

LETTERS AND FORMS

Addressing an Envelope

Whether you're writing a personal letter or a business letter, you'll need to address an envelope. On your envelope, put your name and address in the top left-hand corner. The **receiver's address** is centered on the envelope. Use the **postal abbreviations** for the state and include the ZIP code (post code). The ZIP code should appear on the last line of the address, following the city and state, with a **double** space left between the last letter of the state and the first **digit** of the code. A comma should not be **inserted** between the state name and ZIP code, as well as between the number of your house (flat) and the name of your street.

For letters in or going to the UK, the postcode is usually written on a line by itself at the end of the address, and the name of both the town and the country are written **in capital letters**.

Each line of the address is followed by a comma, except the last line. But the **majority** of firms now prefer open **punctuation** that is without any commas.

Tanya Ivanova 10 Kulisha Street Ternopil 46016 Ukraine	your name and address	
[] [] [] [] [] []		

[] [] [] [] [] []	
receiver's address	Silverton Tapes, Inc. 403 Kipp Ave Hasbrouck Hts, NJ 07604 USA

Brownlow & Co.
600 Grand Street
LONDON
WIN 9VZ
UNITED KINGDOM

Tanya Ivanova
10 Kulisha Street
Ternopil 46016
Ukraine

or

Tanya Ivanova,
10 Kulisha Street,
Ternopil 46016,
Ukraine

receiver's address — адреса одержувача
is centered — розміщується по центру
postal abbreviations — поштові скорочення
post code (ZIP code) — поштовий індекс
double — подвійний

digit — цифра
insert — поміщати
in capital letters — великими буквами
majority — більшість
punctuation — пунктуація

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Writing Informal or Personal Letters

The personal letters you write are an important way of **communicating** to others your ideas, updating on events in your life, or your feelings. Sometimes an informal letter is the best way to communicate a personal message.

Informal or personal letters include thank-you, invitation letters, letters of regret, of congratulation and others.

Thank-you letters. These are letters that you send to tell someone that you **appreciate** his or her taking time, trouble, or **expense** to do something for you. Always **respond promptly**, and try to say something in your letter **in addition** to thanking the person. You might mention that you **are aware of** the person's effort, or tell why the person's present is special to you.

Invitations. In an informal invitation, include specific information about the occasion, the time and place, and any other special details your guest might need to know (such as that everyone is expected **to bring a friend**, dress casually, or **donate** food).

Regrets. The letter of regret is written to inform someone that you will not be able to accept an invitation. You should especially respond in writing to invitations that include the letters R.S.V.P. (in French, an abbreviation for "please reply").

to communicate — повідомляти
to appreciate — високо цінувати
expense — витрати, видатки
to respond promptly — дати відповідь негайно

in addition — на додаток до
to be aware of — знати, усвідомлювати
to bring a friend — привести друга
to donate — дарувати

Congratulations. Letters of congratulation as well as **condolence** should never be written in the third person, i.e. be someone else **on your behalf**.

The parts of a friendly letter are the heading, the **salutation**, the body, the closing, and the **signature**.

The heading includes your full address with ZIP (post) code. Write out the name of the **state** or use the abbreviation. Always include the date after address.

The salutation is your friendly greeting and is followed by a comma. **Capitalize** the first word and any **proper nouns**.

In *the body* of the letter include your conversational message. **Indent** the first word in each paragraph.

Closing. End your letter with a brief, personal closing, followed by a comma. Capitalize the first word of the closing.

Signature. Your signature should be **handwritten** below the closing.

Correct Form for a Personal Letter

heading

10 Kulisha St.
Ternopil 46016
January 5, 2014

salutation

Dear Aunt Florence,

body

Thank you for the beautiful ski sweater — it's exactly what I wanted. I know how much effort went into making it, and I appreciate your thoughtfulness.

When we go visiting next month, I'll be sure to wear it and show it off to all my friends. Thank you again for the lovely gift.

*closing
signature*

Love,
Andrea

condolence — співчуття
on your behalf — від вашого імені
salutation — вітання
signature — підпис
state — штат (in the USA)

to capitalize — писати з великої букви
proper nouns — власні назви
indent — робити відступ (абзац)
handwritten — написане рукою

Writing Business Letters

A letter speaks for you in your absence. To do its job of representing you well, it must be *clear*, **appropriate** in tone and attractive in appearance. Let us consider these three important qualities individually.

Clarity. Remember that you will not be present when your letter is being read to explain what you **mean**. The reader will not be able to ask you to **clarify**. Obviously, then, you must make your **message** unmistakably clear. **It goes without saying** that your letter should be easily **legible**, whether handwritten or typewritten.

Tone. When speaking face-to-face with someone, you use your tone of voice to reflect shades of meaning and attitude. Writing, too, has a tone, reflected largely in the words you choose. What will your letter sound like to the **recipient**? First, be sure that it sounds like you — that it speaks with your voice. Second, be sure that the tone will neither anger nor **offend**. Unlike spoken words, which are often readily forgotten, letters are permanent records of what you have said. An angry letter may make you feel better at the time of writing, but a few weeks later you may be sorry that you **mailed** it.

A letter that is neat, free of errors, and in good form will do a fine job of representing you — just as your speech and personal appearance do in a face-to-face relationship.

The Parts of a Business Letter.

There are six parts of a business letter: the heading, the inside address, the salutation, the body, the closing, and the signature.

The heading or sender's address of a business letter is the same as the heading of a friendly letter. It usually has three lines:

- 1) your street address
- 2) your city, state, and ZIP code
- 3) the date the letter was written

*heading
(sender's
address)*

10 Kulisha St.
Ternopil 46016

5th January, 2014

Date. The date is written below the sender's address, sometimes separated from it by a space. In the case of correspondence with a printed **letterhead**, it is also usually written on the right-hand side of the page.

appropriate — відповідний

mean — мати на увазі

to clarify — з'ясовувати

message — повідомлення

it goes without saying — зрозуміло без слів

legible — чіткий, розбірливий

recipient — одержувач

to offend — ображати

to mail — відсилати поштою

letterhead — автор документу

The *month* in the date should not be written **in figures** as they can be **confusing**; for example. 11.1.04 **means** 11 th January, 2004 in the UK but 1st November, 2004 in the USA.

Nor should you abbreviate the month, e.g. Nov. for November, as it simply looks untidy. Many firms leave out the abbreviation “th” after the date, e.g. 24 October instead of 24 th October. These are matters of preference, but whichever you choose you should be consistent throughout your correspondence.

The inside (or receiver’s) address. In personal letters we don’t write the inside address. But business firms file copies of the letters they write. Since the copies are filed under the name of the person or firm to which they are written, standard form **requires** an inside address on every business letter. The inside address should be placed at the left-hand side of the page, several spaces lower on the page than the heading. It should include the full name of the company to which you are writing, as well as its full address. (e.g. The Helen Mills Company).

sender’s address

10 Kulisha St.
Ternopil 46016
Ukraine

date

5th January 2014

*Inside address
(receiver’s address)*

73 Purser House
Tulse Hill St
London
Sw 22 j 13
United Kingdom

If you are writing to an individual in the firm, use the full name and title, with a coma between the two if they are on the same line; if the name and title are too long to be put on one line, put the title on the next line.

in figures — цифрами

to confuse — збивати з пантелику, спантеличувати

to mean — означати

to require — вимагати

sender's address

date

inside address

Ms. Susan Barlow
Principal
73 Purser House
Tulse Hill St
London
SW 22 j 13
United Kingdom

a) Writing inside (or receiver's) titles.

1) If you know the surname of the person you are writing to, you write this on the first line of the address, preceded by a courtesy title and either the person's initial(s) or his first given name. (e.g. Mr J.E. Smith **or** Mr John Smith, **not** Mr Smith).

Courtesy titles used in addresses are as follows:

Mr (with or without a full stop [miste:], the unabbreviated form **mister** should **not** be used) is for a man.

Mrs [ˈmisɪz] - is for a married woman.

Miss [mɪs] — is for an unmarried woman.

Ms [mɪz] or [mɛz] — is for both married and unmarried women. Many women now prefer to be addressed by this title, and when you are not sure whether the woman is married or not. If you want to address to two or more men it's more commonly to use the name of a firm.

2) If you don't know the name of the person you are writing to, you may know his title of position in the company (e.g. The Sales Manager, The Finance Director).

sender's address

date

inside address

The Sales Manager
73, Purser House
Tulse Hill St
London SW 22J13
United Kingdom

b) Writing special (or professional) titles

Special (or professional) titles which should be included in addresses are many. They include academic or medical titles: Doctor (Dr.), Professor (Prof.); military titles: Captain (Capt.), Colonel (Col.); aristocratic title: Sir — (it means that he is a Knight (not to be confused with the salutation Dear Sir) — and always followed by a given name: Sir John Brown **not** Sir J. Brown or Sir Brown), Dame, Lord etc.

sender's address
date
inside address

Sir Jonh Brown
73, Purser House
Tulse Hill St
London SW 22J13
United Kingdom

Salutation. Start the salutation, or greeting, two lines below the inside address. The traditional salutation for a letter written to a firm is *Gentlemen* followed by **a colon**. *Dear Sirs* is also used. When writing to an individual within the firm, the correct salutation is Dear Mr ... (Mrs., Ms., or Miss) followed by a colon. If you are writing to a professional man or woman, use the title instead:

sender's address
date
inside address
salutation

Gentlemen:
Dear Mr. Brown:
Dear Dr. Grayce:
Dear President Tyson:

Sometimes you may be writing to an officer whose name you don't know. You may have just "Principal", "President", or "Secretary" on the 1st line of the inside address. The traditional salutation then is *Dear Sir* followed by a comma.

In using traditional salutations (Gentlemen, Dear Sirs), it is understood that the group you are writing to may be composed of both men and women.

The body. Two lines below the salutation begin the body. The body is the main part of your letter. This is where you state your message. Singlespace each paragraph, and indent each new one.

sender's address
date
inside address
salutation
body of the letter

Please would you send me details of your sound system which were advertised in the April edition of Sound Monthly?
I am particularly interested in the Omega range of equipment that you specialize in.

The closing or complimentary close. In business letters, appropriate closings are limited. If the letter begins *Dear Sir*, *Dear Sirs*, *Dear Madam* or *Dear Sir or Madam*, it will close with *Yours faithfully*.

The comma after the complimentary close is **optional** (*Yours faithfully*, or *Yours faithfully*).

Note that Americans tend to close even formal letters with *Yours truly* or *Truly yours*, which is unusual in the UK in commercial correspondence. But a letter to a friend or **acquaintance** may end with *Yours truly* or the casual *Best wishes*.

The position of the complimentary close — on the left, right or in the centre of the page — is a matter of choice.

Start the closing two or three lines below the body.

The signature. In the signature of a business letter, your name is written **twice**. First type your name four or five lines below closing. Then sign your name in the space between the closing and your typed name. Do not refer to yourself as Mr. or Ms. in the signature.

So, always type your name after your handwritten signatures and your position in the firm after your typed signature. This is known as the signature block.

Keep a copy of a business letter in case you do not receive a reply and need to write a second letter.

Correct Form for a Business Letter

sender's address

10 Kulisha St.
Ternopil 46016
Ukraine

date

5th January 2014

inside address

(receiver's address)

73 Purser House
Tulse Hill St
London Sw 22 j 13
United Kingdom

attention line

For the attention of Sales Manager

salutation

Dear Sir and Madam:

body of the letter

Please would you send me details of your sound system which were advertised in the April edition of Sound Monthly?
I am particularly interested in the Omega range of equipment that you specialize in.

complimentary close
handwritten signature

Yours faithfully,

signature

Tania Ivanova

optional — необов'язковий

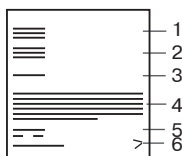
acquaintance — знайомий

twice — двічі

Arrangement of a Business letter

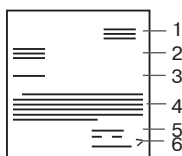
The six parts of a business letter are usually arranged on the page in one of two styles. In *the block form* of a business letter, every part of a letter begins at the left **margin**, and paragraphs are not indented. In *the modified block form*, the heading, the closing, and the signature are placed to the right of the center of the page. However, the other parts of the letter begin at the left margin, and the paragraphs are indented.

Block Style



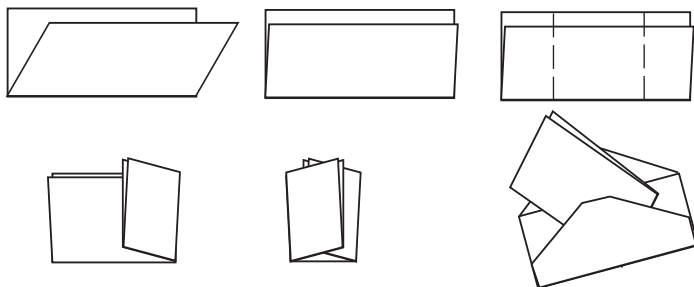
- 1 — the heading
- 2 — the inside address
- 3 — the salutation
- 4 — the body
- 5 — the closing
- 6 — the signature

Modified Block Style



Folding the letter

A letter on a small single-sheet is usually **folded** twice unless it fits into the small envelope without any special folding. If the envelope is large the folds are made in this way: up from the bottom about a third of the way, then down from the top, so that when it is unfolded it will be right side up for the reader. **Insert** in the envelope with the fold at the bottom of the envelope.



BUSINESS LETTER SAMPLES

There are many types of business letters: the request, the order, the complaint letter and many others.

The Request Letter

In a request letter, you write to ask for information about a product or service, to request sample materials e.g. a catalogue, to arrange for a speaker to talk to your club etc. First, be reasonable in your requests. If you are asking for information, be very specific about what you want. Don't make yourself look ridiculous by asking, "Please send me all you have about national parks". If asking for a free catalogue, request only that number which you personally can use. If arranging for a speaker, be sure to write in plenty of time and give all the information necessary about time, place, type of audience, etc. Second, be courteous in the phrasing of request. You should avoid the "thanking you in advance" expression. Such a phrase **presumes** that the recipient will grant your request and seems to indicate that you are too **lazy** to write a separate thank you note if some special **favour** is received. It is good form to conclude the request letter with a polite **acknowledgement** like: "I shall certainly appreciate any help you can give me with this request". Finally, make your request simple and clear. Since the company to which you are writing is probably **handling** a large volume of mail, their employees cannot afford to waste time reading **lengthy**, chatty letters.

Sample Business Letter 1

Helen Mills Company 73, Purser House Tulse Hill St London SW 22J13 United Kingdom Gentlemen: Will you please send me a copy of your latest catalogue on model planes? I have three of your models and would like to add some of the later ones to my collection.	10 Kulisha St. Ternopil 46016 Ukraine 5 th January 2014 Yours faithfully, Tania Ivanova
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presume — припускати

favour — послуга

to handle — мати справу з

lazy — лінивий

acknowledgement — підтвердження

lengthy — дуже довгий, багатослівний