

Міністерство освіти і науки України
Національний університет водного господарства та
природокористування
Кафедра іноземних мов

06-09-89М

МЕТОДИЧНІ РЕКОМЕНДАЦІЇ

та навчальні завдання

до практичних занять і самостійної роботи з вибіркової
дисципліни «Ділова документація англійською мовою» для
здобувачів вищої освіти першого (бакалаврського) та
другого (магістерського) рівнів усіх освітньо-професійних
програм спеціальностей НУВГП
денної та заочної форм навчання

Схвалено науково-
методичною радою НУВГП
Протокол № 7 від 03.07.2024 р.

Рівне – 2024

Методичні рекомендації та навчальні завдання до практичних занять і самостійної роботи з вибіркової дисципліни «Ділова документація англійською мовою» для здобувачів вищої освіти першого (бакалаврського) та другого (магістерського) рівнів усіх освітньо-професійних програм спеціальностей НУВГП денної та заочної форм навчання [Електронне видання] / Осецька Н. Ф. – Рівне : НУВГП, 2024. – 56 с.

Укладач: Осецька Н. Ф., старший викладач кафедри іноземних мов.

Відповідальний за випуск: Купчик Л. Є., кандидат педагогічних наук, доцент, завідувач кафедри іноземних мов

Вчений секретар науково-методичної ради Костюкова Т. А.

Попередня версія МВ 06-09-34.

© Н. Ф. Осецька, 2024

© Національний університет
водного господарства та
природокористування, 2024

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	зворотній зв'язок
integral	невід'ємний, цілий
involve	включати
misunderstanding	непорозуміння
policy	політика
certain	певний
advent	поява
goodwill	доброзичливість
agenda	порядок денний
manuals	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.

(Adapted from <https://theintactone.com/2018/06/22/bc-u1-topic-1-business-communication/>)

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
work
video
feedback
trade
functions

exchange
rules
immediate
conferencing
basic
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.

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	передати
efficacy	ефективність
memos	пам'ятки, нагадування
spontaneous	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.

(Adapted from <https://theintactone.com/2018/06/22/bc-u1-topic-1-business-communication/>)

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.

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	підлегли
subordinates	спілкування
achieve	досягти
approximately	приблизно
superior	начальник
subordinates	підлегли
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.

(Adapted from <https://theintactone.com/2018/06/22/bc-u1-topic-1-business-communication/>)

2. Match the English word with its Ukrainian equivalent:

avoid	бар'єр
barrier	працівники
grievance	оскарження
efficient	формування
comply	уникати
employees	ставлення
attitude	приблизно
approximately	підлегли
subordinates	виконувати
moulding	ефективний

3. Form the correct word combination:

system	effective
controlling	the team goals
process	to achieve
organizational	steps
basic	preventive
functions	policies
communication	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. 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?

(Adapted from <https://theintactone.com/2018/06/22/bc-u1-topic-1-business-communication/>)

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	здійювати
mutually	взаємно
outcome	результат

acceptable	прийнятний
emphasize	наголошувати
straightforward	зрозумілий
rumour	чутки
delay	затримка
recap	підсумок
testimonial	рекомендація
overwhelm	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	брати до уваги
consider	не підпускати близько
keep away	мати намір
married life	приймати
accept	вимога
collaboration	можливість
fear	співробітництво
intend	страх
demand	подружнє життя
opportunity	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. 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	уникати
convey	передавати
ambiguity	незрозумілий момент
chart	схема
condense	стисло 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.

(Adapted from <https://www.slideshare.net/slideshow/features-of-business-communicationpdf/257144981>)

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	message
specific	role
practical	one's duties
persuasive	a role
play	idea
perform	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. 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
mind

займати багато часу
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	communication
great	materials
apparent	significance
delegation	speech
permanent	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.

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

Unit 1. Maintaining Personal and Professional boundaries

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

boundary	межа
guideline	настанова
appropriate	відповідний
ensure	гарпнтувати
trust	довіряти
adhere	дотримуватися
vulnerable	вразливий
counseling	консультування
blur	розмивати
scope	обсяг
behavior	поведінка
perceive	сприймати
value	цінність
porous	пористий

Most people have a mix of different boundary types. For example, someone could have healthy boundaries at work, porous boundaries in romantic relationships, and a mix of all three types with their family. One size does not fit all! The appropriateness of boundaries depends heavily on setting. What's appropriate to say when you're out with friends might not be appropriate when you're at work. Some cultures have very different expectations when it comes to boundaries. For example, in some cultures it's considered wildly inappropriate to express emotions publicly. In other cultures, emotional expression is encouraged.

Professional boundaries are the limits to the relationship between someone in a professional role and the person in their care, the borders that mark the edges between a professional relationship and a personal relationship.

Professional boundaries refer to the limits and guidelines that establish appropriate behavior, communication, and relationships between professionals and their clients or patients. These boundaries aim to ensure that the professional relationship remains respectful,

ethical and maintains appropriate levels of privacy, confidentiality, and mutual trust. Professional boundaries also help to prevent any conflicts of interest, abuse of power, or exploitation of vulnerable individuals. Adhering to professional boundaries is essential in various fields, not only in business but also in such fields as healthcare, legal practice, education, counseling, and social work.

Cultivating professional boundaries is essential in any career, as it helps to create a clear separation between the professional and personal lives of an individual. Professional boundaries can be defined as the limits that are put in place to define the scope and extent of a professional relationship or interaction. These boundaries are important as they help to ensure that professional relationships remain respectful, ethical and appropriate. Failure to establish and maintain professional boundaries can lead to blurred lines and ethical issues in the workplace, which can negatively impact an individual's career and reputation.

Five tips for maintaining professional boundaries are as follows:

Understand your role and responsibilities:

It is important to have a clear understanding of your role and responsibilities within the workplace. This includes understanding the limits of your authority, as well as what is expected of you in terms of professional conduct and behavior.

Communicate clearly:

Effective communication is a key to setting and maintaining professional boundaries. Be clear about your expectations and limitations in the workplace and communicate them effectively to your colleagues and superiors.

Develop strong personal values:

Developing strong personal values and ethical principles can help guide your decision-making in the workplace. Having a clear understanding of what you stand for can help you make ethical and professional choices, even in challenging situations.

Respect others' boundaries:

Just as it is important to establish your own boundaries, it is equally important to respect the boundaries of others. This means being mindful of others' personal space, time, and privacy, and avoiding behavior that could be perceived as intrusive or

inappropriate.

Seek support and guidance:

If you are struggling to establish or maintain professional boundaries, it is important to seek support and guidance from your colleagues, superiors, or a professional counselor. These individuals can provide valuable feedback and help you develop strategies for creating healthy and appropriate professional relationships.

Cultivating professional boundaries is essential for any individual who wishes to succeed in their chosen career. By understanding your role and responsibilities, communicating clearly, developing strong personal values, respecting others' boundaries, and seeking support and guidance when needed you can create a professional environment that is respectful, ethical, and conducive to personal and professional growth.

(Adapted from <https://www.linkedin.com/pulse/5-ways-cultivate-professional-boundary-why-important-ethiraj>)

2. Match the English word with its Ukrainian equivalent.

important	стосуватися
refer to	важливий
essential	уважний
scope	нав'язливий
extent	сутєвий
interaction	першочерговий
immediate	керівник
ensure	досягати успіху
stand for	міра
mindful	обсяг
intrusive	взаємодія
superiors	гарантувати
succeed	відстоювати

3. Form the correct word combination.

seek	interest
challenging	conflicts
limits of	choise
appropriate	values

personal
ethical
prevent any
conflicts of
abuse of
blurred
legal
clear

behavior
smb's authority
situation
support
lines
power
separation
practice

4. Read the text and answer the question.

1. What do the professional boundaries refer to?
2. What do these boundaries aim to?
3. Why is it important to communicate clearly?
4. Why is it important to understand your role and responsibilities?
5. Why is it important to develop strong personal values?
6. Why is it important to respect others boundaries?
7. Why is it important to seek support guidance?
8. According to the passage of the article how can we define the professional environment?

5. Match the words and phrases (1-19) with the definitions (A-S).

- | | | |
|----------------------------|---|---|
| 1. Boundary | A | application of new experiences and skills to positively impact your current position and career pursuits |
| 2. Personal boundaries | B | causing disruption or annoyance through being unwelcome or uninvited |
| 3. Professional boundaries | C | a line which marks the limits of an area |
| 4. A guideline | D | become aware of conscious of something |
| 5. Adhere | E | the limits and the rules we set for ourselves within relationships |
| 6. Essential | F | the physical space immediately surrounding someone, into which encroachment can feel threatening or uncomfortable |
| 7. Healthcare | G | due regard for the feelings, wishes, or rights of other |

- | | | |
|-------------------------|----------|---|
| 8. Career | H | broad desirable goals that motivate people's actions and serve as guiding principles in their lives |
| 9. Scope | I | higher in rank, status, or quality |
| 10. Ensure | J | a place where people work, such as office or factory |
| 11. Failure | K | an occupation undertaken for a significant period of a person's life and with opportunities for progress |
| 12. Workplace | L | lack of success |
| 13. Superior | M | make certain that something will occur or be the case |
| 14. Personal values | N | the extent of the area or subject matter that something deals with or to which it is relevant |
| 15. Respect | O | the activity or business of providing medical services by a member of staff and a person in their care which allow for a safe, therapeutic connection |
| 16. Personal space | P | a general rule, principle, or piece of advice |
| 17. Intrusive | Q | the limits to the relationship between someone in a professional role and the person in their care, the borders that mark the edges between a professional relationship and a personal relationship |
| 18. Perceive | R | absolutely necessary, extremely important |
| 19. Professional growth | S | believe in and follow the practices of |

6. Choose the correct word or phrase.

1. Personal boundaries are the (limits/boundaries) and rules we set for ourselves within relationships.

2. A person with healthy boundaries can say "no" to others when they (want/dislike) to.

3. A person who always keeps others at a distance (whether emotionally / psychologically), physically, or otherwise) is said to have rigid boundaries.

4. A (person / man) who tends to get too involved with others has porous boundaries.

5. A person with healthy boundaries is also comfortable opening (themselves / herself) up to intimacy and close relationships.

(Adapted from

https://uhs.berkeley.edu/sites/default/files/relationships_personal_boundaries.pdf)

7. Mark the following statements as true or false.

1. Most people have a mix of different boundary types.

2. Someone could have healthy boundaries at work, porous boundaries in romantic relationships, and a mix of all three types with their family.

3. The appropriateness of boundaries does not depend on setting. What's appropriate to say when you're out with friends might be appropriate when you're at work.

4. All cultures have the same expectations when it comes to boundaries.

5. In some cultures it's considered wildly inappropriate to express emotions publicly.

6. In some cultures emotional expression is encouraged.

8. Fill in the gaps with the words or phrases given below.

1. much; 2. personal boundaries; 3. rescue; 4. mental limits; 5. harm; 6. divulges; 7. manipulated or violated; 8. organisational framework; 9. psychological safety; 10. extend your relationship; 11. challenging situation; 12. behaviour for the therapeutic; 13. clear understanding.

Maintaining Personal and Professional boundaries

What are personal boundaries?

Personal boundaries are the limits and rules we set for ourselves

within relationships. A person with healthy boundaries can say “no” to others when they want to, but they are also comfortable opening themselves up to intimacy and close relationships. A person who always keeps others at a distance (whether emotionally, physically, or otherwise) is said to have rigid boundaries. Alternatively, someone who tends to get too involved with others has porous boundaries.

Personal boundaries are the physical, emotional and ...1... people use to protect themselves from being drawn too ...2... into their clients’ lives and being manipulated ...3... by others.

They allow professionals to maintain ...4... for themselves and their clients, and make objective decisions about the therapeutic process to most effectively assist clients to achieve their goals.

Without these ...5..., professionals can run the risk of getting too involved in clients’ issues and wanting to “rescue” their clients from their situation. While workers cannot ...6... their clients they can work with clients to help them achieve their goals, which may include supporting them to change their situation.

What are professional boundaries?

Professional boundaries are the legal, ethical and ...7... that protect both clients and employees, or workers, from physical and emotional ...8..., and help to maintain a safe working environment.

Sometimes we encounter ...9... in our therapeutic work which can make maintaining these boundaries difficult. For example, if a client:

- Offers you gifts
- Invites you to a social function
- Wants to ...10... beyond the service provided, e.g. be your friend.
- ...11... information which is not relevant to the professional goals.

Situations such as these require workers to have a ...12... of their role and ethical principles, and the organisation’s policies and code of conduct.

It is also important for workers to be clear and assertive with clients about the boundaries of their role and what is appropriate ...13... process.

Most people have a mix of different boundary types. For example, someone could have healthy boundaries at work, porous boundaries in romantic relationships, and a mix of all three types with their family.

9. Discuss these questions.

1. What are the main characteristics of healthy boundaries?
2. What are the main characteristics of rigid boundaries?
3. What are the main characteristics of porous boundaries?

10. Summarize the information concerning personal and professional boundaries in your own words. 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. FOMO OR JOMO

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

according to	згідно
add	додавати
stand for	незграбний
advertiser	друшляк
persuade	плита
lure	обладнання
compel	комбайн
persistently	ваги
list	список
commitment	м'ясорубка
detrimental	ступа
profit	ступа
compare	товкач
stem from	сервірування

opportunity	деко
rewarding	сито
experience	інструмент
loop	петля, контур
overcome	подолати
suggest	пропонувати
attachment	додаток
foster	сприяти
trait	риса
peer	ровесник
capture	знімати, захоплювати
resort to	звертатися до
excess	надмірний
anxiety	тривога
awareness	розуміння
prophecy	пророцтво
susceptible	сприйнятливий
consecutive	послідовний
mere	простий, лише
distractibility	відволікання
decline	занепад
jealousy	ревнощі
shubing	образа
intact family	повна сім'я
attribute	ознака
self-reliant	самостійний
urge	бажання
blame	звинувати

FOMO was once a popular marketing term that stands for “fear of missing out”. For advertisers, FOMO means persuading consumers that they will miss out on something good if they fail to purchase a product.

However, with the increased use of social media, FOMO is impacting people’s mental health in ways we didn’t see in the past. Social media platforms have started using FOMO to not only lure users to their platforms but also compel them to visit the platform

persistently throughout the day, even at the cost of other commitments.

The primary characteristic of FOMO – the need to stay connected to others at all time – leads to some of the most detrimental effects of social media.

Social media platforms make their profits from advertising revenue. Every time a user sees an ad, the platforms make money. The longer users stay on platform and the more often they check back, the more ads they see and the more revenue the platforms generate.

The tactics used by social media platforms are particularly effective on tweens, teens, and young adults; groups that have a greater tendency to compare themselves to others.

FOMO is a global phenomenon observed in North America, Asia, Europe, and Australia. Although FOMO predates social media, the term is now almost exclusively used in conjunction with social media.

According to experts, the compulsion to constantly check social media stems from fears associated with specific functions of social media, including the ability to share photos and video, communicate with others, and create groups – among others:

- Missing out an opportunity to meet up with friends
- Friends having more rewarding experiences
- Being left out of inside jokes
- Being out of the loop during vacations or summer camp
- Others losing interest
- Missing important posts or messages or disappearing messages
- Others feelings let down or ignored when you do not respond immediately to posts.
- Being left out of discussions about social media posts
- Missing requests
- Not knowing what others are doing
- Missing live chats
- Losing influence, popularity, or status
- Being mentioned in group discussions

FOMO is a driving force that is difficult to overcome due to the deep psychological roots of the phenomenon.

1. The need to belong.

Research suggested that FOMO stems from the desire to avoid loneliness by forming interpersonal attachments. The desire is grounded in the need to belong. Teens commonly view social media as an extension of the self, in some cases to the point that their social media identity becomes the most important concept of self.

The vast amount of activity on social media fosters a sense that something important could happen at any moment, necessitating that attention be paid to the constant stream of notifications.

FOMO stems from the belief that a user's social standing is everything, and this standing is so delicate that it only takes one missed notification to destroy it.

2. Self-comparison.

While self-comparison is a natural human trait, teens tend to take it to the extreme, resulting in a need to constantly check that their appearance and lifestyles compare favourably with the peers. Unfortunately, social media platforms like Instagram encourage users to portray themselves and their lives as perfect.

The need to measure up can compel teens to engage in risky behavior to capture photographs that will impress social media followers and create an appearance that their lives are enviable. They can also apply filters to improve their physical appearance.

Despite the fact that many of the images on Instagram are inaccurate, teens tend to compare themselves with these images, resulting in negative thoughts about themselves.

They may resort to extreme measures to boost their self-esteem and constantly check Instagram to ensure the standards have not changed or that they measure up. Common extreme behaviors include the following:

- Developing eating disorders
- Working out to excess
- Taking high risks to obtain a photo

3. The Vicious Cycle.

Anxiety about missing out prompts more frequent checking, more frequent checking increases awareness of events being missed and awareness of missed events increases anxiety. This increases the compulsion to continuously check social media and perpetuates the

cycle.

This cycle makes the fear of missing out a self-fulfilling prophecy. The process of constantly checking social media causes users with FOMO to miss out on the activities in real life that would contribute to a heightened sense of satisfaction and belonging.

4. Social Media Features

Certain social media features precipitate the development of FOMO in susceptible teens.

The most common are snapchat streaks, disappearing posts, tagging, real-time notifications.

Snapchat streaks are created when users interact with each other for three consecutive days. Snapchat uses a scoring system based in part on the length and number of streaks a user has.

If one user fails to interact on a given day, the streak is ended. Many users end up with an overwhelming number of streaks and fear letting other users down by failing to respond on a given day.

Shapchat, Instagram, and Facebook provide a means for users to create posts that disappear within a certain number of minutes or hours. Users, who are not online before the posts disappear cannot view them in their feed later. This creates pressure to stay online.

Tagging allows social media users to tag other users. This results in a notification being sent to the user and the user's profile becoming accessible through a click. Tags are not always positive, but they can sometimes be removed. However, the fear of being tagged in a negative light can drive users to continuously check.

Notifications occur for every small event that occurs on social media. Users receive notifications when someone they follow posts update, when they are tagged, when they receive a private message, when someone posts in a group they belong to, and more. These can be never-ending, and many users cannot resist checking them as they receive them.

FOMO is a form of anxiety that cannot be turned off through mere distraction. It makes social media the highest priority and permeates every activity. Rather than making users feel more connected to others, social media tends to have opposite effect.

Social media users with FOMO may experience:

- Distractibility

- Decline in productivity
- Sleep disturbances
- Social anxiety
- Clinical depression
- Decline in academic performance
- Envy
- Jealousy
- Resentment
- Overall anxiety
- Pubbing (snubbing others in real life in favour of checking smartphone notifications)

Although minor mental health problems may be a predictor of developing FOMO, serious mental health disorders can be triggered by FOMO due to its likelihood of evolving into problematic social media use.

Problematic social media use can lead to social media addiction, which triggers the reward centers of the brain every time the user experiences positive feedback from social media. This adds a physical dimension to social media use that mimics brain processes found in individuals addicted to substances.

The Center for Sociological Research has identified three unmet needs that contribute to an individual's risk of developing FOMO:

- Competence to participate in the world
- Personal independence
- Feelings of social connectedness

Surprisingly, this research found that children from intact families with healthy parental relationships were more likely to develop FOMO than children from non-intact families. Researchers attribute this to the tendency of children from non-intact families to be more self-reliant and connected to resources.

However, the research did find that a strong relationship with parents, especially the father, seems to be a protective factor.

Children with FOMO tend to lack self-confidence in real-life situations and are more likely to be unhappy and lack social contentment.

Social media has become an integral part of modern-day culture, and keeping children off of social media is a battle most parents

cannot win. However, parents can take an active role in their children's social media participation to ensure it does not become problematic.

The most proactive approach parents can take is to become educated about every aspect of social media, including how to use the platforms your children are using, the effects and warning signs of problematic social media usage, and where to turn for help.

The American Academy of Pediatrics provides a recommended Family Media Use Plan that can help parents set appropriate limits for social media use in the household. The most important elements are as follows:

- Keep screens out of bedrooms
- Don't allow screens at mealtime
- Limit entertainment screen time to two hours daily
- Restrict children and teens from viewing content that is not age-appropriate.

Preventing FOMO or helping a teen overcome it can be challenging for parents because teens often resist their help. However, it is crucial to help your teen develop healthy and satisfying offline relationships and hobbies. Increasing overall satisfaction with life in the offline world can at least reduce the risks.

If your teens have developed FOMO, they will need support in developing techniques to overcome it.

We should use techniques that can help combat FOMO.

Techniques to combat FOMO are as follows:

- Use self-task to resist the urge to check
- Work on self-esteem
- Manage expectations
- Use offline activities as a distraction
- Ask themselves what they would say to a friend in the same situation
- Think before posting
- Set filters to screen out unimportant message notifications
- Set priority lists
- Mute notifications
- Set status to busy

If your teen's FOMO has already led to social media addiction,

outside intervention may be required.

As a parent, you may feel the urge to blame yourself for your teen's FOMO, but the fault lies with the social media companies. Social media has become a force in society that even the best parenting in the world cannot overcome.

(Adapted from <https://socialmediavictims.org/mental-health/fomo/>)

2. Match the English word with its Ukrainian equivalent.

important	неповний
term	важливий
purchase	вплив
impact	термін
revenue	покупка
adult	дохід
predate	здатність
ability	дорослий
joke	бажання
respond	передувати
force	виникати
desire	пронизувати
compel	образа
occur	змусити
permeate	жарт
envy	відповідати
resentment	зздирість
pubbing	сила
non-intact	обурення

3. Form the correct word combination.

persuading	filters
people's	appearance
stems from	consumers
measures to boost	Instagram
on the other	hand
decline in	mental health
make	performance

global	loneliness
lure users	fears
check	attachments
advertising	to the extreme
left out of	their self-esteem
detrimental	streaks
be out	to their platforms
summer	notifications
primary	inside jokes
avoid	effects
interpersonal	an opportunity
according to	camp
human	trait
missing out	primary
to take it	of the loop
meet up	experts
apply	phenomenon
improve physical	profits
real-time	revenue
academic	with friends

4. Comprehend the text and answer the questions.

1. What does FOMO mean?
2. What does FOMO mean for advertisers?
3. What is the impact of FOMO on people's mental health?
4. What do social platform make their profits from?
5. Who can experience social media FOMO?
6. What are social media users afraid of missing?
7. What courses FOMO?
8. What social media features do you know?
9. Can you name FOMO risk factors?
10. What effects does FOMO have?
11. Can FOMO be prevented?
12. How can we help our teens overcome social media-related FOMO?

5. Read the definitions of FOMO and JOMO. Find out the best way to translate and decode these acronyms. Give reasons for your choice.

FOMO – abbreviation for “fear of missing out” – a worried feeling that you may miss exciting events that other people are going to, especially caused by things you see on social media.

JOMO – abbreviation for “joy of missing out” – joy experienced when not attending events to which one has been invited.

JOMO (a feeling of contentment with one’s own pursuits and activities, without worrying over the possibility of missing out on what others may be doing) is decoded as: a) a joy of mindful observation; b) journey of meaningful opportunities; c) joy of missing out.

FOMO (a feeling of anxiety or unhappiness you have because you think that other people doing more exciting things that you are doing) is decoded as: a) a focus on meaningful opportunities; b) fear of missing out; c) face obstacles with motivation and optimism.

FOMO – a pervasive apprehension that others might be having rewarding experiences from which one is absent.

6. Discuss the questions.

1. Have you ever read or heard acronyms JOMO and FOMO?
2. In what context do people usually use these acronyms?
3. Can you describe a situation in which a person might experience these feelings?
4. Is it possible that JOMO and FOMO can control people’s lives? Can you give any examples?
5. Have you ever had JOMO and/or FOMO?
6. Provide examples from your own life when you experienced these feelings?

7. Match the words and phrases (1-14) with the definitions (A-N).

- | | | |
|---------|---|--|
| 1. FOMO | A | something that causes someone to feel upset and frightened because they are made to remember something bad that has happened in the past |
|---------|---|--|

- | | | | |
|-----|---------------------|----------|---|
| 2. | social media | B | children did not live with both biological parents at the end of childhood due to parental separation or single motherhood at birth |
| 3. | social standing | C | a pervasive apprehension that others might be having rewarding experiences from which one is absent |
| 4. | trait | D | in which both parents are present at home |
| 5. | a peer | E | a person's standing or importance in relation to other people within a society |
| 6. | self-esteem | F | interactive technologies that facilitate the creation, sharing and aggregation of contents, ideas, and other forms of expression |
| 7. | eating disorder | G | a distinguishing quality or characteristic, typically one belonging to a person |
| 8. | consecutive | H | a long, thin line or mark of a different substance or color from its surroundings |
| 9. | mental health | I | emotional, psychological and social well-being |
| 10. | streak | J | following one another in uninterrupted succession or order, successive |
| 11. | non-intact families | K | a planned public or social occasion |
| 12. | a trigger | L | a mental illness in which people eat far too little or far too much food and are unhappy with their bodies |
| 13. | intact family | M | belief and confidence in your own ability and value |
| 14. | event | N | someone at your own level |

8. Listen to the short story “You’ve heard of FOMO, but have you heard of JOMO” by Jay Shetty.

<https://youtu.be/p02c6j3QqmY>

9. Answer the questions:

1. What information about effect of JOMO and FOMO on our lives is presented in the video?
2. What examples does Jay Shetty give?

10. Mark the following statements as true or false.

1. Joy of missing out means feeling content with staying in and disconnecting as a form of self-care.
2. FOMO and JOMO cannot control people's lives.
3. A lot of people had to live through these feelings.
4. From what we post on our grid to where we go with our miles – FOMO controls our lives.
5. FOMO: we end up living the life we think others expect of us, rather than the life we truly want.
6. JOMO: we end up living the life we think others expect of us, rather than the life we truly want.
7. Although FOMO predates social media, the term is now almost exclusively used in conjunction with social media.

11. Fill in the gaps with the words or phrases given below.

1. hardly; 2. feeling of anxiety; 3. facilities; 4. successful;
5. exactly; 6. great way; 7. brief explanation; 8. situations; 9. enjoy;
10. might includes; 11. turn off connections; 12. common situation;
13. excess of technology; 14. your own victim; 15. affects; 16. at peace; 17. in our opinion; 18. stuck in old society; 19. internal;
20. quiz questions.

Nomophobia, FOMO, JOMO or FOJI

For some people, and this ...1... you these words are totally unknown, but even so, they are probably present in your life.

You are ...2... going to be a personal profile that does not fit into any of these cases. Anyone has passed or goes through any of these ...3... of Nomophobia, FOMO, JOMO or FOJI.

All this mystery lies behind all the benefits, ...4..., cures, discoveries, independence and knowledge that technology offers. The ...5..., on the other hand, generates what we call emotional disorder and also negatively affects our behavior.

There's a lot of quiz on the internet about it and to help you discover if you are being ...6..., let's consider what do we call nomophobia, FOMO, JOMO and FOJI.

We will give a ...7... of these four new words or diseases. Nomophobia – is the irrational fear of being without your mobile phone or being unable to use your phone for a reason.

FOMO – is a fear of missing out. To describe that ...8... which many people experience when they discover that other people have had fun together, been ...9... at something or done just about anything they might have wanted to be involved in.

You certainly know someone who suffers someday of FOMO. It's a very ...10... between pop stars and people that cares about their popularity.

JOMO – the joy of missing out. Where people are choosing to stay in rather than heading out on a night out with friends. They are doing this out of preference rather than social fears.

FOJI is the fear of joining, which is caused by a series of social anxieties, which leads people to stay.

We know this is just simple explanations about how technology ...11... you. But there are some psychological researches, based on scientific studies and can help you identify some symptoms.

Most of the ...12... are about your feelings about your friend's life. The ...13... conflict is very common among young people and giving space and having more space when you are not ok is something you need to learn.

Find the "balance" can be hard, but it's possible when you are not ...14... .

People, ...15... , can be divided into two groups and you need to identify in which one you are to have an easier life. You will find everywhere – work, parties, family, friends, these two kinds of people.

Therefore no one is a right or wrong profile if you are a FOMO, JOMO or a FOJI. The most important thing is being totally ...16... with the way that you are and enjoy your time doing ...17... what you are doing.

Time alone is a ...18... to spend time, and some desire for solitude is a perfectly healthy and normal thing.

The most important thing is to learn and ...19... simply staying in and doing what you like to do without worrying about anything or anyone else.

Invite a special friend, ...20... for some moments, having more contacts with nature and prepare yourself to a new and free daily life.

(Adapted from <https://thehomeboatcompany.com/do-you-suffer-nomophobia-fomo-jomo-or-foji/>)

10. Discuss these questions:

1. Have you ever experienced in your life such feelings as FOMO and / or JOMO?
2. Which is worse: FOMO or JOMO?

11. Summarize the information about FOMO and JOMO in your own words. 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 III

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.

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. I look forward to hearing from you.

Sincerely,

A handwritten signature in black ink that reads "Miranda Lawson". The signature is written in a cursive, flowing style.

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

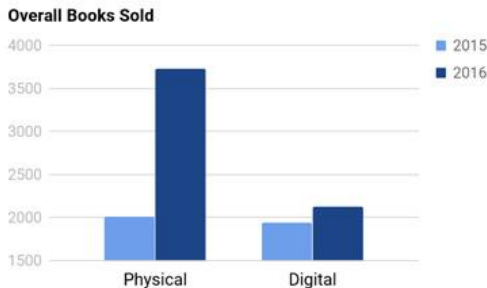
Background

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 Saturday 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 beautiful open water!

Anyway, once I pulled back up to shore, I realized I needed to change the schedules. Instead of coming in on Tuesday, 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 fishing pole because that bass swam away with my old one.

Thanks,

Jeff

Phone: 910-555-4641

Nº2

staff@overlookinn.com

Schedule Change Request for June 27

Good afternoon everyone,

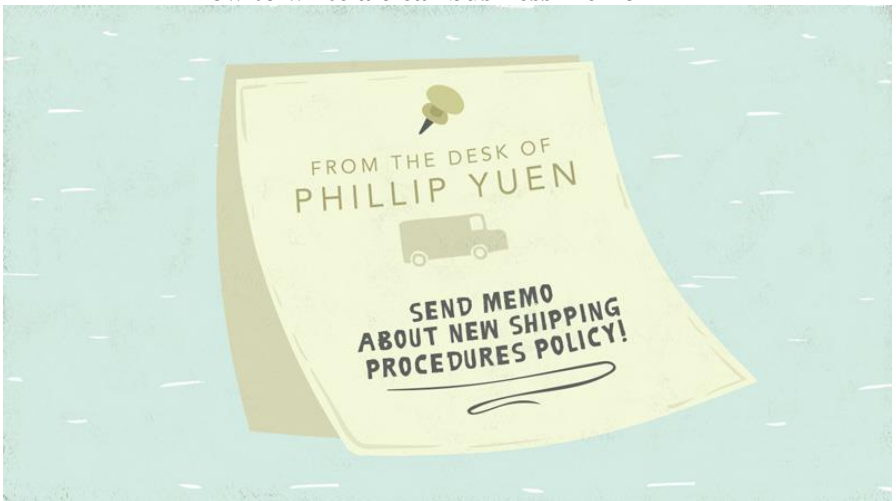
I need to be out of the office on Tuesday, June 27, but I'm still looking for someone to cover my shift that day. If you're interested in swapping shifts with me, please give me a call or email me back and we'll work something out.

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.

№2

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.

(Adapted from <https://edu.gcfglobal.org/en/business-communication/how-to-write-a-formal-business-letter/1/>)

ПЕРЕЛІК РЕКОМЕНДОВАНИХ ДЖЕРЕЛ

1. Вакуленко Т. О. Professional English: English for Business Communication : навч. посіб. К. : НАУ. 2012. 396 с.
2. Вовк Н. С., Голошук Р. О. Ділова документація : навч. посіб. / Нац. ун-т «Львів. політехніка». Львів : Вид-во Львів. політехніки, 2019. 199 с.
3. Ділова кореспонденція : навчально-методичний посібник для самостійного вивчення дисципліни / Уклад. А. М. Зленко. Бориспіль : Ризографіка, 2018. 180 с.
4. Зінукова Н. В. Ділова документація англійською мовою: складання та переклад Дніпропетровський ун-т економіки та права. Д. : ДУЕП, 2006. 68 с.
5. Етика ділового спілкування : навчальний посібник / Т. Б. Грищенко, С. П. Грищенко, Т. Д. Іщенко та ін.. К. : Центр учбової літератури, 2017. 344 с.
6. Молоткіна В. К. Організація сучасної ділової комунікації : навчально-методичний посібник. Переяслав-Хмельницький: «Видавництво КСВ», 2018. 267 с.
7. Ніколаєнко, Ю. О. Business English : навч. посіб. К. : Ліра-К, 2017. 194 с.
8. Пентилюк М. І., Марунич І. І., Гайдаєнко І. В. Ділове спілкування та культура мовлення : навч. посіб. К. : Центр учбової літератури. 2020. 224 с.
9. Davidson W., Emig J. Business Writing: Proven Techniques for Writing Memos, Letters, Reports, and Emails that Get Results Business Writing St. Martin's Publishing Group, 2015. 336 p.
10. Muckian M., John A Woods. Business Letter Handbook Adams Media 1997, 256 p.
11. Dr. Ramesh R. Kulkarni, Rangappa Yaraddi Business communication: a text for UG and PG students. Notion Press, 2017.
12. R.S.N. Pillai, Bagavathi Modern commercial correspondence. For Graduation Courses, Examinations, Business Executives. Competitive S. Chand and Company PVT. LTD 2013. 358 p.

Інформаційні ресурси

<https://theintactone.com/2018/06/22/bc-u1-topic-1-business-communication/>
<https://www.slideshare.net/slideshow/features-of-business-communicationpdf/257144981>
<https://edu.gcfglobal.org/en/business-communication/how-to-write-a-formal-business-letter/1/>
<https://www.ccis.edu/degrees/all.aspx>
<https://www.managementstudyguide.com/index.html>
<https://www.managementstudyguide.com/today-on-msg.htm>
<https://www.lingvolive.com>
<https://dictionary.cambridge.org/>
<https://en.oxforddictionaries.com/>
<https://www.macmillandictionary.com/>
<https://www.linkedin.com/pulse/5-ways-cultivate-professional-boundary-why-important-ethiraj>
https://uhs.berkeley.edu/sites/default/files/relationships_personal_boundaries.pdf
<https://socialmediavictims.org/mental-health/fomo/>
<https://youtu.be/p02c6j3QqmY>
<https://thehomeboatcompany.com/do-you-suffer-nomophobia-fomo-jomo-or-foji/>
<https://dictionary.cambridge.org/uk/>