

Е. Б. ЯСТРЕБОВА

# AS YOU WRITE IT

## PART 2 STAYING IN TOUCH

УЧЕБНОЕ ПОСОБИЕ ДЛЯ РАЗВИТИЯ  
НАВЫКОВ ПИСЬМЕННОЙ РЕЧИ

Часть II

Уровень В1

Компетентностный подход

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## ПРЕДИСЛОВИЕ

Настоящее пособие предназначено для работы со студентами первого курса факультетов и отделений международных отношений, регионоведения и межкультурной коммуникации, имеющих исходный уровень коммуникативной компетенции не ниже А2 по классификации Совета Европы.

Конечная цель пособия — развитие письменной речи как компонента речевой компетенции студента. Одновременно, обязательной промежуточной целью является развитие языковой компетенции как фундамента речевой. Кроме того, содержание текстов и система заданий обеспечивают развитие социокультурной и информационной компетенций.

*Структура и содержание* пособия. Пособие состоит из двух частей; вторая часть направлена на развитие навыков написания личных и деловых писем и закрепления навыка написания краткого письменного сообщения (Paragraph). Первый раздел (Section 1) каждого урока посвящен базовым языковым явлениям наиболее важным для овладения грамотной письменной речью. Задания во втором разделе направлены на обучение написанию собственных текстов (письмо другу, письмо редактору, рецензия на книгу и т.п.)

Овладение данным материалом должно обеспечить необходимый уровень языковой и речевой компетенций для последующего обучения навыкам ведения деловой переписки, написания эссе, обзора и резюме.

Текстовый материал пособия является аутентичным и современным; в качестве источников использовались отрывки из современных англоязычных произведений разных жанров: публикации в газетах и журналах, художественная и научно-популярная литература, интернет ресурсы и образцы личной и деловой переписки. В пособие включены “human interest stories” и тексты, представляющие профессиональный интерес, в том числе тексты лингвокультурологического и страноведческого плана. Текстовый материал обоих разделов в основном представляет собой связные тексты.

*Методические рекомендации.* Работа с пособием предполагает сочетание аудиторной и самостоятельной работы студентов. Первая часть рассчитана на один семестр при сетке часов шесть в неделю; на обучение письменной речи рекомендуется отводить 40 минут аудиторного времени в неделю. Важной частью работы является написание собственных текстов в аудитории (от микро на уровне 1–2 предложений до макро — “paragraph” и писем). Во всех разделах предусмотрены упражнения для более сильных студентов\*.

Настоящее издание дополняет учебник «Курс английского языка для международных и регионоведов» Е. Б. Ястребовой, О. А. Кравцовой, Д. А. Крячкова, Л. Г. Владыкиной, однако может использоваться и в качестве самостоятельного пособия.

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\* уровень 2 обозначен знаком



## FOREWORD

# THERE'S ONLY ONE WAY TO LEARN TO WRITE — START WRITING

A FEW SIMPLE RULES TO FOLLOW:

1. WRITING IS A WAY TO COMMUNICATE YOUR IDEAS TO THE READER.
2. YOU HAVE TO WRITE A SENTENCE CLEARLY SO THAT THE READER CAN UNDERSTAND IT EASILY.
3. START WRITING WITH ASKING YOURSELF THE QUESTION, *"WHAT AM I TRYING TO SAY IN THIS SENTENCE?"*
4. WHEN YOU HAVE FINISHED ASK THE NEXT QUESTION, *"HAVE I SAID IT?"*

GOOD LUCK!

## UNIT 1 WRITING INFORMAL LETTERS; REVIEWING A BOOK; REVISION: NARRATIVE PARAGRAPH

### SECTION 1. STYLE MATTERS: FORMAL VS INFORMAL

*Lead-in. What is the difference? Discuss with your classmates and teacher. Fill in the table.*

<b>Contractions, long words, complex sentences, compound sentences, simple sentences, phrasal verbs, personal/impersonal language, personal pronouns, words of Latin origin</b>	
formal	informal

#### PRACTICE 1 SENTENCE STRUCTURE AND VOCABULARY

*Ex. 1. Make the narrative below more formal by using complex and compound sentences instead of the simple ones.*

Louis Napoleon was a nephew of Napoleon Bonaparte. He was exiled to Switzerland after the battle of Waterloo. He took part in a coup against the French king in 1840. The coup failed. Louis Napoleon was jailed for life. He escaped to England six years later. The king abdicated in 1848. Louis Napoleon returned to Paris. He was elected to the first parliament of the Second Republic. Then he was chosen as its first president. In 1852 a plebiscite confirmed him as emperor. Emperor Napoleon III lost the Franco-Prussian War in 1870. He lost the throne and died in exile in England in 1873.

*Ex. 2. a) Make a less formal narrative choosing appropriate blocks;  
b) make a more formal narrative using more complex structures to combine the appropriate blocks.*

- [ From exile and ignominy / from nowhere ]  
Louis Napoleon  
[ reached the summit of European power / came to power in just four years. ]
- For twenty two years he was  
[ president and later emperor of France / one of the world's most benevolent / generous dictators. ]
- [ He made friends with England / his friendship with England ended centuries of conflict. ]  
England and France  
[ became allies from the Crimean War onwards / have been allies since the Crimean War. ]

4. [ It was Louis Napoleon who ordered Haussmann to rebuild Paris / Louis Napoleon had Haussmann rebuild Paris. ]
5. Louis Napoleon  
[ improved healthcare, helped to develop industry, commerce, shipbuilding and railways / encouraged industry, commerce, shipbuilding and railways; under his rule healthcare was improved ]
6. The emperor  
[ was the patron of arts / loved arts; ]  
he encouraged Impressionism by  
[ launching / opening ]  
the Salon des Refuses.
7. He restructured wine industry; he  
[ made French cheeses world famous / promoted French cheeses worldwide. ]
8. The emperor  
[ restored all the joie de vivre (joy of living) lost in the years of Revolution / restored the former glamour of Paris. ]  
Gaslit Paris  
[ became Europe's capital for pleasure / attracted tourists. ]
9. His finest period was from 1855 and 1867;  
[ in both these years he staged vast national exhibitions / both in 1855 and 1867 he held huge national exhibitions; ]  
world leaders  
[ came to admire / flocked to Paris to marvel at ]  
France's scientific, industrial and artistic advances.
10. In 1856, after the victorious end of the Crimean War,  
[ the peace talks were held in Paris / France achieved massive prestige by hosting the peace talks. ]
11. [ His biggest mistake was marrying the Spanish countess Eugenie / his decision to marry the Spanish countess Eugenie turned out to be his greatest misfortune ]
12. [ She pushed him to / was a leading advocate of ]  
the disastrous war with Prussia. It led to his abdication.

*What makes the two narratives different?*

*Ex. 3. Read the review and say what the writer thinks of the author.*

This year saw the death of J.G. Ballard, one of the most original and disturbing writers of his generation. I only knew his work through the film of *Empire of the Sun*, about his childhood in a Japanese prison camp in Shanghai. His death prompted me to get hold of his memoirs *Miracles of Life* and an armful of his novels.

The first part of his autobiography deals with the Shanghai life that was already covered in *Empire of the Sun*, but it is charmingly told. Early on, he knew that the world had changed and that his

literary tastes and his politics would reflect this. His early novels are variations on the genre of science fiction. Later on he developed a darkly satirical view of the world.

Of the handful of his works which I have read so far I'd particularly recommend a novel called *Concrete Island*. It's a sort of modern Robinson Crusoe about a man whose Jaguar gets a blowout in the front tyre. It skids off the Westway flyover\* coming out of Marylebone in London, and he is stuck on a concrete island compelled to live off potato chips and other discarded snacks thrown out of the windows of the swiftly-passing traffic. Events on the island go from bad to gruesome worse.

It is a fantastic book, for the concrete island is not just an imagined concrete horror, modern Britain itself — hostile, soulless and frightening.

/ from *Reader's Digest* August 2009/

*Ex.4. Read another review and compare it with the one above.*

*Which do you think is meant for publishing? What is the main difference between the two?*

Have you heard of J.G. Ballard? I didn't know much about him either until now. I only saw the film of *Empire of the Sun* based on his book. It is about his childhood in a Japanese prison camp in Shanghai. Recently a friend mentioned he is worth reading and I decided to give one of his books a try. I must say I do not regret it.

So far I've read a novel called *Concrete Island*. It's a sort of modern Robinson Crusoe story. A guy driving a Jaguar has a sort of an accident and finds himself on a concrete island right in the centre of London. There's no way he can escape, so he has to live off potato chips and other discarded snacks thrown out of the windows of the passing cars. And it gets from bad to worse.

I heard Ballard started as a sort of science fiction writer, but this one is really much much better than any science fiction. The man did know his job. This concrete island is a real horror – right in the middle of modern Britain. And it is a lot more frightening than the island Robinson Crusoe had to live on.

It's a terrific read, and I'm absolutely sure you'll enjoy it too.

*Ex. 5. Choose the more formal words to complete the review of the book "A History of Diplomacy" by Jeremy Black.*

Jeremy Black, himself 1) \_\_\_\_\_ (no mean/ a distinguished) historian of the diplomacy of 18<sup>th</sup> century Europe, takes a very different approach to the history of conduct of international relations from its 2) \_\_\_\_\_ (origins/beginnings) to the present.

3) \_\_\_\_\_ (For one thing/ to begin with) Black prefers to locate the origins of diplomacy 4) \_\_\_\_\_ (well/long) before the Renaissance, in the medieval era (and even in ancient Greece). Another 5) \_\_\_\_\_ (thing about/distinctive feature of) Black's book is the way the extra-European world is shown to have played a more independent role than is generally understood.

In his survey Black demonstrates a 6) \_\_\_\_\_ (huge / encyclopedic) knowledge, and 7) \_\_\_\_\_ (brims with/is full of) thought-provoking insights and 8) \_\_\_\_\_ (remarks/observations). If the book has any weaknesses, these in large part follow from its strengths. Sometimes the 9) \_\_\_\_\_ (deluge / flood) of examples, information and ideas is 10) \_\_\_\_\_ (too much / amounts to overload). But 11) \_\_\_\_\_ (despite /for all) its faults this is an innovative and remarkably wide-ranging historical survey.

#### USEFUL TIPS FOR REVIEW WRITING:

- remember to mention the title and the author;
- describe the plot and/the main characters OR the subject matter, the main ideas;
- explain why you recommend the book.

Ex.6. Make this review less formal by using simple sentences, active voice, less formal words instead of the underlined ones. You may find the list of words below useful.

In *Juliet, Naked*, Nick Hornby returns to the *High Fidelity*<sup>1</sup> territory of male obsessions and the women who have to put up with them. In the grim northern resort of Goolness, Duncan runs a website about Tucker Crowe, a never-very-famous American singer who disappeared entirely from public view in 1986. (Among other things, the novel is one of the first to explore the effect of the internet on shared obsessions.) But then the tiny world of Crowe worshippers is rocked by the news that an acoustic demo<sup>2</sup> version of his best known album *Juliet*, is about to be released. Duncan duly hails the result as a masterpiece, but his long-suffering girlfriend Annie is more objective — and says so online. As a result she gets an admiring email from Tucker Crowe... Is she really going to find proper love on a damp and windy seafront, when Tucker finally arrives in England?

One thing you have to give Nick Hornby credit for, is his ability to steer clear of the predictable path all the time throughout the novel. Hilarious and tender, *Juliet, Naked* will profoundly move the reader. It's Nick Hornby at his brilliant best. (232 words)

**Word list:** describe, to tell a story, long forgotten, irritated, fans, excited, to shake, to praise, to have doubts/to be doubtful, true, to develop in an unexpected way, touching, funny

Ex. 7. Make the review less formal.

Nicolas Mosley's *Hopeful Monsters* is a modern classic.

A young English physicist in the 1930s falls in love with a German Jewish anthropologist.

The fates draw them together, tear them apart and draw them together again. Between them, they experience the whole mid-20<sup>th</sup>-century nightmare-tragedy-adventure — the Spanish Civil War, the rise of fascism, the revolution in quantum physics, the challenges to accepted philosophical and religious views. As well as being the ultimate novel of ideas, it is a tremendously moving love story. It is a most suitable book for school reading programme. (92)

Ex. 8. Write your own short review of a book you like as if you are writing a) to a friend recommending a read;  
b) to a newspaper / *Reader's Digest*

USEFUL LANGUAGE:

This book is about/investigates/ deals with/ examines/takes us back to

It is a simple/straightforward/complex/pungent\compelling narrative (that brings smb/smith to life)

A highly readable/exciting/..... book

A formidable/prolific/brilliant..... writer

The book is a brisk, delightful read...



## SECTION 2. WRITING AN INFORMAL LETTER

Lead-in. Read a piece of advice below. Do you share this point of view?

It is worthwhile to make time to write to a friend or relative when you are away. While text (sms) and emails are all very well, they can't compare with the thrill of finding a handwritten envelope in one's letter box. Love letters — even a note — are always welcome, especially when least expected. So are those sent at the time of hardship or emotional stress. It is the letters never written that we most regret, seldom those sent. (Elspeth Thompson)

<sup>1</sup> The first novel by Nick Hornby, published in 1995.

<sup>2</sup> a piece of recorded music that a new singer or group sends to a recording company.

Ex. 9. Read the letters and rank them according to the degree of formality.

### LETTER 1

4-Aug.-05

Dear Tatjana,

Sorry to have missed you on your recent visit to the UK. Various hospital appointments and problems with my travelling made this difficult. Thank you for the excellent book on Russian Art which we have added to our now substantial collection (at least those left after one of our granddaughter's raid for her A level art examinations last year). She has recently spent seven months teaching in India and now four months in Hong Kong, Vietnam, currently in Laos, then a brief visit to Thailand in the company of her boyfriend prior to starting at Manchester University.

Your son tells us that in the new year you are due for an operation. In this we wish you an excellent recovery as soon as possible. June is still not fully fit after hers last year.

Nearly forgot, June has reminded me to thank you for the chocolates (she is only having one a day to make them last). This doesn't apply to other chocolates which disappear in a few days.

We look like having a very dry August/September, saves cutting the lawn and the roses and dahlias seem to like the heat.

We hear you are still lecturing at your school in Moscow, are you continuing to take parties to overseas cultural/pleasure visits? The Chinese have now decided to visit London in substantial number and are purchasing many pairs of Clarks shoes (many of these are made in China.) One newspaper was rather amused that they visited Chinese restaurants for their food!! Actually I do not blame them if this is true as they are better than most fast food outlets.

We tend to eat at very local restaurants which are either in walking distance or have adequate parking (a major problem locally as the town centre is being rebuilt to house another supermarket!!)

June has just returned from the cinema after seeing "Charlie and the Chocolate Factory", a recent new release.

All the best  
Sincerely and with love,  
Phil and June

### LETTER 2

10/12/2005

Dear Irina,

Do you know that I got married and am living in Galmpton (a lovely small hamlet near Brixham)? We are house hunting at the moment (not much luck yet).

How has your year been? Do you spend most of your time in Moscow or a little relaxing in the countryside? How is your daughter? Are you a grandmother yet?

Do you still organise student language holidays in Torbay? When are you planning to visit England?

My address is: 6 Manor Court, Galmpton, Nr Brixham, S.Devon. Surname now is Fierett.

Do keep in touch  
I hope you are well.

Regards,  
Jacqueline, Tony and Ben

### LETTER 3

IATEFL  
Darwin College,  
University of Kent,  
Canterbury,  
Kent CT2 7NW  
United Kingdom  
Tel: +44 1227 824430  
2 November 2010

Prof. Elena Orlova  
MGIMO University  
Prospect Vernadskogo 76  
119454 Moscow  
Russian Federation

Dear Prof. Elena Orlova,

We would like to formally invite you, Prof. Elena Orlova, to participate in the Annual International IATEFL Conference and Exhibition to be held in Harrogate, UK from 7th to 11th April 2010.

This will be a major ELT event and will consist of over 300 talks, workshops, and symposiums. There will be four plenary sessions by top ELT professionals. Speakers and participants are expected from over 80 countries.

In addition there will be a major ELT Resources Exhibition with over 50 exhibition stands showing the latest published materials, teaching resources and equipment, computer software and services.

We look forward to seeing you at the conference in Harrogate.

Yours sincerely,

*signature*

Glenda Smith

Executive Officer

For and on behalf of IATEFL

### LETTER 4

2b Dixon Court,  
Cottingham,  
East Yorkshire, HU16  
Tel: 01482 875740  
12 December 2008

111 Buckingham Palace Road  
London SW1W 0DT  
The Daily Telegraph

Sir,

Burning three tons of domestic waste generates about the same amount of heat as burning one ton of coal. It is criminal that we are dumping this valuable resource into landfill (мусорная свалка).

Modern waste-recovery incinerators (мусоросжигательная печь) such as the one in Sheffield can recover this energy safely to run district heating schemes and generate electricity.

Using waste in this way has the triple advantage of reducing the need for fuel imports, reducing the need for landfill and ensuring that the carbon content of the waste goes into the atmosphere as carbon dioxide rather than as methane: the powerful greenhouse gas which results when waste matter rots in landfill.

Given a choice between a modern incinerator and a nuclear power station in my neighbourhood I would choose the incinerator every time.

Yours faithfully,  
signature  
Roger Evans,  
Real estate agent.

*Ex. 10. Make two lists of useful expressions: A — for informal and B — for formal letters out of the following. Arrange the words in the order they might be used in a letter/letters.*

Look forward to hearing from you, keep in touch, I am looking forward to, we are happy to be able to, did you know, did I tell you, I regret having to tell you this, thanks for (your letter), your letter was such fun to read, yours sincerely, love, best wishes, best regards, write to me soon, yours faithfully, I am writing to (inform you/...), this is a brief reminder, I am wondering if..., I wonder if you are aware, according to your letter, I am sorry about, please say hello to, we appreciate your (contribution/ the time and effort)..., thank you for your patience and understanding, well, that's all for now, thank you for your letter received 25 January...

### USEFUL TIPS FOR WRITING AN INFORMAL LETTER

1. The less you know a person, the more formal the letter will be.
2. Use a positive cheerful tone (unless you or your reader is going through sad times). Avoid using words like *don't, haven't, won't, can't, bad, awful, hard, difficult, terrible*.
3. Write about happenings and news, films, book or plays you've seen or read recently, etc.
4. Write about ideas that are important to you, share your opinions, your reaction to current events.
5. Make your letter enjoyable to read, hence: ELABORATE that is, give more details.
6. Avoid complaining.

*Ex.11. Read Letter 1 in ex. 8 again. Does it meet the requirements suggested above?*

*Ex. 12. Fill in the format of an informal letter below with your own content. (If short of ideas make use of the story below to make the letter more interesting)*

	<div style="border: 1px solid black; padding: 5px; margin: 0 auto; width: 80%;">                 Address (if unknown to your addressee) Date of writing             </div>
<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;">                 Salutation: Dear John,             </div>	
<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;">                 Paragraph 1 (indented)             </div>	
<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;">                 Paragraph 2 (indented) Paragraph 3 (indented)             </div>	
<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;">                 Paragraph 4 (indented)             </div>	
<div style="border: 1px solid black; padding: 5px;">                 Closing signature             </div>	

**Narration: telling a story**

My sisters Mary and Suzanne decided to treat themselves to a meal in an expensive restaurant. They had just placed their orders when they became aware of the loud tones of the gentleman at the next table arguing with the waiter. Nothing was good enough for him: the soup was too salty, the bread too dry, the service slow and the tablecloth filthy.

The waiter brought him a steak. The man took a mouthful, put down his knife and fork, and walked off. My sisters were astonished.

"What a rude man," said Suzanne. "And what a waste of good food. I'm taking it back for the dog."

With that she walked over to the table, picked up the steak, wrapped it in a paper napkin and plopped it into her handbag.

Just then, the man returned. He'd only been to the toilet.

*Ex.13. Write an informal letter (to a friend, parent, relative) using the format and the tips above.*

## UNIT 2 WRITING FORMAL LETTERS; REVISION: ARGUMENTATIVE PARAGRAPHS BASED ON FACT/OPINION

### SECTION 1. LANGUAGE OF COMPARISON

#### REVISION: FORMAL VS INFORMAL STYLE

What makes your writing more formal? Cross out the irrelevant points.

1. Formal and impersonal language
2. Fixed expressions
3. Phrasal verbs and idioms
4. Longer words (e.g. words of Latin origin)
5. Longer sentences (complex and compound)
6. Fillers and hedges (e.g. *so to speak, in a sense, I mean, etc.*)
7. Personal pronouns

*Ex. 1. Write the following in a formal style. Use the words from the list below instead of the underlined ones in the text.*

#### Pet Rescue

This is a not-for-profit group. It is all about Animal Cruelty, and what we can do to stop it. We like to help all Animal Cruelty Charities, such as RSPCA<sup>3</sup>, or the WWF<sup>4</sup>. And if you support any of them kinds of charities, then join us now!

Our group wants to save pets from cruelty in their homes. We find new homes for homeless animals. We save pets from beatings and death in animal pounds (приюты). We tell people how to treat their pets. We try to make everybody understand how important pets are in our lives. Our members give out flyers to people. These leaflets explain what people can do to help those poor beaten up animals. We need your support: both money and food, toys and collars are welcome. Every penny you give will help a lot of animals.

Let's all pitch in and make a difference in the world!

#### WORDS TO BE USED

To prevent cruelty, to support, abandoned pets/ companion animals, to educate/ the public/ pet owners, rights and responsibilities, to rescue, to provide shelter, aim/mission, to aim (to do), to collect, to donate, donation, non-profit charity, to share views/values

Whenever you are writing a letter to express your opinion you give reasons to support it. In a formal letter you resort to facts and quite often rely on statistics to support your position. To do it skillfully you need to know how to write **figures** and use **comparison structures**.

*Ex. 2. Read and analyse the examples below. Find the main idea in each; which figures and statements support it?*

1. There is a clear link between poverty and health. Recent NHS Scotland figures show that a child born in Claton (a poor neighbourhood in Glasgow) can only expect to live to 54 and is three times

<sup>3</sup> Royal Society for the Prevention of Cruelty to Animals.

<sup>4</sup> World Wildlife Fund.

as likely to suffer from heart disease and four times as likely to be hospitalized as a child born in the west end of the city. They are also ten times more likely to grow up in a workless household.

2. Smoking is a real calamity (бедствие) for the health of the Russian nation. As many as forty two per cent of Russia's 142 million people smoke, including two thirds of men, according to government statistics. Smoking is a major cause of premature death worldwide. In Russia some 250,000 men are estimated to have died in 1995 alone due to tobacco use.

### USEFUL TIPS (1): WRITING NUMBERS

1. numbers under 100 must be written as words<sup>5</sup> — all numbers that start sentences must be written as words;
2. round numbers between one thousand and ten thousand can be expressed as hundreds:  
1200 = 12 hundred (mostly informal style)
3. figures involving thousands can be written in two ways:  
10 000 *or* 10,000
4. fractions:  
 $\frac{3}{4}$  *OR* three-quarters  
with decimal fractions use a point:  
130.75
5. ordinal numbers are often written in abbreviated form:  
1st = first; 2<sup>nd</sup> = second, 3d = third, 4<sup>th</sup> = fourth, 5<sup>th</sup> = fifth;
6. avoid short forms or symbols ( &, %, etc.):  
ten per cent, two and a half per cent, fifty dollars, etc .

#### Remember, too, how to write dates:

(on) July 4, 1998, *OR* 4 July 1998

July 4<sup>th</sup> *OR* July fourth

(in) the 1980s

the 20<sup>th</sup> century

### PRACTICE 1

*Ex. 3. Write the numbers as required in formal writing.*

15%, 12000,  $\frac{1}{2}$ , 250000, 35, 15000000, 3 billion, \$65, 21 century, 9000, January 1.

*Ex. 4. Make the text more formal by writing the numbers in an appropriate way.*

America has the best health care in the world: the most talented doctors, the most sophisticated medical technology. But we don't have the best health care system.

Here's a look at America's health care crisis by the numbers 44.8 million Americans have no health insurance according to 2005 Census Bureau estimates, which means that 15% of the U.S. population lacks health insurance. 18,000 people die prematurely each year because they lack health coverage. The mortality rate of uninsured people could be reduced by 10–15 % if they were provided with health coverage. 47 per cent reported that they postponed seeking medical care because of its cost during the past year.  $\frac{1}{4}$  report that they spend less on food and heating in order to pay medical bills.

At the same time health care spending per year is 2 trillion dollars, which makes up 16% of GDP. The United States spends more of its income on health care than other developed countries and that share is rising. The U.S. spent 2 times as much as the UK on health care in 2009. Yet, 90% of Americans believe the U.S. health care system needs fundamental changes.

<sup>5</sup> Newspapers spell out numbers from one to nine and round numbers ( five hundred or two million).

Ex. 5. Rewrite the following in a formal style. Pay attention to punctuation, too. Choose more formal words from the list below instead of the underlined ones.

**A few facts on Russia's health care**

As of July 1 2001 Russia's total population was 144.4 million people — a loss of 458,400 over the first 6 months of the year. Although the birth rate increased slightly in the first half of 2001 and the death rate similarly decreased, there were still 2 times as many deaths as births. 1.13 million people died compared to 644 200 born. In 2000, the number of deaths was more than the number of births by approximately 958 000. Natural population growth is taking place in only 15 of the country's 89 regions this growth is concentrated primarily in the North Caucasus.

The Russian Statistical Commission said that only 3.2–4.5% of GDP was devoted to health sector between 1990 and 1995. The total spending on health care is now 5.4% of GDP. Public expenditure of this makes up 76.9% and private (out-of-pocket) expenditure 23.1%. The Russian estimates for actual money spent per capita in 1990–1995 ranged from \$245 to \$23.

**Word list:** estimated, is estimated as, stood at, currently, exceeded, expenditure

**MAKING USE OF COMPARISON STRUCTURES**

USEFUL TIPS (2)<sup>6</sup>

1. to show equivalence use:
  - as...as
  - the same as
  - as many as
  - as much as
2. to show non equivalence use:
  - not so/as ...as
  - adj *comparative* than
  - fewer (+**count.noun**)... than
  - less (+*uncount noun/adj*).... than
  - not so many ...as
  - not so much ... as
3. to show smth/smb is "super" use
  - superlative adjective*
4. to show parallel increase use
  - two comparatives (the more...the better)

PRACTICE 2

Ex. 6. a) Read the text and the sentences below the table. Do the sentences accurately reflect the data in the table?

b) Find comparison structures in the sentences.

**Life of Ma's**

On Mother's Day we are all reminded of how much we value mums. But how many of us know what they are really worth? In a recent "Value of a Mum" survey it was found that mothers spend around seventy-four hours a week on childcare and household chores, labour worth some 33,000 pounds a year.

TASK	Hours per	week	Weekly	cost
	Mum	Dad	Mum	Dad
cook	8	4	74	36

<sup>6</sup> For more details see «Курс английского языка для международных и регионоведов» часть I, стр .88–91.

TASK	Hours per week	Weekly	cost	
cleaner	12	7.5	90	56
housekeeper	13	9,5	103	75
childcare	33	16,5	294	148
driver	3	3	28	23
gardener	1	3	11	33
other	4	3,5	31	30
<b>Total</b>	<b>74</b>	<b>53</b>	<b>631</b>	<b>406</b>

The figures were obtained using average earnings figures for household tasks, compiled from the Office of National Statistics 2008 Annual Survey of Hours and Earnings.

- Mum spends twice as much time cooking as Dad.
- Dads spend far less time/fewer hours cleaning than Mums do.
- Dad does not spend so much time on housekeeping as Mum (does).
- Fathers spend less time cooking but, much more time gardening than mothers.
- Dad spends the same hours driving as Mum does.
- Childcare takes the most of Mum's time (thirty three hours a week). Dads spend only sixteen and a half hours. Mums spend twice as much time taking care of the children as Dads do.
- Childcare takes mothers as much time as cooking, cleaning and housekeeping put together.
- The most time consuming household task is childcare.
- Gardening is the best paid of all household jobs. One hour of gardening costs eleven pounds. One hour of childcare costs less than ten.
- The least paid job about the house is cleaning.
- The weekly cost of Mum's work about the house is much higher than Dad's (is). Mothers could earn 631 pounds while Dads only 406.
- The more time Mum spends on household tasks the more money she should earn. But does she?

*c) Add linking adjuncts where appropriate to make the sentences into a more cohesive paragraph:*

In contrast, by comparison, similarly, so, thus, at the same time

Mum spends twice as much time cooking as Dad. Dads spend far less time/fewer hours cleaning than Mums do. 1) \_\_\_\_\_, Dad does not spend so much time on housekeeping as Mum (does). Dads/ Fathers spend less time cooking but, 2) \_\_\_\_\_, much more time gardening than Mums/mothers. Dad spends the same hours driving as Mum does. Childcare takes the most of Mum's time (thirty three hours a week). 3) \_\_\_\_\_, Dads spend only sixteen and a half hours. Mums spend twice as much time taking care of the children as Dads do. Childcare takes mothers as much time as cooking, cleaning and housekeeping put together. 4) \_\_\_\_\_ The most time consuming household task is childcare. Gardening is the best paid of all household jobs. One hour of gardening costs eleven pounds. 5) \_\_\_\_\_ One hour of childcare costs less than ten. One earns the least money cleaning. The least paid job about the house is cleaning. The weekly cost of Mum's work about the house is much higher than Dad's (is). 6) \_\_\_\_\_ Mothers could earn 631 pounds while Dads only 406. The more time Mum spends on household tasks the more money she should earn. But does she?

*Ex. 7. Read the text, study the table and write ten sentences to compare how polite/courteous people are in different cities/countries/regions, using different comparison structures. You can add your comments as well.*

Global Courtesy Test was the world's biggest real-life test of good manners, which consisted of more than 2,000 separate tests of actual behaviour. Three tests were conducted in 35 cities: "door tests" (would anyone hold the door open for me?), "document drops" (who would help me pick up a pile of "accidentally" dropped papers?) and "service tests" (which sales assistants would say "thank you" for a purchase?). Figures reflect the percentage of people who passed the tests in each city.

New York	USA	80%
Zurich	Switzerland	77
Toronto	Canada	70
Berlin	Germany	68
Sao Paulo	Brazil	68
Zagreb	Croatia	68
Auckland	New Zealand	67
Warsaw	Poland	67
Mexico City	Mexico	65
Stockholm	Sweden	63
Budapest	Hungary	60
Madrid	Spain	60
Prague	Czech Republic	60
Vienna	Austria	60
Buenos Aires	Argentina	57
Johannesburg	South Africa	57
Lisbon	Portugal	57
London	United Kingdom	57
Paris	France	57
Amsterdam	Netherlands	52
Helsinki	Finland	48
Manila	Philippines	48
Milan	Italy	47
Sydney	Australia	47
Bangkok	Thailand	45
Hong Kong		45
Ljubljana	Slovenia	45
Jakarta	Indonesia	43
Taipei	Taiwan	43
Moscow	Russia	42

Singapore		42
Seoul	South Korea	40
Kuala Lumpur	Malaysia	37
Bucharest	Romania	35
Mumbai	India	32

**e.g.** The second most/least courteous place...  
 There is more courtesy/politeness...  
 Fewer people are polite...

*Ex. 8. Study the data below and write a paragraph of 10–12 sentences on private transport ownership in different countries and deaths in road accidents by the end of the 20<sup>th</sup> century.*

	Japan	Germany	UK	Mexico	USA
Numbers of cars	37,076,0656	36,952,000	19,737,000	7,332,120	142,955,623
Number of motorcycles and mopeds	17, 295 204	3,405,000	750,000	218,700	4,177,037
Number of cars per 1000 persons	299	450	353	82	566
Number of motorcycles and mopeds per 1000 persons	140	42	13	2,4	16,5
fatalities	11,105	11,300	4,570	5,700	41,462
Fatality rate per 100 million vehicle miles	2,7	3,5	1,8	17,6	1,9

*Make your own conclusion about the road safety situation in different countries.*



## SECTION 2. WRITING FORMAL LETTERS BASED ON ARGUMENTATIVE PARAGRAPHS; LETTERS TO THE EDITOR

### I. REVISION: WRITING AN ARGUMENTATIVE PARAGRAPH BASED ON FACTS/ OPINION.

*Ex. 9. Write a paragraph about the healthcare system in a country of your choice (see Project work unit 7 p. 30-31<sup>7</sup>).*

<sup>7</sup> Курс английского языка для международных и регионоведов.

Ex.10. Find out about the situation in the Russian healthcare system. State your opinion: current health care in Russia is good / poor / improving / declining / etc.



## II. WRITING A LETTER TO THE EDITOR.

### In a letter to the editor

1. You agree or disagree with an article, news item, editorial position, etc.
2. You need to correct published information.
3. You have an opinion on the topic of strong national or local interest.
4. You want to reach a large number of people with information you think other readers would be interested in.

### USEFUL TIPS:

- Be brief — one hundred to two hundred words is the right length;
- Be timely (refer to a recent issue or publication)
- Stick to one narrow idea;
- State your position clearly;
- Be reasonable, moderate, fact-oriented.

Ex.11. Read the letters below and decide why each of these was written (consult the list "In a letter to the editor").

#### LETTER 1

It is obvious that our political system needs an overhaul (пересмотр), but how do we achieve it? Here are a few ideas.

There should be fixed-term parliaments so prime ministers can't mess around<sup>8</sup> with dates. Politicians should live in their constituencies so they know the problems of the area they represent. Most importantly, there should be a form of proportional representation so that every vote counts. I would add that if MPs want our votes, they should be prepared to work together for the good of our country.

#### LETTER 2

How very depressing the editor must find the letters received regularly from his readers. I have been a subscriber for the last year and am constantly amazed that the letters are so negative. For example — and typically — six out of seven of the letters in the June magazine were complaining about inaccuracies, and none is commenting on the wide-ranging subject matter, attractively presented and full of interest, which is the norm of this excellent 100-page publication. Do the readers go through it searching for mistakes? Shame on you all!

Liz Hallett

Romsey (History magazine July 2010)

#### LETTER 3

The letters Editor  
The Mail on Sunday  
Northcliff House  
2 Derry Street  
London W8 5TS

Dear Editor

Designer coffees are now a huge business and sold at premium prices. But a cappuccino should taste of coffee.

<sup>8</sup> наносить вред кому-л. / чему-л. неаккуратным использованием, вмешательством, недобросовестным отношением и пр.

Motorway service stations, supermarkets, some restaurants and many cafes sell what is advertised as a cappuccino but often they are simply mugs of milk with no taste of coffee.

On a couple of occasions I have persuaded the salespeople to check the machine and they have found there is no coffee in it.

Most of the time the staff do not actually know what a cappuccino is. (4)

Mrs G.C.Phelps, Manchester

#### LETTER 4

Sir

Cornelius Shaw (Letters, January 29) suffers from a popular misconception of computer hacking.

A "hack" is merely a quick and inelegant fix to a computer problem. As a web designer, I must frequently use hacks to get my job done. The process of illegally breaking into a secure network to access (get) information or gain control of another's computer is known as "cracking".

The phishing and spam emails that Mr Shaw worries about do not fix or break into anything, so they are neither hacks nor cracks. They are merely annoying. (2)

Iwan Price Evans

Enfield, Middlesex (The Daily Telegraph 30 January 2009)

*Ex. 12. Analyse the letters to find out if each meets the suggested requirements (see "Useful hints" list).*

*Ex. 13. Pairwork. Decide which expressions used in response to a publication or a statement you would like to include in your personal phrase file (choose the more neutral and impersonal expressions).*

Divide these into lists: How to agree (1) and How to disagree (2)

There are some which are neither! These are used to introduce your own opinion.

I read with great/considerable interest

I agree/fail to agree/disagree with your editorial position on

I have read your May issue/ March 12 *Financial Times* article on...I am a bit surprised/disappointed...

Your infuriating article on...OUT

Many thanks for your editorial/article

I am puzzled by the reference to

... presented a false/distorted picture of

I found the short story/article in your June issue ...

I am writing to express my appreciation for your excellent coverage of...

I am still fuming after reading...OUT

Regarding the Prime Minister's proposal to...

I was disturbed/pleased/ angry/disappointed to learn...

I am writing on behalf of...

Several important facts/factors/aspects of ... were omitted from your article

The writer seems/ed to have little (factual) understanding of...

I expect to see a retraction<sup>9</sup> ( in tomorrow's paper).

I look forward to seeing a published retraction of the incorrect information given in this article.

*Ex. 14. Read the letter below and answer the questions*

What type is it? (What's the writer's purpose in writing this letter?)

What is the writer's main idea?

<sup>9</sup> Отказ, отзыв.

What is the writer's position?  
Does the writer achieve his purpose?  
Is he reasonable and fact-oriented?

27 Dark Lane  
Birstall, W. Yorkshire  
WF17 9LN  
United Kingdom  
April 2, 2010

The letters Editor  
*The Mail on Sunday*  
Northcliff House  
2 Derry Street  
London W8 5TS

So, Gordon Brown<sup>10</sup> tells us he wants a society that is fair for all. I do not call a society fair if it taxes hard-working families so that people who do not want to work can stay at home.

I do not call a society fair that allows child allowance to be paid to people who make more than 45,000 pounds a year, yet refuses increased payments to pensioners.

I do not call a society fair that pays more attention to law-breakers than the old and vulnerable.

Above all, I do not think it is fair that we ask young men to risk their lives fighting for this country, yet treat them with such appalling disrespect when they return home injured and broken.

I think my idea of a fair society is quite a long way from Gordon Brown's.

B. McErlain

*Compare the letter above with the format below. Is any part missing?*

	Your address Telephone number Email address ( <i>optional</i> ) Date of writing month/date/year
The addressee's name, title or office Name of the company/institution Full address	
Salutation: Dear Editor	
Paragraph 1 (indented) Paragraph 2 (indented) Paragraph 3 (indented)	
Closing: Sincerely (yours), <i>Signature</i> Your name, Your title if any and relevant	

<sup>10</sup> British Prime Minister (2007–2010).

*Ex. 15. Read the passages and respond to one of these with a letter to the editor.*

1. I am originally from Zimbabwe, a country gripped by political and economic turmoil (in ... crisis). I do my best to help those back home, but often wonder if the expectation of hand-outs breeds a sort of dependency. It is certainly frustrating to feel your efforts are taken for granted.

2. Recently Moscow has become overrun with stray dogs. Most of them have no collars, and they run in pack of five to eight. Sometimes they attack people, and it has become dangerous to let small children play outdoors.

3. Russia has the most smokers per capita and is the largest tobacco producer after China, India and the United States. As many as 42% of Russia's 142 million people smoke, including two thirds of men, according to government statistics. Russians spent 400 billion rubles on cigarettes in 2009. The new health warnings on cigarette packs are expected to lead to declines in tobacco sales. However, the new measure "is not likely" to have an impact on cigarette sales in Russia, according to Vadim Zhelnin, head of Tabakprom.

4. What do prosperous countries have in common? Democracy, equality, freedom of speech, and capitalism. What do poor countries have in common? The lack of these things. These aren't secrets kept by the jealous rich, the techniques of running a successful country are well known. Citizens of poor countries should expect help from) their own governments first.  
*Guy Hammond, London, England*

5. The gap between the rich and the poor can be reduced if the governments of the poorest countries implement a policy of population control. Their programs for development will never be met, because more people are born than die, and there will always be shortages in services and wealth for the majority of world population, provoking poverty and despair (отчаяние).

*Ex. 16. Read the following publications and respond with a letter to the editor.*

**Text 1**

A family of scroungers ("халявщик") who refuse to work and cost taxpayers £32,000 a year now demand a cleaner.

The Cromptons also want a £700 compensation for a water leak that caused damage to bedding and a mattress that were bought for them.

The mother of ten children Tracey, 37, hasn't had a job since Michael, 18, was born and her husband Harry, 48, hasn't worked for 13 years because of ill health. They already have two rent-free homes for them and their children, packed with widescreen TVs and computer games. The couple, whose children are aged three to 18, are given £32,656 of taxpayers' money in benefits each year.

Some of this they have used to buy electronic gadgets including a DVD player, Xbox, hi-fis, two widescreen TVs and three computers.

Two years ago the local council knocked two houses together to give the Cromptons a spacious, seven-bedroom home. Soon after, the family started complaining that the house needed repairs - and expected the taxpayer to pay for them as well.

Since that time the mess has built up. "The way we are being forced to live is making us ill," Tracey complained. "It's not right. We have been treated badly."

Now she wants her local council to send someone to clean up the mess that she says the family were unable to tackle themselves because of repairs.

Unbelievably, the council in Hull — officially Britain's poorest city - has agreed to pay £500 for professional cleaners to come in.

Local taxpayers don't have sympathy for the Cromptons. One said: "We pay our taxes and they spend them. They should be more grateful than they seem to be."

Amazingly, the Cromptons don't see themselves as freeloaders. Tracy claimed: "We're not scroungers. We don't want to be on the dole (пособие по безработице). We just want a good place to live."

### Text 2

Sir,

Your leading article on 12 billion pounds NHS<sup>11</sup> computer project (January 28) suggests that patients should keep their own medical records.

I believe this is already the case in Spain, where people are considered responsible enough to be trusted with their medical notes and sensible enough to remember to take them along to hospital appointments.

Clearly the Spanish are allowed to think for themselves, instead of being smothered (подавлять, ограничивать свободу) expensively by the nanny state.

Marion Smith  
St Ives, Cornwall

*Ex.17. Write your own letter on one of the issues:*

- Education reform
- Banning smoking
- Improving bus service in Moscow/...



### III. WRITING A FORMAL LETTER

*Ex.18. Choose the words and expressions for a formal letter (formal and semi-formal words).*

Dear sir, Dear Mr./Ms, yours sincerely, love, yours faithfully, I will/would appreciate any information (you can give me), best regards, I am writing to ask you, thank you for your letter of Sept 21, what's new, I am interested in, I have (some) experience with, I am so glad to hear from you, thanks again, if you have any problems, my work skills include, sorry to hear, we regret to, if I can be of any further assistance, I am very grateful, I would greatly appreciate, sorry to bother you, it's pretty urgent, would you please send me, I am counting on you, a prompt reply will be most welcome, get in touch as soon as you can, yours, I apologise for this belated response, look forward to hearing from you, hope to hear from you soon, best wishes.

#### GENERAL GUIDELINES ON A FORMAL LETTER.

1. State the main idea in the first or second sentence.
2. Be factual. Avoid emotion in business letters.
3. Be specific – give all the necessary details.
4. Avoid slang, jargon, elitist language.
5. Use the active voice.
6. Avoid overused words (very, basically, etc.).
7. Be pleasant, polite and encouraging.

*Ex. 19. Write the main body of a letter to a local animal shelter using the guidelines and the prompts below.*

I am writing to ask/enquire

I can be of any use to your charity/organization/group/.

<sup>11</sup> National Health Service.

I would like to volunteer to work for your shelter /group/...  
 I am (not) able to donate time/money/items (food/collars, toys)  
 To offer professional service (plumber, electrician, legal advisor, accountant)  
 I/my family have had pets/dogs/cats/etc.... /always/for years  
 I have learned a great deal about  
 I can/ am prepared to walk/feed (animals)/ /clean cages/ provide transportation/collect money/  
 do office work (phones, Web updates, photography of available pets) / do fundraising (organize  
 a fundraising event)  
 I am prepared/ready/willing to go through some training  
 If you require any further information  
 Do not hesitate

Ex. 20. Write a formal letter to an international charity to offer your help.  
 Fill in the format with your own content or use the text below. Make use of the formal  
 words and expressions from ex. 18.

The addressee's name(if known), title or office Name of the company/institution Full address	Your address Telephone number Email address (optional) Date of writing month/date/year
Salutation: Dear Mr./Ms.+ surname <sup>10</sup>	
Paragraph 1 (indented) Introduce yourself (if the recipient does not know you) and state the purpose of your letter	
Paragraph 2 (indented) Justify the importance of the main point you make; give out details or background information to support it	
Paragraph 3 (indented) — <i>if necessary</i> Add information that does not fit in the previous paragraph	
Paragraph 4 (closing) Thank the addressee for their time and attention and provide your contact information	
Closing: Sincerely (yours), <i>Signature</i> (Leave four spaces) Your name, Your title if any and relevant	

<sup>10</sup> If you do not know the name, use "Dear Sir or Madame" and "Yours faithfully" at the end.

### Help the homeless

The exact number of homeless people in the capital is unknown — for obvious reasons. These people are extremely hard to keep track of. By some estimates, the number of city homeless could be as high as 100,000. So far, efforts by local authorities to aid these individuals do not meet all the needs, and hundreds of homeless folk freeze to death every winter.

Several organisations in the city collect donations and distribute the collected items among those in need. Among them are the Orthodox service Miloserdiye (Charity); the Orthodox people's movement Kursky Vokzal — Bezdomye Deti (Kursky Railway Station — Homeless Children); the Sofia foundation; the international public organisation Spravedlivaya Pomoshch (Fair Aid); and several churches and other religious organisations around the city.

In winter, warm trousers and underwear, sweaters, knitted hats, scarves and gloves, overcoats and shoes are especially needed. Other problems cannot be solved through donations only. There is an acute shortage of washing stations for homeless people, the Orthodox charity web site Diaconia.ru reported. Ilya Kuskov, who is in charge of the homeless program at the Orthodox church's synodal department, was quoted as saying that the existing facilities allow only some 900 people a week to wash themselves, compared with 10,000 homeless people in the city — by his conservative estimate.

/online Independent Newspaper themoscownews, 22.11.2010/

### Spravedlivaya Pomoshch (Fair Aid)

In summer 2010 at Spravedlivaya Pomoshch (Fair Aid), a 3-year-old charity organization based within walking distance of the Kremlin, dozens of volunteers gathered to help deliver food and other aid to regions devastated by the ongoing summer wildfires that had killed more than 50 people and burned entire villages to the ground.

Coordinator Natalya Avilova said Fair Help was locating the places and the people most in need of assistance, and then sending them medical help and the specific supplies that they need ed — materials to build shelters, long-life food products, drinking water, and firefighting equipment like shovels and heat-resistant clothing.

Homeless people regularly receive food and medicines from the Spravedlivaya Pomoshch (Fair Aid) charity foundation's employees at Moscow's Paveletsky Railway Station.

Executive director of the Spravedlivaya Pomoshch (Fair Aid) charity foundation is Yelizaveta Glinka; their address is Moscow, 115035, *Ulitsa Pyatnitskaya 17/4, bldg. 1*

### Volunteer to help the homeless

1. Today I sat at a picnic table in a local park during the lunchtime Farm Market. This was the only open picnic table. Reason being, there was a homeless person asleep on the other side. My friend and I sat there and ate our lunch, and I was deeply bothered by this. Almost daily on my way to work I see these mostly homeless men, wandering our town. It breaks my heart, yet I haven't done much to help them out.

I want to start by donating money and services to a local homeless shelter, and eventually volunteer my time and skills as needed.

2. I want to help people — sometimes it's easy to get caught up in my own problems or think that I'm too busy, but I think it would be nice to help others who have more problems than me, and make the time. I'm looking to volunteer with the homeless — I just feel that it is important to look out for those in the community less fortunate than yourself. I'm lucky in that I've got a good job which gives me the means to have a nice unit, and if something went really wrong I have a great family that I could call on if necessary. Some people just aren't that lucky and I'd like to see if I can help them somehow.

[www.43things.com/things/view/.../volunteer-to-help-the-homeless](http://www.43things.com/things/view/.../volunteer-to-help-the-homeless)

## UNIT 3

### WRITING EMAILS; REVISION: ARGUMENTATIVE AND DESCRIPTIVE PARAGRAPHS

Today emails have become the most common type of written communication for both personal and business purposes.

#### SECTION 1. LANGUAGE FOR EMAILS

*Lead-in. Are email letters different from paper ones? Compare the paper letters and emails below.*

##### LETTER 1

Dear Mr. Bateman,

I saw your advertisement for an Assistant Manager in this week's issue of The Hotelier and I should like to apply for the position.

I enclose my CV and a recent photograph.

As you see I have been Assistant Manager at the Granada Hotel in Madrid for a year and I would very much like to have experience of hotel work in England.

I am at present on holiday in England and staying with friends at the above address. I shall be returning to Spain at the end of the month, but if required I could come to England for an interview.

I look forward to hearing from you.

Yours sincerely,  
Maria Sanchez

*/from Applying for a job in English by M.D. Spooner, J.S. McKellen/*

##### EMAIL 1

**Subject:** Vacancy number 2010/040

Dear Dr. Wessels,

>>>>>

please find attached my application for the Bioinformatics Postdoc announced at your website, including an application letter and a resume.

I am looking forward to hearing from you.

>>>>>

Sincerely,  
Katja Fisher

## LETTER 2

Dear Mr. Kinnunen,

Some time ago we purchased from you Nokia 5130 XpressMusic mobile phones. As this model was so popular with our customers, we would like to know if it is still available. If so, would you kindly advise us your terms of payment and any discounts available. Could you also include details of any new models in the same price range.

Sincerely yours,

Boris Efimoff  
Sales Manager

## EMAIL 2

**Subject:** Re inquiry order no CD 439

Re yr inquiry rec'd today, we can supply the qty u require April,20. Pls confirm asap if that'd be acceptable. Rgrds, Mikko

### Can you point out the differences:

1. language: more or less formal?
2. length: shorter, longer, same length?
3. letter structure : rigid, the same or loose?
4. sentence structure: simpler, more complicated, the same ?
5. abbreviations: acceptable or not?
6. leaving out words: acceptable or not?

## PRACTICE

### 1. Words that can be left out

- the subject "I" in *I think, I guess, I hope, etc*
- the subject "I" and the auxiliary (am, was, have, will be)
- the subject "you" and the auxiliary (are, were, have, will be) in questions
- "that" and "it" and often a form of "be"
- a form of 'be'
- the article "the"

*Ex. 1. Read the emails and add the missing words.*

Two school friends, Jenny and Tamasin, are reunited in middle life. There is one rule to their intimate online correspondence — they have a pact to see the best in their lives.

JENNY: Thank you for such a lovely weekend in Somerset. Fabulous to walk among whortleberies<sup>12</sup>, all way up to the top of the windy Quantock Hills<sup>13</sup>. Glad to see you in such good form. Sorry we had to leave early to rush to Eric Clapton at the Royal Albert Hall.

<sup>12</sup> черника.

<sup>13</sup> Area of outstanding natural beauty In Somerset, England.

TAMASIN: So love having you and Glenn to stay. Particularly enjoyed Saturday morning breakfast and coffee, each of us shut into separate rooms — me writing the novel, Glenn practising guitar and you playing flute. Getting ready to go to LA, aren't you? Hope you enjoy the trip.

*/Reader's Digest August 2009/*

**2. The most common abbreviations:**

- i.e. (id est) + this is (to say);
  - e.g. (exempli gratia) = for example;
  - NB (nota bene) = "note well", pay attention;
  - PS (post scriptum) = adding information at the end which a sender forgot to mention earlier.
  - R.S.V.P. (répondez, s'il vous plait) = please reply
  - Re (regarding) - used in subject lines when replying an email
- Many people use many more **abbreviations** to write an email more quickly. There are three common **techniques** which you should know to be able to UNDERSTAND such emails.
- using a letter to stand for a sound ('u' = you);
  - making a short form of a common word ('thx' = thanks;)
  - writing the first letters of a well-known phrase ('asap' = as soon as possible, 'btw' = by the way).

*Ex. 2. Guess what these stand for.*

Yr, v convt , avail, to spk, sb, wkng hours, msg, qnt, rgds, hv, wd, pls, 2 ,4, otoh, tmrw

Your, convenient, available, to speak, somebody, working hours, message, quantity, regards  
have, would, please, to, for, on the other hand, tomorrow

*Ex. 3. Read the emails to a friend/ a business partner and write the abbreviated words in full; supply the missing words.*

#1

Dear All,

plan for tmrw:

1. going to see film "The men who stare at goats" (with George Clooney, Kevin Specey, Jeff Bridges etc) in 'Pathe De Munt' at 17:20 (know, it's v early, but convnt if we follow plan)
2. get some food at "Szmulewicz" restaurant/pub Rembrandtplein: <http://www.szmulewicz.nl/> (Femke's recommendation)
3. more drinks etc.

Pls, let me know ASAP, have to book restaurant.  
Cheers, Maciej

#2

Subject:RE vacancy #2010/040

Dear Katia

Thx 4 yr quick response. Can certainly use mobile number. Wd u be avail 4 visit to NKI next wk Wed or Thu if telephone interview goes well?

Rgrds, Lodewyk

## OPENING AND CLOSING PHRASES

Ex. 4. Read the phrases and decide whether they are opening or closing. Rank them according to the degree of formality (F — formal, S/F — semi-formal, I — informal)

- Just a quick note to say
- Do not hesitate to contact us (again)
- I am writing with regard to your recent email
- Thank you for your email of...
- Nice to hear from you
- (hope to) see you soon
- Regards
- I am looking forward to hearing from you
- Thanks again for the invite
- Thanks for the quick response
- We are writing to advise you about
- Yours
- Sorry, was out of office
- Thank you for the confirmation
- Cheers
- Best regards
- Great! I'd love to join...
- Bye for now
- How lovely to hear from you
- With very warmest wishes

Ex. 5. Match the email opening and closing phrases. In some cases the same ending can match several beginnings.

Opening		Closing	
1	Dear Partners, I hope this email finds you well. I am very pleased to send you our Summer Social Programme ....	a	I hope to have been of service to you, and I look forward to hearing from you. Kind regards
2	Thank you very much for your message. In short, let's hope we can arrange something somehow sometime!!!	b	If I can be of further help to you, please do not hesitate to get back to me. All best regards
3	I am so sorry for not replying to you sooner. I cannot believe just how busy we are here at the moment....	c	We look forward to receiving your order. Yours sincerely
4	Received with thanks.	d	With very best wishes
5	We thank you for your enquiry and your interest in our product.	e	All the best and hope to see you next week.
6	Thank you, Ms Bush, for acknowledging receipt.	f	I'll be in touch soon. Best wishes as always
7	You do not have to thank me for anything — I was very happy to help and it was a real pleasure to have you here.	g	Thank you again for inviting me. With very warmest wishes.

	Opening		Closing
8	Just a brief reminder...	h	Best regards
9	Thank you for your e-mail message. I have forwarded it to my colleagues at the Taalcentrum VU, I expect they will be able to inform you about .....	j	Please give my best to Galina when you see her next. We miss you!
10	Yes, that's fine. I wish you a speedy recovery.	k	Best wishes

## SECTION 2. WRITING EMAILS: BASIC RULES; INQUIRIES, REQUESTS, ARRANGEMENTS

### I. Basic rules

*Lead-in. Make up all possible combinations of emails out of the two "parties": **person** and **business**, e.g. **person-to-business**.*

*Read the emails and decide what types they are. What are the differences in style if any?*

*Have a look at the General guidelines on a formal letter in unit 2. Which do you think apply to business emails as well?*

#### EMAIL 1

Dear Sir / Madam

I am writing to introduce Apex College. We are located in the London Borough of Croydon, which is in South London, approximately 10 minutes away from London Bridge by train. We are ASIC<sup>14</sup> accredited and 'A' rated by the UK Border Agency (UKBA). We have been established since 2009 and are currently running courses in business, advanced business, accountancy (ACCA), post graduate diploma and of course English, for which we focus on IELTS. We are currently recruiting for 2011 courses and still have some places available. You have been recommended to us by ASIC and we are therefore approaching you with a view to recruiting students through yourselves.

I very much hope that you may be able to assist us with this and look forward to receiving your response.

I have attached some literature on the college for your information. Our website address is [www.apexcollege.co.uk](http://www.apexcollege.co.uk)

Should you require any further information, please do not hesitate to contact us.

Best regards

Sean Barrett

Marketing Director

Apex College

Address, Telephone number

<sup>14</sup> ASIC – Accreditation Service for International Colleges.

## EMAIL 2

Dear Lodewyk,

Thank you for inviting me for an interview. I am available next week; Tuesday 29th is the best option for me.

Would it be possible for you to use my mobile phone number?

Best wishes,  
Katja Fisher

## EMAIL 3

Dear Elena,

Thank you for your email.

April sounds an excellent time to come to Moscow. I agree that November would be rather hasty. I am accustomed to Russian winters in St Petersburg and Yekaterinburg in the mid 90's. I went running (warmly wrapped up) in both cities and enjoyed it greatly in temperatures well below zero! My hosts thought I was utterly mad. (They were/are probably right!!!) The topics you mention sound very interesting and relevant and within my "skills family." I was teaching methodology for Spanish teachers of adults who work with adult students in the Castilla y Leon region of Spain.

I look forward to hearing from your colleagues and, of course, keeping in touch with you.

Warmest regards from an overcast but dry Kent.

Robin

## EMAIL 4

Dear Mark,

Thank you for your email. As you started an order on the 18th May you will be unable to do another order until the previous one has been completed or cancelled. Unfortunately you are unable to get back into the original order. You could either send me your card details and I shall complete the order or I can cancel it and you can make another order.

I have attached a credit card form for you to complete.

Kind regards

Helen Walker

Membership Administrator

IATEFL

## EMAIL 5

Hi Everyone,

Are you looking for a dynamic spring program for ages 12-18 that combines ESL with classes in drama, music, art, computers and physical education integrated with Canadian students?

IGK offers this in conjunction with our partner high school, Vedanta Academy. Please see the attachment for further information.

Last year we hosted students from Japan, Germany and Taiwan for this program.

I look forward to your comments.

Yours truly,

Dave Stapleton

Director

International Gateway Kelowna

#### GENERAL GUIDELINES:

- Person to person emails tend to be more informal (remember, though, the rule: “the less you know the person, the more formal you are”)
- Person to business/ business to person emails are usually written in neutral style, though in some cases (complaints, e.g.) the formal style is more appropriate
- Business to business email correspondence can be either formal, semi-formal (neutral) or informal depending on the company’s culture.
- It is safer to use more formal language when writing the first email; modify your writing according to email replies you receive

*Illustrate these points using the above emails.*

#### USEFUL TIPS:

1. “one subject per email is best” (*Paul Emmerson*)
2. fill in a “subject line” with a clear sum-up of the subject matter
3. until you master the skill, write a draft of your email
4. make sure to read and edit your email before you press “Send” button (“Only write what you would be comfortable saying to the person’s face” *Paul Emmerson*)

*Ex. 6. Choose subject lines for the emails above:*

1. Vacancy number 2010/040
2. Training in Moscow next April.
3. Re: IATEFL Membership Renewal Due
4. IGK-ESL+ High School Experience program
5. Greetings from Apex College London

*Ex. 7. Write subject lines for the emails.*

#1

**Subject:**

Dear Katja

We have now evaluated all the applications and are happy to inform you that you have been shortlisted. Will you be available for a (telephone) interview next week? Possible times are:

>>>>

Mo 28-6: 12:00–15:00

Tu 29-6: 13:00–17:00

We 30-6: 9:00–15:00

Fri 2-7: 9:00–16:00

>>>>

Regards

Lodewyk Wessels.

# 2

**Subject:**

Hi

Can you please advise the availability and price of a double/twin room for 2 people for 3 nights for either 22–24 or 23–25 August 2011?

Thank you.

Regards,

Paul Simmons

# 3

**Subject:**

Dear Members of the Executive Board of UN-Women,

We are pleased to inform you that the following documentation for the first regular session 2011 (24–26 January 2011) of the Executive Board of UN-Women is available in the six official United Nations languages on the official United Nations document website: <http://documents.un.org>.

We look forward to seeing you on Monday in Conference Room 1 for the session.

With best regards,

# 4

**Subject:**

Hello,

I hope you are doing well. My name is Anna Timone. I would like to be involved with the Permanent Mission of the Russian Federation to the United Nations in New York. Could you please put me on your mailing list for current news and events? Or please let me know how I can be more involved with the Mission by either participation or in any other form that can be useful to your organization.

My contact information is below. Please let me know if you have any questions. Thank you very much.

Sincerely,

Anna

# 5

**Subject:**

Hi Katja,

Can we count on you for the seminar here in Luxembourg on January 26? If not, we should find a replacement pretty soon, most people hate short notice about seminar preparation. Another argument for your presence next week here in LUX is the visit of Sampsa Hautaniemi on January 27, he will talk about SB of Cancer. The decision is yours, but let me know the outcome.

Carsten

# 6

**Subject:**

Dear Richard

This is to confirm that we have received your order for spare parts. These will be sent to you on Monday at the latest. To track your order, click on the link below.

Best wishes  
Tom Farrell

**II. Emailing: making a request, inquiry, arrangement**

Letters of request and of inquiry are an important means of exchanging ideas and resources between people and organizations. They are often the first point of contact.

*Lead-in. Look at the emails above and decide which is: request, inquiry, making arrangements, giving information, the first contact.*

**USEFUL TIPS:**

1. Begin with a clear polite statement of what you want to know or what you are requesting;
2. If it is the first contact, explain how you got it;
3. If appropriate explain why you need it;
4. State the specific response or action you need from your addressee/reader;
5. Express your thanks or appreciation for any help you may get;
6. Avoid implying that you have a right to the information, service, etc.

**NB: however,** do not feel apologetic about making requests — everybody asks for things, so avoid phrases such as “I’m sorry to bother you”, “I hope this is not too much trouble”, etc.

Ex. 8. Read the two emails and decide what are the strong and weak points of each (follow the tips above).

#1

**Subject:** Model UN

Hello my name is Cody Jellison and I am representing the Russian Federation in Model UN and I have some questions for you on some of the topics that will be discussed. The topics are human trafficking, Israeli-Palestinian relations to a peace settlement, Iranian nuclear weapons program, and prosecuting and imprisoning pirates operating off the coast of Somalia. I would like to know your views on these topics and why. Any information you can provide me with will better help me accurately represent your country. I am using my teachers e-mail address so you can write me back on that email address thank you.

#2

**Subject:** LTM Awards 2011

Dear Elena,

Last year's theme of our voting campaign for the LTM<sup>15</sup> Star Award was all about love if you remember (very appropriate on this Valentine's day).

Every day our team works hard to provide excellence to your clients and to you. We pay great attention to the feedback we receive so that we can learn and improve as we go along.

That makes me very proud of our team which is why I'd like to ask you to vote for us this year again in the Spanish school category: <http://www.hothousemedia.com/ltm/staragentvote.php> If you have any comments or suggestions, let us know: we learn from every conversation with you. Thank you in advance.

Sincerely,  
Steven Muller  
Managing Director

Ex. 9. Write an email (request, inquiry, etc.) matching the following response.

#1

Hello Paul,  
Sorry for the slow response over the Xmas period.  
We will have availability next August.  
Our rate is £ 34.00 per night for a double or £ 38 for the twin room.  
Thank you for your enquiry.  
Chris

<sup>15</sup> LTM — Language Travel Magazine

#2

Hi Andrei

It should be fine next Wednesday at 10:30. I have two staff away on a training course that day but at the moment it looks like I will be able to meet with you then.

Have a safe journey.

Best wishes as always

Glen

#3

Hi guys,

We currently have between 8–12 °C and rain, so please take warm clothes.

Additionally, if you want to go to sauna (I thought of the smoke sauna in Rauhalahdi on Tuesday evening) and jump into the lake, you can bring swimming stuff with you (or go naked)!

See you all soon in Kuopio!

Tatjana

# 4

Hi Monica,

I do so hope to meet you soon. Things never seem to calm down but I live in hope.

Re – advice on flower arrangements for weddings – I'll put my thinking cap on. I'm sure we've got stuff here that I can scan through to you.

See you soon.

Lorraine

# 5

Dear Alex,

I do understand your predicament and the difficulty you are experiencing. Unfortunately we are unable to notify you about the committee's decision on your proposal before the end of November.

I do hope you will still have enough time to make all the arrangements for the trip.

Kind regards

Rosemary Dexter

Finance Officer

#6

Hi Olga

Great to hear your children are finally coming to Moscow! I am sure we can find a nice hotel and not too overpriced! Otherwise I would be happy to put them up if it's OK with them. It'll definitely be a lot cheaper and no problem for me as I have plenty of space.

Love  
Anna

*Read the emails above again. Do they have anything in common?*

#### USEFUL TIPS ON REPLIES (FORMAL STYLE):

1. Express your thanks for the email referring to the date and its central point;
2. Say what you are attaching (if you are);
3. Highlight the key points and answer any specific question(s);
4. If unable to respond completely to an inquiry, include contacts where more information can be obtained;
5. If appropriate offer further assistance.

*Ex. 10. Read the emails and suggest ways to improve them.*

#1

Dear Mr. Orlando,

Re your inquiry about our summer language school please find enclosed several brochures describing the programmes and courses we offer.

If you have any further questions do not hesitate to contact us.

Yours

Peter White

Managing Director

#2

Dear Partners,

I apologise for this belated response — I'm snowed under with work right now and it's become increasingly hard to answer mail appropriately.

However, I am here now and hope to give you some more useful information.

You mentioned Robin doing a 1.5 hour workshop, every day after teachers finish teaching their classes. Our daily fee is 500 GBP and unless we all try and get some other work for Robin for the rest of each day, it will be very expensive for you. Is there no other way this can be arranged more intensively?

We do have one or two more contacts in Moscow and would appreciate your help with any contacts you may have.

I look forward to hearing from you.

Warm Regards  
Mandy Breeze  
International Workshops Co-ordinator

Ex. 11. Write a reply to the email from LTM (p. 38 ex. 8)

Ex. 12. Write your own email

1. inquiry (you want to take a course at a summer language school and want detailed information);
2. request: ask for assistance or donation OR...
3. ask for an appointment with a professor, doctor etc.



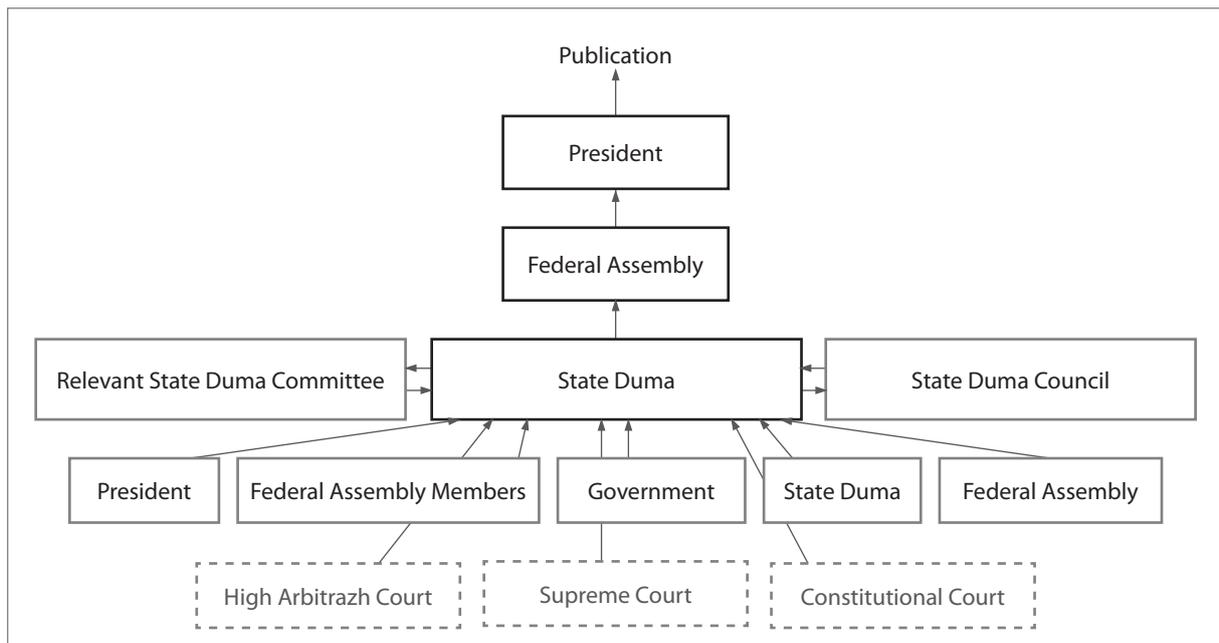
### REVISION: ARGUMENTATIVE AND DESCRIPTIVE PARAGRAPHS

Ex. 13. Write a paragraph based on opinion about the situation with children's rights in Russia (Project work in unit 9<sup>16</sup>, p.106–107)

Ex. 14. Write a letter (based on a descriptive paragraph) to a pen friend abroad explaining how laws are made in Russia. Do your research first and make use of the chart below.

Answer the questions first:

1. Who has the right to propose/initiate a law?
2. What are the stages of adopting a law?
3. Who is to sign the bill to make it a law?
4. When does a law come into force?



<sup>16</sup> Курс английского языка для международных и регионоведов, Е. Б. Ястребова, О. А. Кравцова, Д. А. Крячков, Л. Г. Владыкина. М.: МГИМО, 2009.

## UNIT 4 WRITING LETTERS OF COMPLAINTS AND APOLOGIES; REVISION: ARGUMENTATIVE PARAGRAPH BASED ON OPINION

### SECTION 1. LANGUAGE FOR COMPLAINTS AND APOLOGIES

*Lead-in. Why do you think people make complaints?*

*Read the letter below and say if it is a typical letter of complaint. Explain your reasoning.*

January 21, 2000

DaimlerChrysler  
Customer Relations Department  
1000 Chrysler Drive  
Auburn Hills, Michigan 48326-2766

Dear Chrysler:

I own a new Plymouth Neon. Actually, most of it is new. In five years, I've had to replace most of the car because of faulty parts and second-rate engineering and inferior workmanship. Am I exaggerating? I wish I were. The fact is that I've had several mechanics and dealers literally laugh at me for buying this Neon. "You should have bought Japanese!" they say.

In 1999 alone I spent over \$2000 trying to fix stupid problems on this car, not including some expenses that you paid for! This is a typical year. However, I'm happy to report that I still have the original air bags in the dash and steering wheel! Since my car is in the shop much of the time, there's less of a chance I'll get into an accident. So, you've at least built a safe vehicle. Bravo!

There isn't much on this car that hasn't failed yet. It's quite remarkable. The trunk latch mechanism at the driver's seat broke, the turn signals stick, the trunk won't stay open on its own most of the time. Thinking these are only small, insignificant defects? Au contraire, mes amis! They just exemplify the lousy construction of this vehicle, which has resulted in thousands of dollars in major repairs, both to you and to me. Pardon my French.

I've replaced the starter, oxygen sensors, and some other major components. Did I mention the car has been towed 7 times? Can you imagine how inconvenient that has been for me? I have nothing against tow-truck drivers; they are usually better conversationalists than cab drivers, but I want to drive my own car. It's a special privilege I think I deserve.

I want to get rid of this car. Will you buy it back? This car has given me nothing but problems. It has cost me thousands of dollars, in repairs and rental cars and time. It has been in the shop for months cumulatively. Hardly something to be expected from a good car company such as yours.

I look forward to your enthusiastic and prompt response. Since I didn't get one last time from you ninnies<sup>17</sup>, I'm also sending this letter to a few other people, just to see if they might care more. I've got nothing to lose and nothing better to do since I don't have a car to get out.

Sincerely,  
Scott Furrow

Plymouth Neon Owner  
CC: Al Gore (the then US Vice-President)  
George W. Bush (the then US President)  
Donald Trump (an American business magnate, author and television personality)  
Prince Charles of Windsor  
Pamela Anderson Lee  
Bill Gates  
Robert J. Eaton (the retired Chairman of the Board of Management of DaimlerChrysler AG )  
Better Business Bureau

[/http://www.telegraph.co.uk/news/newstoppers/howaboutthat/4357553/Top-5-best-complaint-letters.html/](http://www.telegraph.co.uk/news/newstoppers/howaboutthat/4357553/Top-5-best-complaint-letters.html/)

*Read the second letter and say how different it is from the one above. Pay attention to the language of the letter.*

Dear Wheatley Office Products:

On April 3, I purchased your four-draw, self-locking EZ-open File Cabinet, serial number 007800, from your Wheatley outlet on Broadway. I paid a sale price of \$329.99 plus tax for the unit.

Unfortunately, the file cabinet does not function as claimed. It self-locks arbitrarily, half the time it does, half the time it doesn't, and no one is able to predict just when it will do which. The one-touch unlocking mechanism does not work at all, which means that usually the drawers have to be unlocked manually with the "emergency only" key. Even when the drawers are not locked, they are difficult to open because of a design problem with overlapping inside shelving.

Mr. Denny Swinton, who sold me the unit, informs me, that because the unit is on sale I am unable to return it. I am certain, however, that, sale price or no, I have a right to expect that the unit will perform as promised.

I would like to hear within the next several days that a truck will be coming from Wheatley to pick up the defective unit and that my purchase price will be refunded.

Sincerely,  
Martha Siddons

*/From How to Say it by Rosalie Maggio/*

<sup>17</sup> Ninny (*infrm*) – a stupid person

PRACTICE

**Letters of complaints are usually written in a formal style**

*Ex.1. Study the list of typical phrases and fill in the table.*

- I am writing regarding ...
- I had a problem with your service and ...
- I am writing to complain/ to obtain compensation
- I feel /am sure you will know how to solve this problem
- I believe that an apology is due us
- I feel you should know/be aware of this
- I am expecting the courtesy of a prompt reply
- I regret/am sorry to inform you of the following unpleasant/upsetting situation
- I/we object (most) strongly to
- I would appreciate hearing from you immediately
- I will appreciate an explanation of
- I had a very frustrating/upsetting/costly/etc. experience
- I urge you to have this situation/incident investigated at once
- On (date), I (bought, leased, rented, or had repaired) a (name of the product with serial or model number or service performed) at (location, date and other important details of the transaction)
- Please call me at [number] within [5] days/ by [date]
- I expect a confirmation that you will honour/satisfy my/our request
- I would like to register a complaint about (one of your employees)

Opening phrases	Closing phrases
-----------------	-----------------

*Ex.2. Complete the letters of complaint with appropriate phrases, rephrase sentences if necessary.*

1. Dear Sears,

On February 14, 2011, I purchased your 14 MD digital camera online for in-store pickup. It did not arrive on the date scheduled. Nobody, either at the store (Burlington, MA), or at sears.com could tell me where it was, when it shipped, if it shipped. I was promised phone calls by the Pickup Manager, Store Coach, and District Manager — nothing! The item arrived a week later with no explanation.

2. Dear MagicTravel,

On January 11, 2011, we booked a trip to Paris through your agency; we were to arrive in Paris on February 1.

Upon our arrival at the airport we learned that our flight was overbooked and our reservations were not confirmed. We were unable to get seats and couldn't be booked on another flight to Paris that day. As a result we were charged for the Paris hotel in which we were to stay that night and charged for the hotel near the airport at which we had to stay waiting for the flight next day. We believe your agency owes us the total cost of the two nights: \$ 350.

Please find the receipts for these expenses enclosed.

3. Sheffield Ski Village

Dear General Manager,

This January I took my son to Sheffield Ski Village to take skiing lessons. We spent ten days at the place and it was the most traumatic experience we've ever had. The ski instructors are curt and unhelpful and totally disinterested in their clients' progress, particularly Bob Downfield, who was downright rude. My son often came back in tears and finally refused to take the lessons!

4. Sberbank Russia

Dear Manager,

COMPLAINT

Account Number: 42307.910.9.3881.4205543

I have a problem: there are extra charges on my savings account for the month of December. I enclose a copy of my monthly statement which shows that I was charged twice for getting cash out of an ATM in Dorogomilovskaya Street, Moscow, on the 21th December 2010. I have highlighted the relevant section. The reference for the transaction on my statement is ABCD 42307. I am sure that this must be an error and I would like you to credit my account for 50 roubles.

Yours sincerely

**Linking devices<sup>18</sup> are often used in complaints to present the case clearly**

*Ex. 3. Read this extract from a letter of complaint to find out what the problem was and what compensation the customer wants. What linking devices does the writer use to explain his case?*

We are afraid we really must complain about the hotel room that we stayed in at the Comfort Inn Ramsgate, on the 29<sup>th</sup> of March. We arrived at Comfort Inn around 2 o'clock on the check-in date. The Front Office Agent gave us room 154.

<sup>18</sup> See Linking adjuncts AS YOU WRITE IT, part 1, p. 21

We opened the door and found out that there were some problems in the room. Firstly, the floor had not been vacuumed. Besides, the bed cover was tainted with red wine. Moreover, the bed sheets were not spread flat enough. In addition, there were 2 pieces of hair left on the pillow case. Furthermore, the bulb of the lamp was out of order. Finally, when we entered the bath room, the bath towels were missing.

We should be obliged if you would look into the matter because the cleaning was unacceptable. We should be happy if you could send us one or two complimentary buffet coupons of your hotel restaurant for our compensation.

We look forward to hearing from you with the attachment of buffet coupons in the near future.

*Ex. 4. Read the letter and fill in the gaps with the words and phrases from the box to clearly explain the complaint.*

therefore, but, here are the facts, besides, last but not the least, rather than, what's more, in addition, first, as a result

SuperStar Hotel,  
General Manager

Dear Sir,

I am writing to inform you of my dissatisfaction with the customer service and cleanliness at your hotel.

We stayed at the SuperStar Hotel, ..., for the weekend of 9&10 February. Unfortunately, I had no chance to make this complaint in person, but I feel you should be aware of this unpleasant situation. 1) \_\_\_\_\_.

2) \_\_\_\_\_, the front desk service. When we arrived I approached the check-in desk. The clerk, who was not wearing a name tag, did not even bother to look up let alone<sup>19</sup> greet me and welcome me to his establishment. 3) \_\_\_\_\_, it took him years to find the reservation in the computer; 4) \_\_\_\_\_ apologize he implied I hadn't made one.

5) \_\_\_\_\_ the check-in was the best part. Once in the room we had a second shock. The room was appalling. The bathroom was filthy, the towels dirty. 6) \_\_\_\_\_, when we pulled the covers back, it was obvious the sheets had not been changed either, there was hair and trash all over the bed, and a roach fell out of the bed linen; 7) \_\_\_\_\_ the pillows had dark yellow stains. We were offered a new room but it was not better, but worse.

8) \_\_\_\_\_: on the second day the lift was not working, and we were on the fourth floor. The girl at the desk promised it would be fixed when we returned, but it still was not working by the time we checked out! 9) \_\_\_\_\_, we had to bring the luggage down ourselves as there was no one to help us.

<sup>19</sup> Let alone — не говоря уже.

As you can see our stay was not really a pleasant one. Your hotel was recommended to us by your regular customers, and we regret that the actual experience was rather depressing. 10)\_\_\_\_\_ I think you should immediately rectify the situation. I am not looking for compensation but I do think an apology is due.

I look forward to hearing from you.

Yours faithfully  
Richard Harrison

*Ex. 5. a) Complete the table with the phrases/sentences used to express apology from the list.*

- I/we accept the blame for
- I feel sorry/terrible/bad about
- to compensate for
- thank you for advising us of this error
- we are taking steps to avoid this ... in future
- to make amends
- I reproach myself
- please accept my/our apology/apologies for
- this will not happen again
- the least I can do
- it was very rash on my part
- I am so sorry for the inconvenience/misunderstanding/confusion
- sincerely regret/apologise
- I shouldn't have done what I did
- what happened in your case is not typical of
- very sorry about the error in/mix-up
- you will receive credit/discount/ a refund/free...
- we appreciate your calling our attention to
- I owe you an apology for
- we will make certain this doesn't happen again
- to correct/rectify the situation
- I accept full responsibility for what happened
- thank you for bringing the matter/issue/problem to my/our attention
- let me assure you
- I know this was completely my fault

<b>Expressing an apology</b>	<b>F, S/F, I</b>
Saying you regret a specific offence/incident	
Accepting the blame	
Offering to make up for it	

---

**Expressing an apology**

---

**F, S/F, I**

---

Promising this will not happen again

---

Thanking the person for bringing it to your attention

---

*b) mark the phrases according to the degree of formality (F,S/F, I)*

*Ex. 6. Complete the letters of apology with appropriate phrases, rephrase sentences where necessary.*

#1

Dear Ruth,

I wasn't able to make it to your birthday party last Saturday, because I had to attend an important business meeting instead of a colleague who suddenly fell ill. The meeting was out of town and I came back very late. Had it not been so important, I would never have missed your party. I hope you forgive me.

With best wishes,  
Warmly,  
Ron

#2

Dear customers,

The negative experience that you had with our company in November is not representative of the way we treat our customers.

We have recently had a number of key staff changes which might have resulted in delays in payments. However, we would like to inform you, that payments will reach you before the 21 of December 2010.

Thank you for your patience.  
Sincerely

#3

Dear Mr. and Mrs. Haden,

How unfortunate that you were disappointed with the service on the Venice Simplon Orient-Express. We have well-trained staff and our customers enjoy "old fashioned courteous attention" of the stewards. Over the years we have received numerous compliments from fellow passengers with regards to their experience.

As to the portion sizes for the food served I admit I was unaware that customers find them too small. I have passed this matter to our Executive Head Chef for review.

Thank you for taking the time and trouble of writing to us.  
Andrew M. Lloyd  
General Manager

#4

Dear subscribers,

As editor of ABC online newsletter I admit that we failed to cover the latest ABC exhibition in full in our previous issue. We also inadvertently misinformed you by mentioning Ms. Carry Davis as our major sponsor while in fact it was Mr. David Carlsberg who covered most of the costs. The mistake was due to a minor computer error. A correction will appear in the next issue.

We do feel bad about this mistake and are grateful to Mr. D. Carlsberg for his support.

We promise to publish a detailed review of the exhibition in our next issue.

Regretfully

Mark Foolbright

## SECTION 2. WRITING COMPLAINTS AND APOLOGIES

**Letters are the most reliable and effective way to complain, especially in case of serious complaints<sup>20</sup>**

*Lead-in. What do you think makes a complaint letter effective? Discuss the following suggestions and decide which are the most important.*

letters of complaint should be

- **concise**
- **factual**
- **constructive**
- **friendly**

letters of complaint should include

- **background**
- **problem**
- **solution**
- **warning**
- **closing**

*Ex. 7. Read the letter and compare it with the tips below. Suggest ways to improve it.*

Dear Star of the Far East

I recently had a very frustrating and extremely costly experience with your airline. I feel that I am owed compensation from Star of the Far East for my expenses.

On October 9, 2010, I was confirmed on flight SF 0237 from Kiev to Shanghai. I was travelling to a very important business meeting that would determine whether my firm acquired a much-desired client. I arrived at the airport well in advance for my flight's scheduled departure but discovered that your reservation agents double booked the flight's seats. Despite my protests I was informed that there was no room for me on the flight. I missed my flight and lost my client. I paid in advance to confirm my reservation. Moreover, we had a contract. You had an obligation to reserve and hold my seat. Therefore, as compensation for my experience I would like you to provide me with two round-trip domestic tickets to any location I choose in the next year and \$300 in cash. Nothing can compensate me for the professional loss I sustained, but I want to ensure that you think seriously about your customers. Treating them badly will only bring bad publicity and loss of business.

Please call me at + 38 987 34 26 57 within a week to confirm that I will be compensated for this distressing experience. If I do not hear from you I will report you to the appropriate regulatory agencies.

<sup>20</sup> In less serious cases you can make your complaint informally speaking to a "decision-maker" directly or by phone. If it fails, put your complaint in writing: email or paper letter.

## USEFUL TIPS:

1. state the problem clearly and briefly;
2. give all important facts (dates, numbers, names, addresses, reference to previous correspondence);
3. state clearly what you expect (request a reasonable solution);
4. suggest a deadline for the action required;
5. express confidence that the problem will be solved to your satisfaction.

*Ex. 8. Read an abridged version of a complaint letter<sup>21</sup> sent to Sir Richard Branson, the owner of Virgin Atlantic Airline, and rewrite it in an appropriately formal style.*

Dear Mr. Branson,

I love the Virgin brand, I really do, which is why I continue to use it despite a series of unfortunate incidents over the last few years. This latest incident takes the biscuit<sup>22</sup>.

I took some pictures on the flight from Mumbai to Heathrow 7<sup>th</sup> December 2008.

Look at this, Richard. I imagine the same questions are racing through your brilliant mind as were racing through mine on that fateful day. What is this? What have I done to deserve this? And, which one is the starter, which one is the desert?

I KNOW you will have spotted the tomato next to the two yellow shafts of sponge on the left. It must be the pudding, though no sane person would serve a desert with a tomato, would they? So let's peel back the tin-foil on the main dish and see what's on offer.

It's mustard, Richard. MUSTARD. More mustard than any man could consume in a month. On the left we have a piece of broccoli and some peppers in a brown glue-like oil and on the right the chef had prepared some mashed potato. The potato masher had obviously broken and so it was decided the next best thing would be to pass the potatoes through the digestive tract of a bird.

By now I felt I needed a sugar hit. Luckily there was a small cookie provided. Imagine biting into a piece of brass, Richard. That would be softer on the teeth than that specimen.

I was exhausted. All I wanted to do was relax but I had to sit with that mess in front of me for half an hour. Once cleared, I decided to relax with a bit of your world-famous onboard entertainment. I switched it on: I apologise for the quality of the photo, it was incredibly hard to capture Boris Johnson's face through the flickering white lines running up and down the screen.

Perhaps it would be better on another channel. Is that Ray Liotta? A question I found myself asking over and over again throughout the half-hour I attempted to watch the film like this. After that I switched off. I'd had enough. I was the hungriest I'd been in my adult life and I had a splitting headache from squinting at a crackling screen.

As I said at the start I love your brand, I really do. It's just a shame such a simple thing could bring it crashing to its knees and begging for sustenance.

Yours

Sincerely

*/http://www.telegraph.co.uk/travel/travelnews/4344890/  
Virgin-the-worlds-best-passenger-complaint-letter.html/*

<sup>21</sup> this letter was emailed globally and considered by many to be the world's funniest passenger complaint letter.

<sup>22</sup> to take the biscuit — to be the most stupid or annoying thing

Ex. 9. Read the “perfect apology” letter and compare it with the useful tips below.

Dear JetBlue Customers,

We are sorry and embarrassed. But most of all, we are deeply sorry.

Last week was the worst operational week in JetBlue's seven year history. Following the severe winter ice storm in the Northeast, we subjected our customers to unacceptable delays, flight cancellations, lost baggage, and other major inconveniences. The storm disrupted the movement of aircraft, and, more importantly, disrupted the movement of JetBlue's pilot and inflight crewmembers who were depending on those planes to get them to the airports where they were scheduled to serve you. With the busy President's Day weekend upon us, rebooking opportunities were scarce and hold times at 1-800-JETBLUE were unacceptably long or not even available, further hindering our recovery efforts.

Words cannot express how truly sorry we are for the anxiety, frustration and inconvenience that we caused. This is especially saddening because JetBlue was founded on the promise of bringing humanity back to air travel and making the experience of flying happier and easier for everyone who chooses to fly with us. We know we failed to deliver on this promise last week. We are committed to you, our valued customers, and are taking immediate corrective steps to regain your confidence in us. We have begun putting a comprehensive plan in place to provide better and more timely information to you, more tools and resources for our crewmembers and improved procedures for handling operational difficulties in the future. We are confident, as a result of these actions, that JetBlue will emerge as a more reliable and even more customer responsive airline than ever before.

Most importantly, we have published the JetBlue Airways Customer Bill of Rights — our official commitment to you of how we will handle operational interruptions — including details of compensation. I have a video message to share with you about this industry leading action.

Sincerely,

David Neeleman  
 Founder and CEO  
 JetBlue Airways

[/http://www.perfectapology.com/sample-apology-letter.html/](http://www.perfectapology.com/sample-apology-letter.html/)

USEFUL TIPS:

1. write as soon as possible after the incident;
2. be brief, clear and sincere;
3. explanation could accompany the apology, however, **do not** justify the error/behavior;
4. use a respectful tone;
5. end on a positive note.

Ex. 10. Write an apology based on the following official response to the letter in ex. 8.

- Paul Charles, Virgin's Director of Corporate Communications, confirmed that Sir Richard Branson had telephoned the author of the letter and had thanked him for his “constructive if tongue-in-cheek” email. Mr. Charles said that Virgin was sorry the passenger had not liked the in-flight meals which he said was “award-winning food which is very popular on our Indian routes.”

*Ex. 11. Read the email correspondence below. In what way is it different from the paper one?*

#1

---

Subject: transfer to ROSEVROBANK

Dear Elena,

Can you send me the correct name of the account holder (ROSEVROBANK JSCB bank)? Otherwise I cannot make a transfer.

Sincerely,

Katja Fisher

---

#2

---

Subject: Re transfer to ROSEVROBANK

ISGSB 2010 wrote:

Dear Katja,

you're making a transfer from Amsterdam Bank? Then you should transfer money to German bank Commerzbank which is an intermediary bank, and they'll transfer it to Roseurobank.

New data of their account is:

You can make transfer up to March, 21<sup>st</sup>.

Sincerely,

Elena

---

#3

---

Subject: Re transfer to ROSEVROBANK

Dear Elena,

thank you for the information. I strongly suggest that next time you provide the correct details from the start because this failed bank transfer has cost me almost 80 euros.

Sincerely,

Katja

---

#4

Subject: Re transfer to ROSEVROBANK

Dear Ekaterina,

We are very sorry for this mistake, the matter is our bank changed its details on February 15<sup>th</sup> and informed us only on February 24<sup>th</sup>, and we had the same problems until the letter from the bank had come :(

Sincerely,  
Elena

*Ex. 12. Write an email complaint and an apology (student A emails a complaint to student B who emails an apology).*

**Suggested topics:**

- food poisoning as a result of a restaurant dinner;
- mix-up: the time/venue of a meeting;
- inconsiderate behavior of hotel guests.

*Ex. 13. Write your own genuine complaint.*

*Ex. 14. Write an apology in answer to the above complaint.*



**REVISION: ARGUMENTATIVE PARAGRAPH BASED ON OPINION**

*Ex. 15. Write a paragraph based on the opinions of well-known tennis coaches*

**What it takes to become a tennis champion?**

**Alex Corretja**, a part-time coach to Andy Murray:

"I am not worried about the physical aspects. You never know how a kid will develop physically. The first thing I look for is attitude. I want to see a look in their eyes that tells me they are focused and determined to succeed. I want kids who are fast learners; who can understand what you are telling them and can adjust their game quickly. And I want to see how fast the ball comes off their rackets. Kids who have natural timing generate exceptional speed early on."

**Darren Gahill** who started working with Lleyton Hewitt when the future Wimbledon champion was 12, says:

"Speed, footwork, attitude and athleticism are all important factors. I always look to see how well they track the ball. Do they have an instinctive feel of where it is going off their opponent's racket? Do they move towards the ball or are they backing off? I didn't know Lleyton was going to turn into the speedster he became, but I saw a kid who always got to the ball and was determined to get it back."

Rafael Nadal's coach and uncle **Tony Nadal** says:

"I was lucky to find Rafa in the family, and lucky, too, not to be his father. One stage removed is better. Then it was a question of teaching the little boy the right way to play the game. Not just technically but attitude, too. I told him very early that if he ever threw a racket and broke it I wouldn't be his coach any more. I told him there are millions of kids in the world who cannot afford a racket. And I was lucky. He wasn't the sort of kid you needed to tell something important to twice. He had this great desire to be as good as he could be. Without it talent is not enough."

*/from Reader's Digest July 2010/*

## UNIT 5

### WRITING LETTERS FOR DIFFERENT OCCASIONS; REVISION: WRITING A PARAGRAPH AND A SHORT STORY

#### SECTION 1. LANGUAGE MATTERS

*Lead-in. Which type of letters (see below) do people write more often? (in Russia, in western/eastern countries)?. Which of these tend to be more formal? On what occasion is a formal paper letter preferable?*

congratulations  
thank you letters

invitations  
acceptances  
refusals

“get well” letters  
letters of sympathy

*Study the list below and chose two formal and two informal phrases in each section to add to your personal file of useful phrases. Discuss your choice with a partner.*

##### I. Congratulations

Accept my heartiest congratulations on (your success/the occasion of)  
My warmest/sincere/heartiest congratulations to you (both)  
Permit me to congratulate you  
Congratulations on  
I (on behalf of)/we/all of us here congratulate you on  
I've just heard the news — congratulations!

##### Praise

Well done!  
I am so impressed!  
It was a splendid performance/brilliant speech/great triumph  
My hat's off to you!  
You've done a superb/great job of it  
You richly deserve

##### II. Invitations

I am pleased to invite you to (a conference/meeting/evening /reception/dinner)  
We would like to invite you to attend  
Mr. and Mrs. So-and-So invite you to/to do  
Can you join us (for) ...  
Do drop in — if only for a few minutes  
You are invited to attend/to join/ to hear/etc.  
Request the pleasure of the /your company (in)

##### Cancellations and other useful phrases

We are obliged to cancel/recall/postpone  
We regret it is necessary to cancel  
Please confirm that you can attend  
Please let us know if you can join us

### III. Acceptances and refusals

I/we accept with great pleasure (your kind invitation)  
 I will be delighted (to attend/take part in)  
 We are pleased/happy/honoured to accept your invitation  
 I regret that I am unable to accept your kind invitation  
 Please accept my sincere regrets at not being able to join you  
 Unfortunately I will not be able to attend

### IV. Letters of sympathy

Please accept my/our sincere condolences/sympathy (on)  
 I was so sorry/shocked to hear of  
 My heartfelt sympathy/thoughts/love is/are with you (and your family) at this sad time  
 I am thinking of you in this time of sorrow  
 All of us send our deepest sympathy  
 I wish I could be with you at that time

### V. "Get well" letters

Best wishes for a speedy recovery  
 We are all distressed/very sorry to hear  
 We all miss you  
 Do hurry up and get well/get better  
 We are hoping you'll be back on your feet in no time  
 We are thinking of you and hoping you'll feel better soon.

### VI. Thank you letters

Thank you so much [for the delightful/enjoyable evening/dinner/etc]  
 Thank you for making my visit to/stay in ... a memorable one  
 Thank you for your kind invitation  
 We enjoyed the theatre/evening/book enormously  
 Thank you for your kind hospitality  
 I don't know what I would have done without you/your help  
 Thank you very much indeed  
 Thank you for your cheerful note  
 I owe you one  
 You are so thoughtful/generous

## PRACTICE

*Ex. 1. Read the letters, decide what type they are and fill in the gaps with appropriate phrases from your personal file of useful phrases.*

### LETTER 1

Dear Jean and Rick,  
 I just wanted to write a note \_\_\_\_\_ for the wonderful visit we had with you. We are so grateful for your love and truly appreciate the time you spend with us and the kids. \_\_\_\_\_.  
 The desert you brought for the Thanksgiving dinner was outstanding, Jean, and \_\_\_\_\_, Rick, for all of the help around the house. We hope that you enjoy your visits as much as we appreciate them. They really mean a lot to us!  
 Sincerely,  
 Laura

## LETTER 2

Dear Atlantic Language Centre Team,

It was indeed a pleasure to hear that you have been short listed for the prestigious Star Educator 2011 Prize. I just read the news in Language Travel Magazine. \_\_\_\_\_

The entire team of Interlingua is happy about your short listing<sup>25</sup>. We have shared great professional relationship for the last ten years. We have voted for you as our favourite language educator all these years. You \_\_\_\_\_ this recognition for your first class education services.

Once again, \_\_\_\_\_ Interlingua staff, I \_\_\_\_\_ the nomination. Getting short listed for such a prize in the category "Best English Language School — Europe" is an honor in itself. All of us here will be keeping our fingers crossed until the selection committee announces you as a winner on December 20, 2011.

All the best

*Yours sincerely*

Dimitri Smirnov

Interlingua  
General director

## LETTER 3

Dear Helen and Martin,

Jenny and I \_\_\_\_\_ in joining us to celebrate the forthcoming marriage of our son Graham and his fiancée Debbie.

The wedding will take place at St. Luke's Church in the village of Bramwell at 2pm on Saturday, June 9, 2007.

Following the ceremony, \_\_\_\_\_ to join us at the Cross Keys Hotel in Hoyton for the wedding reception beginning at 4pm.

RSVP with the attached card by April 6, 2007

Mr. and Mrs. Archer

## LETTER 4

Dear Paul and Jenny,

We \_\_\_\_\_ to the wedding of Graham and Debbie at St. Luke's Church on Saturday June 9, 2007 and to the reception at the Cross Keys Hotel that follows the ceremony.

We both look forward to seeing you on June 9.

Yours truly,

Helen and Martin Oldham

<sup>25</sup> A selection of candidates for a job, prize, award, political position, etc.(out of a much larger number).

LETTER 5

Dear Bob,

\_\_\_\_\_ the death of your grandmother.

We wanted to let you know that you have our greatest sympathy, and our hearts are truly saddened.

Barbara was more than just a wonderful person; she was always so kind and considerate to us that we always welcomed seeing her at every opportunity.

Barbara will always remain within our hearts.

\_\_\_\_\_. If there is anything that we can do to help you in anyway, please do not hesitate to call us at anytime. You can phone either of us at [number].

With our deepest sympathy,

LETTER 6

Dear colleague

Greetings from China!

IATEFL China will hold its 4<sup>th</sup> International Annual Conference at the English Coaching Paper Office in Tonghua, Jilin Province during 25–29 September 2008. The theme of the conference is *TEFL New Trends and Challenges*.

We \_\_\_\_\_ or give a presentation at the Conference. IATEFL China is sure your participation will be a valuable learning and sharing experience.

Please \_\_\_\_\_ more information about the conference.

We look forward to hearing from you!

Yours sincerely,

LETTER 7

Dear Bill,

The flowers are gorgeous! \_\_\_\_\_ for sending them, and for choosing such a beautiful bouquet. I felt like a queen. You really made my day!

Love,

Magdalene

LETTER 8

Dear Hanna,

\_\_\_\_\_ you went down with pneumonia and have been hospitalized. We all wish \_\_\_\_\_.

As for work, do not give it a thought, we'll manage, John will take over the project while you are getting well.

Give us a call when you are feeling better and ready for visits.

\_\_\_\_\_.

Love

Kate

## SECTION 2. WRITING LETTERS FOR DIFFERENT OCCASIONS

*Lead-in. Comment on the following: "A rule of thumb: never express more than you feel" (Rosalie Maggio). What guidelines for letter writing does it imply?*

*Pairwork. Which of the following advice is general and which is specific of a certain type of letter?( see p. 54)*

1. be specific (mention the specific occasion/gift /favour/etc.)
2. offer help in some concrete way
3. write promptly
4. avoid excessively dramatic language
5. concentrate on the task at hand (do not ask questions, give news, comments)
6. be brief
7. express concern and sympathy
8. praise the person
9. mention the person's name
10. include the address
11. mention R.S.V.P. ("Please respond")
12. thank the person
13. express regret
14. avoid lengthy excuses and apologies
15. do not give advice

*Ex. 2. Write a list of general guidelines. Compare it with the one on p. 61*

*Ex. 3. Read the emails and check them against the general guidelines. Point out the differences in style.*

### EMAIL 1

---

Dear Elena,

I just wanted to say a very big thankyou to you and Galina for making my time in Moscow so enjoyable. I really appreciate the time you spent with me on my first day showing me the delights of the Kremlin and, perhaps more importantly, the Metro! I would have been completely lost without you. The dinner at Galina's was wonderful and I was so impressed with the opera too — I have told everyone here how good it was and they are all very jealous.

I know I asked you if there was anything I could send you from London but please do not be shy and let me know if you think of anything. Once again, a very big thankyou.

Best wishes

Peter

---

### EMAIL 2

---

Dear Ambassador Churkin,

On behalf of the World Affairs Council of Connecticut, I would like to thank the Russian Federation mission for meeting with our Model United Nations students from Southington high school on November 4, 2010.

The visit to the Russian Federation mission and the day the students spent at the United Nations provided them with unique insight into global issues.

The World Affairs Council of Connecticut has been the proud sponsor and coordinator of the Model United Nations program for high-school students in Connecticut over 60 years. The program serves as an important tool in spreading the World Affairs Council's mission to raise awareness and dialogue on international issues in Connecticut.

Again, thank you for your consideration and commitment.

Sincerely,

Eve Pech  
World Affairs Council  
Director of Educational Programs  
66 Forest Street  
Hartford, CT 06105  
Tel:  
Fax:

---

*Ex. 4. Compare the two emails. Comment on the style of each. Write an appropriate response.*

#### EMAIL 1

---

Dear friend,

On behalf of the Global Watch for Humanitarian Affairs (G.W.H.A), I Miss Lillian Mason, invite you to participate in the fourth Annual International Global Conference on Child Abuse and Global Peace, which the Global Watch for Humanitarian Affairs (G.W.H.A) is excited to be hosting in November 15<sup>th</sup>–19<sup>th</sup> 2010, Venue; Miami Central Hall (Miami Florida — U.S.A), and from November 22<sup>nd</sup>–26<sup>th</sup> 2010 at Hotel Max (Dakar Senegal West Africa) for the second phase.

The Workshop welcomes paper presentation from any interested participants and Participants will enjoy shows and tours in the host countries. Also awards will be given out to ten best candidates.

For registration details, write an acceptance letter to Mrs. Angela D. Harrison (Conference Organizing Secretariat)  
E-mail: secretary\_gwha@globomail.com

Note: you will be provided with air tickets, visa assistant, and accommodation for the period of stay in the United States.

Register Now!  
Miss Lillian Mason  
lillian\_gwha@globomail.com

---

## EMAIL 2

---

Dear friends,

I've already had goodbye parties at VU and CWI<sup>24</sup> which many of you attended but I will also have a "final" goodbye party at home on Saturday 17<sup>th</sup> of October from around 20:00 and you are all very welcome!

Feel free to also bring partners and if you realize that I have forgotten to put somebody on the list for this e-mail please bring her/him along. My address is Herengracht 253. It would be handy to know in advance if you are planning to come so I know a bit how much drinks & snacks to prepare. Hope to see you all!!!

Cheers,  
Hanna

---

*Ex. 5. Compare the email below with letter 2 in ex. 1. Comment on the differences. Write a response to each.*

---

Hi, Katja!

Happy Birthday to you  
Happy Birthday to you  
Happy Birthday dear Katja  
Happy Birthday tooo youuuuuuuuu....

belated, and in this version for sure better than sung by my humble self ;)

And I also congratulate you on your successful inburgerings<sup>25</sup> exam.  
How are you doing? It has been a while since last time, and I'm very much looking forward to your party!  
For me all days are perfectly fine!!  
Have a good night and see you soon!  
Kisses,

Claudia

---

*Ex. 6. Write an email letter of congratulation to your friend on the occasion of his/her entering university or successfully passing exams in winter or any other achievement (student A). Student B responds with a thank you letter.*

*Ex. 7. Write a "get well" letter or card to a friend or relative who is ill/had an accident.*

*Ex. 8. Send an email invitation to your friends/former classmates/ fellow students to join a club, charity/ take part in a sports event, etc.*

---

<sup>24</sup> VU Free University of Amsterdam and Center for Mathematics and Computer Science, Amsterdam.

<sup>25</sup> Integration exam in the Netherlands.

REVISION: WRITING A PARAGRAPH AND A SHORT STORY

*Ex. 9. Describe a visit to a museum, theatre, concert which impressed you most. Read a sample paragraph first.*

Last summer I went to Paris and visited the Louvre. The picture I wanted to see most was Mona Lisa, a 16-th century portrait painted in oil by Leonardo Da Vinci in Florence during the Renaissance. It is a half-length portrait which depicts a seated young woman with a half smile on her lips. The famous enigmatic smile. She seems to be looking in your direction but she is not exactly looking at you. I stood in front of the picture, lost in its pure beauty. The woman is not exactly beautiful but her graceful poise and serenity hold the eye. I forgot about the time and the crowd around me. It was an unforgettable experience.

*Ex. 10. Read the text and if you had a musical moment like Alex James's "William Tell Overture" experience, write a paragraph about it.*



What is a good piece of music? Alex James, bassist with one of Britain's most successful rock bands, Blur, hated classical music when he was at school. Now he presents a Sony Award-winning show for Classical FM — *The A to Z of Classic FM Music*.

"All my adult years had been driven by this purpose ... being in a band that had become a global monolith. But in 2003 when Blur was disintegrating before my eyes I found I had nothing much to do."

To fill his days Alex started playing his old Beatles records, then went back to rock pioneers like Roy Orbison. "Eventually I started wanting to dig deeper into musical history and remembered about Rossini's "William Tell Overture", which I hadn't heard since I was a twelve-year-old schoolkid. I bought a copy, sat in my studio, turned the speakers up loud and ... my God I just burst into tears. Rossini's command of music, the sheer scope and ambition of the piece, the standard of musicianship ... I tried to imagine the extravagance and scale of Rossini's opera — and it seemed to stretch way beyond pop music."

*Ex. 11. Do you agree with Alex James's opinion: "Music is just a huge garden. It might be full of different plants and vegetables, but the important thing is everyone is welcome in that garden." ? Write a paragraph to express your opinion.*

*Ex. 12. Contest: write a story of 100 words. Read a sample story first. Say whether you like it and why.*



Muttering to himself in the Café Sperl, an old Viennese — not a tramp but an obvious loner — avoids human contact. Once this cracked, dishevelled figure was a gifted artist and the youngest professor at the Academy.

There, many years before, he had interviewed a student from Linz. He gained the impression that to be accepted would alter this young man's life radically. But the paintings were no good. The student in despair at his rejection came to plead with him.

He professor was almost willing to make a special case, but he said no — and Adolf Hitler went away.  
*/after Nicholas Shakespeare from Rider's Digest October 2010/*

**Guidelines:**<sup>26</sup>

1. write promptly
2. concentrate on the task at hand
3. be specific
4. be brief
5. avoid excessively dramatic language

<sup>26</sup> For more information see *How to Say It* by Rosalie Maggio.

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