

## Unit 2. Session 2.- Commercial letter.



### Situation

Eva is improving her English because she has already been in London for a few months but the Coronavirus pandemic has spoiled her experience of being in contact with her colleague every day in the office. On the other hand, it has also given them the opportunity of improving in the use of new technologies because she is using computer applications like Zoom to communicate with her superiors and colleagues through daily telematic tools.



At the beginning she just carried out simple tasks so that she could get used to the RR company procedures but after a while, Mr. Johnson has assigned her more and more tasks as other intern students do. Eva is hard-working and she's striving to help the company in these hard times due to Coronavirus. It has taken her a lot of effort to be there and she wants to make the most of it.

Eva loves London and she wants to stay there for a long season and she deserves to have a chance to work in RR company as an accountant. There, she could earn more money than an intern student. Living in London is more expensive than she thought. Every day Eva arrives at the office early and works long hours. On the days when she doesn't have to go to the office she goes online and finishes her tasks on time. She doesn't like wasting time. Mónica helps Eva in any way she can but her English level is worse than Eva's and she wants to return to Spain as soon as possible.

Mr. Johnson acknowledges Eva's effort and he decides to take her to his own department so that they can work side by side and he can personally supervise her progress.

**Mr. Johnson:** "All right, Eva could I talk to you for a second?"

**Eva:** "Yes, of course!"

**Mr. Johnson:** "Ok, Eva. I've been watching you since you came and I must admit you have made a great effort. Since the beginning you have taken it seriously and today you're completely integrated into RR company and you are doing a great job!"

**Eva:** "Thank you, Mr. Johnson! I'm very pleased to hear that!"

**Mr. Johnson:** "For this reason, I have set up everything for you to move on the accounting department so that you take on increased responsibilities and more complex tasks. You will work every day from the office except one from your home until the situation returns to normal. What do you think?"

**Eva:** "Oh. That would be great Mr. Johnson! Thank you very much."

**Mr. Johnson:** "I hope you keep on working hard and you don't let me down, O.K?"

**Eva:** "Thank you!, I won't, sir!"



### Think about it

Write in the forum.

Imagine you are Eva and you have just talked to Mr. Johnson. Write down an email to your parents telling them about the good news. Remember to put into practice all you learned about sending an email in the previous session 1. Let's go!

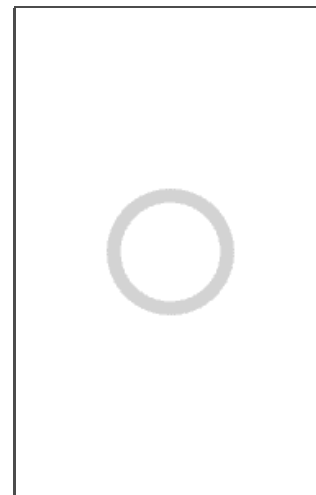
# 1.- Types of letters.

## Types of letters

- ✓ **Formal letter:** These letters follow a certain pattern and formality. They are strictly kept professional in nature, and directly address the issues concerned. Any type of business letter or letter to authorities falls within this given category.
  - ◆ **Business letter:** This letter is written among business correspondents, generally contains commercial information such as quotations, orders, complaints, claims, letters for collections etc. Such letters are always strictly formal and follow a structure and pattern of formalities.
    - **Official letter:** This type of letter is written to inform offices, branches, subordinates of official information. It usually relays official information like rules, regulations, procedures, events, or any other such information. Official letters are also formal in nature and follow certain structure and decorum.
    - **Circular letter:** A letter that announces information to a large number of people is a circular letter. The same letter is circulated to a large group of people to correspond some important information like a change of address, change in management, the retirement of a partner etc.
    - **Employment or covering letters:** Any letters with respect to the employment process, like joining letter, promotion letter, application letter etc.
- ✓ **Informal letter:** These are personal letters. They need not follow any set pattern or adhere to any formalities. They contain personal information or are a written conversation. Informal letters are generally written to friends, acquaintances, relatives etc.
- ✓ **Social letter:** A personal letter written on the occasion of a special event is known as a social letter, it can be formal or informal letter. Congratulatory letter, condolence letter, invitation letter, so on.

The **items or topics** to be dealt in the formal letters can be:

1. Request & enquiry.
2. Response to above.
3. Customer relations.
4. Good news.
5. Bad news.
6. Thank you.
7. Complaints and responses.
8. Collection letters - four levels:
  - ✓ Standard friendly reminder.
  - ✓ More forceful, state action required.
  - ✓ Surprise at lack of action.
  - ✓ 📌 Forceful but avoid threats.




## A Step Ahead

In the following link there are more formal letters examples to improve this item.

 [Examples. Formal letters.](#)

## 1.1.- Formal Letter of request or enquiry.

### Content of a formal letter:

- ✓ **First paragraph:** It should be short and state the purpose of the letter to  make an enquiry, complain, request something, etc.
- ✓ **Middle paragraphs:** These should contain the relevant information behind the writing of the letter. Most letters in English are not very long, so keep the information to the essentials and concentrate on organising it in a clear and logical manner rather than expanding too much.
- ✓ **Last paragraph:** It should state what action you expect the recipient to take: to refund, send you information, etc.




### Translation

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#### Contenido de una Carta Formal:

- ✓ **Primer párrafo:** El primer párrafo debería ser corto y explicar el propósito de la carta: pedir información, quejarse, pedir algo etc.
- ✓ **El párrafo o párrafos centrales** de la carta deberían tratar el motivo principal por el que escribimos la carta. La mayoría de las cartas en inglés no son muy largas, por tanto intenta ser breve y organizarla de manera clara y lógica.
- ✓ **Último párrafo:** En el último párrafo debería tratarse que se espera del destinatario. Por ejemplo que te reembolse tu dinero, te envíe información, etc.

A  **letter of request or enquiry** is written when you are approaching a company speculatively, that is, you are making an approach **without** their having advertised or announced a vacancy. These types of letters have the following contents:

- ✓ **Opening Paragraph:** Introduce yourself briefly and give your reason for writing. Let them know of the kind of position you are seeking, why you are interested and how you heard about them.
- ✓ **Paragraph 2:** Show why their company in particular interests you, mention your qualifications and experience along with any further details that might make them interested in seeing you.
- ✓ **Paragraph 3:** Refer to your enclosed CV and draw their attention to any particularly important points you would like them to focus on in it.
- ✓ **Closing Paragraph:** Thank them, explain your availability for interview and restate your enthusiasm for their company and desire to be considered for posts that might be unavailable.



### Translation

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### Carta de petición.

Una carta de petición es aquella que se escribe directamente a una empresa para pedir trabajo sin que ellos hayan puesto ningún anuncio de vacante. Sus partes son las siguientes:


- ✔ **Párrafo de introducción:** preséntate brevemente e indica el motivo de tu carta. Indícales qué puesto estás buscando, por qué estás interesado o interesada en dicha empresa y cómo les has conocido.
- ✔ **Segundo párrafo:** indica por qué esa empresa en particular te interesa y menciona tu preparación así como la experiencia que poseas y que podrían hacerles estar interesados en ti.
- ✔ **Tercer párrafo:** haz alusión al Currículum anexo a la carta y llama la atención sobre aquellos puntos que más puedan interesarles.
- ✔ **Despedida:** da las gracias, explica que estás disponible para concertar una entrevista y reafirma tu entusiasmo en dicha empresa así como por qué te gustaría que te consideraran para futuros puestos.



## Think about it

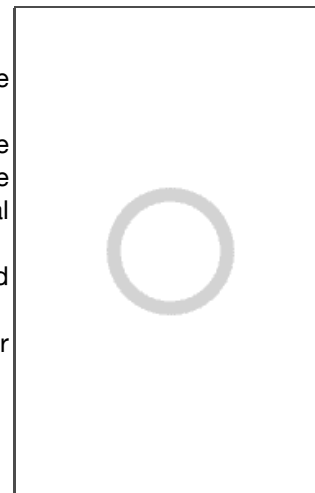
When was the last time you wrote a formal letter in your language? What for? Enter the forum and tell everyone about your experience. Did you need any help?

## 1.2.- Employment or covering letters.

An  **employment or covering letter** is the one that accompanies your CV when you are applying for a job.

Here is a  fairly conventional plan for the layout of the paragraphs:

- ✓ **Opening Paragraph:** Briefly identify yourself and the position you are applying for. Add how you found out about the vacancy.
- ✓ **Paragraph 2:** Give the reasons why you are interested in working for the company and why you wish to be considered for that particular post. State your relevant qualifications and experience, as well as your personal qualities that make you a suitable candidate.
- ✓ **Paragraph 3:** Inform them that you have enclosed your current CV and add any further information that you think could help your case.
- ✓ **Closing Paragraph:** Give your availability for interview, thank them for their consideration, restate your interest and close the letter.



### Translation

[Click here to read the Spanish version.](#)

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Una **carta de presentación** es aquella que acompaña a nuestro CV cuando vas a solicitar trabajo. Aquí encontrarás una distribución convencional en diferentes párrafos:





- ✓ **Introducción:** en este párrafo debes presentarte y decir qué puesto solicitas. Indica cómo te has enterado del puesto vacante.
- ✓ **Segundo párrafo:** da razones por las cuales estás interesado o interesada en trabajar para esa empresa y por qué te gustaría ser tenido en consideración para ese puesto en particular; habla sobre tu formación y experiencia relevantes para dicho puesto así como por qué serías un candidato idóneo o candidata idónea.
- ✓ **Tercer párrafo:** indica que adjunto podrán encontrar tu Currículum y añade cualquier información relevante que crees podría ayudarte a conseguir el trabajo.
- ✓ **Párrafo final:** habla sobre tu disponibilidad para ir a una entrevista, agradece la atención recibida y reafirma tu interés en la empresa.

## 1.3.- Rules for writing a business letter in English.

In addition to the previously mentioned paragraphs, we must take into account other rules in formal letters that you must take into consideration.

Furthermore, you should try to write as simply and as clearly as possible, and not to make the letter longer than necessary. Remember not to use informal language like contractions in formal letters or emails.

### Rules of a business letter:

1. **Address Heading:** This is the writer's full address. Business letters usually have preprinted, letterhead stationery which contains this information. An address heading is optional for informal letters.
  - ✓ **Your address** (Addressee's data or Sender's data): The return address should be written in the  top right-hand corner of the letter.
  - ✓ **The address of the person you are writing to** (Addresser's data): The inside address should be written on the left, starting below your address.
2. **Date:** this is the month, day and year that the letter is written on. e.g.: **4<sup>th</sup> August 2021 or 4<sup>th</sup> August, 2021.**
  - ✓ Different people put the date on different sides of the page. You can write this on the right or the left on the line after the address you are writing to. Write the month as a word.
3. **Inside Address:** The recipient's full name and address. Generally, informal letters do not include an inside address.
  - \***Note:** Refer to Addressing Persons of Title when writing letters to these people.
4. **Attention line** (optional): With formal letters, the "**Attention or For the attention of: [full name of recipient]**" is placed two vertical spaces below the inside address. E.g.: For the attention of Ms. Potter.
5. **Greeting:** Also known as the "salutation," this is the introductory phrase, "Dear [name of recipient]." Either a comma or a colon can be used at the end of this phrase. Today, a comma is more extensively used, with the exception of the use of a title (i.e. "Dear Member:") and not a proper name. In this case, the use of a colon would be more appropriate.
  - ✓ **Dear Sir or Madam,** If you do not know the name of the person you are writing to, use this. It is always advisable to try to find out a name.
  - ✓ **Dear Mr. Jenkins,** If you know the name, use the title (Mr, Mrs, or Ms, Dr, etc.) and the surname only. If you are writing to a woman and do not know if she uses Mrs or Miss, you can use Ms, which is for married and single women.
6. **Subject line** (optional): A word or phrase to indicate the main subject of the letter, which is preceded by the word "Subject:" or "Re:" (Latin for "matter"). Subject lines may be emphasized by underlining, using bold font or all capital letters. They can be alternatively located directly below the "inside address," before the "greeting." Informal or social letters rarely include a subject line.
7. **Body of the Letter:** The complete text of the letter; the subject matter content.
8. **Closing or ending a letter or complimentary close:** This is the farewell phrase or word that precedes the signature and is followed by a comma. Closing should reflect a type of farewell or goodbye as the writer signs off. Examples: "Yours truly," "Sincerely," "Respectfully yours," "Regards," etc. 
  - ✓ **FORMAL:** Yours sincerely (UK) /  Yours truly (USA): If you know the name of the person, end the letter this way.
  - ✓  Yours faithfully: If you do not know the name of the person, end the letter this way.
  - ✓ **INFORMAL:** Sincerely, Yours, With best wishes.
  - ✓ **Your signature:** Sign your name, then print it underneath the signature. If you think the person you are writing to might not know whether you are male or female, put your title in brackets after your name.



- **\*Note:** "Thank you," is not considered an appropriate closing for a formal or business letter.

### 9. Signature:

The signed name of the writer.

### 10. Identification Line:

Formal or business letters include the full name of the writer printed below the signed name (two vertical spaces below the Closing). It includes the writer's professional designations and title with the organization. Directly below that, the name of the organization which the writer represents.

### 11. Postscript:

Is a brief sentence or paragraph introduced by the initials, "P.S." (*post scriptus*) - Latin for "after having been written." It implies that the writer, having completed and signed the letter, had an after-thought. Although this is still commonly used in informal letters, it is not widely accepted for use in formal or business letters.

### 12. Notation:

Part of a formal or business letter consisting of brief words or abbreviations as notations.

*Examples:*

- ✓ **"R.S.V.P."** (*Répondez s'il vous plaît*) - French for "Please reply."  
The use of this notation indicates that the writer expects the recipient to contact the writer with a "yes" or "no" response to the invitation extended in the body of the letter. Often a corresponding address and/or phone number is printed directly below this notation.
- ✓ **"CC:"** (*carbon copy*) - These initials are followed by a name or column of names, indicating those people to whom a copy of the letter is being sent to. (One-sided inked carbon paper slipped between two pieces of paper was once the method used for duplicating copies of correspondence, hence use of the word "carbon" in this notation).
- ✓ **"encl."** (*enclosure*) - Indicates that something else accompanying the letter is enclosed.
- ✓ **"PL/rm"** (*initials of persons*) - Indicates that a person typed or even composed a letter on behalf of someone else. The capitalized initials are those of the sender of the letter (Paul Lazarman). The lower-case initials are those of the person who typed or composed the letter (Rachel McDonald) on behalf of the sender. The most common use for this notation is for situations where an administrative assistant composed and/or typed the final version of a letter that was dictated by his/her boss.



## Translation

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### Reglas para escribir una carta formal.

En inglés hay una serie de convencionalismos a la hora de escribir una carta formal o de negocios.

Además, debes intentar escribir tan simple y claro como te sea posible para no alargar la carta más de lo necesario. Recuerda no utilizar lenguaje informal como contracciones.

### Partes principales de una carta formal:

- ✓ **Direcciones:** esta es la dirección completa del escritor. Las cartas comerciales generalmente tienen papel con membrete preimpreso que contiene esta información. Un encabezado de dirección es opcional para letras informales. Su dirección: la dirección del remitente debe escribirse en la esquina superior derecha de la carta.
  - **Tu dirección:** La dirección del remitente debería escribirse en la esquina superior derecha de la carta.



- ✦ Dirección del destinatario: debería colocarse en la esquina superior izquierda, comenzando siempre por debajo de la dirección del remitente.
- ✓ Fecha: este es el mes, día y año en que se escribe la carta.
  - ✦ La fecha puede variar de posición. La puedes poner tanto a la derecha como a la izquierda, pero justo debajo de la dirección del destinatario. Escribe el mes con letras.
- ✓ Dirección interna: el nombre completo y la dirección del destinatario. En general, las cartas informales no incluyen una dirección interna. \* Nota: Diríjase a las personas de título cuando escriba cartas a estas personas. Atención: con letras formales, la "Atención: [nombre completo del destinatario]" se coloca dos espacios verticales debajo de la dirección interna.
- ✓ Saludo:
  - ✦ "Dear Sir or Madam," (estimado Señor o Señora) Se utiliza cuando no sabes el nombre de la persona a la que escribes. Se aconseja averiguar el nombre.
  - ✦ "Dear Mr. Jenkins," (estimado Señor Jenkins). Si sabes el nombre utiliza (Mr., Ms. Miss, etc.) y el apellido solamente. Si escribes a una mujer y no sabes si utiliza Ms. (señora) o Miss (señorita) puedes utilizar "Ms." ya que vale tanto para soltera como casada.
- ✓ Despedida:
  - ✦ "Yours faithfully" se utiliza cuando no sabemos el nombre de la persona a la que va dirigida la carta.
  - ✦ Yours sincerely: Se usa cuando conocemos el nombre del destinatario.
  - ✦ Tu firma. Pon tu nombre justo debajo de tu firma. Si crees que la persona a la que va dirigida la carta no sabrá distinguir si eres hombre o mujer, pon la abreviatura correspondiente después de tu nombre.
- ✓ Línea de identificación: Las cartas formales o comerciales incluyen el nombre completo del escritor impreso debajo del nombre firmado (dos espacios verticales debajo del Cierre). Incluye las designaciones profesionales del escritor y el título de la organización. Directamente debajo de eso, el nombre de la organización que representa el escritor.
- ✓ Posdata: Es una breve oración o párrafo introducido por las iniciales, "P.S." (post scriptus) - Latín para "después de haber sido escrito". Implica que el escritor, después de haber completado y firmado la carta, tuvo una reflexión posterior. Aunque esto todavía se usa comúnmente en cartas informales, no se acepta ampliamente para su uso en cartas formales o comerciales.
- ✓ Anotación: Parte de una carta formal o comercial que consiste en palabras breves o abreviaturas como anotaciones.

## 3.- Phrases and words you need: Formal letters.

When writing a formal or business letter in English there are some useful words and sentences that you should know. You can use some expressions also in emails.

### Formal Letters.

English words and expressions.	Translate.
Greeting or salutation.	Saludo.
To whom it may concern.	A quien pueda interesar.
I'm pleased to inform you	Me complace informarle que...
I regret to tell you.	Lamento comunicarle...
To take part in a conference.	Participar en una conferencia.
I wish to apply for...	Me gustaría solicitar ...
I currently work as a ...	Actualmente trabajo como...
Please find enclosed.	Por favor, adjunto encontrará.
Should you have any queries, please do not hesitate to contact me.	Si por cualquier motivo tuviera alguna pregunta, no dude en consultarme.
Yours faithfully/ sincerely.	Atentamente.

### Requests.

English expressions	Translate
I was given your name by ...	Me dieron su nombre por ...
I saw your advertisement in ...	Vi su anuncio en ...
We have received your letter/brochure/catalogue /samples/quotation/prices ...	Hemos recibido su carta / folleto / catálogo /muestras/presupuesto/precios...

### Inquiries.

English expressions	Translate
We are interested in ...	Nosotros estamos interesados en
Could / Would you please send us/me ...?	¿Podría / podría enviarnos / a mí ...?
Would you kindly send me /us some information about ...?	¿Podrían enviarme alguna información sobre ...?
I would like to know if / about your ...	Me gustaría saber si ... / sobre su ...
We would be grateful if you could inform me/ us about ...	Le agradeceríamos si pudiera informarme / informarnos sobre ...

Would it be possible to have some information about ...?	¿Sería posible tener alguna información sobre ...?
Please can/ could you let me have some information about..?	Por favor, ¿puede / podría darme información sobre ...?

The **response** of our company to any request for information should be **as soon as possible**, **attaching all the information requested** by the client in his previous letter or request. These letters must also follow a certain order and must be expressed in very formal language and previously defined expressions. **You can use these expressions also in emails.**

**There are some guidelines or steps to follow when answering information request letters:**

### **Appreciate request.**

**We must always begin our response by thanking the information request of our future clients. Some expressions can be useful:**

English expressions	Translate
We are pleased to receive your letter ...	Nos complace recibir su carta ...
Thank you very much for your inquiry.	Muchas gracias por su petición de información.

### **Attach requested information.**

**Offer and attach all the information that was requested.**

English expressions	Translate
We are sending you a copy of ...	Le enviamos una copia de ...
We have pleasure in enclosing our latest catalogue, current price list, brochure, discounts, method of payment ...	Tenemos el gusto de adjuntar nuestro último catálogo, actual lista de precios, folleto, descuentos, formas de pago ...
Would you kindly send me /us some information about ...?	¿Podrían enviarme alguna información sobre ...?

### **Build trust.**

**We must always give our customers confidence to contact us with any questions or new requests for more detailed information, if necessary.**

English expressions	Translate
Do not hesitate to contact us for further information.	No dude en contactar con nosotros para recibir más información.

We will be pleased to send you further information.

Estaremos encantados de enviarle información más detallada.



## Translation

### Translation.

Show Feedback

La respuesta de nuestra empresa a cualquier petición de información debe ser tan rápida como sea posible, adjuntando toda la información que el cliente nos solicitó en su carta o petición anterior. Estas cartas también deben seguir un orden determinado y deben ser expresadas con lenguaje muy formal y unas expresiones previamente definidas. Existen unas pautas o pasos a seguir cuando contestamos a cartas de petición de información debemos tener en cuenta:

Agradecer la petición: siempre debemos comenzar nuestra respuesta agradeciendo la petición de información de nuestro futuro clientes. Algunas expresiones pueden resultar útiles:


Adjuntar información solicitada: ofrecer y adjuntar toda la información que fue solicitada.

Generar confianza: debemos siempre dar confianza a nuestros clientes para que contacten con nosotros ante cualquier duda o nueva petición de información más detallada, si así fuese necesario:



## A step ahead

Click here to take a look at a real Formal Letter. Pay special attention to each one of its parts.

 [Layout of a Formal Letter.](#)

## 3.1.- What date is it today?

Dates in British English: **day + month + year**

17 7<sup>th</sup> July 2019

Pronunciation: The seventh of July, two thousand and nineteen or **twenty nineteen** (2019).

Have you noticed the article THE and the preposition OF? We do not put them when we write the date, but we DO pronounce them. We say THE seventh OF July and not seven July.

**Days**

Whenever we write or say a date, unlike what you do in Spanish, we use the ordinal number and not the cardinal number. For us: January 1<sup>st</sup>, February 2<sup>nd</sup>, March 3<sup>rd</sup>, April 4<sup>th</sup> ... Anyway, here is a tablet with the ordinals you need for the dates in English:



### Dates.

Days	Ordinal numbers	Pronunciation
1 <sup>st</sup>	first	/feests/
2 <sup>nd</sup>	second	/sékind/
3 <sup>rd</sup>	third	/zeed/
4 <sup>th</sup>	fourth	/fooz/
5 <sup>th</sup>	fifth	/fifz/
6 <sup>th</sup>	sixth	/siksz/
7 <sup>th</sup>	seventh	/sssevvnz/
8 <sup>th</sup>	eight	/éit/
9 <sup>th</sup>	ninth	/náinz/
10 <sup>th</sup>	tenth	/tenz/
11 <sup>th</sup>	eleventh	/ilévnz/
12 <sup>th</sup>	twelfth	/tuélfz/
13 <sup>th</sup>	thirteenth	/zeetínz/
14 <sup>th</sup>	fourteenth	/footínz/

15 <sup>th</sup>	fifteenth	/fiftiinz/
16 <sup>th</sup>	sixteenth	/sssikstiinz/
17 <sup>th</sup>	seventeenth	/sssevntiinz/
18 <sup>th</sup>	eighteenth	/éitiinz/
19 <sup>th</sup>	nineteenth	/naintiinz/
20 <sup>th</sup>	twentieth	/tuéntiaz/
21 <sup>st</sup>	twenty-first	/tuéti feesst/
22 <sup>nd</sup>	twenty-second	/tuéti sékand/
23 <sup>th</sup>	twenty-third	/tuéti zeed/
24 <sup>th</sup>	twenty-fourth	/tuéti fooz/
25 <sup>th</sup>	twenty-fifth	/tuéti fiz/
26 <sup>th</sup>	twenty-sixth	/tuéti siksz/
27 <sup>th</sup>	twenty-seventh	/tuéti sssevvnz/
28 <sup>th</sup>	twenty-eight	/tuéti éit/
29 <sup>th</sup>	twenty-ninth	/tuéti náinz/
30 <sup>th</sup>	thirtieth	/zéetiaz/
31 <sup>st</sup>	thirty-first	/zéeti feesst/

### Months

**The month, always 🇺🇸 in capital letters!**

Here it does not matter if you are from 🇺🇸 Arkansas (United States) or 🇬🇧 Brighton (England) Months in English are always written with a capital initial period! Here we leave them, in case you need to review them.

### Months.

Months	Pronuntiation
January	/chániuari/
February	/fébruari/
March	/maaach/

April	/éipral/
May	/méi/
June	/chúun/
July	/chulai/
August	/oogáassst/
September	/ssseptémba/
October	/októuba/
November	/nouvvvémba/
December	/dissémba/



## Translation

[Click here to see the Spanish translation.](#)

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¿Te has fijado en el artículo THE y la preposición OF? No los ponemos cuando escribimos la fecha, pero SÍ los pronunciamos. Decimos THE seventh OF July y no *seven July*.

Siempre que escribimos o decimos una fecha, a diferencia de lo que hacéis en español, usamos el número ordinal y no el cardinal. Para nosotros: *Primero* de enero, *segundo* de febrero, *tercero* de marzo, *cuarto* de abril...

En fin, aquí tienes una tablita con los ordinales que necesitas para las fechas en inglés:

El mes, ¡siempre en mayúscula!

Aquí da igual que seas de Arkansas o de Brighton. ¡Los meses en inglés siempre se escriben con inicial mayúscula y punto! Aquí te los dejamos, por si necesitas repasarlos.



## Now it's your turn

How do you write the following dates (in British English):

### Dates' s exercise.

The seventh of September nineteen forty-five.




5th February 2017

The thirteenth of October twenty fourteen.	<input type="text"/>
<input type="text"/>	3rd March 1936



## You Should Know

Dates in American English: **month + day + year**

 July 7<sup>th</sup> 2019

Pronunciation: July seventh two thousand nineteen.


As you can see, the Americans do not usually say the "**the**" or the "**of**", nor the "**and**" of the year. That's how they are!



## Translation

[Click here to see the Spanish translation.](#)

Dates in American English:

 July 7<sup>th</sup> 2019

Pronunciation: July seventh two thousand nineteen or July seventh, two thousand nineteen.



Como ves, los norteamericanos no suelen decir ni el **the** ni el **of**, ni tampoco el **and** del año. ¡Así son ellos!



## 3.2.- Abbreviations and acronyms used in letter writing.

### Abbreviations and acronyms used in letter writing.

The following abbreviations are widely used in letters:

- ✓ **ASAP:** as soon as possible
- ✓ **CC:** carbon copy (when you send a copy of a letter to more than one person, you use this abbreviation to let them know)
- ✓ **enc.:** enclosure (when you include other papers with your letter)
- ✓ **PP:** per procurationem (A Latin phrase meaning that you are signing the letter  on somebody else's behalf; if they are not there to sign it themselves, etc)
- ✓ **PS:** postscript (when you want to add something after you've finished and signed it)
- ✓ **PTO:** (*informal*): please  turn over (to make sure that the other person knows the letter continues on the other side of the page)
- ✓ **RSVP:** please reply [in French "répondez s'il vous plaît"].



### Translation

[Click here to read the Spanish version.](#)

Show Feedback

#### Abreviaturas y acrónimos más comunes:

- ✓ **ASAP:** As soon as possible: tan pronto como sea posible.
- ✓ **CC:** "con copia a" (cuando escribes una carta con copia a varias personas.)
- ✓ **enc. :** "con adjunto" (cuando incluyes otros documentos con la letter).
- ✓ **RSVP:** "por favor responda."
- ✓ **PP:** "por orden" (Término latino que se utiliza cuando firmas la carta en nombre de otra persona si ésta no está presente para poder hacerlo).
- ✓ **PS:** postdata ( cuando se quiere añadir algo una vez que se ha acabado y firmado el documento).
- ✓ **PTO** (*informal*): se usa en contextos informales y significa "por favor, de la vuelta" ( se utiliza para que la otra persona sepa que la carta sigue por el reverso).

## 3.3.- Now put it into practice.



### Now it's your turn

Which of the following is used to start a very formal letter?

- Dear Michael.
- Hi Steve.
- Dear Sir or Madam.

Sorry! Try again!

Read the previous explanation again!

Well done!

### Solution

1. Wrong
2. Wrong
3. Correct Option

Which of the following is a way of starting a formal letter?

- Thank you for your letter dated 23<sup>rd</sup> May 2020.
- Thanks for your letter, it was great to hear from you.
- Thank you for your letter about..

Amazing!

Sorry, try again!

Think again!

## Solution

1. Correct Option
2. Wrong
3. Wrong

**Which would be a suitable way to introduce some bad news in a formal way?**

- I feel really bad about this but...
- I'm sorry to have to break the bad news but...
- I regret to inform you...

Sorry!

Think again!

Amazing!

## Solution

1. Wrong
2. Wrong
3. Correct Option

**Which of the following is an expression suitable for a formal letter?**

- Regards to Jane.
- Please give my regards to Jane.
- Give Jane my best wishes.

Sorry, try again!

You rock!

Try again!

## Solution

1. Wrong
2. Correct Option
3. Wrong

**Which of the following is NOT a suitable final sentence for a formal letter?**

- I look forward to hearing from you soon.
- Hope to see you soon.
- Looking forward to a swift response.

Sorry!

Well done!

Think about it again!

## Solution

1. Wrong
2. Correct Option
3. Wrong

**Which of the following is NOT a suitable way to end a formal letter?**

- Yours faithfully.
- Yours sincerely.
- Love.

Sorry!

Think again!

Amazing!

## Solution

1. Wrong
2. Wrong
3. Correct Option



## Now it's your turn

**Formal Letters Layout. Choose the right option.**

**On your official letter your name should appear\_\_\_\_\_ .**

- at the top, on the right.
- at the bottom.
- at the top and at the bottom

Sorry!

Well done!

Sorry!

## Solution

1. Wrong
2. Correct Option
3. Wrong

**If you start your letter with Dear Sirs, you end it with\_\_\_\_\_ .**

- Yours sincerely.
- Best wishes.
- Yours faithfully

Sorry! Try again!

Think again!

Well done!

## Solution

1. Wrong
2. Wrong
3. Correct Option

The abbreviation "Enc." should appear \_\_\_\_\_ .

- at the bottom, on the left.
- at the bottom, on the right.
- below senders address.

Great job!

Sorry!

Try again!

## Solution

1. Correct Option
2. Wrong
3. Wrong

The sender's address should appear \_\_\_\_\_ .

- at the top, on the right.
- at the top, on the left.
- at the bottom, on the left.

Neat!

Think again!

Sorry!

## Solution

1. Correct Option
2. Wrong
3. Wrong



## Think about it

Carlos Alonso López is writing a letter to a Language School in London but he is a little bit confused about layout. Help him to put each part in the correct place. Good luck!

18 November 2020

36, Santiago Street

Valladolid, 47001

Spain

Yours faithfully.

Carlos Alonso López

I should be grateful if you could send me your information brochure about courses offered by your school in 2021.

My brother and I are university students and are interested in summer courses in July or August.

I look forward to hearing from you.

Dear Mr. Parker

British Language School23 Baker StreetLondon SW8 7ACEngland.

Show Feedback

36, Santiago StreetValladolid, 47001Spain

18 November 2020

London SW8 7ACBritish Language School23 Baker Street England.

Dear Mr. Parker

I should be grateful if you could send me your information brochure about courses offered by your school in 2011.

My brother and I are university students and are interested in summer courses in July or August.

I look forward to hearing from you.

Yours faithfully,

Carlos Alonso López



## 4.- Vocabulary. Business idioms.

Read the business idioms below, do you know the meaning of any of them?

### Business words.

Manufacturer.	Fabricante.
Supplier.	Proveedor.
Distributor.	Distribuidor/a.
Wholesalers.	Mayoristas
Retailers.	Minoristas.
Refund.	Reembolso.
Discount.	Descuento.
Delivery.	Entrega.
Return.	Regreso, devolución.
Dispatched.	Enviado.
Purchased.	Comprado.
Exchanged.	Cambiado.
Stock.	Existencias, suministro, inventario.
Storage.	Almacenamiento.
Warehouse.	Almacén.
Sale. / On sale.	Ventas. / En rebajas.
Bargain.	Negociar (vb). Chollo, ganga (noun)




### Now it's your turn

#### Write the correct idioms.

##### Meaning

A  is another name for a "producer".

Suppliers often sell large quantities of goods to , who do not usually sell directly to consumers.

We offer a  to customers who buy in  bulk.

Products and services offered at a large discount are generally a/n .

Goods will be  within 24 hours of your order.

Customers must send back goods in the original packing in order to get a full .

Read the idioms below, do you know the meaning of any of them?

To be paid peanuts. / 🗑️ To be on the dole. / To be rolling in it. / 🗑️ To do some belt-tightening. / To face the music. / 🗑️ A done deal.



## Now it's your turn

Match the following idioms with their meaning.

### Matching exercise.

Idioms	Match	Meaning
To be paid peanuts.	<input type="checkbox"/>	1. Reduction of expenses.
To be on the dole.	<input type="checkbox"/>	2. To admit that there's a problem; to deal with an unpleasant situation realistically.
To be rolling in it.	<input type="checkbox"/>	3. To be paid very little money.
To do some belt-tightening.	<input type="checkbox"/>	4. A person who receives financial assistance from the government when they are unemployed.
To face the music.	<input type="checkbox"/>	5. To be very rich.
A done deal.	<input type="checkbox"/>	6. An agreement or decision which has been reached on a certain matter.



## Now it's your turn

Do you know their equivalent into Spanish? Surf the net and look for their translation into Spanish. Then, try to learn them by heart! Good luck!

- To be paid peanuts. .
- To be on the dole.  or .
- To be rolling in it.  or .
- To do some belt-tightening. .
- To face the music. .
- A done deal. .

Submit

1. To be paid peanuts. **Ganar una miseria.**
2. To be on the dole. **Estar en el paro o estar desempleado.**
3. To be rolling in it. **Ser rico o nadar en la abundancia.**
4. To do some belt-tightening. **Apretarse el cinturón.**
5. To face the music. **Afrontar las cosas como vienen.**
6. A done deal. **Trato hecho.**

## 5.- Grammar: Frequency adverbs.

An **adverb of frequency** goes **before** a main verb (except with To Be). Subject + **adverb** + main verb. An **adverb of frequency** goes **after** the verb To Be. With the **compound tenses** (like the present continuous), the frequency adverb goes **between** the two verbs.



Read the following examples:

- ✔ Our father is **usually** at the office at 9.30 every day. (To Be: after)
- ✔ She **always** checks her emails first hour in the afternoon. (~~To Be~~: before)

Frequency	Adverb of Frequency	Example Sentences ( <del>To Be</del> )	Example Sentences (To Be)
100%	always	I <b>always</b> go to bed before 9 p.m.	I am <b>always</b> happy.
90%	usually	I <b>usually</b> have cereal for breakfast.	She is <b>usually</b> studying.
80%	normally / generally	I <b>normally</b> go to the gym.	I am <b>normally</b> tired.
70%	often* / frequently	I <b>often</b> surf the internet.	He is <b>often</b> ready to play.
50%	sometimes	I <b>sometimes</b> forget my wife's birthday.	We are <b>sometimes</b> crazy.
30%	occasionally	I <b>occasionally</b> eat junk food.	They are <b>occasionally</b> glad to go there.
10%	seldom	I <b>seldom</b> read the newspaper.	It is <b>seldom</b> clean.
5%	hardly ever / rarely	I <b>hardly ever</b> drink wine.	The Kitty is <b>hardly ever</b> quiet.
0%	never	I <b>never</b> swim in the river.	My computer is <b>never</b> free to use.



### Think About It

Attention! **Frequency adverbs** are not always placed in the same position. Can you guess why? Take a closer look at the sentences above and fill in the following table.

## 5.1.- Imperative. Make suggestions.

The **imperative** is used to give commands and orders. The form of the verb used for the imperative is the base form of the main verb, which is used without a subject.

The word order of a sentence in the imperative is: **verb + object (if needed)**. The negative imperative is made with **do + not or don't**.

- ✓ Don't lose that key.
- ✓ Do not come back without it!
- ✓ Do stop talking! I'm trying to work.
- ✓ I'm certainly not going to get it – you get it.
- ✓ Would you get it, then? I'm busy.
  
- ✓ Walk to the corner, turn right, and cross the road.
- ✓ Don't forget to take your passport with you.
- ✓ Be careful!



### Making suggestions

**Let's (let + us) + main verb** is used in the 1st person plural only, especially when you are trying to encourage someone to do something with you. It includes both the speaker and the hearer, so the subject that is understood is represented by the plural **we**.

- ✓ Let's visit Malcolm this weekend.
- ✓ Please let's go to the cinema tonight.
- ✓ Do let's have a look at your new computer, Chris.
- ✓ Let's pool our resources.

**Suggestions which start with let's often end with the sentence tag shall we?**

- ✓ Let's phone her now, shall we?
- ✓ Let's go for a walk after supper, shall we?

**In ordinary English the negative is let's not + main verb or sometimes don't let's + main verb.**

- ✓ Let's not worry about that now.
- ✓ Don't let's worry about that now.

**In formal English, the negative is let us not + main verb.**

- ✓ Let us not lose sight of our aims.

**Do let's is the emphatic form.**

- ✓ It's a very good bargain; do let's buy it!

**The non-contracted or long form let us + main verb is occasionally used in formal and written English.**

- ✓ Let us be clear about this.
- ✓ Let us hope that this will never happen again.

**The answer to a suggestion with let's is normally either, yes, let's or no, let's not or sometimes, no, don't let's (...).**

- ✓ Let's phone her now, shall we? – Yes, let's.
- ✓ Let's phone her now, shall we? – No, let's not.
- ✓ Let's invite Malcolm over this weekend. – No, don't let's do that.

## 5.2.- Now put it into practice.



### Now it's your turn

With the verb **TO BE**, the frequency adverb goes \_\_\_\_\_ the verb.

- before
- after

Wrong

Correct Option

### Solution

1. Wrong
2. Correct Option

With the simple tenses, the frequency adverb goes \_\_\_\_\_ the verb.

- between
- before

Wrong

Correct Option

### Solution

1. Wrong
2. Correct Option

With the compound tenses (like the present continuous), the frequency adverb goes

\_\_\_\_\_ the two verbs.

- before
- between

Wrong

Correct Option


## Solution

1. Wrong
2. Correct Option




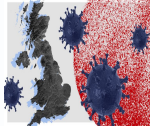














## A Piece of Advice

Click in the next link to see a list of the most common adverbs of frequency and how often the action takes place.

 [List of the most common Adverbs of frequency.](#)

## Appendix.- Licences of resources.

### Licences of resources.

Resource (1)	Resource information (1)	Resource (2)	Resource information (2)
	Autoría: Plenty.r. Licencia: CC by 2.0. Procedencia: <a href="http://www.flickr.com/photos/plenty/336033234/">http://www.flickr.com/photos/plenty/336033234/</a>		Autoría: Plenty.r. Licencia: CC by 2.0. Procedencia: <a href="http://www.flickr.com/photos/plenty/332356234/">http://www.flickr.com/photos/plenty/332356234/</a>
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	Autoría: _StaR_DusT. Licencia: CC by-nc 2.0. Procedencia: <a href="http://www.flickr.com/photos/star-dust/775368469/">http://www.flickr.com/photos/star-dust/775368469/</a>		Autoría: Ombrelle (Martin) Licencia: CC by-nc-sa 2.0. Procedencia: <a href="http://www.flickr.com/photos/flyweb/3780683263/">http://www.flickr.com/photos/flyweb/3780683263/</a>
	Autoría: Danmachold. Licencia: CC by-nc-sa 2.0. Procedencia: <a href="http://www.flickr.com/photos/mybloodyself/159734466/">http://www.flickr.com/photos/mybloodyself/159734466/</a>		Autoría: Ombrelle (Martin) Licencia: CC by-nc-sa 2.0. Procedencia: <a href="http://www.flickr.com/photos/flyweb/3780345533263/">http://www.flickr.com/photos/flyweb/3780345533263/</a>
	Autoría: Falwyn. Licencia: CC by-nc-sa 2.0. Procedencia: <a href="http://www.flickr.com/photos/falwyn/3073812524/">http://www.flickr.com/photos/falwyn/3073812524/</a>		Autoría: Freefoto. Licencia: CC by-nc 2.0. Procedencia: <a href="http://www.flickr.com/photos/freefoto/2346237374/">http://www.flickr.com/photos/freefoto/2346237374/</a>
	Autoría: Brtsergio. Licencia: CC by-nc-sa 2.0. Procedencia: <a href="http://www.flickr.com/photos/brtsergio/165190117/">http://www.flickr.com/photos/brtsergio/165190117/</a>		Autoría: willc2 Licencia: CC by-nc 2.0. Procedencia: <a href="http://www.flickr.com/photos/willc2/4415196162/">http://www.flickr.com/photos/willc2/4415196162/</a>
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