

English for Business

Chapter 12

Contextual Professional Writing: Letter Genres/ Work Correspondence, E-mail

Lecturer: Lerissa Daniela, S.S., M.Pd.

Letter Genres/ Work Correspondence, E-mail

1. Memos
2. Formal correspondence
3. Email

Memos

Reasons for writing a memo:

1. Give instruction or directives (e.g. to follow new policy/ regulations)
2. Remind people about deadlines or dates
3. Respond to an enquiry
4. Give a summary of a trip or meeting

Purpose statements of memos:

- a. This memo responds to your request to research ethical investment funds
- b. This memo presents an overview of the visit to Jordan, 14-18 May.
- c. This is to inform you of changes in procedures for submitting budgets.
- d. Quarterly financial reports are due by 15 March.

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 - **Remind people about deadlines or dates**

Well-structured Memo

1. Supporting information: details, examples, further arguments
2. Key point(s): new information or instructions
3. Contact details: email/phone number of sender
4. Purpose of memo

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Organize the information

Memo

To: All Departmental Managers

From: Central Administration, Legal Department

Subject: New fire safety regulations

Managers should check that all fire-fighting equipment and alarm systems are of the approved standard and that instructions for using the equipment are clearly displayed. Please give this your urgent attention. You should also check that an emergency plan for evacuating the building is prepared and that maps showing nearest fire exits and escape routes are posted in each room. Queries to Phil Deacon, extension 928, or email phildeacon@ashleys.com. All managers are required to ensure that their department complies fully with the regulations. Following recent government legislation, new fire safety regulations come into force on 1 July.

Memos

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Memo: propose action

1. Explain the current situation
2. Outline your proposal
3. Stress the benefits of following your proposal
4. Call for action

Memo: propose action

- a. I therefore propose that we hold a meeting to review the schedule and set new deadlines. I suggest Wednesday 9 April at 10:00 for this meeting.
- b. The project is currently three weeks behind schedule and it is clear that we will be unable to meet the 1 May deadline. This is causing considerable stress among team members. In addition, our clients need to be given a reliable date for completion.
- c. Please confirm that you are able to attend this meeting. It is important that as many people as possible attend.
- d. Revising the schedule will reduce the pressure on staff and enable us to give our clients a more realistic completion date.

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Formal Correspondence

1. Offer further assistance
2. Apologize for the problem
3. Say when you spoke on the telephone
4. Confirm important information agreed in the call
5. Say why you are writing

Formal Correspondence

Dear Mr Cheng

a
b

Further to our telephone conversation on Friday 4 October,
I am writing concerning the recent problem that you experienced
when trying to reserve tickets on our automated booking service.

c

As agreed on the telephone, I have now arranged for the tickets to be
sent to you by special delivery.

d

We are sorry for any inconvenience that this has caused.

e

If you require any further help, please let me know.

Yours sincerely

Victoria Saunders

Victoria Saunders, Customer Services Manager

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- b. Subject | regarding | apropos
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- d. Regret | apologize | forgive
- e. Like | wish | need

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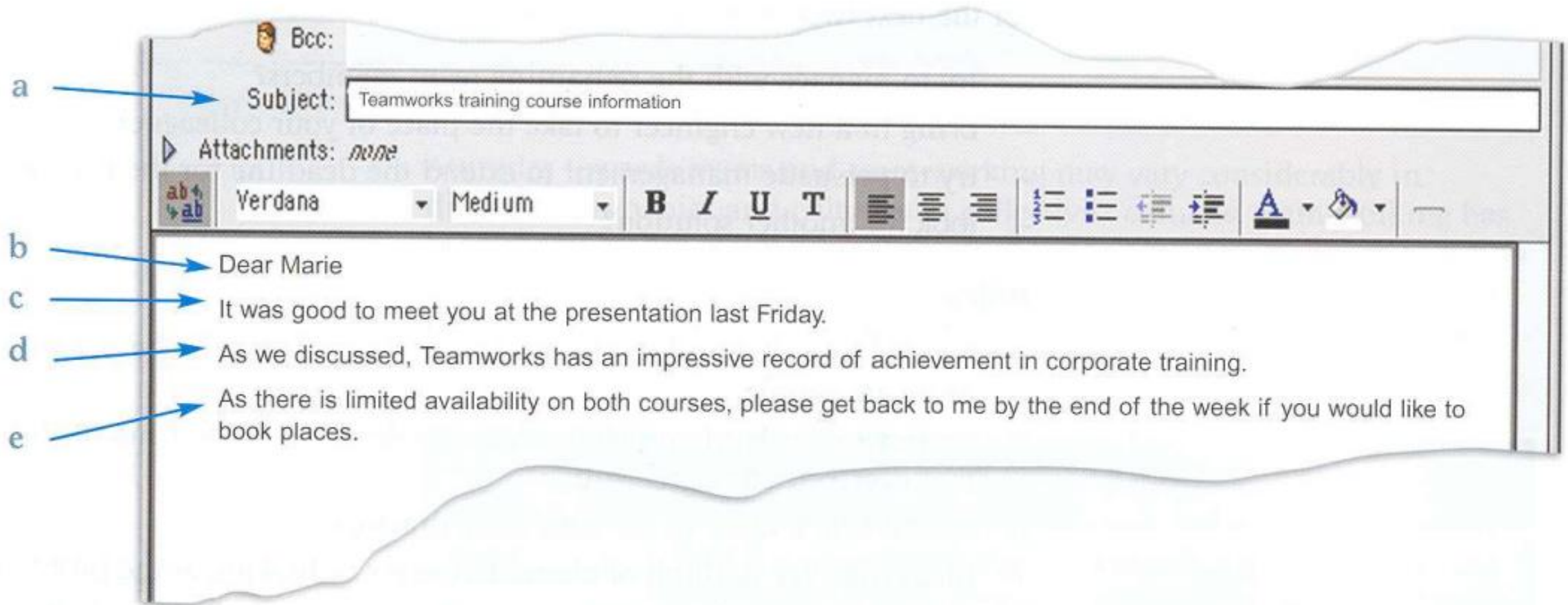
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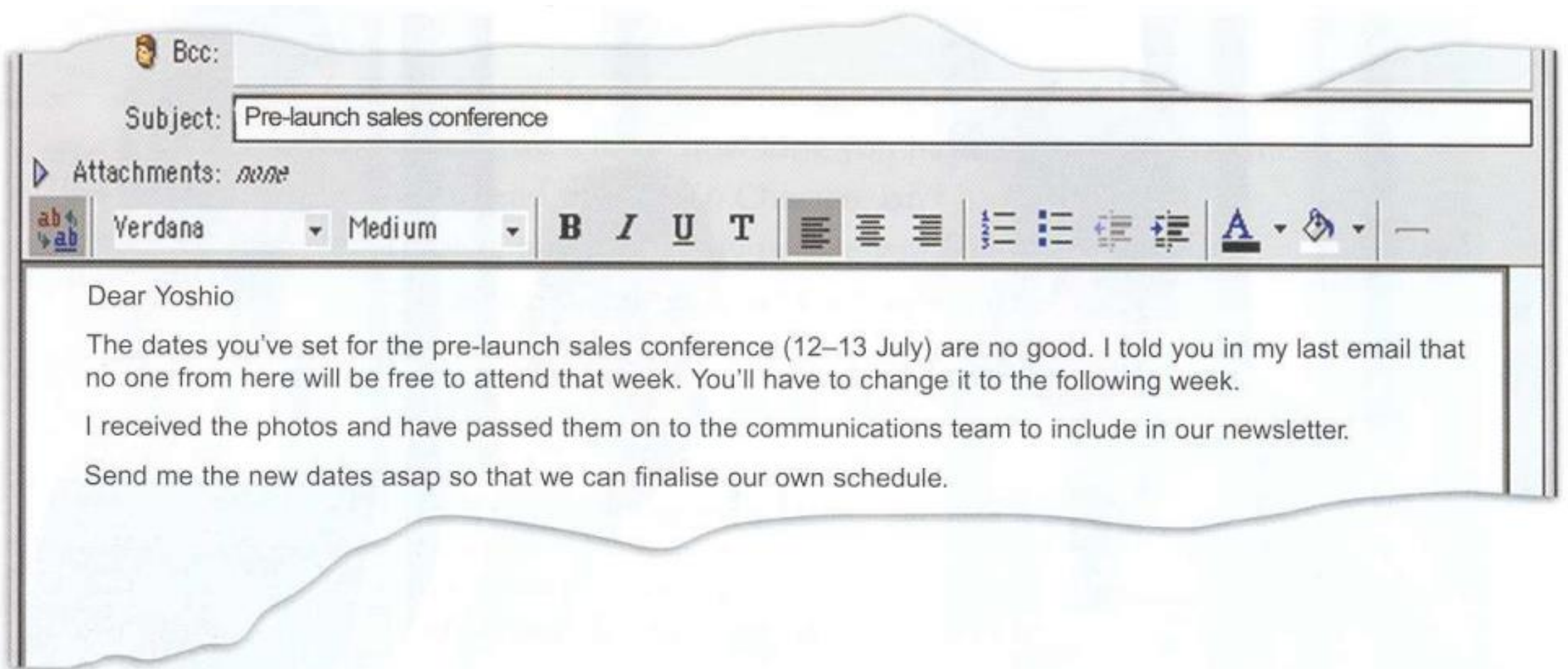
Emails

1. Emphasize key information or any action that is required
2. Include a relevant subject line to clarify the purpose of the email.
3. Provide any necessary context or background information that the reader will need.
4. Open with an appropriate salutation
5. When consolidating contact, refer to *when* and *where* you met the person.

Emails



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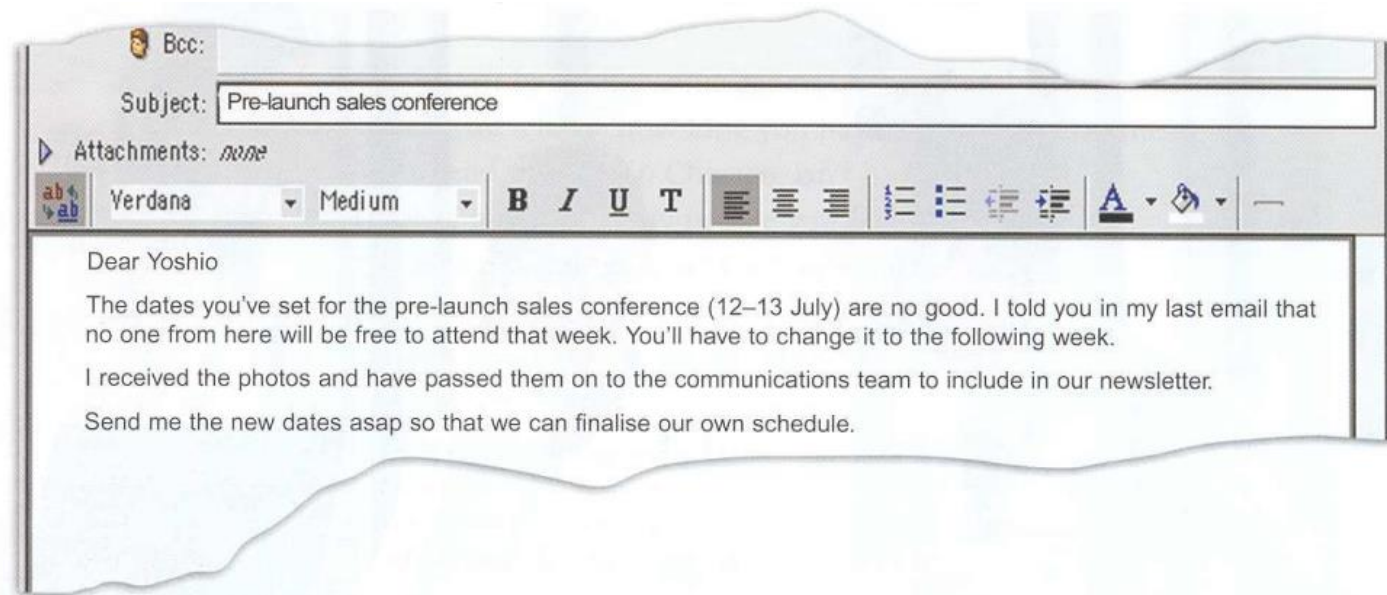


1. Make request polite and show consideration for people's workload
2. Show appreciation for other people's help or good work
3. Be fair and constructive if you need to criticize or point out errors
4. Include some friendly conversation and end with friendly greetings or good wishes

- a. This is just to remind you that we need to have your notes by the 13th so that we can ...
- b. Have a good trip next week!
- c. I'm afraid there seems to be a misunderstanding/ slight problem ...
- d. Many thanks for sending ...
- e. Thanks very much for all your hard work on this.
- f. I realize you are very busy at present, but could you ...?
- g. I really like your ideas – they're great !
- h. I won't be at my desk next week as I'm off to the sales conference in Jakarta – should be fun!

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Dear Yoshio,

I am afraid the dates you've set for the pre-launch sales conference (12-13 July) do not suit to our schedule. As I have mentioned in the previous email that no one from here will be able to attend on that week. Could you please reschedule it to the following week?

I have received the photos and have passed them on to the communications team to include in our newsletter.

It would be better if you could send me the new dates of the pre-launch sales conference so that we can finalize our own schedule.

Thank you in advance.

Create an Email

1. We have items A24 and B39 in stock ...
2. ... due to a high demand for this product at the present time.
3. Dear Ms Bundy
4. We hope to receive new supplies within the next 7-10 days.
5. ... and you should receive them in 2-3 days.
6. We apologize for any inconvenience this may cause.
7. We regret that we are out of stock of item C21 ...
8. Thank you for your order dated March 30.
9. Yours sincerely
10. We will dispatch your order as soon as possible after that

Create an Email

1. We have items A24 and B39 in stock ... **(3)**
2. ... due to a high demand for this product at the present time. **(6)**
3. Dear Ms Bundy **(1)**
4. We hope to receive new supplies within the next 7-10 days. **(7)**
5. ... and you should receive them in 2-3 days. **(4)**
6. We apologize for any inconvenience this may cause. **(9)**
7. We regret that we are out of stock of item C21 ... **(5)**
8. Thank you for your order dated March 30. **(2)**
9. Yours sincerely **(10)**
10. We will dispatch your order as soon as possible after that. **(8)**

Create an Email

To: Peta Bundy

Subject: Your order for A24, B39 and C21

Dear Ms Bundy,

Thank you for your order dated March 30. We have items A24 and B39 in stock and you should receive them in 2-3 days. We regret that we are out of stock of item C21 due to a high demand for this product at the present time. We hope to receive new supplies within the next 7-10 days. We will dispatch your order as soon as possible after that.

We apologize for any inconvenience this may cause.

Yours sincerely,

Thank you and see you in the 13th session.

Yours sincerely,

Lerissa Daniela, S.S., M.Pd.

Original Source:

The original source of this chapter is taken from the book entitled
“ Intelligent Business Skills Book”

1. Intermediate Business English level, written by **Christine Johnson.**
2. Advanced level, **Irene Barrall and Nikolas Barrall.**

Published by **Pearson Education Limited.**