

# Различия между деловым и личным ПИСЬМОМ

Подготовила учитель английского языка Гимназии «Дмитров» Ткачева  
Людмила Валериевна

# Обоснование выбора темы

Имея достаточно большой опыт работы с корреспонденцией на английском языке, и подготавливая учеников по личному письму, пришла к выводу, что эти два типа писем имеют много общего и много отличий.

И мне стало интересно разобрать эти общие и различные моменты.

Возможно, имея полную картину перед глазами, получится найти наилучший путь обучения наших воспитанников личному письму, но так чтобы они в дальнейшем смогли достаточно быстро и максимально комфортно перейти к написанию деловой корреспонденции.

Ведь это очень важно для их будущей профессии и успешной карьеры.

# Структура писем обоих типов

существует достаточно большое количество видов писем. Это

- ▶ и письмо запрос,
- ▶ и письмо заказ
- ▶ и письмо презентация,
- ▶ и письмо претензия
- ▶ и письмо реклама

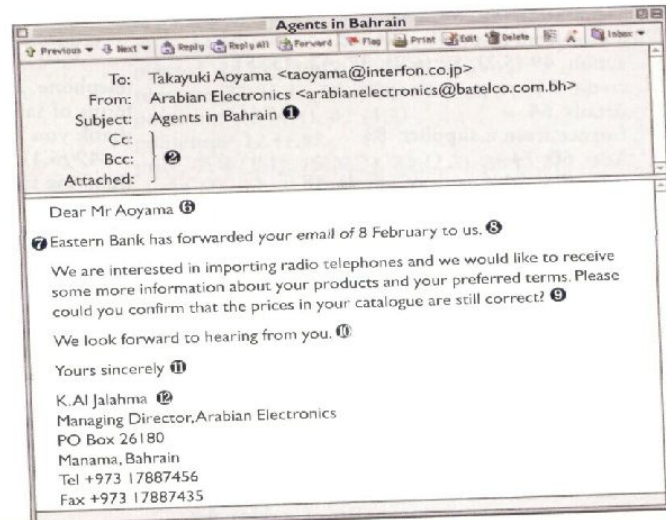
Этот список можно продолжать бесконечно. И каждое из этих писем может быть как личное, так и бизнес

# Структура письма (бизнес)

- 1 A subject heading helps to focus the reader's attention.
- 2 Cc: send a copy to someone. Bcc: send a 'blind copy' (other people can't see that this person has also received a copy). Attached: send a file with the message.
- 3 The writer's and addressee's references
- 4 The addressee's name and address is on the left. There is no punctuation at the end of the lines.
- 5 The date is usually on the right.
- 6 *Dear Sir or Madam* to a company or when you do not know the addressee's name.
- 7 Paragraphs start at the margin. Line space or half line space between each paragraph.

Letters and emails often have three parts:

- 8 An opening, which says why you are writing.
- 9 The main message, which gives the details.
- 10 The close, which usually talks about the future.
- 11 *Dear Sir or Madam* ends *Yours faithfully*. *Dear (name)* ends *Yours sincerely* or *Best wishes* (AF: *Best regards*).
- 12 The writer's name, title and/or department are at the end.



Intercity Bank plc  
Jalan Thamrin 58  
Jakarta 11196  
Indonesia  
Tel 021 6376008  
Fax 021 6376733  
[www.intercitybank.com/indonesia](http://www.intercitybank.com/indonesia)

30 May 2006

Your ref:  
Our ref: JL/fh/246

Mr S. Basuki  
Jakarta Furnishings  
Jalan Arjuna 7  
Jakarta 11190

Dear Mr Basuki  
Order 2789

I am writing in connection with your letter of 24 February concerning the above order for some office furniture.

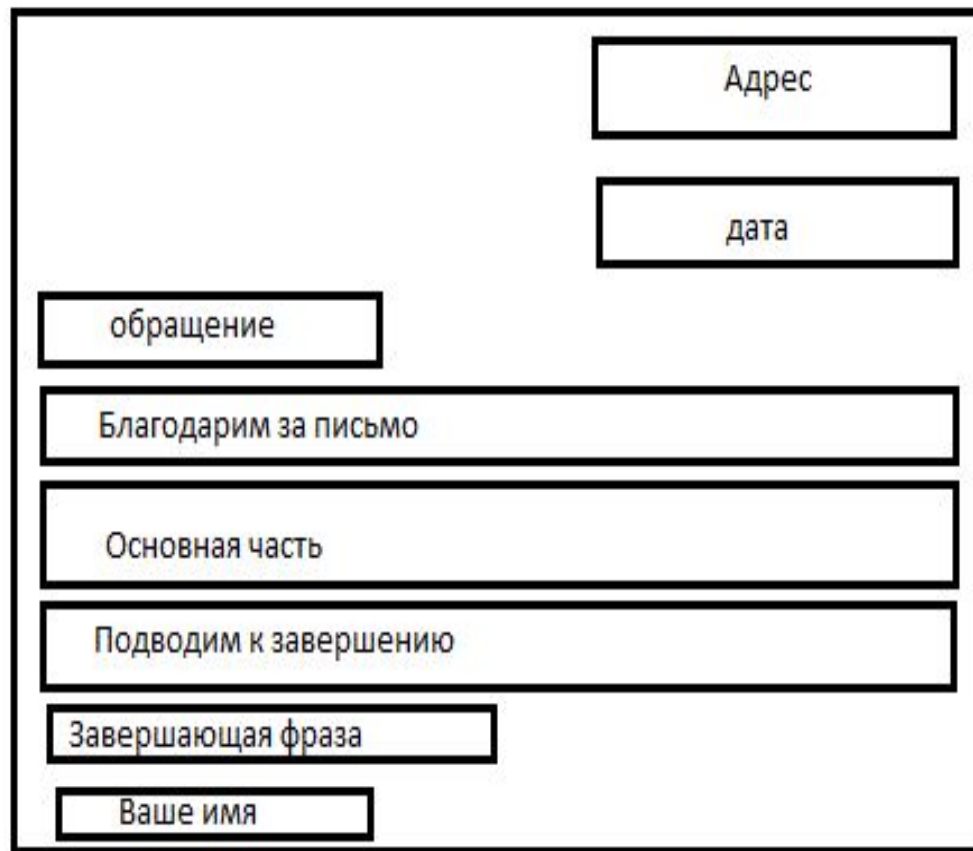
Unfortunately, we have not yet received the filing cabinets which were a part of this order. We would be grateful if you could deliver these as soon as possible or refund our money.

We look forward to hearing from you.

Yours sincerely

Ms Jennifer Long  
Manager

# Структура письма (личное)



# Как правильно заполнять адреса

- ▶ Имя человека, которому предназначено письмо
- ▶ Организация (если письмо имеет целью деловое общение)
- ▶ Номер дома, название улицы, номер квартиры
- ▶ Название города (и штат - для США)
- ▶ Почтовый индекс
- ▶ Название страны

Эти правила действительны для Соединенного Королевства и США. И они также действительны и для писем обоих типов

# Структура тела письма

- ▶ Приветствие
- ▶ Тема письма (бизнес корреспонденция)
- ▶ Вступление (Причина, по которой вы пишете)
- ▶ Тело письма
- ▶ Заключение (здесь принято говорить о будущих планах)
- ▶ прощание

Dear ...

1 *An opening*

This says why you are writing.

2 *The main message*

This gives the details.

3 *The close*

This usually talks about the future.

Yours faithfully/sincerely, etc.

# Приветствие

- ▶ *Dear Sir or Madam - Yours faithfully*
- ▶ *Dear Mr/Ms/Mrs/Miss/Brown - Yours sincerely*
- ▶ *Dear Olga - Best wishes.*



Тема писъма

► Order 1214

# Вступление (бизнес, личное)

Thank you for your email.  
Thank you for your email, dated 6 June.  
Many thanks for your message, dated 6 June.  
Thank you for your enquiry.

Thank you for your email/letter/fax/call of *(date)*  
We have received your email/letter/fax/call of *(date)*

asking if ...  
enquiring about ...  
enclosing ...  
concerning ...

With reference to ...  
Further to ...  
I am writing in connection with ...  
With regard to ...

We are writing to enquire about ...  
We are writing in connection with ...  
We are interested in ... and we would like to know ...

Sorry for keeping silence.

# Заклучение (бизнес, личное)

I look forward to receiving your reply/order/products/etc.  
Looking forward to hearing from you.

Please give my regards to Diana Smith.

Please pass on my best wishes to Mr Lund. I hope that he has now recovered from the flu.

I hope that this information will help you.  
Please contact me  
Please feel free to contact me  
Please let me know

if you need any further information.

I look forward to seeing you again next time I am in Taipei.  
If you are ever in London, please give me a ring or stop by my office.

# Основная часть письма

With reference to ...  
Further to ...  
I am writing in connection with ...  
With regard to ...

good news

I am	pleased delighted happy	to	tell inform advise	you that ...
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bad news

We/I	regret are/am sorry	to	tell inform advise	you that ...
We regret that ...				

Unfortunately, we have not yet received the filing cabinets.

# Основная часть письма

Please could you  
We would be grateful if you could  
We would appreciate it if you could

deliver them soon.

I should like to remind you that ...

I hope that it is not necessary to remind you that ...

Unless ... ,  
If ... (not) ... ,

we will be forced to ...

Please could you ...  
We would be grateful  
if you could ...  
We would appreciate it  
if you could ...

send us ...  
arrange ...  
give us further details about ...  
let us know (about/if) ...  
inform us (about/if) ...

as soon as possible.  
without delay.  
immediately.



# Основная часть

We must apologise for ...  
We apologise for ...  
We are extremely sorry for ...  
Please accept our apologies for ...

Please accept our apologies once again.  
We hope that this has not caused you any inconvenience.  
With apologies once again, ...

Requesting action  
Giving information  
Complaining  
Giving bad news

I was wondering if you could help me.  
I thought you might be interested to hear about ...  
I am afraid we have a small problem.  
I am afraid I have some bad news.

# Неформальный стиль

I'm going for a walk.

I'd like a cup of coffee.

I would be grateful if you could tell me your prices.

is more formal than:

Please could you possibly tell me your prices?

and that is more formal than:

Please can you tell me your prices?

# Неформальный стиль

I regret to advise you that our prices have increased.

sounds more formal than:

I am sorry to say that our prices have gone up.

In the same way:

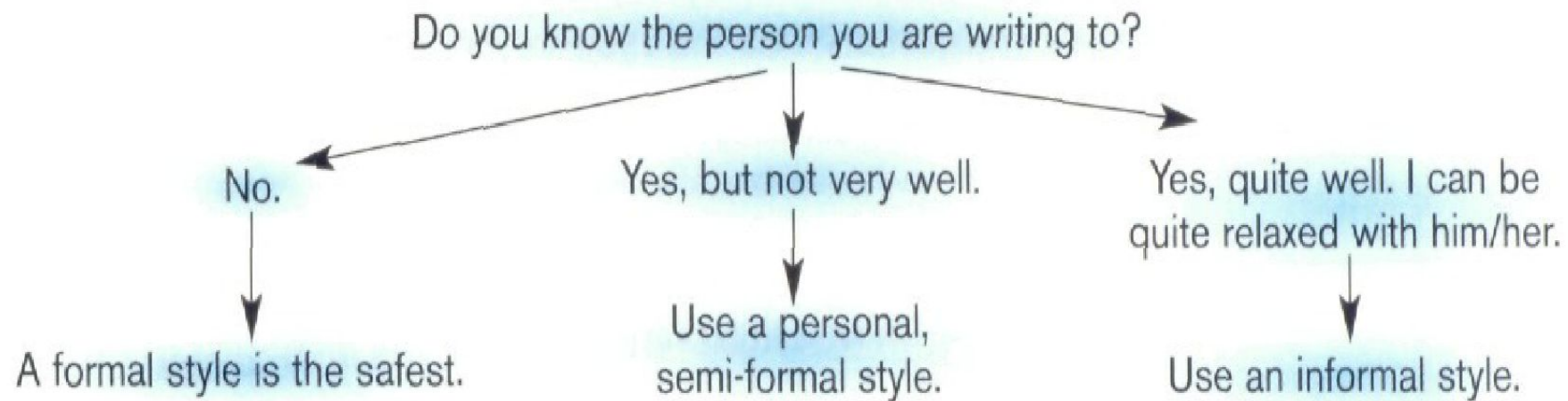
We have not yet received your invoice.

sounds more formal than:

We have not yet got your bill.



# Выбираем тон письма



# Выбираем схему письма

- *Dear ...*
- Open the message. Thank them for their letter.
- Say what you have done. Give the information.
- Close the message.
- *Yours ...*
- Give your name and title.

- *Dear ...*
- Open the message. Say why you are writing and who gave you their address.
- Say what you want to do.
- Ask them to help.
- Close the message.
- *Yours ...*
- Give your name and title.

Спасибо за внимание