dd	Донецьк	Donetsk
Ее	Ee	Рівне	Rivne

Continuation of Table 1

1	2	3	4
Єє	Ye – initial position	Єнакієве	Yenakiieve
Жж	Zh zh	Житомир	Zhytomyr
Зз	Zz	Закарпаття Казимирчук	Zakarpattia Kazymyrchuk
Ии	Yu	Медвин Михайленко	Medvyn Mykhailenko
Іі	Ii	Іванків	Ivankiv
Її	Yi – initial position	Їжакевич	Yizhakevych
Йй	Y – initial position	Йосипівка	Yosypivka
Кк	Kk	Київ	Kyiv
Лл	Ll	Лебедин	Lebedyn
Мм	Mm	Миколаїв	Mykolaiv
Нн	Nn	Ніжин	Nizhyn
Оо	Oo	Одеса Онищенко	Odesa Onyshchenko
Пп	Pp	Полтава Петро	Poltava Petro
Рр	Rr	Решетилівка Рибчинський	Reshetylivka Rybchynskyyi
Сс	Ss	Суми Соломія	Sumy Solomiia
Тт	Tt	Тернопіль Троць	Ternopil Trots
Уу	Uu	Ужгород Уляна	Uzhhorod Uliana
Фф	Ff	Фастів Філіпчук	Fastiv Filipchuk

Continuation of Table 1

1	2	3	4
Хх	Kh kh	Харків Христина	Kharkiv Khrystyna
Цц	Ts ts	Біла Церква Стеценко	Bila Tserkva Stetsenko
Чч	Ch ch	Чернівці Шевченко	Chernivtsi Shevchenko
Шш	Sh sh	Шостка Кишеньки	Shostka Kyshenky
Щщ	Shch shch	Щербухи Гаращенко	Shcherbukhy Harashchenko
Юю	Yu – initial position iu – in other positions	Юрій Корюківка	Yurii Koriukivka
Яя	Ya – initial position ia – in other positions	Яготин Знам'янка	Yahotyn Znamianka

Nota bene:

1. Combination of letters ‘зг’ is transliterated as ‘zgh’ (e.g., Згорани – Zghorany, Розгон – Rozghon) as opposed to ‘zh’ – the equivalent of the Ukrainian letter ‘ж’.

2. Soft sign and the apostrophe are not reproduced in Latin.

3. Transliteration of first and last names of individuals and geographical names is carried out by way of letter-for-letter representation in Latin.

2.4 Formal and Informal Writing Styles

Writing style means the manner of expressing thought in language characteristic of an individual. It includes spelling, grammar, and punctuation, as well as aspects such as sentence length and word choice. Also, style may vary depending on the type or purpose of the writing. For example, you may come across academic writing, journalistic writing and business writing, all of which have different purposes and characteristics. Style may also vary with period (age) and nationality. When studying or working cross-culturally or with people you do not know very well, using formal language will help you avoid misunderstandings and sound polite and professional. All styles of writing can be described as either formal, semi-formal or informal. Formal style in English includes textbooks, official reports, academic articles, essays, business letters, contracts, official speeches: semi-formal style – day-to-day interaction with colleagues and teachers, popular magazines / books, interviews, when talking with someone in authority or you respect; informal style – interacting with friends, talking, or chatting online.

Table 2 – Comparison Chart

Comparison criterion	Formal writing	Informal writing
1	2	3
Meaning	A formal writing style is one which is used for business, legal or professional purposes	An informal writing style is used when we are writing for some personal or casual reason

Continuation of Table 2

1	2	3
Sentences	Long and complex sentences	Short and simple sentences
Language	Formulary	Direct
Voice	Passive Voice	Active Voice
Interjections	Not used	Used
Personal pronoun	Third person	First and second person
Tone	Professional and official	Personal and friendly

2.4.1 Formal Writing

A formal writing is used when we have no idea about a person, or when we know the person but have not exchanged words, or we have no familiar terms with the person receiving the letter. Here, we use formal language which indicates dignified and deferential regard for the reader. It is used when writing for academic, professional, and legal purposes.

The peculiarities of formal English.

1 Longer / more complex sentences

Punctuation, proper grammar, and correct sentence structure are especially important. A formal sentence you might see in an academic journal:

Research has shown that learning a second language, in addition to leading to expanded career and social

opportunities, can also expand the reasoning capability of the brain, although this finding is disputed by some scientists.

A less formal way to express the same idea:

Learning another language can improve your career and social life. Some people also say it can make you smarter, but others disagree.

2 Larger and less frequently used words

A formal sentence you might see in an economic report:

The economy is currently quite robust; nevertheless, some specialists predict an imminent recession.

A simpler, less formal way to say the same thing:

The economy is extraordinarily strong right now, but some specialists say we will have a recession soon.

Some less formal words and their formal equivalents:

Less formal	More formal
help (n.)	assistance
buy	purchase
need	require
get	obtain
next/later	subsequently
also/plus	moreover
whole	entire
enough	sufficient

3 Avoid phrasal verbs

The price went up	The price rose / increased.
The client asked for a contract	The client requested a contract
The problems have come back	The problems have returned
We will cut down on spending	We will reduce spending

4 Avoid contractions *I'm, you're, can't, don't, wasn't, it's...*

The shipment hasn't arrived	The shipment has not arrived
They're manufactured in China	They are manufactured in China
He's the director of marketing	He is the director of marketing
We'd like to inform you ...	We would like to inform you...

What about this? – The company's employees.

This is appropriate to use in formal English because it is a possessive, not a contraction! It means “The employees of the company.”

With possessives, you can use either 's or 'of the' – but try to avoid using 'of the' multiple times in a single phrase:

The terms of the client's contract.

NOT: *The terms of the contract of the client.*

5 Do not use idioms, slang, or text speak.

Idiom: ~~*The software is a piece of cake.*~~

The software is quite user-friendly.

The software is extremely easy to use.

Slang: ~~*A million bucks in profit.*~~

A million dollars in profit.

Text speaks: ~~*Tks & we look 4ward 2 meeting u.*~~

Thanks, and we look forward to meeting you.

Also avoid shortened words:

~~*The info was incomplete.*~~

The information was incomplete.

~~*The results have arrived from the lab.*~~

The results have arrived from the laboratory.

~~*Fruits and veggies.*~~

Fruits and vegetables.

2.4.2 Semi-Formal Writing

Phrasal verbs and contractions are appropriate.

Could you look over this report?

look over = review and check for errors

She came up with a great idea.

came up with = created, invented, thought of

I'm available on Friday morning.

The directors weren't happy.

Some idioms are appropriate, but avoid slang and text speak.

This project is on the back burner.

on the back burner = not a priority at the moment

We're operating in the red.

in the red = no money, negative cash flow

Semi-formal (inviting your boss): *"Would you like to join me for lunch?"*

Informal (inviting your best friend): *"Hey, wanna grab a bite to eat?"*

Semi-formal: *"Hello, how are you?"*

Informal: *"Wassup?"*

Semi-formal: *"The conference was great!"*

Informal: *"It was awesome!" "It was the bomb!"*

Use polite English.

Say *"I'd like..."* instead of *"I want..."*

When making requests, use "could you" and "please," don't just give commands: Say *"Could you, please, call me later?"* and not just *"Call me later."*

Another part of polite English is making criticisms and negative comments in an indirect way:

You're wrong.	I'm afraid you're mistaken
I disagree.	I have a different opinion. / I see it differently
This is terrible work.	This could be improved
I don't like it.	I don't really care for it. It's not my cup of tea. I'd prefer...

2.4.3 Informal Writing

The informal style of writing is one used for personal and casual conversation, wherein friendly and colloquial language is used. In an informal writing style, personal and emotional tone is used, and the reader is directly referred to by the words 'you' or 'your'. It is used when writing personal emails, text messages, letters to friends and family, etc.

Shorter, simpler sentences – perfect grammar is not as important. So don't be so nervous about mistakes when speaking!

“Have you finished your work yet?” – “Finished your work yet?”

“I'm really liking this book” – “like” should technically not be in the -ing form here.

“But I don't think so.”

Starting sentences with “but,” ending sentences with prepositions, using sentence fragments – these are all done in informal spoken English.

Expressions/exclamations

um, uh, like, lemme see... = hesitation, when you need a moment to think before speaking.

I mean...	to clarify
...you know?	to check if the other person understands
Gotcha	I understand
How come?	Why?
Yeah right	a sarcastic way to say, "I don't believe you"
I'll say!	I definitely agree with you
wow!	surprise
oops	accident
yuck	that's disgusting

Phrasal verbs, slang, and idioms are used very frequently.

This is one reason that watching movies and TV shows in English is difficult... even if you have good vocabulary and grammar! You may not have learned the phrasal verbs, slang, and idioms in your textbook.

Phrasal verb: *"I won't put up with this!"*

put up with = tolerate

Idiom: *"Could you give me a hand?"*

give me a hand = help me

Slang: *"I aced the test!"*

aced = got an excellent grade

Reductions when speaking (in both semi-formal and informal English)

He's gonna be angry.

gonna = going to

I wanna learn how to ski.

wanna = want to

Didja like the movie?

didja = did you

We hafta leave now.

hafta = have to

I bought apples n grapes.

n = and

Formal, semi-formal and informal writing is used in our day-to-day life but in different situations. We just need to think about the reader and the topic of your discussion, before choosing the writing style. When the topic is quite serious and objective, the formal writing style is suitable. It is also used when the write up is addressed to some respectable person or institution.

On the other hand, informal writing is best suited when you are communicating with your family, friends, and acquaintances. Further, if the matter of discussion is not very serious, then informal writing can be used as long as you are comfortable with the reader speaking informally.

Questions

- 1 What is the date format in the American style?
- 2 What is the date format in the British style?
- 3 What are the recommendations for writing numbers in the Chicago Manual of Style?
- 4 Name the cases when it is possible to write dates in all numerals.
- 5 What is the style format in an all-numeric date?
- 6 When is it possible to abbreviate months?
- 7 Specify the writing of the dates in the AP style.
- 8 Give examples of the usage of prepositions 'on' and 'in' with dates.
- 9 How should numbers be written in formal English?
- 10 What rule should we follow if the numbers are being used for calculations?

11 If the number is approximate, how should it be written?

12 What is the general rule for the use of numbers in contracts?

13 How is the decimal point presented in English writing?

14 What is the general rule of writing a currency when writing numerical sums?

15 What is the rule of writing a currency when spelling out numbers?

16 What is the place of the percentage sign towards a number?

17 When was the “Table of transliteration of the Ukrainian alphabet by means of the Latin alphabet” approved?

18 Give the definition of the proper name.

19 List the unified transliteration rules according to which Ukrainian proper names are Romanised.

20 What are the main changes to the new approved Table?

21 How are Ukrainian letters “r” and “r” transliterated according to the Table?

22 What are the peculiarities of the transliteration of such Ukrainian letters as “я, є, ї, ю”?

23 What does letter-for-letter representation mean?

24 How are the soft sign and the apostrophe reproduced in Latin?

25 What does writing style mean?

26 What are the conditions of the writing style variation?

27 What is the main classification of writing styles?

28 What does the formal level of formality belong to in English?

29 Compare formal and informal writing based on language, voice, and personal pronouns.

- 30 What are the peculiarities of formal English?
31 Describe the features of semi-formal English.
32 When is the informal style used? Explain the main peculiarities of this style.
-
-

Practical tasks

Task 1. Write the dates in American English.

September the fourteenth, nineteen seventy-one.

October the nineteenth, two thousand and two.

June the twenty-first, eighteen and five.

February the twenty-fourth, two thousand and twenty-two.

May the thirtieth, two thousand.

March the fourteenth, eighteen sixty-one.

December the first, one thousand.

November the eleventh, two thousand and nine.

Task 2. Write the short form of the dates according to the model.

Model: *October nineteenth two thousand and two - 10/19/2002.*

December twelfth, nineteen ninety-nine.

February third, fourteen seventy-five.

October tenth, twenty twenty.

August third, nineteen ninety.

January ninth, nineteen hundred.

June eighteenth, one thousand and eight.

April twenty-first, thirteen forty-six.

September third, three thousand and three.

Task 3. Define the correct style: American or British.

19th January 2018.

31/12/2011.

March 16th, 1991.

06/23/2013.

It's the eighteenth of May 2017.

My birthday is on March 30th.

30-2-1999.

Independence Day is celebrated on August 24.

Task 4. Fill in the table (British English style).

We write:	We say:
24th/7/2005	...
...	The first of May, nineteen ninety-eight
9th/4/2010	...
...	The fifth of August, ten sixty-six
12th/10/1857	...
...	The thirtieth of March, two thousand and sixteen
13th/1/1001	...
...	The third of October, fifteen and three

Task 5. Watch the video “DATES & YEARS in British & American English”, summarise the information. List the errors that many people have been making.

https://www.youtube.com/watch?v=DRl6tpsychw&ab_channel=EnglishwithLucy

Task 6. Find and correct errors in the numbers.

In exchange for the services described above, Customer agrees to pay Vendor a total amount of \$ five thousand eight hundred.

About 200 years ago Samuel Warren and Louis Brandeis published their now famous article in the Harvard Law Review.

A non-refundable fee of 20 percent of this amount or £ 500 is due upon execution of this agreement, with the balance due no later than five (5) business days prior to the event.

The contracting officer may modify the clause by increasing the 10 percent limit on total increases specified in 52.216-3.

The defendant denied the claim and counterclaimed for approximately USD 3.8 million in excess rental fees.

Task 7. Write the numbers (British English).

Eighteen thousand eight hundred and forty-eight and two-quarters.

Three thousand five hundred euros.

Ninety-five and three-quarters per cent.

Ten thousand four hundred and sixteen dollars.

One thousand one hundred fifty-four dollars and sixty-one cents.

Two hundred and fifty thousand.

Two point five million.

Nought point oh four.

Task 8. Watch the video “10 Rules for Writing Numbers and Numerals” and summarise the information. List 10 rules for writing numbers and numerals – https://www.youtube.com/watch?v=PlvkCH3owas&ab_channel=DailyWritingTips.com

Task 9. Transliterate these proper names according to the “Table of Transliteration of the Ukrainian Alphabet by Means of the Latin Alphabet” (2010).

Аніщенко Інна Олександрівна, Глухова Ангеліна Сергіївна, Горох Анастасія Денисівна, Куценко Марія Андріївна, Побіращенко Аліна Віталіївна, Садівнича Ліана Олегівна, Самойленко Василина Сергіївна, Семенець Марина Олегівна, Ткаченко Лінда Артурівна, Чумаков В'ячеслав Євгенович, Шевченко Альбіна Юріївна, Шеханіна Валерія Віталіївна, Яцентюк Дмитро Анатолійович.

Task 10. Define formal and informal language. Explain your choice.

1 Dear clients... \ Hi Tom.

2 I have tons of books on this topic at home. \ I have several books on this topic at home.

3 This photograph needs more editing before it is published. \ This pic needs more editing before it is published.

4 The study checked out the health effects of passive smoking. \ The study examined the health effects of passive smoking.

5 This experiment worked out just fine. \ This experiment was successful.

6 The outcomes of the study haven't been documented yet. \ The outcomes of the study have not been documented yet.

7 As you examine the health effects of ... \ When examining the health effects of ...

8 I believe the health effects of... \ It is believed that the health effects of ...

9 She has decided to accept the job. \ She's decided to accept the job.

10 The girl whom I met in Singapore was interested in working in Australia. \ The girl I met in Singapore was interested in working in Australia.

11 We went to Barcelona for the weekend. We have a lot of things to tell you. \ We went to Barcelona for the weekend. Lots to tell you.

12 Can I suggest you try this new model? \ May I suggest you try this new model?

Task 11. Watch the video “Kyiv, not Kiev. Why Ukrainians care so much about their capital’s spelling”, summarise information from it.
https://www.youtube.com/watch?v=WIGdw7AW-tU&t=165s&ab_channel=KyivPost

Task 12. Watch the video “How to be diplomatic and more polite”. Write a thesis plan according to this video.
<https://youtu.be/41JMWuGLDzk>

13. Watch the video, summarise the information from the video. Define the main characteristics of formal language.
https://www.youtube.com/watch?v=hdKYl8Tg_FQ&feature=youtu.be

Tests

Follow the link, write your surname, and take the tests.

Dates in Formal English –
<https://elearning.sumdu.edu.ua/s/09-1a5a>

Numbers and Numerals –
<https://elearning.sumdu.edu.ua/s/64-1a5b>

Official Ukrainian Transliteration –
<https://elearning.sumdu.edu.ua/s/1a-1a5c>

Formal/Informal Language –
https://tools.elearning.sumdu.edu.ua/free_study_tools/quiz?token=lectured%3Afb61f702759f876c82219694220712ad88b58cc



CHAPTER 3

BUSINESS LETTERS AND MEMOS

Business letters are formal documents that convey information predominantly to external stakeholders. The most common business letter styles are the block style and modified block style. The three business letter strategies are the direct strategy, indirect strategy, and persuasive strategy. The direct strategy is recommended for neutral news and good news letters. The indirect strategy is recommended for negative news letters, and the persuasive strategy is recommended for persuasive letters.

Business memos are relatively short, informal, and semi-formal documents used to exchange information among people within an organisation. Business memos are often sent as e-mail messages, and some refer to them as e-memos.

3.1 Written Communication in Organisations

Written communication is developed and transmitted in many ways in organisations. Common forms of written

communication in today's workplace include e-mail messages, text messages, instant messages, letters, memos, and reports. In addition, organisations routinely post written information on company websites and social media sites.

Formality plays an important role in selecting the best of written communication for each writing situation. Written documents and messages are frequently viewed as being formal, informal, and semiformal. For example, letters are formal documents. Most documents and messages that are developed and/or transmitted electronically (for example, e-mail messages, text messages, tweets) are considered to be informal. Awareness of such differences in perceptions is important because readers' formality expectations vary and should be taken into consideration. For example, if you need to send an important message to a client, a formal document is typically expected. In this case, you would send a hardcopy letter. On the other hand, if you need to send a short message with routine, straightforward information to a subordinate within the company, an informal written medium such as e-mail would be a good choice; or, if you need to discuss some points about a routine, noncontroversial matter with a colleague at the same work level, instant messaging would be a good choice. If you need to send a message regarding changes in procedures internally to subordinates, a semi-formal document such as a memo would be a good choice.

A significant amount of communication in the workplace is done by letter. Letters are formal documents that convey information mostly to communication partners outside the organisation. Examples include customers, clients, investors, suppliers, and government officials. In addition, some business letters are sent internally, most often to superiors. Business letters contain messages ranging from routine, informational matters to complex, controversial matters. The goal is typically to share neutral, good, or

negative news or persuade readers to take a specific course of action. There are several types of business letters ranging from sales and inquiry letters to adjustment and follow-up letters.

A significant amount of internal communication in the workplace is done by memos. Memos most frequently contain routine information. Like letters, the goals of memos range from sharing neutral, good, and negative news to persuading readers to take a particular course of action.

Memos come in one or two forms – hardcopy memos and e-memos. On the surface one might think that all memos should take the form of e-memos due to e-mail's efficiencies. Despite the convenience and ease of developing and sending e-memos, they have their shortcomings ranging from general writing quality to privacy concerns.

3.2 Key Principles of Writing Business Letters and Memos

While all writing principles are important to the development of effective letters and memos, some are especially effective in helping writers achieve their objectives. These particular writing principles are the writer's tone of goodwill, using the you-attitude, emphasising reader benefits, emphasising the positive, using unbiased language, and being polite. Additional writing principles important to the development of letters and memos are word choice, emphasis, and de-emphasis, and writing concisely while including enough detail to support message clarity and purpose.

3.2.1 Word Choice

Appropriate word choice contributes to clear, effective letters and memos. Careless word choice can lead to confusing messages that cause frustration, miscommunication, and other problems. Obviously, you are challenged to take care in your word choice.

Familiar, everyday words help your reader grasp your message. Short, familiar words help you get your points across without slowing down your reader. Some business writers mistakenly believe that pompous, bureaucratic jargon will impress their supervisors. Nothing could be further from the truth. Supervisors fume when they edit their employees' wordy prose, eliminating deadwood and bureaucratic jargon. In short, do not confuse short words with simple ideas. The trick is to express complex ideas with words that your readers understand. Therefore, revise your sentences to eliminate the deadwood of business and bureaucratic jargon, legalese, trite expressions, clichés, and technical jargon.

3.2.2 Emphasis and De-Emphasis Techniques

The ability and willingness to use emphasis and de-emphasis techniques can make the difference between average and exceptional letters and memos. For example, in a sales letter you would use emphasis techniques to highlight your central selling point. If your central selling point is a feature other than price, then you would use de-emphasis techniques to downplay your price. There are many opportunities in letters and memos to emphasise and de-emphasise information.

Common emphasis techniques include italicising and boldfacing words, phrases, and sentences. Other examples include placing material you want to emphasise in emphasis

positions in short sentences within short paragraphs. Emphasis positions are near the beginning and end of sentences and paragraphs. Still other examples include writing extensively about something and placing material you want emphasised in active voice sentences.

Common de-emphasis techniques include not italicising and boldfacing words, phrases, or sentences. Other examples include placing material you want to de-emphasise and placing it in a passive voice sentence.

3.2.3 Writing Concisely

In today's business world, employees who write concisely and clearly are valued. So be careful not to include unnecessary details. Know the depth of detail your reader needs. In addition, use short words instead of long words when short words can get the message across. Finally, avoid using surplus words and phrases. Surplus words and sentences are those that do not affect message clarity when deleted or substituted with a shorter replacement.

Well-written, concise messages promote clarity and save people time. However, in your quest to write concise messages, be careful not to live out details necessary for message clarity. Message clarity is always more important than conciseness.

3.3 Business Letters

Some letters are sent to many people. This is especially true of sales letters or debt collection letters. Such letters are typically referred to as form letters. Form letters provide a cost-effective alternative in these letter-writing situations, whether

the letter is sent in its entirety to numerous recipients or boilerplate text is inserted.

When the importance of a message escalates and the situation is non-routine, a form letter is an incorrect choice, because it is often seen as too general, unpersuasive, and impersonal. A customised letter is required. A job application cover letter is such a situation. Cover letter should be customised for each employer and available position.

3.3.1 Business Letter Styles

The two most common letter styles are the block style and the modified block letter style. The block letter style is the more efficient of the two styles because all lines begin in the left margin, eliminating the need to set tabs and indent lines. The company letterhead is typically centred horizontally about 2.5 cm from the top of the page, whether typed or preprinted.

Block Letter Style Components

Company Letterhead

Return Address – If company address is not used

Current Date

Inside Address – Person to whom you are writing

Attention Line – ATTENTION: Person's name

Salutation:

Body Paragraph – Do not indent the first line of each paragraph. Single space the paragraphs. Double space before the first paragraph, between paragraphs and after the last paragraph

Complimentary close, – Followed by three blank lines for the written signature

Written Signature

Keyboarded Name**Sender's Title****Writer / Typist Initials** – RW/gt**Enclosure Notation** – Enclosed: Photos of new building**Copy Notation** – Name(s) of people who also received a letter

The modified block letter style is the more traditional style. It differs from the block style in that the current date, the complimentary closing, written signature, and keyboarded name / title start at the horizontal centre point. The first line of each paragraph may start at the left margin as in the block style or may be indented one-half inch. With this style, the company letterhead is typically centred horizontally about 2.5 cm from the top of the page, whether typed or preprinted. Standard top, bottom, and side margins are 2.5 cm. There is usually no attempt at full justification.

Modified Block Letter Style Components**Company Letterhead****Current Date****Return Address** – If company address is not used**Inside Address** – Person to whom you are writing**Attention Line** – ATTENTION: Person's name**Salutation:****Body Paragraph** – Do not indent the first line of each paragraph. Single space the paragraphs. Double space before the first paragraph, between paragraphs and after the last paragraph

Complimentary close, –
Followed by three blank lines for
the written signature

Written Signature
Keyboarded Name
Sender's Title

Writer / Typist Initials – RW/gt

Enclosure Notation – Enclosed: Photos of new building

Copy Notation – Name(s) of people who also received a letter

When a business letter exceeds one page, include a standard heading on succeeding pages. If the pages get separated or mixed up, they can be easily reordered.

The three components you should include in a standard second page heading are the name of the person or company you are writing to, the page number, and the letter date. The most common second-page headings are the vertical heading and the horizontal heading.

Vertical second-page heading should start 2.5 cm from the top of the page on blank paper. Each heading component should begin at the left margin in a block format and should be single spaced. Triple space after the third line (current date), then continue with the body of the letter.

Example of a Vertical Second Page Heading

Name of the recipient

Page # – Page 2

Current date

Horizontal second page heading should also start 2.5 cm from the top of the page on blank paper. With this heading style, all three heading components are on the same

line. The name starts at the left margin, the page number is centred horizontally, and the current date is positioned so that it ends at the right margin. Triple space after that line, then continue with the body of the letter.

Example of a Horizontal Second Page Heading

Name of the recipient	2	Current Date
------------------------------	----------	---------------------

3.3.2 Business Letter Components

The typical business letter contains the following standard components: company letterhead, current date, inside address, salutation, body, complimentary close, written signature, and keyboard name / title. In addition, some business letters contain one or more other components. Among them are attention line, subject line, enclosure notation, copy notation, and postscript.

Company Letterhead is typically preprinted on company stationery and contains information such as logo, company name, post office box address, physical address, e-mail address, telephone number, and fax number.

Current Date. When writing letters to international communication parties, it is more typical to start with a day followed by the month and year (5 June 2024). When writing letters to US communication partners, spell out the month followed by the date and year (June 5, 2024). Do not use the digital version (06-05-2024).

Inside Address contains the name and mailing address of the person or company the letter is being sent to.

Salutation. This is the greeting to the reader. If you are writing to a specific individual, the typical salutation is the

word *Dear* followed by the receiver's title (Ms., Mrs., Dr., etc.) and surname followed by a colon (Dear Ms. Garcia:) If you are writing to a company and do not have a specific individual's name, use a salutation such as Human Resources Department or To Whom It May Concern.

Body. This is the message.

Complimentary Close. It is typically a word or phrase followed by a comma (e.g. *Sincerely, Respectfully, Sincerely yours,*).

Written Signature. It is typical to leave three blank lines between the complimentary close and keyboard name components for the writer's written signature.

Keyboard Name / Title. This component contains the keyboard name of the writer. Writer's job title should follow his or her name either to the right of it (e.g., William G. Rogers, Project Director) or below it. If your title appears on the line below, omit the comma after your name on the line above.

Other Business Letter Components

Attention Line. Use this when you will send your letter to a company but want to direct it to a specific person (Attention: Mr. Robinson), position (Attention: Marketing Director), or a department within the company (Attention: Information System Department). It is the second line of the inside address.

Subject Line. It tells the reader, in brief, the nature of the letter. It starts with the word *Subject:* followed by colon, then a 5- or 6-word message description. The subject line is located between the salutation and the first paragraph of the body.

Enclosure Notation. It indicates to the reader that you have sent one or more items along with a letter. If you enclose one item, either type Enclosure or type Enclosure followed by a colon and the item enclosed (Enclosure: Sale Flyer). If you enclose two or more items, type Enclosure followed by a colon and the number of Enclosures (Enclosure: 2). The enclosure notation is located one blank line below the keyboard name / title component.

Copy Notation. This tells the reader the name of the others to whom the letter was sent. Here are some examples: cc: Tamara Jones; cc: Tamara Jones & Jennifer Maxwell. The copy notation is located one blank line below the enclosure notation. If there is no enclosure, the copy notation is located one blank line below the keyboard name / title component.

Postscript. It contains an afterthought or a brief reminder of information that the writer wants to emphasise. The postscript is located one blank line below the copy notation. If there is no copy notation, the postscript is located one blank line below the enclosure notation. If there is no enclosure notation or copy notation, the postscript comes one blank line below the keyboard name / title component.

3.4 Writing Strategies

3.4.1 De-Emphasis Techniques

Regarding indirect strategy (negative news) business letters, writers are challenged to not only share the negative news with the reader, but to do so in such a way that the reader won't permanently take their business elsewhere. Business writing obviously needs to state the negative news in such letters, but they do not have to put the spotlight on it, which

many readers would find annoying. Instead, they should use de-emphasis techniques that lower the spotlight.

The de-emphasis techniques are:

- putting the negative news in a paragraph located near the middle of the letter;
- putting the negative news in the middle of the paragraph;
- putting the negative news in the middle of a reasonably long sentence;
- putting the negative news using the passive voice;
- avoiding repeating / restating the negative news;
- avoiding using emphasis techniques such as boldfacing and italicising.

3.4.2 Emphasis Techniques

Regarding persuasive-strategy business letters, writers are challenged to persuade readers to buy, do, or support something. Essentially, you would use emphasis techniques in persuasive-strategy business letters to put the spotlight on the qualities that will create desire in the reader. Emphasis techniques are as follows:

- emphasise desire-inducing qualities at the beginning and /or end of paragraphs;
- emphasise desire-forming qualities in short sentences;
- state the qualities that shape desire using the active voice;
- dispose desire-inducing qualities where appropriate;
- use emphasis techniques where appropriate.

3.4.3 Direct Strategy

The direct strategy works well with business letters meant to share neutral or good news. Neutral and good newsletters include a wide range of letter types, including letters providing or requesting routine information and responding favourably to requests for action.

Examples range from claim letters, thank you letters, and job offer letters to letters providing credit information, letters of appreciation, and letters of condolence. This is the easiest strategy and message type to write because you are satisfying your reader's needs and, in the case of good news messages, putting him or her in a good mood. Central to the direct strategy is sharing the neutral or good news in the first paragraph, thus placing the reader in a positive frame of mind. This vastly increases the likelihood that the reader's interest and attention will be maintained to the end of the letter.

Direct Strategy Outline

Opening Paragraph. Present the main idea – the neutral or good news – and develop a friendly tone. Specifically, state the news in the first sentence of the opening paragraph to grab the reader's interest from the start.

Body Paragraph(s). Present the supporting information and maintain a friendly tone.

The central purpose of the body is to logically and clearly present information that supports the main idea (the neutral or good news).

Closing Paragraph. Maintain a friendly tone and include some forward-looking statements when appropriate. End the letter on a positive note.

The tone of neutral and good news letters should be positive, sincere, and conversational. It should be free of negative words.

Now, let's look at a poorly written, direct strategy, good newsletter. The letter makes a job offer to a candidate following his interview. It sounds like an easy letter to write – right? They are easy letters to write if we know how to write them and care about doing a good job.

**Direct Strategy, Good News Letter
(Poorly Written Version)**

Advanced Energies
22 Harris Drive
Houston, TX 77003
(713) 436-9102

April 2, 2023
1078 First St.
Austin, TX 78702

Dear Chao:

It was a pleasure visiting with you on March 15. Advanced Energies is a leader in the energy industry, and I am certain you were impressed with all you learned about us during your visit. While Advanced Energies has focused predominantly on oil and natural gas exploration in the past, we are currently entering the solar energy market with plans for expansion. With all this growth and diversity, we are adding to our ranks of employees and that's where you come in. We would like you to come to work for us.

We will start you out with a two-day orientation next month. Then, we will place you in one of the areas where we have the most need of help. I hope you are flexible regarding the type of work you do. During your orientation we will discuss

your starting pay rate and benefits package.

See you in May.

Very truly yours,

Juan Lopez

Legal Department

Enclosures: 3

Before reading further, take a few minutes to identify the weaknesses in the poorly written letter above. You should be able to identify several weaknesses in all three letter parts.

Now, let's look at some of the letter's weaknesses.

Opening Paragraph. While the tone is friendly, there are three noticeable weaknesses:

(1) The good news should have been shared in the first sentence, not the last. The reader may have tossed the letter before getting to the last sentence, assuming a rejection was forthcoming.

(2) All the hype about the company in sentences 2 and 3 is unnecessary, making the letter longer than necessary.

(3) The you-attitude is weak. The opening is writer-centred instead of reader-centred, and is reinforced by the inclusion of several I's, we's, and our's.

Body Paragraph. There are three noticeable weaknesses:

(1) The tone is semi-friendly at best.

(2) The you-attitude is weak.

(3) Many details are missing, hence leaving questions.

When will the orientation take place? Where will the orientation take place? What type of work will the reader do? What is the starting pay? What are the starting benefits?

Closing Paragraph. There are three noticeable weaknesses:

(1) The tone is not friendly.

(2) The closing is writer centred. A you-attitude is nowhere to be found.

(3) There is no “We look forward to ...” statement at the end. In addition, the complimentary closing “Very truly yours” is outdated. “Sincerely” is a friendly close that is appropriate for this letter.

Now let’s look at an improved version of the letter below:

**Direct Strategy, Good News Letter
(Improved Version)**

Advanced Energies
22 Harris Drive
Houston, TX 77003
(713) 436-9102

April 2, 2023
Mr. Chao Yung
1078 First St.
Austin, TX 78702

Dear Chao:

We are pleased to offer you the position of Research Director in the Legal Department at Advanced Energies. You have the exact qualifications and personality we hoping to find in a candidate for this position and believe we are a good fit for you also.

As mentioned during our March 24 interview, orientation will take place on April 17–18. Plan to arrive at my office (2024B, second floor, Progressive Tower) at 9 a.m. on April 17. We have much information to share with you and

know you will have questions. Please develop a list of questions you have and email it to me by April 16, so I have time to review it prior to meeting with you. In addition, please review the attached benefits information and be prepared to make selections from the benefits options. Finally, please review the Legal Department's policy handbook, which can be found at AEpolicies@lglddept.com prior to April 17.

We are excited about having you as a member of the Advanced Energies team. During the upcoming days, please contact me at (713) 436-9102, ext. 32 or at juan.lopez27@AE.org. See you on the 17th.

Sincerely,

Juan Lopez
Legal Department
Enclosures: 3

Before reading further, take a few minutes to identify the strengths of this improved version. Now let me share some of the strengths in the improved letter.

Four strengths are particularly noticeable in this improved version of the **opening paragraph**:

(1) The good news is shared in the first sentence, placing the reader in a good frame of mind. He will read more!

(2) There is a strong you-attitude. The opening is reader-centred, as it should be.

(3) The writer compliments the reader.

(4) The tone is friendly.

Body Paragraph. Three strengths are evident in this improved body paragraph:

(1) The you-attitude is strong.

(2) Supporting information is included, which removes guessing and frustration from the equation.

(3) The tone is friendly.

Closing Paragraph. Four strengths should jump out in the closing paragraph of this improved version:

(1) The you-attitude is strong.

(2) The tone is friendly.

(3) Practical, forward-looking talk is included.

(4) Contacting the company is made clear and easy.

In addition, using “Sincerely” for the complimentary closing was the right choice. It is friendly and right on the mark.

3.4.4 Indirect Strategy

The indirect strategy works well with negative-news business letters. Examples of negative news letters include application denials, claim denials, credit denials, job rejection letters, and a host of other situations that require a negative response.

For many, this is the most difficult strategy and message type to write because you are sharing information that your reader does not want to see, all the while doing your best to maintain good will. This is no small challenge! These letters require special attention to writing strategy and tone.

Central to the indirect strategy is delaying the mention of the negative news until after you have laid out the reasons supporting the negative outcome. The attempt here is to set a logical base for the decision that the reader can understand. The reader may not be pleased with your negative decision but should understand on a logical level why the decision had to be made as it was.

Indirect Strategy Outline

Opening Paragraph. Present in a neutral, on-topic manner and develop a friendly tone. The key to this strategy is to not begin with or allude to the negative news in the opening paragraph. It is also important not to imply that the outcome is good news. Starting or hinting at the negative news in the opening paragraph turns off your reader to the rest of the letter.

Hinting at good news will only make the reader's harder when he or she reads the negative news later. Stay neutral and friendly and do not hint!

Body Paragraph(s). Present reasons supporting the negative news, state the negative news after alternative(s) to the original request where applicable and maintain a friendly tone. This is the section where most of the work is accomplished in this type of letter. Start this section with the reasons that led up to the negative news decision, but do not give away the negative news. That is a tough job! Then state the negative news clearly and tactfully. However, do not end the body at that point if possible. When applicable, follow up the negative news with one or more alternatives. The alternatives tell readers you care and give them choices in otherwise uncontrollable situation.

Closing Paragraph. Maintain a friendly tone and include some forward-looking talk when appropriate. Your goal here is to ease your reader in a forward-looking direction. This means you do not apologise and do not repeat the negative news. After all, you have stated and explained the negative news clearly and tactfully in the body paragraph(s) and have begun to ease the disappointment by offering alternatives. Why would you want to undo all that good work by reminding the reader of the negative news in the closing paragraph? Finally, end the paragraph with a friendly tone and some forward-looking talk.

As mentioned above, your tone in negative news letters is crucial. Keep the tone positive, sincere, and tactful. Avoid using negative words or coming across as preachy, cold, defensive, condescending, patronising, or arrogant.

Now let's look at a poorly written, indirect strategy negative news letter. The situation involves a ski resort and a job applicant. The ski resort received less than normal snowfall in December, resulting in lower visitation. As a result, it is currently unable to hire this applicant. Therefore, we are looking at an employment rejection letter.

Indirect Strategy, Negative News Letter (Poorly Written Version)

Sunny Valley Resort
14 Timberlane Rd.
Sante Fe, NM 87594
(505) 331-2424

December 2, 2023
Mr. Nicholas P. Brunsell
2400 Brumly St., Apt. 27
Santa Fe, NM 87504

Dear Nick,

The weather sure hasn't been very cooperative this fall. Here we are in early December, and we've had only one decent snowfall. It dropped enough snow for us to open a few runs, but we are nowhere close to full operation. We are really hurting because of this situation. This is not what you want to hear because the situation has caused us to initiate a hiring freeze.

Conditions will change if we get some more snow soon, but I am not holding out much hope with all this talk about global warming. If by some miracle we do get two or more

significant snowfalls soon, everything will be good for us, and we will consider hiring additional help. I guess we will see what happens. Sorry to have to share bad news. Thanks for your interest in working for the Sunny Valley Resort.

Sincerely,

Ron Baker
Operating Manager

Let's identify the weaknesses in the poorly written letter. You should be able to identify several weaknesses in all three letter parts.

Opening Paragraph. Very little positive can be said about this opening paragraph except that the grammar, punctuation, and spelling are in pretty good shape. Otherwise, it is loaded with weaknesses. Three main weaknesses come to mind:

(1) The writer uses the direct strategy instead of the indirect strategy, giving away the bad news in the opening paragraph.

(2) There are too many details in the first two sentences, which contributes to unnecessary wordiness.

(3) The you-attitude is weak.

Body Paragraph. As with the opening paragraph, there is little positive to say about it. The paragraph contains numerous weaknesses:

(1) It begins with pessimistic news.

(2) The you-attitude is non-existent.

(3) The writer does not offer any tangible alternatives.

Closing Paragraph. The closing paragraph also contains several weaknesses. Four are evident:

(1) The writer reminds the reader of the negative news from the first paragraph.

(2) The writer apologises to the reader.

(3) The conclusion is not very friendly.

(4) There is no forward-looking talk.

Now let's look at an improved version of the same letter:

**Indirect Strategy, Negative News Letter
(Improved Version)**

Sunny Valley Resort
14 Timberlane Rd.
Sante Fe, NM 87594
(505) 331-2424

December 2, 2023

Mr. Nicholas X. Jackson
2400 Brumly St., Apt. 27
Santa Fe, New Mexico 87504

Dear Nick,

We have finally been blessed with a long overdue snowfall. For snowboarding enthusiasts, such as yourself, this is certainly good news.

We plan to open approximately half of our beginner and intermediate runs and one-quarter of our advanced runs this coming Saturday, with the hope that there will be enough new snowfall during the next three weeks to open the remaining runs by Christmas. In the meantime, we plan to supplement as much as possible with manmade powder. Even then, at least one significant snowfall will be needed to ready the remaining runs. At the time that we can open at least 80 percent of the runs, we will be able to hire on additional help. Until then, the volume of business will not

support hiring additional seasonal staff. Despite this temporary setback, if you are still interested in working at the Sunny Valley Resort this winter, please email me at Ron-Baker12@sunnyvalley.org. As soon as snow conditions are right to support opening most of the remaining runs, we will bring you onboard. If for some reason this doesn't occur, we would like you to consider joining our summer Whitewater rafting staff. Doing so would then secure you a guaranteed position with us for next winter.

I believe you will be a valuable member of Sunny Valley team and look forward to working with you. Please stay in touch.

Sincerely,

Ron Baker
Operating Manager

3.4.5 Persuasive Strategy

The persuasive strategy works well with business letters that are meant to persuade the reader to take a specific course of action. Examples of persuasive business letters include sales letters, collection letters, recommendation letters, job offer letters, and letters ranging from requesting a favour to requesting some form of support. The persuasive letter-writing strategy is like the indirect strategy in that the request is made later in the letter, just as the negative news is stated later in the negative-news letter.

Central to the persuasive strategy is delaying the request until after you have laid out reader benefits. This involves not only grabbing the reader's attention, but also building his or

her interest, and, ultimately, desire before making the request. Using the persuasive strategy properly increases the odds that your reader will act on your request in the desired fashion.

Persuasive Strategy Outline

Opening paragraph. Gain the reader's attention and develop a friendly tone. Key to the persuasive strategy is not making the request in the opening paragraph. To state the request here would likely turn your reader off to your objective. It is also important to grab your reader's attention in the opening paragraph so that he or she will want to read on. A question is a good sentence structure for grabbing attention. Here is an example that will grab your attention: How would you like to reduce your costs?

Body Paragraph(s). Build the reader's interest, then their desire. Next, state your request.

The body paragraph is an important section in persuasive letters. Here you start by building reader's interest and ultimately desire before stating your request. Building interest and desire are at the heart of your ability to persuade your reader to respond positively to your request. Essentially, you are challenged to determine one or more ways to appeal to your reader, realising that different situations and people are persuaded by different appeals. Common appeal categories include *direct gain*, *prestige*, and *altruism*. Specific examples of appeals include *profit*, *recognition*, *pride*, *usefulness*, and *savings*. As you might guess, the list of appeals is long. Once you have built desire, state your request clearly and make sure you make it easy for the reader to respond.

Closing Paragraph. Restate your request or make the request if you didn't do so in the body. Make it easy for your

reader to respond and include some forward-looking talk when applicable. Maintain a friendly tone.

The closing paragraph of a persuasive letter is more involved than the closing paragraph of direct and indirect strategy letters. For example, you would start the closing paragraph in a persuasive letter by stating the request if you did not do so in the body. Or you might choose to open the closing paragraph with a restatement of the request if you made it in the body section. Make it easy for the reader to respond. End with a friendly tone and forward-looking talk.

As previously mentioned, your tone in persuasive request letters is important. Keep it positive, sincere, and tactful. Avoid negative words and do not come across as patronising, condescending, arrogant, or pushy.

Let's look at a poorly written persuasive letter. This is a basic sales letter written with the goal of persuading the reader to choose Shooting Star Airlines the next time he or she takes a commercial flight. The poorly written sample will likely do little to convince the reader to fly Shooting Star Airlines.

Persuasive Strategy Letter (Poorly Written Version)

Shooting Star Airlines
217 North State Street
Chicago, IL 60604
(312) 852-6311

August 18, 2023
Ms. Leslie Koval Tanner
319 Bradford Lane
St. Louis, MO 63105

Dear Ms. Koval Tanner:

Tired of all the hassle and expense involved in flying commercials? We are here to offer you a much more pleasant and affordable travel experience. We want you to fly Shooting Star Airlines.

Shooting Star doesn't nickel and dime you to death with all those fees like most of the other commercial airlines, except for luggage. Luggage is something that we can't even avoid charging you extra for. While we are disappointed that we have to charge for luggage, we trust you understand our position.

We know you are going to want to fly Shooting Star Airlines when you hear about our food and beverage offering. Unlike our competitors, on Shooting Star flights you will receive a free refill on soft drinks, tea and coffee, and an extra bag of peanuts or pretzels. We even let you use a small blanket for free when you get cold, which is typical on those northern routes. One of the ways we are able to offer so many extras, free of charge, is that all our flights have stopovers at two or more small, regional airports where we pick up additional passengers. Each of these stops will provide you with an opportunity to stretch your legs and, in some cases, buy a snack in the airport lobby. And if all that is not enough to impress you, every passenger on our flights can use the restroom at the front of the plane. There is no discrimination against passengers who fly coach!

Are you ready to fly Shooting Star Airlines? I bet you are, and we are ready to book your next flight. Just go online and look us up. Our service agents are standing by. Have your credit card ready, and thanks for the business!

Sincerely,
Miranda Krause
CEO & President

Before reading further, take a few minutes to identify the weaknesses in the poorly written persuasive letter above. You should be able to identify several weaknesses in all three parts.

Now, let's look at some weaknesses in the poorly written letter.

Opening Paragraph. There are three major weaknesses in the opening paragraph:

(1) The writer follows a direct strategy by making the request in the opening paragraph instead of the less direct persuasive strategy.

(2) The tone is neutral.

(3) The you-attitude is weak at best.

Body Paragraphs. There are two problems with the body paragraphs:

(1) While the writer builds interest, she does not build desire. For example, stating that there is a luggage fee and two or more stops at regional airports is a turnoff to most.

(2) The request is not stated in the body as the persuasive strategy dictates.

Closing Paragraph. The closing paragraph contains three major weaknesses.

(1) The you-attitude is weak.

(2) The tone is cheesy and sounds like a cheap radio or TV commercial.

(3) Contact information is not provided.

Now look at an improved version of the same letter:

**Persuasive Strategy Letter
(Improved Version)**

Shooting Star Airlines 217 North State Street
--

Chicago, IL 60604
(312) 852-6311

August 18, 2023
Ms. Leslie Koval Tanner
319 Bradford Lane
St. Louis, MO 63105

Dear Ms. Koval Tanner:

Do you remember the last time you enjoyed a commercial airline flight? It has probably been several years since you used words such as enjoyable and pleasant to describe your flying experience. Fortunately, enjoyable, pleasant commercial flights are not the thing of the past!

You may have heard about Shooting Star Airlines. We are “the new kids on the block” in the commercial airline industry, having provided service for slightly more than six months. Shooting Star Airlines currently flies routes to all major metropolitan airports and select regional airports in the United States and leads the industry in on-time flight arrivals and customer satisfaction.

From the outset, Shooting Star Airlines set a goal to be noticeably different from its competitors. Specifically, we set out to put the fun back into flying by making it a more enjoyable and pleasant experience so people would look forward to flying. The first step was to hire positive people who have a strong desire to serve customers. Next, we built more comfort into our airplanes, resulting in more legroom and bigger seats than our competitors. Shooting Star didn’t stop there. We also provide flat screen monitors at each seat, along with headphones. We provide electrical outlets at each seat for your convenience, and the restroom at the front of each airplane is not off limits to coach passengers. Shooting Star Airlines also offers free blankets and pillows to passengers and serves free sandwiches, cookies, and

non-alcoholic beverages on all flights.

The combination of above-average services and amenities, combined with friendly, helpful flight attendants, removes much of the drudgery from 21st-century flying and puts fun back into the experience. Learn more about Shooting Star Airlines by visiting our website at ShootingStarAirlines@fun.org. And the next time you are going to fly a U.S. route, consider giving us a try. We think you will be pleasantly surprised, and we guarantee that you will arrive at your destination relaxed.

Sincerely,

Miranda Krause
CEO & President

Before reading further, take a few minutes to identify the strengths of the improved letter. Now, let's look at some strengths in the improved letter.

Opening Paragraph. Four strengths are noticeable in this improved version of the opening paragraph:

(1) Appropriately, the request is not made in the opening paragraph.

(2) The tone is friendly.

(3) The you-attitude is strong.

(4) The writer does a good job of gaining the reader's attention (e.g., opens with a question, piques the reader's interest with talk about enjoyable, pleasant commercial flights).

Body Paragraphs. Four strengths should be evident in this improved version of the body paragraphs:

(1) The you-attitude is strong.

(2) The tone is friendly.

(3) The body paragraphs contain several statements that build interest and desire (e.g., free sandwiches and cookies, flat screen monitors at each seat).

(4) Sufficient details are included.

Closing Paragraph. Three strengths should jump out in the closing paragraph of this improved version:

(1) The request is clearly stated.

(2) The tone is friendly.

(3) Sufficient contact information is included so the reader can make contact easily.

Using *Sincerely* for the complimentary closing is the right choice. It is friendly and right on the mark.

A Final Letter-Writing Strategies Reminder

Now that we have reviewed the three letter-writing strategies, you are reminded that exceptions to these strategies are made at times and for logical reasons. The most common exception occurs when a writer knows with certainty that his or her reader wants the information presented directly (get to the point), even if the message contains negative news or if its goal is persuasion.

3.5 Emoticons and EMOJIS in Business Letters

Emoticons and *emojis* are visual images of facial expressions and objects. Emoticons and emojis are common in some emails, which is not to suggest that they are always welcome there. For example, including emoticons and emojis in personal emails is generally accepted; however, including emoticons and emojis in business e-mails is discouraged.

The general rule is that when you are writing business letters, do not include them. Otherwise, you may leave your reader with one or more negative perceptions about you and the organisation you represent. You and your organisation will be perceived by some as being unprofessional. Some readers will be distracted by them, while others will question your maturity.

3.6 Writing Styles

Writing style is often dictated by company policy or personal preference. Some styles are effective; others are not. Some styles target specific audiences (readers). Do you have a writing style? If so, can you describe and/or identify it? Is it an effective style? Are you open minded enough and skilled enough to switch writing styles when necessary to enhance your written communication?

Examples of letters written in three writing styles are presented here.

3.6.1 Passive / Impersonal Style.

This style is filled with jargon and clichés and is difficult to read. This style is ineffective for routine correspondence as you can see in the example. This is an outdated style that not only invites miscommunication, but results in unnecessarily long messages. See if you can identify the jargon and clichés in the sample letter.

Passive / Impersonal Business Letter Sample

Davis Consulting 12 Second Ave.

Birmingham, AL 35203
(205) 222-4993

May 4, 2023

To Whom It May Concern:

As per your request, enclosed please find the information in reference to our company that will help in optimising your choices to build a website. Prices charged are in line with other designers of similar background and experience.

The company's objective is to develop end-to-end robust solutions through continued focus on core competencies: website development, hosting and maintenance, full access to PHP and CGI, and of course, SSL encryption. It is believed that the customer deserves the highest quality products and services possible. Through continued expansion of the company's staff and through application of corporate quality programs, such as benchmarking, our establishment of superior processes in each of the core competencies excels over our competitors.

Continued expansion into new, profitable markets will enable the company to provide clients with value-added services and turnkey solutions that will translate into client satisfaction.

Please find herein the company's packages that will endeavour to help the client learn more about the company's superior capabilities and its motivated professional team.

If you have any questions or concerns regarding the above, please feel free to contact Joanne Jones, at ext. 213, 1-800-543-6677. The number is toll free for your convenience.

Very truly and obediently yours,
Scott Davis, President

3.6.2 Modern Business Style

This style uses the active voice, strong verbs, and short sentences. This style typically results in concise messages that are clear and professional. It is a good style and works well with external audiences (readers) and others you are unacquainted with.

Modern Business Letter Sample

Carter Web Design
24 Seaside Drive
Fort Lauderdale, FL 33302
(954) 3276

January 20, 2023
Mr. Marshall M. Smith
Mass Spectrum Plastics
142 South Sea Bay Drive
Sea Island, FL 33617

Dear Mr. Smith:

Thank you for inquiring about our Web services. Carter Web Design specialises in creating websites. Your satisfaction is our priority. We work on projects of any size from large to small. Our prices range from \$75 an hour to design a basic logo to \$150 an hour to design and implement a fully featured website.

Our staff includes seven Web designers who will help you turn your image of a perfect website into reality. We can fulfil any of your Web design needs, from developing high-end graphics and animation to incorporating video and sound.

We realise that your organisation may not be clear on what your Web needs are. Our talented, insightful staff will work

with you to develop a vision and implement your strategy. I have enclosed a brochure that explains the four website design packages we offer. Choose the one that is right for your needs and give us a call anytime at 1-800-543-6677. We will be glad to set up a free consultation.

Sincerely,
Sarah Carter, President

3.6.3 Informal / Colourful Style

This style is good for communicating with people you know well or giving good news to those you are familiar with. The letter below is an example of an informal / colourful letter.

Informal / Colourful Letter Sample

Basic Website Options
101 Fremont St.
Tombstone, AZ 85638
(520) 832-0038

August 17, 2023
Jack Jackson
Jack's Cactus Grill
2600 University Plaza Dr.
Dead Gulch, AZ 85733

Dear Jack,
Thanks for asking about our web design services. We have a full range of services, and we can provide you with just about anything you might want in the way of website design. Our prices are competitive. We charge \$75 an hour to design a basic logo and up to \$150 an hour to design and get your

website up and running.

As you know, we have seven talented designers who work on our projects. I have included a brochure that explains our website design packages. If you have a clear idea of what you want on your site, shoot your ideas over via email to bwo@clear.com or give me a call at 1-800-657-8000. If you're not sure exactly what you want from a website, just give me a call, and we can set up a consultation.

It's great to hear from you, and I look forward to working with you again.

Sincerely,
Morgan Neely, President

As you can see, these three styles are not mutually exclusive. For example, the modern business style is likely to be more personal than impersonal and can be colourful. Nevertheless, the three general categories let us learn how to appropriately apply a style and its elements to each writing situation.

3.6.4 Careless Writing Style and Business Letters

Let's first establish what careless writing means. On its simplest level, careless writing speaks to a disregard for the rules of grammar and spelling. Careless writing can also result in inclusion of too little information or too few details, leading to confusion or misunderstandings. Careless writing can also take the form of a poorly structured letter in which the message does not flow logically.

Regarding business letters, careless writing is not appreciated. Business letters are formal documents, and there is

an expectation that they be written with care. In contrast, carelessly written business letters often result in miscommunication and all the related problems they cause, as well as the negative perceptions about their writers and the organisations they represent.

Why do some people have careless writing styles? For some, it is because they never learned to write properly. For others, it is because they do not value or feel the need for such a level of care. Some people are probably too lazy to put forth the effort. Still others have been influenced by other writing methods that did not call directly for careful writing. For example, some people have so much experience at writing emails, IMs, and tweets that these experiences have negatively influenced how they write other messages such as letters. In other words, they have become so accustomed to writing messages that comprise incomplete sentences, single-paragraph messages, nonstandard abbreviations, and punctuation and capitalisation errors that they appear to know no better or don't care when it is time to write a business letter. They write on autopilot, based on their past writing experiences. The result includes letters that are difficult to read, hard to understand, and frustrating. And their readers are left not appreciating their communication partner's careless writing style and not feeling positive toward the writer's employer.

3.7 Business Memos

As mentioned earlier, hardcopy memos and e-memos are commonplace written documents in the business place. Memos are semi formal documents used to exchange information among people within an organisation. Memos most frequently contain routine information. Much like letters, the goal of memos also ranges from sharing neutral, good, or

negative news to persuading readers to take a specific course of action.

Joe LoCicero offers good examples of when to use memos. He states, “Internally, memos may inform their recipients of:

- Announcements for such diverse happenings as hirings or holidays.
- Changes in such aspects as policies, procedures, and prices.
- Confirmations of verbal discussions, decisions, and meeting times.
- Documents to follow, such as reports, gathered research, and survey results.
- Recommendations for action.
- Requests for further information, further research, or reports.
- Solicitation[s] for opinions.”

Electronic memos, sent via email, are commonplace in many organisations and are most referred to as e-memos. Despite the convenience and ease of developing and sending e-memos, be cautious! They have several shortcomings typically not associated with hardcopy memos. Some of these shortcomings are listed here.

- Recipients are more likely to read paper memos than e-memos because e-memos can be so easily filtered out or deleted before recipients get past the subject line.
- E-memos are often poorly written, with problems ranging from including too little detail, careless tone, and misspelt words to grammatical mistakes and lack of clarity.
- E-memos can be easily hacked, thus raising privacy and security concerns. After all, even deleted e-memos (e-mail) can be resurrected! For example, if you need to relay information regarding a sensitive or private matter (e.g., health

conditions, salary), do not do so in an e-memo. Instead, send a hard copy of the memo.

Features of Memos

When you look at the features listed below, notice that in some ways the features of both memos and letters are identical. However, you will also notice that other memo features differ from those of letters.

Memos, as a rule:

- Written in a less formal style than letters. (E-memos are more conversational and there is greater use of first-person pronouns.)

- Written more often using a direct strategy. (Memos can be and still are developed using indirect and persuasive writing strategies.)

- Tone should be courteous no matter what the recipient's level in the organisation.

- Conciseness is more desirable than in letters.

- Clarity is as important in memos as in letters.

- Message completeness is as important in memos as in letters. Degree of completeness directly impacts clarity.

- Message correctness is as important in memos as in letters. In other words, facts, dates, names, etc., should be correct. If not, we cause confusion, misunderstandings, and mistakes.

- Subheadings are more prevalent in memos than in letters.

- Lists are more common in memos than in letters.

- Writing techniques (e.g., grammar, punctuation, spelling) are just as important in memos as in letters.

Memo Format

From a formatting standpoint, memos look noticeably different than letters. Here are some memo format observations:

- Some are produced on standard full-size paper (8 1/2 x 11 inches).
- Some are produced on half-size paper (8 1/2 inches wide x 5 1/2 inches long).
- They can have a pre-printed, standardized company, department, or division header, but this is not as typical as the pre-printed company letterhead found on company letter stationery.
- Top and side margins are typically one inch.
- There is a pre-printed, standardised routing header to expedite internal routing.

Here is an example of a typical routing header:

MEMORANDUM or MEMO

(Centred horizontally)

Date: (starts at left margin)

To: (starts at left margin)

From: (starts at left margin)

Subject: or Re: (starts at left margin)

Of course, paper size, margins, and routing headers vary based on companies' preferences.

- As with letters, you can include a copy notation following the message.
- In place of the enclosure notation used with letters, an attachment notation (Attachment:) often follows the message.

Sample Memos

The following memo was written by the president of Right Ideas, Inc. to the company's employees to announce a policy banning tobacco use on company grounds. The purpose of the message is to share the policy's main points. Since most employees do not use tobacco products, this message will be perceived by most to be good news; thus, it follows the direct writing strategy.

Direct Writing Strategy Sample. Good-News Memo

MEMORANDUM

Date: October 2, 2023

To: Right Ideas, Inc. Personnel

From: Mac Steiner, President

Subject: Tobacco Use Policy

Starting January 1, 2010 a companywide ban on the use of tobacco products will go into effect. The intent of the policy is to promote a healthy workforce and work environment.

Employees and visitors will not be allowed to use cigarettes, cigars, pipes, or smokeless tobacco products anywhere on company grounds, including the parking lots and parking garage. In addition, tobacco use will not be allowed in company vehicles or in personal vehicles parked on company grounds. Electronic cigarettes are prohibited inside company buildings but may be used outside of the buildings on company grounds, as long as they are used 30 feet or more from building entrances.

The detailed tobacco use policy (policy #107b) can be found in the policies folder at the company website. Please contact Lillian Cole in Human Resources if you have questions

regarding this policy. Lillian's telephone extension is 327. You can also contact her at lilliancole@rightideas.org. The following memo was written by the director of the Human Resources department at Graham and Rudley, a Midwest food distributor, to associate recruiters in the employment division about an upcoming series of training sessions on interviewing skills. This is a direct strategy, neutral-news message.

Direct Strategy Sample.
Neutral-News Memo – Interview Skills Training

MEMORANDUM

Date: September 16, 2023
To: Graham and Rudley Associate Recruiters
From: Jan Bishop, HR Director
Subject: Interviewing Skills Training

On October 1 the first of three interviewing skills training sessions will be held from 1–4 p.m. in the training room. The remaining two training sessions will be held in the same location from 1–4 p.m. on October 3 and October 10.

The training sessions are designed to enhance your interviewing skills and to gain a greater awareness of job candidates' expectations. In addition, existing and new employment laws relating to job interviews will be discussed. In addition to the session trainer, our veteran recruiters will join in on some of the discussions and share some sage advice.

The training sessions are mandatory, so mark your calendars accordingly. We scheduled the sessions between the traditional summer vacation period and the busy winter holiday season to avoid schedule conflicts. If you have

questions, contact me at extension 554 or at janbishop@gr.org.

Similar to emails, memos are typically short, but not to the extent that text messages and tweets are. In your quest to write short memos, be sure to include enough detail to clearly convey the message you want to get across.

Summary:

The direct writing strategy works well with neutral-news and good-news business letters and memos.

The indirect writing strategy works well with negative-news business letters and memos.

The persuasive writing strategy works well with persuasive business letters and memos.

Business letter and memo styles include the passive/impersonal style, the modern business style, and the informal/colourful style.

Questions

- 1 Define the business letter.
- 2 What are the most common business letter styles?
- 3 Name the three business letter strategies.
- 4 What strategy is recommended for neutral-news and good-news letters?
- 5 What strategy is recommended for negative-news letters?
- 6 What strategy is recommended for persuasive letters?
- 7 Give the definition of the letter and the business letter.
- 8 What letter types do you know?
- 9 What is the goal of the memorandum?

- 10 What does the common emphasis technique include?
 - 11 What does the common de-emphasis technique include?
 - 12 Name the main block letter style components.
 - 13 What is the difference between a business letter style and a modified business letter style?
 - 14 Are there any additional (compulsory) business letter components?
 - 15 What does enclosure notation indicate?
 - 16 What are the main features of the direct strategy?
 - 17 What are the main features of the indirect strategy?
 - 18 Enumerate examples of persuasive business letters.
 - 19 Describe the persuasive strategy outline.
 - 20 Specify the role of emoticons and emojis in business letters.
 - 21 When is appropriate to use an informal/colourful style?
 - 22 What are the differences between passive and impersonal styles in business letters?
 - 23 Introduce the features of the memo.
-
-

Practical tasks

Task 1. Look at the following excerpts from emails and write appropriate lines.

Subject: _____
Just a quick note to see if you've heard from Production about the new schedule. We need the info for tomorrow's meeting.

Subject: _____
Many thanks for your email. The handbook for the XL30 motor is now available online at www.motorsupplies.com

Subject: _____
I will be away from the office from 2–7 February. Please direct all questions to Maggie in my absence.

Subject: _____
I am writing to confirm your order of 500 coffee mugs with logo (see attached), colour 32 c. Your order no. 34348908R/1. Please quote this number in all future correspondence.

Subject: _____
I have to change our meeting to 2 pm instead of 11.00. Sorry!

Subject: _____
Could you send me those staff guidelines asap? Our dept hasn't seen them yet. Thx.

Task 2. Find the matching pairs.

Colloquial language	Standard language
(1) to check sth out	(a) to send sb an email
(2) to touch base with sb	(b) to give sb information
(3) to send sth by snail mail	(c) to send sth by post
(4) to mail sb	(d) to try to find or get sth (that is missing)
(5) to give sb the low-down	(e) to look at sth in detail
(6) to chase sth up	(f) to get in contact with sb
(7) to be out of the loop	(g) to postpone sth
(8) to put sth on hold	(i) to be out of touch or not have heard sth

Now rewrite this email using standard language to replace the colloquial phrases.

Hello Sally,
Thanks for getting in touch and giving me the low-down on

the March sales meeting. By the way, I called Barbara's office and tried to chase up the January figures, but she's been on holiday – so no success there! Perhaps you could touch base with Gary and ask him to mail me the info directly. I hope he can – I'd hate to have to put the meeting on hold.

Oh, one last thing: can you send me a few of the new brochures? No hurry – snail mail will do!

Ciao

Angelina.

Task 3. Read the emails between Graham Lewis of Saxon Precision Tools (the supplier) and Dan Harris of Everyman Workshops (the client). Answer the questions.

1 What does Dan order? And what does Graham send him?

2 How does the relationship between Dan and Graham change?

Complete the emails with these phrases:

(a) As I'm sure you will understand, this is now costing me time and money.

(b) Could you also confirm that you will be able to supply drill bits in a range of sizes?

(c) We will cover all costs involved in returning the unwanted tools.

(d) They have assured me that the tools will be with you first thing tomorrow morning.

(e) Please find attached an invoice for these presses.

Find these nouns or verbs in the emails. Match them to their definitions (a-f).

- | | |
|-----------------|--|
| (1) charged at | (a) investigate thoroughly |
| (2) breakdown | (b) appear |
| (3) look into | (c) this refers to the payment requested |
| (4) deadline | (d) contact someone again |
| (5) get back to | (e) a detailed analysis or list of information |
| (6) show up | (f) the time when something must be completed |

Graham Lewis wrote on 24 February

Dear Mr Harris

Thank you for your email. As requested, I am attaching details of our range of Saxon precision tools along with a breakdown of our prices. I can confirm that we offer a discount of 5% on orders of ten or more large items. Please feel free to contact me on my office telephone number should you require any further information.

Yours sincerely,
Graham Lewis

Dan Harris wrote on 26 February

Dear Mr Lewis

Thank you for sending your brochure and price list. Would it be possible for us to place an order for ten Saxon XR300 Magnetic Drill Presses? It is imperative that we have the tools in place by Monday 1st so please let us know whether you can meet this short deadline.

I _____.

Thanks in advance
Dan Harris

Graham Lewis wrote on 26 February

Dear Dan

Further to our telephone conversation earlier this morning, I have made

Dan Harris wrote on 1 March

Hi Graham

So far today, the drill presses we ordered from you have not

arrangements to deliver ten Saxon XR300 Magnetic Drill Presses to your workshop. They should be with you by noon on Monday 1st. 2 _____

As discussed, the full brochure price has been charged. However, if you were to order any further drill presses these would be charged at the reduced price.

All the best
Graham

arrived. 3 _____ .
Could you look into this and get back to us as soon as possible?

Yours
Dan

Graham Lewis wrote on 1st March

Dear Dan

Please accept our apologies for the late arrival of the tools you ordered. I have contacted the delivery company. 4 _____ .

Please let me know immediately if the tools fail to show up tomorrow.

Best wishes
Graham

Graham Lewis wrote on 2 March

Dear Mr Harris

Further to your telephone calls, I can only apologise for the error in sending you Saxon XR200 Magnetic Drill Presses. As agreed, I have now arranged to have ten XR300 drill presses delivered to you as soon as possible at the reduced price. 5 _____ . Thank you for your patience and understanding in this matter.

We look forward to doing business with you again soon.

Yours sincerely
Graham Lewis

Task 4. Read the negative-news letter. Define what strategy should be used. Identify the weaknesses in all three parts of the poorly written letter.

M&Ms Corporation
10 Franklin Avenue
Boston, MA 02104
(617) 554-3446

December 14, 2023
Ms Bridget L. Moore
346 Seaford Lane
Chicago, Il, 60007

Dear Ms Moore

This letter is being written to inform you that M&Ms Corporation has no interest in taking part in your corporate sales projections research project. We will not grant you permission to access our sales projections figures.

In fact, our company has a policy that prohibits its participation in external research projects such as yours. If we were to provide sales projection figures to you for your proposed project, it would cause us numerous problems because other researchers would then expect the same treatment!

We are sorry we couldn't meet your request. However, if we can help you in any other way, please let us know.

Cordially,
Kanye East
Public Relation Manager

Task 5. Read this memo and identify the structure. Match the aims (a–e) to the five paragraphs of the memo.

- (a) to announce changes to the system of schedules.
- (b) to appeal to the staff to make the changes work.

- (c) to thank staff and introduce the need for changes.
- (d) to explain reasons for improving signs and labelling.
- (e) to explain change in the system of storage.

MEMO

To: All warehouse staff

From: General Manager

Date: 10 March

Subject: Changes to warehouse and warehouse procedures

First of all, I'd like to thank everyone for the warm welcome I have received since joining the company. As I said on my first day, it has taken time to gain a complete understanding of how Drew International works, and so I am grateful for everyone's support. While I'm impressed by the running of the warehouse, there are three initiatives I would like to introduce:

1 Currently the cleaning schedules are included in the main warehouse timetable, but they are not being followed. As from next week there will be a separate schedule for cleaning. Please read this regularly to ensure that all cleaning duties are completed on time.

2 Equipment for maintenance, cleaning and repairs is kept in different places in the main storage area, including one aisle. As a result, there is the potential for confusion as well as posing a significant health and safety risk. With immediate effect, all such equipment will be stored in the storeroom next to the supervisor's office. Staff will need a key to enter the storeroom, and this is available from the supervisor's office.

3 Although staff turnover at Drew Exports is relatively low, we do employ temporary and short-term staff from time to time. For this reason, I plan to improve signs and labelling in the warehouse. Storage areas and lanes will be repainted on

the ground, new labels will be placed on storage shelving and there will be new signs to identify aisles and drop off and pick up points. We hope to complete these changes by the end of this month.

I appreciate that you will need some time to get used to these changes, but with your support and efforts these relatively simple actions will improve our systems and have a positive impact on our overall operations.

With regards

Javier Cambiasso (General Manager)

In memos about changes to procedures, it's important to state the change, the reason and the date or time of the change. Complete this table with notes about the three changes in the memo.

No	What is changing?	Why is changing?	When will it change?
1			
2			
3			

Task 6. Write a procedure memo in which you should mention three changes you would like to introduce at the department of Germanic Philology of Sumy State University. (What is the change? Why is it changed? When will it change?).

Tests

Follow the link, write your surname, and take the tests.

Business English – <https://elearning.sumdu.edu.ua/s/dc-1c06>

Memos and Writing Styles – <https://elearning.sumdu.edu.ua/s/d0-1c0h>

CERTIFIED TRANSLATION
INVERSION **SWORN TRANSLATION**
TRANSLATION OF OFFICIAL DOCUMENTS
COMMON FEATURES OF DOCUMENTS
GERUND

PARTICIPLE
INFINITIVE
NOTARIZED TRANSLATION
TRANSLATION TECHNIQUES
APOSTILLE TRANSLATION

CHAPTER 4
TRANSLATION OF OFFICIAL DOCUMENTS

4.1 Official Documents and Their Types

A document is a written, drawn, presented, or memorialised representation of thought, often the manifestation of non-fictional as well as fictional content. The word originates from the Latin Documentum, which means “teaching” or “lesson”: the verb doceō means “to teach”. In the past, the word was most often used to denote written evidence useful as proof of a truth or fact.

So, summarising this information, we may say that a document is a piece of paper or a set of papers containing official information.

Table 3 – Document classification

№	Classification sign	Group of documents
1	2	3
1	Name	Application, letter, telegram, certificate, instruction, office memorandum, minutes, and others

Continuation of Table 3

1	2	3
2	Origin	Office and personal. Office documents are composed by organisations, enterprises or official persons who represent them. They are officially registered in prescribed manner. Personal documents are drawn up by separate individuals beyond the sphere of their office activity or exercise of public and civil obligations
3	Place of issue	Internal, external. As internal documents one can refer to those that operate only within an organisation, company, or establishment of their issue. As external documents one can refer to those that are the results of negotiations held between establishments or organisations
4	Purpose	Organising, instructive, informational, regular, inquiry-informational, accounting-financial, economic-contractual
5	Direction	Incoming, outgoing. Incoming documents are the documents that come from outside to be considered and excerpted. Outgoing documents are documents which are sent to other establishments and institutions

Continuation of Table 3

1	2	3
6	Form	Standard and individual (non-standard). Standard documents have a similar form, and they are filled in strict sequence and according to obligatory rules (standard letters, instructions, regulations, clauses). Individual documents are composed in each individual case in order to solve specific situations. They are printed or written by hand (e.g., minutes, orders, applications)
7	Period of exercise	Ordinary (without time limit), urgent, top urgent. Ordinary (without time limit) documents are those that are excerpted in terms of common turn, the order of their excerpt is not marked by any law. Urgent documents are characterised by immediate excerpt or excerpt within a certain period. To these documents one can refer to telegrams, telephonic telegrams (urgency of delivery). The top-urgent documents are the documents marked as top-urgent
8	Degree of publicity	For common use, for office use, secret, top-secret. There is a special seal of secrecy in the upper right corner of the secret or top-secret documents. Anyone who divulges the contents of these documents is liable to prosecution

Continuation of Table 3

1	2	3
9	Stages of composing	Invoices, originals, copies. Invoices are under the process of author's work; they are subject to administrative and legal examination. Original is the main type of a document, its the first and only copy. It has a signature of the chief of an establishment and if necessary it is witnessed (certified) by a stamp or a seal. A copy is a faithful reproduction of the original. It is always indicated by the word "copy" in the upper right corner. The varieties of the copy are issue, extract, duplicate. Issue is a full copy of the document delivered from an establishment (the sender) and kept there. When one needs only a part of a document, he/she makes an excerpt. Duplicate is the other copy of a document issued if the original is lost. The original and the duplicate are legally equivalent
10	Complication (quantity of issues)	Simple, complex. A simple document contains one item, a complex one – several, which makes its processing, execution and saving very difficult
11	Period of keeping	Temporary (within 10 years), long-term (over 10 years), permanent
12	Techniques of creation	Handwritten, created by technical means

13	Bearer of information	On paper, disk, photo film, magnetic tape, punched tape, diskette, software
----	-----------------------	---

4.2 Common Features of Documents

There are obligatory attributes of any document which we should consider both when creating and translating documents. These features are suggested by I. G. Danilyuk:

- authenticity (represented facts reflect the real state of affairs);
- precision (information cannot be interpreted in any way; neither double nature nor vague commentary of the text are accepted);
- logicity (information is logically organised, without any contradictions; the text contains only necessary information);
- laconic brevity (neither surplus space nor excessive text interpretation is acceptable);
- argumentation and conviction (regulations, proposals and petitions are properly grounded, they convince the addressee in sufficient extent to take a proper decision);
- emotional neutrality without any manifestation of individual peculiarities of the author's style;
- prediction of results (planned consequences that may occur at the end of a document operation, strict conception of its effectiveness);
- structural and compositional preciseness (the structure of a document presupposes a definite plan: introduction, argumentation, summing up; the main part of a document presents regulations (petition, proposal, and requirement) on the basis of which this agreement is composed);
- information simplicity (true facts are performed in a simple way, without primitivism);

- correspondence to the norms and requirements of the official and business communication (the use of emotionally neutral morphemes, words or word combinations; the use of words in their logical dictionary meaning; nouns are used instead of personal pronouns; information is presented on behalf of the third person singular; absence of subjectivism in the text).

Documents are used in numerous fields, for example:

Academic: manuscript, thesis, paper, journal, chart, and technical drawing.

Media: layout, script, drawing, photograph, and newspaper article.

Administration, law, and politics: application, brief, certificate, commission, constitutional document, form, gazette, identity document, licence, manifesto, summons, census, and white paper.

Business: invoice, quote, RFP, proposal, contract, packing slip, manifest, report (detailed and summary), spreadsheet, MSDS, waybill, bill of lading (BOL), financial statement, nondisclosure agreement (NDA), mutual nondisclosure agreement (MNDA), and user guide.

Geography and planning: topographic map, cadastre, legend, and architectural plan.

Educational: certificate, diploma, qualification.

According to the field of our interest we will study the different types of documents in the field of administration, business, and education.

Let's study the main definitions:

Certificate – an official document or record stating that particular facts are true. For example, a birth certificate gives the official facts about your birth, and a health certificate gives the facts about your state of health.

Form – an official document that has spaces where you can fill in the information.

ID – a document that gives the details of your name, address, and date of birth, sometimes with a photograph.

ID card – an identity card.

Identity card – BRITISH an official document or card that shows who you are.

Note – a short official document, especially one that you sign.

Notice – an official document containing a warning, instructions, or information about something.

4.3 Lexical and Grammatical Peculiarities of the Social and Political Documents, Translation Techniques

Official translation of document is required by government bodies or agencies that require an additional level of quality certification for the translation. An official translation is a legally valid translation done by a qualified translator and then certified that the translated version reflects the information in the source document. An official translation usually includes some form of proof, a stamp for example, or accompanied by a certification or a statement by the official language translator. If a student wants to study in a graduate school abroad, the university may require the student's undergraduate transcript to be translated by an official translator since the university staff may not be familiar with the student's language. The purpose here is to make sure that the transcript is translated correctly and reflects reality. Translating official documents requires an accurate and clear rendering by an official translation service provider. The accuracy of official translations is their most important feature as they usually serve to fulfil certain government requirements.

Primarily, translation requires the sense of approaching the translation with highly developed grammatical and

linguistic expertise as well as proficiency in both languages' cultures. Just like its name, an official translation is necessitated by official organisations to distinguish the professional translation in important legal matters. An official translator is a person who has successfully passed the test given by the competent authorities has met the expected educational standards, and has specialised in the chosen field. After these procedures, the translators receive the title of official language translated given by the judicial authorities. Their special stamp and legal signature allow them to translate documents intended for use in formal and legal matters. This stamp certifies that a linguist is an official document translator and can serve clients who need translation services and official translations.

Translation of legal, economic, diplomatic, and official business papers requires sufficient knowledge of terms, phrases and expressions. It also depends on the clear comprehension of the sentence structure, particular grammar and syntactical patterns that are characteristic of this style.

Coming across an unknown term in the text a translator can look it up in a dictionary, but if he/she comes across an unknown grammar or syntactic patterns, inadequate translation can distort the content of the source sentence. These are the most widespread English constructions (typical of official business style) causing certain difficulties while translating them into Ukrainian:

Infinitive

Depending on the function of the infinitive in the sentence it can be translated in one of the following ways:

- As an adverbial modifier of purpose, the infinitive can express an independent idea that adds new information about its subject. The adverb is omitted in translation. For example: *The president announced his resignation only after the failure*

of his drive to push through the merger of the two countries last summer. Президент повідомив про свою відставку після того, як минулого літа закінчилася невдачею його спроба об'єднати дві країни.

- After the adjectives *last*, *only* and *ordinal numbers*, the infinitive is translated as the predicate of an attributive subordinate clause. Its tense form is determined by the context, for example: *He was the first high official to be admitted to the inner council of government, to the Cabinet. Він був першим чиновником високого рангу, якого допустили на закриття засідання Кабінету.*

- If + noun + be + infinitive can be translated as «для того щоб», for example: *In any event, members of the association should be prepared to put aside partisan interests if the consensus on the abovementioned principles is to be achieved. У будь-якому випадку, щоб досягнути згоди стосовно вищезазначених принципів, члени асоціації повинні бути готові пожертвувати своїми вузькопартійними інтересами.*

- The complex object with the infinitive is translated as an object subordinate clause, e.g. *Both experiments revealed the rated dimensions to be interrelated. Обидва експерименти показали, що оцінні параметри тісно пов'язані між собою.*

- The complex subject with passive forms of the verbs *say*, *think*, *expect*, *show*, *see*, *find*, *argue*, *know*, *mean*, *consider*, *regard*, *report*, *believe*, *hold*, *suppose*, *note*, *presume*, *claim*, *admit*, *interpret*, etc. is translated as a complex sentence with an object subordinate clause. Care should be taken about non-perfect forms of the infinitive (which are translated in the present time) and perfect forms (which are translated in the past time), for example: *Still they can hardly be said to have formulated a true scientific theory. Усе ж навряд чи можна*

стверджувати, що вони сформували справжню наукову теорію.

- The complex subject with active forms of the verbs *happen, appear, see, prove, turn out, be likely, be certain, be sure*, etc. is translated in two possible ways:

- The English finite form is transformed into a Ukrainian parenthesis and the English infinitive into a Ukrainian predicate, e.g. *So, there appear to be two choices. Отже, здається, що вибір є.*

- The English finite form is transformed into a Ukrainian main clause («малоймовірно», «здається», etc.) and the English infinitive into a Ukrainian predicate in an object subordinate clause, for example: *Neither proposal is likely to work. Малоімовірно, що будь-яка із цих пропозицій виявить себе дієвою.*

- If the English predicate has an object by somebody, such predicate-object clusters are translated as a parenthesis «на думку», «згідно з даними», «як показав, установив, описав тощо », for example: *The results were interpreted by Brown to be insufficient to draw any substantial conclusions. На думку Брауна, цих даних недостатньо для будь-яких суттєвих висновків.*

Gerund

Depending on the function of the gerund in the sentence, it can be translated as:

- A noun, for example: *Banking on a loss of nerve within the board of trustees may turn out to be misguided. Розрахунок на те, що у членів опікунської ради нерви здадуть, може стати неправильними.*

- An infinitive, for example: *Under the pressure of national campaign, he showed a positive gift for saying the wrong things in the wrong words at the wrong time. В умовах*

напруженої кампанії в масштабі всієї країни він виразно показав здатність говорити не те, що потрібно, не так, як слід, і не там, де слід.

- A participle, for example: *In Washington there is quiet satisfaction that the French by joining the float have indirectly acknowledged that the U.S. was right all along.* Вашингтон виразив задоволеність з приводу того, що Франція, приєднавшись до країн з плаваючим курсом валют, опосередковано визнала правоту США.

Participle

Participle I can be translated as

- An attributive clause, for example: *In the Article I there was only one item specifying the matter.* У Статті I був тільки один пункт, який специфікував справу.

- An adverbial clause, for example: *Heavy artillery and mortal fire broke out again in the city last night, virtually putting the whole population of the city under a state of siege.* Учора ввечері місто знову зазнало інтенсивного артилерійського та мінометного обстрілу, і всі його мешканці фактично потрапили в облогу.

- A separate sentence, for example: *The treasury announced that in August the sterling area had a gold and dollar deficit of 44 million dollars bringing the gold and dollar reserve down to the lowest level reached this year.* Міністерство фінансів оголосило, що в серпні стерлінгова зона мала золотий і доларовий дефіцит у розмірі 44 мільйонів доларів. Отже, золоті й доларові резерви досягли річного рівня.

Participle II at the beginning of the sentence can be translated as:

- A subordinate clause, for example: *Asked if the United States is rendering military aid to the forces opposing the*

lawful government in that country, the senator gave an evasive reply. На запитання про те, чи здійснюють Сполучені Штати військову допомогу силам, що протистоять законному уряду країни, сенатор відповів ухильно.

As a part of the complex object construction, participle I and participle II can be translated as:

- An object clause, for example: *The country would like to see its proposals approved by the General Assembly. Країна хотіла б, щоб Генеральна Асамблея схвалила її пропозицію.*

The nominative absolute construction with participle I and II can be translated in different ways, depending on the form of the participle and the position of the construction in the sentence:

- In postposition the nominative absolute construction with participle I performs the function of an adverbial modifier of attending circumstances, for example: *The Prime Minister and the African National Council promptly lapsed into mutual recrimination, seeking to blame the other for deadlock. Прем'єр-міністр й Африканська національна рада відразу ж перейшли до взаємних звинувачень, до того кожна сторона намагалася перекласти на іншу провину за те, що вони опинилися у безвиході.*

- In preposition the nominative absolute construction with participle I and II performs the function of an adverbial modifier of cause or time, for example: *That done with, the two statesmen had subsided into long and profitable talks about other subjects. Після того, як із цим було покінчено, обидва державні мужі заходилися до довгого плідного обговорення інших тем (adverbial modifier of time). It being too late for further discussion, the session was adjourned. Засідання закінчилося, оскільки було дуже пізно, щоб продовжувати обговорення (adverbial modifier of cause).*

- Sometimes participles may be omitted, but the subject-predicate relations in the construction are still

preserved. For example: *The first conference a failure, another meeting at a ministerial level was decided upon.* У зв'язку з невдачею першої конференції було прийнято рішення про проведення ще однієї зустрічі на рівні міністрів. *The debate over, the meeting was adjourned.* Після закінчення дебатів засідання було оголошено закритим.

- The second element of the nominative absolute construction can also be expressed by an infinitive. It can be related to a future action, for example: *With the Congress still to be elected, the Republican leadership was already moving to team up with the Southern Democrats, as it did in the palmy days of the New Deal.* Хоча вибори в Конгресі ще у перспективі, керівництво Республіканської партії вже робить кроки з об'єднання з Демократами Півдня, як у добрі часи «Нового курсу».

Inversion

The order of words in which the subject is placed after the predicate is called inverted word order, or inversion. While translating, the target sentence retains the word order of the source sentence in many cases, for example: *Of special interest should be the first article in Chapter I.* Особливий інтерес викликає перша стаття в Розділі I.

Subordinate clauses of concession with an inverted predicate often serve emphatic purposes and can be translated with the help of Ukrainian combinations «хоча», «який би», for example: *Such a principle, strange as it may seem, is championed in one form or another by certain scholars.* Такий принцип, хоча це й може здатися дивним, у тому чи іншому вигляді відстоюють деякі науковці.

4.4 Types of the Official Translation

There are four types of the official translation. Let's consider each of them one by one:

1 Certified Translation

So, what is a certified translation? A certified translation is required when the receiving party needs to ensure that the translation of your document is accurate and easily understood by the officials who will be reading and certifying it. The certification acts as a formal statement that the translator has translated the content to the best of his/her ability, making the document an official translation.

2 Apostille Translation

An apostille acts as a confirmation of the signature on the document and is given by the government. If the translation is going to be used in a country that is a part of the Hague Convention, the apostille shows the foreign government receiving the official translation that the signatures of the translator and the notary are valid. The process ensures the authenticity of the document and eases the way for the foreign party to confirm the document. In most cases, an apostille translation is not required since it's already internationally recognised by the countries that have joined the Hague Convention. In rare cases, however the receiving country may have local laws that require apostilles to be translated as well.

3 Notarized Translation

A notarized translation is a certified translation that is sealed by a notary public. A notarized translation is required on documents like college application documents, government documents, legal documents, and documents that need to be presented in a court setting. Notarization makes the translated document an official document translation.

In this case, a notarized translation in this case does not certify the originality of the document, because it is filed with the original document.

Usually, translation agency provides the following services:

- Notarized translation and a copy of the document. In this case, the notary certifies the translator's signature as well as the copy of the document. The finished translation is filed with the copy of the document. The notary stamps the copy of the document with a "Photocopy" stamp. It is necessary to show the original document in order to certify the translation and document copy.

- Certification the translation by the translation agency.

A translation agency certifies that the translation was performed at the appropriate language translation agency, and not by the client. For the document to be considered official / legal, it should be notarized.

It is possible to notarize the following documents:

- Registration documents: licences, constituent forms, extracts and certifications, protocols.

- Various agreements (including labour agreements and contracts).

- Marriage certificates.

- Birth certificates.

- Death certificates.

- Divorce certificates.

- Diploma and certificate translations, as well as any additions to them.

- Military tickets.

- References.

- Passport translations.

- Personal papers translation.

- Labour books.

- Pension certificates.

- Student record-books.
- Consents for minors to go abroad.
- Driver's licence.
- Consent documents for child adoption.

In all cases, it is necessary to notarize the document if you need it to be official. It is possible to notarize both the translation and the original copy.

Below is a list of official documents and texts, whose translation does not require notarisation. Among them are: documents without signatures and seals; newspaper articles; magazines; labels; descriptions; forms; advertising brochures; documents issued by foreign institutions (without apostille); handwritten documents.

Similar and some other translations can instead be affixed by the Translation Centre Seal.

4. Sworn Translation

A sworn translation is a document signed and sealed by a sworn translator. A sworn translator is a translator authorised by the Ministry of Foreign Affairs to translate official documents. By signing and sealing the document, the translator guarantees its accuracy and takes the responsibility for the translation of the official document.

Questions

1 Give the definition of the document, the official document.

2 Name the main qualification signs of the documents and give the examples.

3 Name the main fields in which official documents are used.

4 What are the common features of the documents?

5 Give the definition of the certificates. Where can these documents be used?

6 How do you understand the term “identification document”? Give the examples.

7 What is the purpose of an official translation?

8 What are the main qualifications for a translator to have?

9 What types of official translation do you know?

10 Give the definition of a certified translation.

11 Give the definition of a apostille translation.

12 Give the definition of a notarized translation.

13 Give the definition of a sworn translation.

Practical Tasks

Task 1. Watch the video and summarise the information given in the video. Find examples of different official translations.

<https://www.youtube.com/watch?v=kTIOpJfKIn0>

Task 2. Watch the video. Give the definitions for the term cliché. Is it positive or negative phenomenon of the language? Combine it with Ukrainian definition. State your point of view.

https://youtu.be/4z6ZO9Id_AM

Task 3. What do these cliché abbreviations stand for? Translate them into Ukrainian.

MP, HMS, gvt, UN, DAS, BE, EEC, EU, NATO.

Task 4. Translate the borrowed clichés into Ukrainian. In what documents can they be used?

De facto

De jure

En rapport

Ad verbum

Et cetera/ Etc.

Ib/ Ibid/ Ibidem

Cito

Circo

Id est

Nota bene/ N.B.

Per annum

Persona grata

Persona non grata

Task 5. Translate the clichés which are used in business documents into Ukrainian and English.

(a) upon expiry, validity period, terms and conditions, notwithstanding, terms of payment, other conditions, legal entity, physical entity, the above mentioned, on behalf of, provided that, as laid down in;

(b) погоджено, завірено, логотип, печатка нерозбірливо, напис від руки, примітки на берегах, якщо інше не погоджено, тим, кого це стосується.

Task 6. Choose three official documents, translate them into English and analyse them according to qualification signs.

ADDITIONAL MATERIAL

Task 1. Translate the certificate from English into Ukrainian. Mind its lexical and grammatical peculiarities.

SAMPLE FORM:

CERTIFICATE OF OWNERSHIP

Failure to return this certificate of ownership may result in your property being revalued for property tax purposes.

Return this document. Keep a copy for your records if you wish, in its entirety.

RETURN BY: Date will be provided when mailed.

1) Ownership as of December 31, 2023: {{OWNER ON JANUARY 1st}}

2) Has there been a transfer of ownership OR transfer of an interest in ownership between January 1, 2023 and December 31, 2023? Yes_____ No_____.

3) If yes, please provide the name and address of new owner if the above owner is incorrect:

Nature of ownership interest transferred:

4) If partial interest transfer, list the other interest owners, the percent, age of each and the relationship of the grantor to the grantee:

5) Your contact information: Daytime telephone:

6) Mailing address:

7) E-mail address:

8) Signature:

Date _____ .

9) Owner _____ Owner's agent _____

Other: _____ (Indicate title).

Please attach any information that will not fit on the form.

This form cannot be faxed or sent electronically.

This certificate is required by S.C. Code Ann. Section 12-37-3160(B).

PENALTY: If the owner or the owner's agent knowingly falsifies the details on the certificate, the owner or the owner's agent is liable to a civil penalty. The penalty may not be less than twice the amount of tax lawfully due or more than three times the taxes lawfully due.

Property Tax Card Number: _____

Task 2. Give the English translation of your Birth Certificate and your parents' Marriage Certificate. Give the Ukrainian equivalents to the words and word combinations:

in words and figures –
the Civil Registry Book of Births –
District Civil Registry Office –
Civil Registrar in Chief –
to conclude marriage –

the Civil Registry of Marriages –
the family names were conferred to –
the First Civil Registry Office of Pymorsky District
Justice Authority –
an official seal of issuing authority –

Task 3. Translate the reference from Ukrainian into English. Mind the lexical and grammatical peculiarities.

Характеристика
студента IV курсу Одеського
автомобільно-дорожнього
коледжу Одеського національного
політехнічного університету

Траблака Іллі Андрійовича, 1990 р. н., навчався в коледжі з 01.09.06 по 01.07.09 р. за спеціальністю «Організація перевезень і управління на автомобільному транспорті».

За час навчання показав себе як дуже дисциплінований та здібний студент. Навчався тільки на оцінки «відмінно». Загальноосвітній рівень. Проявляє ініціативу щодо громадських доручень. Брав активну участь у всіх позакласних заходах групи та виховних заходах коледжу. До доручень ставився відповідально. Зі старшими повадився поважно. У спілкуванні відкритий, порядний, товариський.

У колективі – самостійний, на зауваження реагує адекватно. Мав товаришів у групі, до справ групи не байдужий. Відношення до товаришів добре. Завжди готовий надати їм допомогу. Реакція на критику товаришів і старших адекватна. Знаходить спільну мову з мамою, завжди з повагою ставиться до неї. Фізично розвинутий, має трудові навички, працелюбний, самостійний.

Правопорушень не здійснював.

Директор коледжу: <підпис> С. В. Мироненко
Заступн. директора з ВР: <підпис> І. Б. Грушицька
Класний керівник <підпис> О. О. Катанависокий.

Task 4. Translate the letter of claim from Ukrainian into English:

Лист-претензія

Шановні _____,

Дякуємо Вам за надіслану першу партію замовлених нами різдвяних подарунків для дітей, що постраждали від чорнобильського лиха. Однак, на жаль, ми не можемо висловити свого захоплення, оскільки їх зовнішнє оформлення (і особливо упаковка) могли бути значно кращими.

Змушені звернути Вашу увагу на незадовільну якість коробок – вони занадто великі, незграбні, оформлені у непривабливих тонах, виготовлені з низькоякісного картону і зовсім не виглядають як святковий дитячий подарунок.

Отже, просимо Вас замінити упаковки і надалі чіткіше дотримуватись усіх пунктів нашої угоди та виконувати замовлення на належному рівні.

З повагою _____
(підпис)

Task 5. Translate the Power of Attorney into Ukrainian observing the frame structure and terms of the source text.

GENERAL POWER OF ATTORNEY

I, [YOUR FULL LEGAL NAME], residing at [YOUR FULL ADDRESS], hereby appoint _____

of _____, _____,
as my Attorney-in-Fact ("Agent").

If my Agent is unable to serve for any reason, I designate _____, _____ of _____, _____ as my successor Agent.

I hereby revoke all general powers of attorney that previously have been signed by me. However, the preceding sentence shall not have the effect of revoking any powers of attorney that are directly related to my health care that previously have been signed by me.

My Agent shall have full power and authority to act on my behalf. This power and authority shall authorize my Agent to manage and conduct all my affairs and to exercise all my legal rights and powers, including all rights and powers that I may acquire in the future. My Agent's powers shall include, but not be limited to, the power to:

1. Open, maintain or close bank accounts (including, but not limited to, checking accounts, savings accounts, and certificates of deposit), brokerage accounts, and other similar accounts with financial institutions.

a. Conduct any business with any banking or financial institution with respect to any of my accounts, including, but not limited to, making deposits and withdrawals, obtaining bank statements, passbooks, drafts, money orders, warrants, and certificates or vouchers payable to me by any person, firm, corporation, or political entity.

b. Perform any act necessary to deposit, negotiate, sell, or transfer any note, security, or draft of the United States of America, including U.S. Treasury Securities.

c. Have access to any safe deposit box that I might own, including its contents.

2. Sell, exchange, buy, invest, or reinvest any assets or property owned by me. Such assets or property may include

income producing or non-income producing assets and property.

3. Purchase and/or maintain insurance, including life insurance upon my life or the life of any other appropriate person.

4. Take all legal steps necessary to collect any amount or debt owed to me, or to settle any claim, whether made against me or asserted on my behalf against any other person or entity.

5. Enter binding contracts on my behalf.

6. Exercise all stock rights on my behalf as my proxy, including all rights with respect to stocks, bonds, debentures, or other investments.

7. Maintain and/or operate any business that I may own.

8. Employ professional and business assistance as may be appropriate, including attorneys, accountants, and real estate agents.

9. Sell, convey, lease, mortgage, manage, insure, improve, repair, or perform any other act with respect to any of my property (now owned or later acquired) including, but not limited to, real estate and real estate rights (including the right to remove tenants and to recover possession). This includes the right to sell or encumber any homestead that I now own or may own in the future.

10. Prepare, sign, and file documents with any governmental body or agency, including, but not limited to, authorisation to:

a. Prepare, sign and file income and other tax returns with federal, state, local, and other governmental bodies.

b. Obtain information or documents from any government or its agencies, and negotiate, compromise, or settle any matter with such government or agency (including tax matters).

c. Prepare applications, provide information, and perform any other act reasonably requested by any government or its agencies in connection with governmental benefits (including military and social security benefits).

11. Make gifts from my assets to members of my family and to such other persons or charitable organisations with whom I have an established pattern of giving. However, my Agent may not make gifts of my property to the Agent. I appoint _____, of _____, _____, _____, as my substitute Agent for the sole purpose of making gifts of my property to my Agent, as appropriate.

12. Transfer any of my assets to the trustee of any revocable trust created by me if such trust is in existence at the time of such transfer.

13. Disclaim any interest which might otherwise be transferred or distributed to me from any other person, estate, trust, or other entity, as may be appropriate.

This Power of Attorney shall be construed broadly as a General Power of Attorney. The listing of specific powers is not intended to limit or restrict the general powers granted in this Power of Attorney in any manner. Any power or authority granted to my Agent under this document shall be limited to the extent necessary to prevent this Power of Attorney from causing:

- my income to be taxable to my Agent,
- my assets to be subject to a general power of appointment by my Agent, and
- my Agent to have any incidents of ownership with respect to any life insurance policies that I may own on the life of my Agent.

My Agent shall not be liable for any loss that results from a judgment error that was made in good faith. However, my Agent shall be liable for wilful misconduct or the failure to

act in good faith while acting under the authority of this Power of Attorney.

I authorise my Agent to indemnify and hold harmless any third party who accepts and acts under this document.

My Agent shall be entitled to reasonable compensation for any services provided as my Agent. My Agent shall be entitled to reimbursement of all reasonable expenses incurred in connection with this Power of Attorney.

My Agent shall provide an accounting for all funds handled and all acts performed as my Agent, if I so request or if such a request is made by any authorised personal representative or fiduciary acting on my behalf.

This Power of Attorney shall become effective immediately and shall not be affected by my disability or lack of mental competence, except as may be provided otherwise by an applicable state statute. This is a Durable Power of Attorney. This Power of Attorney shall continue effective until my death. This Power of Attorney may be revoked by me at any time by providing written notice to my Agent.

Dated _____, 2023 at _____, _____

[YOUR SIGNATURE] _____

[YOUR FULL LEGAL NAME]

[WITNESS' SIGNATURE] _____

[WITNESS' FULL LEGAL NAME]

[WITNESS' SIGNATURE] _____

[WITNESS' FULL LEGAL NAME]

STATE OF _____

COUNTY OF _____

In _____, on the _____ day of _____, 20 __, before me, a Notary Public in and for the above state and county, personally appeared known to me or proved to be the person named in and who executed the

foregoing instrument, and being first duly sworn, such person acknowledged that he or she executed said instrument for the purposes therein contained as his or her free and voluntary act and deed.

NOTARY PUBLIC

My Commission Expires: _____

(SEAL)

Task 6. Give synonymic expressions to the following ones:

- in consideration of –
- in compliance with –
- to handle a case –
- to maintain constant liaison with –
- to update smb. on smth. –
- to pertain to –
- to furnish smb. with smth. –
- sundry expenses –
- Working Gears and Subsistence –
- marine casualty –
- perils of the sea –
- itinerary –
- fund remittance –
- to meet estimated budgeted disbursements –
- by the exercise of due diligence –
- default in the performance of any obligation –
- to become insolvent –
- controversy –
- drug & alcohol pre-joining –

Task 7. Translate the text into Ukrainian.

MARFIN BANK

TO WHOM IT MAY CONCERN

Certificate № 52-07/13

30th of July 2012

city of Odessa

We hereby confirm that a USD current account № 68201000103852849 was opened at the Central Sub-branch of PUBLIC JOINT-STOCK COMPANY (PJSC) – MARFIN BANK in the city of Odessa, Branch Office № 15, in the name of PETRENKO PETRO PETROVYCH on the 7th of March 2008.

Dated 27 July 2012, the account balance amounts to 1500, 01 (one thousand five hundred and one) US dollars, 01 cent.

Acting Head of Branch № 15 of the Central Sub-branch of PUBLIC JOINT-STOCK COMPANY

MARFIN BANK /signature/ N. A. Prisyazhnyuk

Task 8. Translate the text into Ukrainian.

EUROPEAN COMMISSION

EXTERNAL RELATIONS DIRECTORATE GENERAL

11 May 2023

Brussels,

ER/E2 StS D(2023)

507223

VERBAL NOTE

The European Commission has the honour to refer to the Verbal Note of the Ministry of Foreign Affairs of Ukraine No 640/23-011-1751 of 23 April 2023, the Verbal Note of the Ministry of Foreign Affairs and European Integration of the

Republic of Moldova No DM 06 / 1 – 2242 of 5 February 2023, and to the Memorandum of Understanding concluded between the European Commission, the Government of Ukraine and the Government of the Republic of Moldova on the European Commission Border Assistance Mission to the Republic of Moldova and to Ukraine, signed in Palanca on 7 October 2022. In accordance with Article II (7) of the Memorandum of Understanding, the European Commission confirms its agreement to extend the duration of the European Commission Border Assistance Mission for an additional period of 24 months starting from the 1st of December 2022.

The European Commission informs the Ministry of Foreign Affairs of Ukraine that an identical Verbal Note has been sent to the Ministry of Foreign Affairs and European Integration of the Republic of Moldova.

The European Commission avails itself of this opportunity to renew to the Government of Ukraine the assurance of its highest consideration.

Ministry of Foreign Affairs of Ukraine.

Task 9. Read and translate the autobiographies.

АВТОБІОГРАФІЯ

Я, Тигипко Микола Іванович, народився 8 квітня 1960 року в місті Сватово Луганської області.

У 1967 році пішов у 1 клас СШ № 2.

Після закінчення 9 класів у 1975 році Сватівської СШ № 2 вчився в Лисичанському педагогічному училищі на трудовому відділенні.

Після його закінчення, у 1979 році, одержав спеціальність «Учитель праці і креслення 5 – 11 класів».

З вересня 1979 року по квітень 1980 року працював вчителем праці і креслення в СШ № 1 міста Сватово.

З квітня 1980 року по травень 1982 року проходив службу в рядах Збройних сил.

З 1982 року – студент фізико-математичного факультету Харківського державного університету. Закінчив ХДУ в 1987 році за професією вчитель математики.

З 1987 року працюю вчителем математики СШ № 1 міста Сватово.

З 1988 року виконую обов'язки керівника спортивного клубу «Вперед» (на громадських засадах).

Одружений. Склад сім'ї:

Дружина – Тигипко Ірина Ігорівна – 1965 року народження, учитель біології СШ № 2 міста Сватово.

Син – Тигипко Олег Миколайович, 1989 року народження, студент 2 курсу фізико-математичного факультету Луганського державного університету.

Дочка – Тигипко Вікторія Миколаївна, 1991 року народження, учениця 10 класу СШ № 2 міста Сватово.

Моя адреса:

92600, Луганська область, місто Сватово, квартал Незалежності, будинок 8, кв. 59. Тел. 8-050- 071-42-63.

Дата

Підпис

AUTOBIOGRAPHY

Janice P. Morgan

I was born and raised in the United Kingdom (UK), where I lived until the summer of 2000. Having made the decision to move to the United States, much to the chagrin of my parents, I moved to the US and settled in North California. I attended East California University, majored in Elementary Education, and graduated cum laude. Living in the United States has provided me with opportunities to grow and develop, both in my personal and professional life.

As a child growing up in the UK, I was fortunate to attend a well-regarded, private boarding school from kindergarten through high school. All-girls school professed a strong educational and ethic philosophy that has remained with me throughout my life. It is this foundation, along with continued support of my family, educators, and friends that has allowed me to embrace my dream of teaching children.

The year of 2002 was the best year of my life. In this, my graduation year, I successfully completed my teaching practicum and met the man that I would later marry. In 2004, John and I married in the UK, with full attendance by family and friends; it was one of the most important events in my life. A school time later, in November 2005, I took another important role in my life, that of mother. The birth of my daughter, Emma, was a turning point in my life, and I made that conscious decision that it was in her best interest that I become a stay-at-home mother before embarking on my teaching career. As I had a child of my own to nurture and care for, I became more aware of children who do not have the support and nurturing they need to realize their full potential. This created in me great concern about children and lit the flame of desire to return to my teaching career path. I am now entering the teaching arena with the renewed idea of what I would like to achieve as an educator.

This September, it is my hope to secure a teaching position and continue with my dream of teaching today's children. With the wonderful support of my husband and the life of my daughter, I know that I will become a teacher who young children look up to, someone who children can trust, who will always "go the extra mile" to ensure their success.

Task 10. Read and translate into Ukrainian the application letter.

Application Letter

Anna Fedorko
7 Musorgskyi St., 15
Kherson 346335
UKRAINE

Personnel Manager
IBM Group
Dear Sir or Madam,

I believe my experience makes me an ideal candidate for a managerial position in your firm.

I have six years' experience of work in the field of sales management. Four months ago, my accomplishments were acknowledged by a substantial salary increase.

My university education has equipped me to work with computer-based clients, like yours, as well as to communicate with people. Training in business writing, public relations and age psychology would help me to achieve solid rapport with them. I speak Chinese, Turkish, English, and Portuguese; Ukrainian is my native language. Any time convenient for you, I would appreciate the opportunity to discuss my qualifications for beginning a career with your company.

Please call me at 411-5161 after 6 p.m. if you need further information about my experience.

Faithfully yours,
Anna Fedorko
Enclosure

Task 11. Read and analyse the information given in different types of CVs.

Chronological Résumé

Name	Iryna Nikitenko
Address	22 Sumska St., apt. 18, Kharkiv, 61001, Ukraine
Telephone number	+380 (57) 738-13-90
e-mail address	nikitenko@kharkiv.ua

Education

1998 – 2002 – V. N. Karazin Kharkiv National University, Foreign Philosophy Faculty.

Jan. – May 2001 – Arizona State University, Faculty of translators and Interpreters: English – German, German – English; Translation Faculty: Course of International Communication

Work Experience

Feb. 2001 – present – Administrative Assistant in Kreditanstalt Investmentbank Securities|| (Germany).

- arranging invitations
- supplying for visas clearance
- office document filing
- responsible for office maintenance.

June – Dec. 2000 – Secretary-receptionist in Kreditanstalt Investmentbank Securities|| (Ukraine)

- attending the customers
- answering telephone calls
- incoming - outgoing fax filing

Jan. – May 2000 – Co-author of German-English-Ukrainian Dictionary on Economic Terms.

March – Dec. 1999 – Receptionist in the hotel, London.

Skills and Abilities

- fluent in English, German
- practical knowledge of Microsoft Office 2002
- excellent communication skills
- good learner

Functional Résumé

Jose A. Adelo

1525 Jackson Street, City, NY 11111

Phone: 555-555-5555

Email: jadelo@bac.net

OBJECTIVE

To obtain a position where I can maximize my multilayer of management skills, quality assurance, program development, training experience, customer service and a successful track record in the Blood Banking care environment.

SUMMARY OF QUALIFICATIONS

Results-oriented, high-energy, hands-on professional, with a successful record of accomplishments in the blood banking, training, and communication transmission industries. Experience in phlebotomy, blood banking industry, training, quality assurance and customer service with focus on providing the recipient with the highest quality blood product, fully compliant with FDA cGMP, Code of Federal Regulations, AABB accreditation and California state laws.

Major strengths include strong leadership, excellent communication skills, competent, strong team player, attention to detail, dutiful respect for compliance in all regulated environments and supervisory skills including hiring, termination, scheduling, training, payroll, and other administrative tasks.

Thorough knowledge of current manufacturing practices and a clear vision to accomplish the company goals. Computer and Internet literate.

PROFESSIONAL ACCOMPLISHMENTS

Program / Project Manager

Facilitated educational projects successfully over the past two years for Northern California blood centres, a FDA regulated manufacturing environment, as pertaining to cGMP, CFR's, CA state and American Association of Blood Bank (AABB) regulations and assure compliance with 22 organisation quality systems.

Provided daily operational review / quality control of education accountability as it relates to imposed government regulatory requirements in a medical environment. Assisted other team members in veni-punctures, donor reaction care and providing licensed staffing an extension in their duties by managing the blood services regulations documentation (BSD's) while assigned to the self-contained blood mobile unit (SCU). Successfully supervised contract support for six AT&T Broadband systems located in the Bay Area. Provided customer intervention / resolution, training in telephony and customer care, Manpower Scheduling, Quality Control, Payroll and special projects / plant extensions and evaluations to ensure proper end-of-line and demarcation signal.

Reduced employee turnovers introduced two-way communication to field employees, enhanced employee appearance and spearheaded the implementation of employee (health) benefits.

Chief point of contact for the AT&T telephone and the ABC Affiliated TV stations as it relates to complaints and diagnosing communicational problems either at the site or remote broadcasting. Also tested / repaired prototype equipment for possible consideration or for future use. Reviewed

FAA safety requirements and procedures to ensure compliance for aircraft and passenger safety.

Communication expert and programming specialist for the intermediate range Lance and Persian missile systems. Trained to operate and repair the fire direction control (FDC) computer system and field satellite communications. Supervised and maintained the position of System Technician in charge of status monitoring and the integration of monitoring devices in nodes and power supplies. For the reception and transmission of telemetry to the network operation centres (NOC's) located in Denver, CO and Fremont, CA.

Designed plant extensions, improved the paper flow and inventory control for the warehouse. Provided preventative maintenance at the system level, face to face customer interaction when required and travelled to several telephony/@home systems in the U.S. for evaluation and suggestions in using the status monitoring equipment.

EDUCATION

Associate of Art, Administration of Justice, San Jose University, San Jose, CA

NCTI Certified, CATV System Technician, Denver, CO

ABM Certified, Cornerstone Technician, Denver, CO

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Електронне навчальне видання

**Куліш Владислава Сергіївна,
Прокопенко Антоніна Вадимівна**

**БІЗНЕС-КОМУНІКАЦІЯ:
ПЕРЕКЛАД ТА ЛЕГАЛІЗАЦІЯ
ОФІЦІЙНИХ ДОКУМЕНТІВ**

Навчальний посібник

(Англійською мовою)

Художнє оформлення обкладинки
Редактор
Комп'ютерне верстання В. С. Куліш, А. В. Прокопенко

Формат 60×84/16. Ум. друк. арк. 7, 73., Обл.-вид. арк., 7,56.

Видавець і виготовлювач
Сумський державний університет,
вул. Римського-Корсакова, 2, м. Суми, 40007
Свідоцтво суб'єкта видавничої справи ДК № 3062 від 17.12.2007.