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Кафедра іноземних мов

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**МЕТОДИЧНІ РЕКОМЕНДАЦІЇ  
ТА НАВЧАЛЬНІ ЗАВДАННЯ**  
для розвитку мовленнєвих компетентностей  
здобувачів вищої освіти усіх спеціальностей НУВГП  
з вибіркової дисципліни «Ділова документація  
англійською мовою»

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Методичні рекомендації та навчальні завдання для розвитку мовленнєвих компетентностей здобувачів вищої освіти усіх спеціальностей НУВГП з вибіркової дисципліни «Ділова документація англійською мовою» / Ботвінко-Ботюк О. М., Осецька Н. Ф. – Рівне : НУВГП, 2019. – 31 с.

Укладачі: Ботвінко-Ботюк О. М., к. філол.н, доцент кафедри іноземних мов;  
Осецька Н. Ф., старший викладач кафедри іноземних мов.

Відповідальний за випуск : Тадєєва М. І., д.пед.н., професор, завідувач кафедри іноземних мов.



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## Вступ

Ділова документація англійською мовою – це вузькоспеціалізований бізнес курс англійської мови, який призначений для вивчення особливостей листування з клієнтами і партнерами діловою англійською мовою. У сучасному міжнародному бізнесі вміння писати ділові листи англійською мовою є дуже важливим, так як співпраця просто неможлива без взаєморозуміння. Існують чіткі правила ведення ділової переписки англійською мовою, проте ділові листи мають дуже широку класифікацію, а тому, дуже специфічні. Аналізуючи відмінності в правилах оформлення ділових листів українською та англійською мовами, автори звертають увагу на основні аспекти ділового листування в компаративному аспекті, а саме: правила оформлення, стилізація і типізація документації. Курс включає практичні вправи з написання ділових листів різних видів, аналізу норм ділового письмового етикету, логічної структури ділового листа, розширення цільового словникового запасу, який використовується в ділових листах, розглядає найбільш типові помилки в процесі їхнього складання. Вивчення курсу має на меті отримання студентами ключових навичок ведення міжнародного бізнес-діалогу із особливим акцентом на практику написання ділових листів різних типів англійською мовою, дає можливість здобути знання, необхідні для успішного і грамотного спілкування в письмовій формі.

Вивчення основ ділового листування – це унікальна можливість для студентів підвищити рівень володіння англійською мовою, збільшити їх потенційну можливість кар'єрного росту, вміння налагоджувати контакти із зарубіжними партнерами, здійснювати ділове листування з клієнтами, колегами або співробітниками.

## PART I

### Unit 1. What is Business Communication?

#### 1. Read and translate the text. Pay attention to the pre-text words:

communication	спілкування
transmission	передача
exchange	обмін
mutual	взаємний
essence	суть



feedback

integral

involve

misunderstanding

policy

certain

advent

goodwill

agenda

manuals

зворотній зв'язок

невід'ємний, цілий

включати

непорозуміння

політика

певний

поява

доброзичливість

порядок денний

посібники

**Communication** is neither the transmission of a message nor the message itself. It is the mutual exchange of understanding, originating with the receiver. Communication needs to be effective in business. Communication is the essence of management. The basic functions of management (Planning, Organizing, Staffing, Directing and Controlling) cannot be performed well without effective communication.

Business communication involves constant flow of information. Feedback is integral part of business communication. Organizations these days are verly large and involve large number of people. There are various levels of hierarchy in an organization. Greater the number of levels, the more difficult is the job of managing the organization. Communication here plays a very important role in process of directing and controlling the people in the oragnization. Immediate feedback can be obtained and misunderstandings if any can be avoided. There should be effective communication between superiors and subordinated in an organization, between organization and society at large (for example between management and trade unions). It is essential for success and growth of an organization. Communication gaps should not occur in any organization.

Business Communication is goal oriented. The rules, regulations and policies of a company have to be communicated to people within and outside the organization. Business Communication is regulated by certain rules and norms. In early times, business communication was limited to paper-work, telephone calls etc. But now with advent of technology, we have cell phones, video conferencing, emails, satellite communication to support business communication. Effective business communication helps in building goodwill of an organization.



Business Communication can be of two types:

1. **Oral Communication** – An oral communication can be formal or informal. Generally business communication is a formal means of communication, like : meetings, interviews, group discussion, speeches etc.
2. **Written Communication** – Written means of business communication includes – agenda, reports, manuals etc.

## 2. Match the English word with its Ukrainian equivalent:

communication

звіт

report

важкий

discussion

спілкування

organization

доброзичливість

goodwill

нерозуміння

misunderstanding

організація

difficult

вищий

success

передача

superior

обговорення

transmission

успіх

## 3. Form the correct word combination:

business

mutual

paper

communication

certain

exchange

work

rules

video

immediate

feedback

conferencing

trade

basic

functions

unions

## 4. True or false?

1. There is one level of hierarchy in an organization.
2. Communication is neither the transmission of a message nor the message itself.
3. Effective business communication helps in building goodwill of an organization.
4. Business communication involves constant flow of transplantation.
5. Feedback is illegal part of business communication.

## 5. Answer the questions:

1. State two types of Business Communication.
2. What is Communication?
3. What are the basic functions of management?
4. Is Feedback integral part or considerable part of business communication?
5. What is Oral communication?
6. Give the definition of written communication.

## 6. Summarize the information in the passage in your own words, you have absorbed the correct main idea. To accomplish this goal, try the steps listed below :

- Write a short summary in your own words about what you have read.
- Does your summary agree with this general topic?
- Does your summary contain the same ideas being expressed by the author?
- Could you write a headline that would express your summary in less than five words?

## Unit 2. Components of Communication Process

### 1. Read and translate the text. Pay attention to the pre-text words:

verbal	вербальний
social	соціальний
proceed	продовжувати
within	в межах
encoder	кодер
aid	допомога
response	відповідь
instance	наводити як приклад
employees	працівники
conduct	поведінка
recipient	одержувач
competencies	компетенції
ascertaining	констатація
approach	підхід
responsiveness	чуйність
decoder	декодер



transmit  
efficacy  
memos  
spontaneous

передати  
ефективність  
пам'ятки, нагадування  
спонтанні

Communication is a process of exchanging verbal and non verbal messages. It is a continuous process.

The main **components of communication process** are as follows:

1. **Context** – Communication is affected by the context in which it takes place. This context may be physical, social, chronological or cultural. Every communication proceeds with context. The sender chooses the message to communicate within a context.

2. **Sender / Encoder** – Sender / Encoder is a person who sends the message. A sender makes use of symbols (words or graphic or visual aids) to convey the message and produce the required response. For instance – a training manager conducting training for new batch of employees. Sender may be an individual or a group or an organization. The views, background, approach, skills, competencies, and knowledge of the sender have a great impact on the message. The verbal and non verbal symbols chosen are essential in ascertaining interpretation of the message by the recipient in the same terms as intended by the sender.

3. **Message** – Message is a key idea that the sender wants to communicate. It is a sign that elicits the response of recipient. Communication process begins with deciding about the message to be conveyed. It must be ensured that the main objective of the message is clear.

4. **Medium** – Medium is a means used to exchange / transmit the message. The sender must choose an appropriate medium for transmitting the message else the message might not be conveyed to the desired recipients. The choice of appropriate medium of communication is essential for making the message effective and correctly interpreted by the recipient. This choice of communication medium varies depending upon the features of communication. For instance – Written medium is chosen when a message has to be conveyed to a small group of people, while an oral medium is chosen when spontaneous feedback is required from the recipient as misunderstandings are cleared then and there.

5. **Recipient / Decoder** – Recipient / Decoder is a person for whom the message is intended / aimed / targeted. The degree to which the decoder understands the message is dependent upon various factors such



as knowledge of recipient, their responsiveness to the message, and the reliance of encoder on decoder.

6. **Feedback** – Feedback is the main component of communication process as it permits the sender to analyze the efficacy of the message. It helps the sender in confirming the correct interpretation of message by the decoder. Feedback may be verbal (through words) or non-verbal (in form of smiles, sighs, etc.). It may take written form also in form of memos, reports, etc.

## 2. Match the English word with its Ukrainian equivalent:

approach	різноманітні
message	констатація
memos	основний
responsiveness	нагадування
various	одержувач
communication	повідомлення
recipient	допомога
aid	спілкування
ascertaining	підхід
main	чуйність

## 3. Form the correct word combination:

communication	interpretation
component	small
process	various
main	group
verbal	factors
messages	continuous
correct	process

## 4. True or false?

1. Every communication proceeds with correct message.
2. Medium is a means used to exchange / transmit the message.
3. The degree to which the decoder understands the message is dependent upon one factor.
4. Communication is a process of exchanging only verbal messages.
5. Message is a key idea that the decoder wants to communicate.

**5. Answer the questions:**

1. What are the main components of communication process?
2. Give the definition of what communication is?
3. What is a key idea that the sender wants to communicate?
4. What is feedback?
5. What do you mean by the word medium?

**6. Summarize the information in the passage in your own words, you have absorbed the correct main idea. To accomplish this goal, try the steps listed below :**

- Write a short summary in your own words about what you have read.
- Does your summary agree with this general topic?
- Does your summary contain the same ideas being expressed by the author?
- Could you write a headline that would express your summary in less than five words?

**Unit 3. Importance of Communication in an Organization**

**1. Read and translate the text. Pay attention to the pre-text words:**

significant	значний
perform	виконати
essential	основні
responsibilities	обов'язки
communication	підлеглі
subordinates	спілкування
achieve	досягти
approximately	приблизно
superior	начальник
subordinates	підлеглі
clarifying	роз'яснення
moulding	формування
fosters	вихованці
behaviour	поведінка
guidelines	правила
grievance	оскарження
proficiency	професіоналізм
occurrence	виникнення
preventive	профілактичний



Effective Communication is significant for managers in the organizations so as to perform the basic functions of management, i.e., Planning, Organizing, Leading and Controlling.

Communication helps managers to perform their jobs and responsibilities. Communication serves as a foundation for planning. All the essential information must be communicated to the managers who in turn must communicate the plans so as to implement them. Organizing also requires effective communication with others about their job task. Similarly leaders as managers must communicate effectively with their subordinates so as to achieve the team goals. Controlling is not possible without written and oral communication.

Managers devote a great part of their time in communication. They generally devote approximately 6 hours per day in communicating. They spend great time on face to face or telephonic communication with their superiors, subordinates, colleagues, customers or suppliers. Managers also use Written Communication in form of letters, reports or memos wherever oral communication is not feasible.

Thus, we can say that “**effective communication is a building block of successful organizations**”. In other words, communication acts as organizational blood.

**The importance of communication in an organization can be summarized as follows:**

1. Communication **promotes motivation** by informing and clarifying the employees about the task to be done, the manner they are performing the task, and how to improve their performance if it is not up to the mark.

2. Communication is a **source of information** to the organizational members for decision-making process as it helps identifying and assessing alternative course of actions.

3. Communication also plays a crucial role in **altering individual's attitudes**, i.e., a well informed individual will have better attitude than a less-informed individual. Organizational magazines, journals, meetings and various other forms of oral and written communication help in moulding employee's attitudes.

4. Communication also **helps in socializing**. In today's life the only presence of another individual fosters communication. It is also said that one cannot survive without communication.

5. As discussed earlier, communication also assists in **controlling**



**process.** It helps controlling organizational member's behaviour in various ways. There are various levels of hierarchy and certain principles and guidelines that employees must follow in an organization. They must comply with organizational policies, perform their job role efficiently and communicate any work problem and grievance to their superiors. Thus, communication helps in controlling function of management.

An effective and efficient communication system requires managerial proficiency in delivering and receiving messages. A manager must discover various barriers to communication, analyze the reasons for their occurrence and take preventive steps to avoid those barriers. Thus, the primary responsibility of a manager is to develop and maintain an effective communication system in the organization.

## 2. Match the English word with its Ukrainian equivalent:

avoid

barrier

grievance

efficient

comply

employees

attitude

approximately

subordinates

moulding

бар'єр

працівники

оскарження

формування

унікати

ставлення

приблизно

підлеглі

виконувати

ефективний

## 3. Form the correct word combination:

system

controlling

process

organizational

basic

functions

communication

effective

the team goals

to achieve

steps

preventive

policies

communication

## 4. True or false?

1. Controlling is possible without written and oral communication.
2. An effective and efficient communication system requires managerial proficiency in delivering and receiving messages.



3. Communication helps managers to perform their jobs and responsibilities.
4. Communication also helps in moralizing.
5. Communication also assists in organizational process.

### 5. Answer the questions:

1. Is controlling possible without written and oral communication?
2. What is the primary responsibility of a manager in the organization?
3. What helps managers to perform their jobs and responsibilities?
4. What requires managerial proficiency in delivering and receiving messages?
5. How communication promotes motivation?

### 6. Summarize the information in the passage in your own words, you have absorbed the correct main idea. To accomplish this goal, try the steps listed below :

- Write a short summary in your own words about what you have read.
- Does your summary agree with this general topic?
- Does your summary contain the same ideas being expressed by the author?
- Could you write a headline that would express your summary in less than five words?

## Unit 4. Business Negotiations

### 1. Read and translate the text. Pay attention to the pre-text words:

negotiation	перемовини
resolve	врегулювати
circumstance	обставини
reconcile	узгоджувати
jointly	колегіально
require	потребувати
to be involved	здіювати
mutually	взаємно
outcome	результат
acceptable	прийнятний
emphasize	наголошувати
straightforward	зрозумілий



rumour  
delay  
recap  
testimonial  
overwhelm

чутки  
затримка  
підсумок  
рекомендація  
оволодівати

Negotiations can be called as a way of resolving disputes. It is considered as being synonymous to settlement, agreement, collaboration and bargaining. It takes place almost in all spheres of life – be it is business, personal circumstances (married life, parenting, etc.), legal procedures, government matters, etc. Negotiation can be defined as a channel of communication intended to reconcile differences between parties and to settle conflict jointly. The parties aim at achieving a win-win position.

Business Negotiations requires a lot of homework, such as asking what is the need of negotiation, who all are involved, what are their view points, what are your aims, what is expected from negotiation, etc.

Negotiation involves minimum of two parties. The aim of negotiation is understood by both parties. The parties are willing to arrive at a mutually agreeable outcome. The outcome is acceptable to both parties.

There are certain do's and don'ts in case of negotiations:

- Do not discuss too many issues, emphasize on the prior issues.
- Be honest and straightforward. Don't get carried away by rumours.
- Never give deadlines, it might lead to delays in deals.
- Keep away personal differences. Just focus your arguments on facts.
- Keep on giving recaps during the negotiation process.
- Avoid being rigid. Listen to the other parties view point if valid.
- Give testimonials for your argument. Support your argument with facts.
- Don't make demands which can't be accepted at all.
- Don't let emotions overwhelm you.
- Be optimistic. Don't fear losing. There are opportunities in other transactions also.

## 2. Match the English word with its Ukrainian equivalent:

bargaining  
consider  
keep away

брати до уваги  
не підпускати близько  
мати намір



married life  
accept  
collaboration  
fear  
intend  
demand  
opportunity

приймати  
вимога  
можливість  
співробітництво  
страх  
подружнє життя  
перемовини

### 3. Form the correct word combination:

resolve	circumstances
agreeable	disputes
focus	differences
personal	position
win-win	outcome
give	procedure
reconcile	argument
legal	recap

### 4. True or false?

1. The term 'negotiations' is considered as being synonymous to settlement, agreement, collaboration and bargaining
2. Negotiations takes place in personal circumstances (married life, parenting, etc.).
3. Negotiation is a channel of communication intended to reconcile differences between parties and to settle conflict jointly.
4. Negotiation involves maximum of two parties.
5. Support your argument with rumours.

### 5. Answer the questions:

1. Give the definition of negotiation
2. When do people usually resort to negotiation?
3. What type of homework does business negotiation require?
4. What is the aim of negotiation?
5. There are certain do's and don'ts in case of negotiations. Name three do's of negotiations.
6. There are certain do's and don'ts in case of negotiations. Name three don'ts of negotiations.

**6. Summarize the information in the passage in your own words, you have absorbed the correct main idea. To accomplish this goal, try the steps listed below :**

- Write a short summary in your own words about what you have read.
- Does your summary agree with this general topic?
- Does your summary contain the same ideas being expressed by the author?
- Could you write a headline that would express your summary in less than five words?

### **Unit 5. Features of Business Communication**

**1. Read and translate the text. Pay attention to the pre-text words:**

feature	риси
distinguish	розрізняти
target-oriented	націлений, спрямований
persuasive	переконливий, мотив
query	запит
avoid	унікати
convey	передавати
ambiguity	незрозумілий момент
chart	схема
condense	стишло висловлюватись
achieve	досягати
persuade	переконувати
employee	найманий працівник
perform	виконувати
customer	клієнт

Business Communication has certain features or characteristics which enable us to distinguish it from other communication.

**A communication to be business communication must be:**

1. Practical,
2. Factual,
3. Clear and brief,
4. Target-oriented,
5. Persuasive.



### **1. Practical:**

Effective business communication deals with the practical aspect of the information explaining why, how, when and the like queries. It avoids impractical, imaginary, unnecessary or repetitive information to eliminate waste of time. It conveys important information to the receiver.

### **2. Factual:**

In general a business message contains facts and figures in place of overall idea. Important date, place, time, etc. should be clearly mentioned in a business communication.

### **3. Clear and Brief:**

The language used in business communication should be simple, clear, brief and without ambiguity. Sometimes charts, photographs, diagrams, etc. are used to condense or clarify the information.

### **4. Target-Oriented:**

A business communication must have a specific objective and must be planned properly so that the objective can be achieved.

### **5. Persuasive:**

Business communication often plays a persuasive role. It persuades an employee to perform his/her duties, a customer to buy a product or service etc. The basic characteristics mentioned above are related to the message or information of the communication.

## **2. Match the English word with its Ukrainian equivalent:**

objective	роз'яснювати
clarify	вести справи
brief	мета
mention	нездійснений
eliminate	короткий виклад
imaginary	пояснювати
explain	коментувати
impractical	пояснювати
deal with	послуга
service	виключати

## **3. Form the correct word combination:**

business	information
convey	aspect



overall  
specific  
practical  
persuasive  
play  
perform

message  
role  
one's duties  
a role  
idea  
objective

#### 4. True or false?

1. Business Communication can not be distinguished from other communication.
2. Important date, place, time should not be mentioned in a business communication.
3. A communication to be business communication must be: practical, factual, target-oriented, persuasive, clear and brief.
4. The language used in business communication should be simple, clear, brief and without ambiguity.
5. Business communication never persuades a customer to buy a product or service.

#### 5. Answer the questions:

1. What features distinguish business communication from other communication?
2. What information does business communication avoid?
3. A business message contains facts and figures in place of overall idea, doesn't it?
4. Why do we use charts, photographs, diagrams in business communication?
5. Explain a persuasive role of a business communication.

#### 6. Summarize the information in the passage in your own words, you have absorbed the correct main idea. To accomplish this goal, try the steps listed below :

- Write a short summary in your own words about what you have read.
- Does your summary agree with this general topic?
- Does your summary contain the same ideas being expressed by the author?
- Could you write a headline that would express your summary in less than five words?



## Unit 6. Written Communication – Meaning, Advantages and Disadvantages

### 1. Read and translate the text. Pay attention to the pre-text words:

significance	значимість
essential	основа
worthy	вартий
involve	включати
careful	ретельний
cohesive	цілісний
valid	дійсний
reliable	надійний
feedback	взаємодія
advantage	перевага
laying down	установлення
apparent	очевидний
maintenance	поточні витрати
acknowledge	визнавати
explicit	чітко виражений
precise	точний
enhance	збільшувати
stationery	канцтовари
burden	важка ноша

Written communication has great significance in today's business world. It is an innovative activity of the mind. Effective written communication is essential for preparing worthy promotional materials for business development. Speech came before writing. But writing is more unique and formal than speech. Effective writing involves careful choice of words, their organization in correct order in sentences formation as well as cohesive composition of sentences. Also, writing is more valid and reliable than speech. But while speech is spontaneous, writing causes delay and takes time as feedback is not immediate.

#### **Advantages of Written Communication:**

- Written communication helps in laying down apparent principles, policies and rules for running of an organization.
- It is a permanent means of communication. Thus, it is useful where record maintenance is required.
- It assists in proper delegation of responsibilities. While in case of



oral communication, it is impossible to fix and delegate responsibilities on the grounds of speech as it can be taken back by the speaker or he may refuse to acknowledge.

- Written communication is more precise and explicit.
- Effective written communication develops and enhances an organization's image.
- It provides ready records and references.
- Legal defenses can depend upon written communication as it provides valid records.

### **Disadvantages of Written Communication:**

- Written communication does not save upon the costs. It costs huge in terms of stationery and the manpower employed in writing/typing and delivering letters.
- Also, if the receivers of the written message are separated by distance and if they need to clear their doubts, the response is not spontaneous.
- Written communication is time-consuming as the feedback is not immediate. The encoding and sending of message takes time.
- Effective written communication requires great skills and competencies in language and vocabulary use. Poor writing skills and quality have a negative impact on organization's reputation.
- Too much paper work and e-mails burden is involved.

### **2. Match the English word with its Ukrainian equivalent:**

defence	займати багато часу
mind	кодування
quality	вплив
time-consuming	компетенція
impact	постійний
encoding	першочерговий
immediate	речення
permanen	якість
responsibility	розум
sentence	захист

### **3. Form the correct word combination:**

written	principles
immediate	feedback
promotion	means



spontaneous  
great  
apparent  
delegation  
permanent

communication  
materials  
significance  
speech  
of responsibilities

#### 4. True or false?

1. Written communication has great significance in today's business world.
2. Writing came before speech.
3. Written communication is less precise and explicit than oral communication.
4. Written communication saves upon the costs.
5. Written communication is not time-consuming as the feedback is immediate.
6. Effective written communication requires great skills and competencies in language and vocabulary use.

#### 5. Answer the questions:

1. Does written communication have great significance in today's business world?
2. Effective written communication develops and enhances an organization's image, doesn't it?
3. Why do legal defenses depend upon written communication?
4. Does written communication not save upon the costs? Why?
5. Why is written communication time-consuming?
6. What does effective written communication require?
7. Name the advantages of oral communication.
8. Name the advantages of written communication.

#### 6. Summarize the information in the passage in your own words, you have absorbed the correct main idea. To accomplish this goal, try the steps listed below :

- Write a short summary in your own words about what you have read.
- Does your summary agree with this general topic?
- Does your summary contain the same ideas being expressed by the author?
- Could you write a headline that would express your summary in less than five words?



## PART II

### How to write a formal business letter



Whenever you need to communicate with another company or share important news, **business letters** can present your message in a classic, polished style. Unlike internal memos, business letters are usually written from one company to another, which is why they're so **formal and structured**. However, letters are also quite versatile, as they can be used for official requests, announcements, cover letters, and much more.

Despite the formality, letters can still have a **friendly tone**, especially because they include brief introductions before getting to the main point. Regardless of the tone you use in your letter, your writing should remain concise, clear, and easy to read.

#### The structure of a business letter

The business letter's precise **structure** is crucial to its look and readability. As you write your letter, you can follow the structure below to create an effective document.

- **Opening:** Include your mailing address, the full date (for example, July 30, 2017), and the recipient's name, company, and address. Skip one line between your address, the date, and your recipient's information. Don't add your address if you're using letterhead that already contains it.

- **Salutation:** Address the recipient using "Dear," along with their title and last name, such as "Dear Mr. Collins" or "Dear Director

Kinkade.” If you don’t know the recipient’s gender, use their full name, such as “Dear Taylor Dean.” Finally, be sure to add a colon to the end of the salutation.

- **Body:** In the first paragraph, introduce yourself and the main point of your letter. Following paragraphs should go into the details of your main point, while your final paragraph should restate the letter’s purpose and provide a call to action, if necessary.

- **Closing:** Recommended formal closings include “Sincerely” or “Yours truly.” For a more personal closing, consider using “Cordially” or “Best regards.” Regardless of what you choose, add a comma to the end of it.

- **Signature:** Skip four lines after the closing and type your name. Skip another line and type your job title and company name. If you’re submitting a hard copy, sign your name in the empty space using blue or black ink.

- **Enclosures:** If you’re including documents with this letter, list them here.

### Example of a business letter

To see this lesson in action, let’s take a look at a polished business letter by reviewing the example below.



Національний університет  
водного господарства  
та природокористування

316 Colonial Pkwy  
Esterhazy, NM 87101

July 30, 2017

Ms. Ginny Clark  
Overwatch Villa  
7419 Bubble Net Road  
Baleen, WA 98101

Dear Ms. Clark:

Hope you're doing well. I'm Miranda Lawson, Director of Marketing at Mass Airlines, and I wanted to share some marketing ideas with you that could benefit both of our companies.

Whenever our flight crews fly into the Seattle area, they overwhelmingly prefer staying at the Overwatch Villa, but there is often no vacancy. If the Overwatch Villa were to permanently reserve a block of rooms for our crew members, we'd be happy to promote the Overwatch Villa in our in-flight magazine at a significant discount.

To demonstrate what a Mass Airlines and Overwatch Villa partnership could look like, I've enclosed three sample ads created by our graphic design team. These samples should prove that we're eager to highlight the Overwatch Villa for the millions of passengers we serve each year. If you'd like to discuss this in further detail, I can be reached at 575-555-9255, or at [mlawson@massairlines.com](mailto:mlawson@massairlines.com). I look forward to hearing from you.

Sincerely,

Miranda Lawson  
Director of Marketing, Mass Airlines

Enclosures: Three samples of print advertisements.

This letter looks great! The structure is perfect, and the text is left-justified and single spaced. The body is formal, friendly, and concise, while the salutation and closing look good. It also contains a handwritten signature, which means it's ready to be submitted as a hard copy.



## How to write a powerful business report



When a company needs to make an informed decision, it can create a **business report** to guide its leaders. Business reports use facts and research to study data, analyze performance, and provide recommendations on a company's future.

### **The basics of a business report**

Business reports are always **formal**, **objective**, and **heavily researched**. Every fact must be clear and verifiable, regardless of whether the report focuses on a single situation or examines the overall performance of an entire company.

Because **objectivity** is crucial in a business report, avoid subjective descriptions that tell the reader how to feel. For instance, if sales were down last quarter, don't say "Sales were terrible last quarter," but rather let the sales data speak for itself. There should also be no personal pronouns, such as "I think we should invest more capital." A business report should remain impersonal and framed from the company's perspective.

### **The structure of a business report**

Although the size of a report can range from one page to 100, **structure** is always important because it allows readers to navigate the document easily. While this structure can vary due to report length or company standards, we've listed a common, reliable structure below:



- **Front matter:** List your name, job title, contact information, and the date of submission. You can also create a title for the report.
- **Background:** State the background of the topic you'll be addressing, along with the purpose of the report itself.
- **Key findings:** Provide **facts**, **data**, and **key findings** that are relevant to the purpose stated in the background. Be clear and specific, especially because the entire report depends on the information in this section.
- **Conclusion:** Summarize and interpret the key findings, identify issues found within the data, and answer questions raised by the purpose.
- **Recommendations:** Recommend **solutions** to any problems mentioned in the conclusion, and summarize how these solutions would work. Although you're providing your own opinion in this section, avoid using personal pronouns and keep everything framed through the company's perspective.
- **References:** List the **sources** for all the data you've cited throughout the report. This allows people to see where you got your information and investigate these same sources.

Some companies may also require an **executive summary** after the front matter section, which is a complete summary that includes the report's background, key findings, and recommendations. This section lets people learn the highlights quickly without having to read the entire document. The size of an executive summary can range from a paragraph to multiple pages, depending on the length of the report.



## Example of a business report

### Analysis of 2016 Book Sales for Everly Publishing

**Prepared by:**

Felicia Reyes

316-555-3256

Feliciar@everlypub.net

July 7, 2017

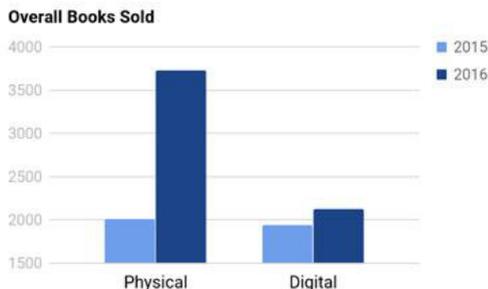
#### Background

When digital book sales soared in 2015, Everly Publishing devoted extra marketing resources to promote digital books equally with their physical counterparts. However, due to the recent popularity of deluxe physical editions (featuring exclusive content and extras such as statues or t-shirts), Everly Publishing must also consider that the demands of the market have changed.

This report will analyze our sales performance from 2015-2016, along with survey results and social media pages from 2017 in order to learn the effectiveness of our current marketing campaign and to plot a course for future development.

#### Key Findings

- For the 2016 calendar year, overall physical book sales were up 86% when compared to 2015. Overall digital book sales were up 10% during the same time period.
- After several digital books were made free for a 24-hour period, physical book sales of those same books increased by almost 300% for the following three days.
- According to customer surveys, customers prefer physical books because of exclusive content and the desire to own a physical object over a digital file.
- Customers also stated a strong interest in deluxe editions of digital books.
- Deluxe editions of physical book sales have increased by 70% since 2015.
- Facebook posts produced 320 clicks and 22 sales, while Instagram posts produced 571 clicks and 93 sales, with most of those sales being of deluxe physical editions.



## How to write an effective business email



Since the professional world embraced the Internet, email has been a cornerstone of business communication. Over the years, **business emails** have developed a style and structure that you can use to create more effective messages.

### The basics of a business email

All business emails should be direct, clear, and easy to read. The **tone** of a business email, however, can vary from informal to formal. The formality can depend on your company, the intended audience, subject matter, and several other factors. If you're unsure how formal your email should be, review our lesson on how formal an email should be.

Regardless of the formality, remember to **stay professional** because you lose control of the email once you click Send. Emails can be copied and forwarded to others indefinitely, and if you're inappropriate or unprofessional, your poor choice of words could follow you.

### Writing a business email

As with any email, a business email should include a brief but descriptive **subject line**, one or more **recipients**, and an **attachment** if needed.

When you start writing the main content of the email, there's a simple



and effective structure you can follow:

- **Greeting:** Make it **brief and friendly**, and address the recipient by name if you know it. For instance, “Hi Jonathan” or “Greetings Ms. Childress” are both reliable introductions. The first name is preferable if you're more familiar with the recipient, while you should use their last name if you want to be more formal.
- **Body:** Start with your **main point** so no one has to hunt for it, and keep your writing concise and focused on the concerns of your audience. If you need a response from the recipient, make sure to include a **call to action** so they know how and why to respond. Also, if you've **attached a file**, be sure to mention it here.
- **Ending:** Offer a **quick farewell**, such as “Thanks” or “Sincerely”, then give your name and contact information in case they have questions.

## Examples of business emails

### №1

staff@overlookinn.com

Help

so I was reeling in a thirty-pound bass on Saturrday and suddenly I remembered I wasn't going to be in the office on Tuesday. Your mind becomes clear when you spend the day on the b eaautiful open water!

Anyway, once I pulled back up to shore, I realized I needed to change the schedules. Instead of coming in on Tewsday, I'll be gone, and I'll need either Nick or Mike to cover for me. You guys can do that, right? Of course you can. Well, I've got to go to the store to get another fishin pole because that bass swam away with my old one.

Thanks,  
Jeff  
Phone: 910-555-4641



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## Schedule Change Request for June 27

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Good afternoon everyone,

I need to be out of the office on Tuesday, June 27, but I'm still looking for someone to cover my shift that day. If you're interested in swapping shifts with me, please give me a call or email me back and we'll work something out.

Thanks,

Jeff

Phone: 910-555-4641

## How to write a clear business memo



When you need to update your colleagues on important information or make an announcement at your workplace, a **business memo** can be an ideal way to address a specific audience in a formal context.

### The basics of a business memo

While business memos and emails may look similar at first, a memo has some key differences. Memos are usually more formal than emails and are often used when you need to give your message a more official



look. They can also be printed and distributed wherever this message would have the most impact.

Memos can be addressed to a single person or a group, so **tailor your message** to reflect the concerns of your audience. As with any business document, always remain professional and polite, even if you have to address a negative topic. An official memo is no place to single someone out in a critical way, so focus on facts and constructive plans for the future.

### Writing a business memo

Business memos usually begin with a **header section** that lists recipients and other details in the following format:

- **To:** Include each recipient's name and job title (for example, Miranda Lawson, Director of Marketing). If you're addressing a designated group, however, simply state the name of the group (for example, Accounting Department).
- **From:** Include your name and title.
- **Date:** Write out the complete date (for example, June 30, 2017).
- **Subject:** Make the subject brief and descriptive.

### Examples of business memos

#### №1

**To:** Loading Dock Staff  
**From:** Philip Yuen, Director of Shipping  
**Date:** June 30, 2017

So I've got news for you all. We've had a tough year, as you know, but we've been recovering slowly but surely. But, of course, something had to mess up. Because Hank shipped three pallets to the wrong customer last week, the Board has decided to update the shipping procedure for the entire loading dock.

This is just something we'll have to get used to, even if it wastes all of our time in the process. Whenever we get an order ready to go, everyone on the loading dock will need to confirm shipments with me first. Only after I sign off on the details will anything be allowed on the shipping truck. This new change better prevent more careless errors.



**To:** Loading Dock Staff  
**From:** Philip Yuen, Director of Shipping  
**Date:** June 30, 2017  
**Subject:** Update to Shipping Procedures

Due to some recent shipping issues, the Board has decided to update part of our shipping procedure. Whenever an order is ready to ship, please leave that order's shipping form in my office mailbox, and I'll return it to your station once I confirm everything is correct. Although this change will slow down our process a little, it will hopefully prevent further errors.

If you have any questions, please feel welcome to stop by my office. Thank you all for everything you do. Your hard work is appreciated.

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