



Department of Economics and Management

ENGLISH COURSES FOR LICENCE 2 AND FIP 2 STUDENTS

UNITE D'ENSEIGNEMENT (U.E) :

ANGLAIS COMMERCIAL

ELEMENT CONSTITUTIF D'UNITE D'ENSEIGNEMENT (ECUE) :

ANGLAIS COMMERCIAL

COURSE CONTENT

UNIT ONE : BUSINESS LETTERS OR COMMERCIAL CORRESPONDENCES

❖ Objectives

1- DEFINITION

2- THE DIFFERENT TYPES OF BUSINESS LETTERS

3- THE DIFFERENT PARTS OF BUSINESS LETTERS

4- THE LAYOUT OF BUSINESS LETTERS

a) The full block style

b) The indented style

5- CASE STUDY: LETTER OF APPLICATION

UNIT ONE: BUSINESS LETTERS OR COMMERCIAL CORRESPONDENCES

Objectives:

By the end of this unit, you will be able to:

- Layout business letters,
- Open and close a business letter,
- Write letters of application for jobs,
- Use appropriate language in the context.

1- DEFINITION

Business Letters are **written correspondences** used in the world of business or commerce **to conclude a deal or a business**.

They most often occur between enterprises or business partners. As such, they are strongly different from personal or private letters in the way they are written and also in the way they are presented or laid out. A Business Letter should be concise, precise and direct.

2- THE DIFFERENT TYPES OF BUSINESS LETTERS

There are **five (5) types of Business Letters**:

- A letter of complaint:** it is a letter you write when you are not satisfied with the service.
- A letter of application:** it is a letter you write when you are interested in a job.
- A letter of request:** it is a letter you write when you ask for information about a product, goods or a service.
- A letter of reply:** it is a letter you write when you first received a letter and you write back.
- A letter of order:** it is a letter you write to command something.

3- THE DIFFERENT PARTS OF BUSINESS LETTERS

a) The heading or letterhead

It consists of the name and address of the sender. It can take place either at the top, on the right-hand side or in the top central part of the letter.

b) The date

It is most of the time on the right-hand corner below or under the heading or sender's address. There are two ways of writing it: in Britain, they write the day first, then the month and the year.

Example: GB: 12 September, 2020

In the USA, they write the month first, the day and the year.

Example: USA: September 12, 2020

N.B: Do not write **th**, **rd**, and **nd** after the day.

Example: 12th September, 2020.

Do not mention the name of the place.

Example: Abidjan, 12 September, 2020

Remember to use a capital letter (letter majuscule) for the month and also a comma before the year.

Example: 12 September, 2020

c) The inside address or the addressee

It consists of the receiver's name and address, the name of the office, the name of the company or institution, the address and city. It is always placed against the left-hand corner against the margin.

d) **The references**

It is most of the time on the left-hand corner or side below the inside address (on the same line as the date).

Here is the way they are presented:

- ✓ Our references: our ref:
- ✓ Your references: your ref:

The references are often the initials of the person who asks to write the letter (the boss) and those of the person who types it. (the secretary).

For example: The Dean: **BALLO ZIE** (the boss) asks his secretary Clementine KOUAKOU to write a letter. The reference will be:

- our ref: B.Z / C.K .

e) **Salutation**

It is always against the left-hand margin, not in the middle. It starts with **Dear ...**

Dear Sirs,	- To a company
Dear Sir,	- To a man if you do not know his name
Dear Madam,	- To a woman if you do not know her name
Dear Mr Smith,	- To a man
Dear Mrs Smith,	- To a married woman
Dear Miss Smith,	- To an unmarried woman
Dear Ms Smith,	- To a married or unmarried woman
Dear John,	- To a friend or someone you know well

f) Subject Matter (Objet de la letter)

It is either **below** the Opening Salutation (British) or **above** the Opening Salutation (USA). It is always underlined.

g) The Body of the letter

Most letters have three (3) parts:

- ✓ An opening or beginning:

Here are some ways to begin a business letter.

- We are writing to enquire about
- We are writing in connection with
- We are interested in and we would like to know

If you are answering a letter, you can start this way:

- Thank you for your letter of (date)
- Thank you for your letter dated (March 3)
- We have received your letter of (date)
- asking if
- enquiring about ...
- enclosing
- concerning ...

- ✓ **The main message**

This part deals with the details of the letter

- ✓ **The ending**

Here are some ways to end a business letter

- I look forward to receiving your reply/ order/ product etc...
- Looking forward to hearing from you,

If you give some information in the letter, you can close like this:

- I hope that this information will help you.
- Please contact me / us if you need any further information.
- Please feel free to contact me / us if you have any further question.
- Please let me / us know if you need further information

h) The closing salutation

The way you close a letter depends on how you open it.

- Dear Sirs / Sir / Madam	- Yours faithfully
- Dear Mr / Mrs / Miss / Ms Smith	- Yours sincerely
- Dear John	- Best wishes

i) The signature.

It is below the closing salutation above the name of the person signing the letter with his or her position.

Example:

-Yours faithfully

-Signature

-Koffi Jérémie

-Course Holder

j) The Enclosure(s) = (pièce(s) jointe(s))

If you are enclosing something in a letter, indicate this by placing the word Enclosure-Enclosures “Enc. or Encl. or Enc(s)” against the left-hand margin, below the Signature.

Example:

Enclosures : Receipt of your remittance (paiement).

Enc(s) : Latest price list

: Leaflet with list of our agents abroad.

Whatever the type of letter we are writing, letters are presented according to a certain plan called **THE LAYOUT** which goes with two (2) styles: The full block style or The indented style.

4- THE LAYOUT OF BUSINESS LETTERS

1- The full block style

In the full block style, we start writing from the margin to the right side. People must skip (sauter) a line after each paragraph in order to make a precise, concise, direct and lisible letter.

LETTER LAYOUT: BLOCK STYLE

Leaders in the manufacture of electrical equipment
NAGAKURA

Yoshimori Heights Kawasaki-shi
Kanagawa Ken 231 Japan
Tel +81 44-932-2526
Fax +81 44-932-2884

Your ref
Our ref JM/st/43Z

The Production Supervisor
Leefung Plastics (Singapore) Ltd
Box 226
Brown Street PO
Singapore

12 January 1995

Dear Sir or Madam

Visit to Singapore

I am now planning my forthcoming trip to South East Asia and I would be very pleased if we could meet to discuss the new range of Nagakura products.

I hope to be in Singapore on 9 and 10 March. Would it be convenient to visit you on 10 March at 11.30 a.m.? I would also be grateful if, in your reply, you could tell me exactly where your offices are located.

I look forward to hearing from you.

Yours faithfully

Jun Mizuno

Jun Mizuno
Technical Sales

Callouts:

- The writer's and addressee's references
- The addressee's name and address is on the left. There is no punctuation.
- The date is usually on the right and is shown in full.
- Dear Sir or Madam to a company or when you do not know the addressee's name.
- Subject heading helps to focus the reader's attention.
- Paragraphs start at the margin.
- Line space between each paragraph.
- Dear Sir or Madam ends Yours faithfully. Dear Name ends Yours sincerely or Best wishes.
- The writer's name, title and/or department are under the signature.

2- The indented style (forme décalée)

The layout (présentation) of the indented style (la forme décalée) is different from the full block style.

In the indented style, the date is placed on the left-hand corner just after the letterhead.

The closing salutation, signature, name and position are put on the right-hand corner.

People skip one line after each paragraph.

Now that we know the layout of the business letter, let us study the case of application letters in more details.

5- CASE STUDY: A letter of application

When writing an application, this is normally what we need to put in:

- 1-** What job or position you are seeking and how you came to know about the vacancy.
- 2-** Your age, qualifications, educational background, present and previous employment.
- 3-** Your interests or aptitude relevant to the job you are seeking. Mention only those aptitudes or interests which are clearly relevant to the job you want.
- 4-** Names of one or two people who will be willing to recommend you. In practice, it is important to write to your referees yourself asking permission to use their names. The easiest way to master this kind of letter is to memorise a few of the conventional ways of starting and ending letters of application.

Here are some examples of first and last paragraphs for an application. You should memorise the framework or a few of these for your own use.

First paragraph:

In reply to an advertisement in a newspaper

- a)** With reference to your advertisement in (Notre Voie, Fraternité Matin) of (date) for (applicants to fill applications for) (vacancies- a vacancy) for (name of job) in your (department- office- schools, etc...), I hereby apply (respectfully) to be considered for the post.
- b)** I learnt from your advertisement in (name of the newspaper) of (date) that there is a vacancy in your department for (name of job) and I respectfully wish to apply for the post.
- c)** I should like to be considered for the post of (name of job) in your department as advertised in (the name of newspaper) of (date).
- d)** I wish to apply for the post of (.....) in your department (firm – school).

Last paragraph

- a)** If (I am appointed to this post – this application is favourably considered,) I shall always try to give my best service.
- b)** I (hope –trust) that you will give to this application your favourable consideration, and I look forward (to hearing from you soon).
- c)** If there (is – are) any further (information – details), you should wish in support of (this – my) application, I shall be pleased to write to you again.

Here is an example of letter of application to be studied in class.

Reference document

James Andrew WILLIAMS
11 South Street
LEIGHTON LKJ 2BT
Phone: (44) 25 37 64 61

Address, phone number

Mr. A. WHITE Name of addressee 32, British Age and nationality of sender

Personnel Manager Position in company

JOHNSON Ltd Name of company 32, British

67 St Patrick's Road Address of company

WINDSOR SL4 3GD

12 December, 2001 Date

Dear Mr. White, Salutation

The position of System Analyst advertised in to-day's Daily News is exactly the kind of opportunity I have been waiting for. How you came to know about the position

After getting my BA 2nd class Honours degree in Spanish with French at the University of Kent, England, in May 1996, I was a trainee at Luton Electronics Company from November 1996 to January 1997. Since then I have worked as Assistant Personnel Officer for the same company. Qualifications and experience

I am eager to move into an international firm where I would have wider scope for my qualifications and abilities. Motive for applying

As well as speaking fluent Spanish, I have a working knowledge of Italian and a reading knowledge of Russian.

Please do not hesitate to contact me if you need any further details. I am available for interview at 48 hours' notice and can provide references from Mr. Gresham, Personnel Manager of Luton Electronics Company, and Dr. Menendez of the Department of Spanish at the University of Kent. Information relevant to position

I look forward to hearing from you and meeting you in the very near future.

Yours sincerely, Complementary close

James Andrew WILLIAMS Signature

Availability and references

QUESTIONS ABOUT THE LETTER ABOVE.

- 1- What do you call this letter?
- 2- Who writes this letter?
- 3- What is the style of this letter? (Full block style or indented style)?
- 4- What is the position advertised?
- 5- How old is the writer and what are the writer's qualifications and educational background?
- 6- Has the writer mentioned some referees in his application letter?
- 7- Is this letter in the full block style? Why or why not?

CONSOLIDATION EXERCISE

Task :

Here is a business letter about a visit to Singapore. Identify the different parts of this letter. Then, put them (different parts) in a way to make a concise, precise, direct and meaningful letter.

I hope to be in Singapore on 9 and 10 March. Would it be convenient to visit you on 10 March at 11.30 a.m? I would also be grateful if, in your reply, you could tell me exactly where your offices are located.

Visit to Singapore

Your ref
Our ref JM/st/43z

The production supervisor
Leefung plastics (Singapore) Ltd
Box 226
Brown Street Po
Singapore

Yours faithfully



Jun Mizuno
Technical sales

I am now planning my forthcoming trip to south East Asia and I would be very pleased if we could meet to discuss the new range of Nagakura products.

NAGAHURA

Yoshimori heights Kawasaki-shi
Kanagawa ken 231 Japan
Tel +81 44-932-2526
Fax +81 44-932-2884

I look forward to hearing from you.

02 January 2013

Dear Sir or Madam