

Министерство образования и науки Российской Федерации  
Федеральное государственное бюджетное образовательное учреждение  
высшего профессионального образования  
«Российский государственный торгово-экономический университет»

Казанский институт (филиал)

Мазитова Ф.Л., Москалева Д.Р.

# **Деловые переговоры и деловая переписка на английском языке**

*Учебное пособие*

Казань 2012

УДК 651.44.007

ББК 65.050.2я73

М13

**Составители:**

**Ф.Л. Мазитова**, канд. филол. наук, профессор;

**Д.Р. Москалёва**, ст. преподаватель

**Рецензенты:**

**Е.А. Андреева**, доцент кафедры иностранных языков Казанского института (филиала) РГТЭУ, канд. филол. наук;

**Р.И. Куряева**, доцент кафедры иностранных языков Института экономики, управления и права, канд. филол. наук.

Учебное пособие «Деловые переговоры и деловая переписка на английском языке» предназначено для студентов экономических специальностей, изучающих английский язык и совершенствующих его в рамках дисциплины «Деловые переговоры и деловая переписка на английском языке».

Данное учебное пособие рассчитано также на широкий круг лиц, уже владеющих английским языком и желающих усовершенствовать его в области бизнеса и коммерческой коммуникации. Особый интерес оно может представлять для бизнесменов, бухгалтеров, секретарей, референтов, администраторов и других офисных работников.

Основная цель пособия – овладение навыками написания делового письма и совершенствование навыков владения деловым разговорным английским. Предлагаемые модели писем и упражнения, составленные на оригинальном языковом материале, помогут грамотно оформить и составить деловое письмо и провести деловую встречу.

Статьи англо-русского экономического словаря, включённого в пособие, охватывают терминологию, используемую в современном банковском деле, на финансовых и валютных рынках, в коммерческих сделках, в страховом бизнесе, рекламе и т.д.

ISBN 978-5-93883-123-0

## The Form of the Business Letter

It should be noted that in the English-speaking countries there are no uniform standards for business letters. Certain general rules are observed in all these countries, but there are many variations in details.

The essential parts of the business letter are:

### 1. Heading

The letterhead, or heading, consists of the name and address of the firm and additional information, such as telephone number or numbers, telegraphic address, cable address, code or codes used by the firm, telex number or numbers, names of partners or directors, branch offices, etc.

### 2. Date

The date is placed below the printed letterhead, or it forms a part of the typed heading. In Great Britain it is usually written in either of the following ways: *12th August, 20... or August 12th, 20...*

The Americans use the latter form, but omit the *st, nd, rd* or *th* after the day of the month. This shorter form has also become quite popular in Britain: *May 2, 20...or 16 September 20...*

### 3. Inside Address

The inside address includes:

- a. addressee's name,
- b. his title,
- c. house number, street, etc.

### 4. Salutation

Every English letter — regardless of whether it is addressed to a private person, a business firm or a government office — requires a salutation.

The most common salutations in letters to individuals are *Dear Sir* or *Dear Madam*, *Dear Mr. Baker*, *Dear Mrs. Smith* or *Dear Miss Brown*.

The Americans usually prefer the salutation *Dear Mr.* (*Dear Mrs.* / *Dear Miss*) ...

In letters to two or more men and to business firms the salutations *Dear Sirs* and *Gentlemen* are used. The former is preferred in Great Britain, the latter — in the United States.

### 5. Body

The body of the letter contains the message. In Great Britain and the United States, great importance is attached to the paragraphing of letters. A separate paragraph should be devoted to each new topic or idea. Most letters do not exceed one page. If the letter is longer, it is continued on a second sheet.

## 6. Complimentary Close

The complimentary close should always be consistent with the salutation.

In Great Britain the suitable complimentary close for letters beginning with *Dear Sir* or *Dear Madam*, *Dear Sirs* or *Mesdames* is *Yours faithfully*. Letters using the salutation *Dear Mr. ...*, *Dear Mrs. ...* or *Dear Miss ...* are closed with *Yours sincerely*. Other informal closes are *Yours truly* and *Yours very truly*.

In American business letters *Yours sincerely* or *Sincerely yours* is increasingly replacing *Yours very truly* or *Very truly yours*. Correspondents who know each other well also use the following closes: *Sincerely*, *Yours cordially*, *Cordially yours* and *Cordially*.

## 7. Signature

Since many signatures are difficult to read, the name of the undersigned is usually typed below (or above) his signature.

## 8. Reference Initials

It is customary for the secretary or shorthand typist to indicate on the letter the initials of the person who dictated the letter and her own initials. The dictator's initials are always placed first and separated from those of the transcriber by a stroke or colon: ADT/ej or ADT:EJ (Dictator's name: *Alfred D. Thomas*; transcriber's name: *Elizabeth Jones*).

# Types of Business Letters

## I. Inquiries

The most important inquiry in business is the inquiry relating to goods.

Inquiries of this type are addressed to suppliers by prospective customers (also called "prospects" in business). They can be made orally or in writing. Many firms have printed inquiry forms. An inquiry is without any obligation for the inquirer.

Businessmen usually send inquiries to several likely suppliers, as they want to find out which of these suppliers offers the best quality, the most favourable prices and terms and / or the shortest delivery dates.

Often the buyer, in his inquiry, merely asks the supplier to furnish literature or to send his representative (*general* or *routine inquiry*). If the customer wants a detailed offer, or if he has a special problem, his inquiry must contain full details of his requirements (*special* or *specific inquiry*).

Sometimes drawings, patterns, or the like have to be added.

### ***Terms and phrases***

<b>a. Reference to Advertisement, etc.</b>	<b>Ссылка на рекламу и т.д.</b>
We refer to your advertisement in «Export News».	Мы ссылаемся на Вашу рекламу в «Export News».
We have seen your stand at the Hanover Fair.	Мы видели Ваш стенд на Ганноверской Ярмарке.
We hear that you have put a new electric shaver on the market.	Мы слышали, что Вы поместили на рынок новую электрическую бритву.
As we have learned from Messrs. Miller & Sons, you are manufacturers of hydraulic pumps.	Как мы узнали у господ Miller & Sons, Вы являетесь изготовителями гидравлических насосов.
Your firm has been mentioned to us as one of the leading importers of textiles.	Ваша фирма была рекомендована нам как одна из ведущих компаний импортеров текстиля.
<b>b. Reasons for Inquiring</b>	<b>Причины запроса</b>
We need ... We are in need of ... We require ...	Нам нужны ... Нам требуются ...
We are in the market for ...	Мы находимся на рынке для ...
We are interested in importing German cutlery.	Мы заинтересованы в импорте немецких режущих приборов.
As we have received many inquiries from customers for...	Поскольку мы получили много запросов от клиентов о ...
Our stock is running low.	Наш запас исчерпывается.
Our stock is nearly exhausted (depleted).	Наш запас почти исчерпан.