

TÉCNICAS DE COMUNICACIÓN EN INGLÉS



UNIVERSIDAD DE
MURCIA

**Email and letter writing:
asking and giving
information, offering
goods and services,
negotiating and
complaining**



Técnicas de comunicación en inglés

Email and letter writing

UNIVERSIDAD DE
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Email and letter writing

- Lay-out and style
- Asking and giving information
- Sales letters
- Complaints



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Email and letter writing

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Lay-out and style

- LETTERHEAD/SENDER'S ADDRESS
- References
- DATE
- RECEIVER'S ADDRESS
- Private and confidential
- Attention line
- SALUTATION
- Subject line
- BODY OF THE LETTER: 1st paragraph, 2nd paragraph, 3rd paragraph
- COMPLIMENTARY CLOSE
- Per pro
- SIGNATURE
- NAME + COMPANY POSITION
- Enclosures
- Copies



Letterhead/Sender's address

SOUNDSONIC Ltd.

Warwick House, Warwick Street, Forest Hill, London SE23 1JF

Chairman John Franks O.B.E. Directors S.B. Allen M.Sc., N. Ignat, R. Lichens B.A.

Telephone (01) 566 1861 Cables: SONNIC Telex 819713

BLOCKED

Industrial House
34-41 Craig Road
Bolton BL4 8TF
UNITED KINGDOM

INDENTED

Industrial House
34-41 Craig Road
Bolton BL4 8TF
UNITED KINGDOM

References

Figures: 663/17

Letters: *DS/mr, Donald Simpson and Mary Rodgers*

Date

Wrong: 1.11.85, 1st November or 11th January

Right: 1st.Nov.85

Receiver's address

Ms. B. Kaasen/*Ms. Beth Smith, not Ms. Smith*
Bredgade 51
Copenhagen K
DENMARK

Private and confidential

Private and confidential

Attention Line

For the attention of Mr. Samuels

Salutation

Dear Mr. Smith, not Dear Mr. J. Smith or Dear Mr. John Smith

Subject line

Ref.: Application for the post of typist

Body of the letter

Thank you very much for your enquiry which we received today.

I am enclosing our catalogue and price-list for the equipment you said you were interested in. I would like to draw your attention to pages 31-35 in the catalogue where you will find full details of the *Omega* range.

We would welcome any further enquiries you have, and look forward to hearing from you.

Complimentary close

Yours sincerely,

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Per pro

p.p. Soundsonic Ltd.

Signature

Name and company position

(Ms) Jane Spencer

Sales Manager

Enclosures

Enc. Invoice (4 copies)

Copies

c.c. Plus Reiser Ltd.



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Lay-out and style

- Length
- Sequence
- Simplicity
- Courtesy



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Ashley, A. (2003) *A Handbook of Commercial Correspondence*. Oxford: O.U.P.

Brook-Hart, G. (2006) *Business Benchmark*. Cambridge: C.U.P.

Myers, G. (1987) *Take another Letter*. London and Basingstoke. Macmillan Publishers.

Taylor, S. (2004) *Model Business Letters, E-mails and other Business Documents*. Harlow:
Prentice Hall.

