

Lomonosov Moscow State University

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HOW TO WRITE FORMAL LETTERS

Study guide for students of English

Sevastopol

Ribest

2017

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MODULE I.
LETTERS FROM CUSTOMERS

Edited by Yu. Sitko

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How to Write Formal Letters

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Учебное пособие разработано на кафедре иностранных языков филиала МГУ имени М.В. Ломоносова в г. Севастополе и предназначено для формирования у студентов стойких навыков деловой переписки в соответствии с канцелярской практикой. Опираясь на современные лингвострановедческие представления, пособие учитывает разницу в деловой переписке в Великобритании и США. Модуль освещает аспект написания обращений со стороны покупателя в адрес продавцов или поставщиков услуг.

Для русскоязычных студентов и взрослых обучающихся, изучающих английский язык на продвинутом уровне.

INTRODUCTION

Correspondence competency is an ability of paramount importance since we are all involved in writing letters.

We write informal letters to our friends or family. We send formal letters to people who we may not know personally. There may be various reasons for writing a formal letter. One can write a letter to find out and share information, to apply for a job or to resign, to make a complaint or to say thank you for service and assistance, to make an invitation or to send an apology, etc.

Formal letters for business communication and informal personal letters are composed in a different way. While there are almost no strict rules for an informal letter there are certain standards for formal letters writing which the addresser should know and follow. For those who do not know the conventions of formal letters and/or are not trained to do this writing can be really stressful and time consuming.

This study guide is for intermediate and upper-intermediate learners of English. It intends to provide them with some instructions on formal letter writing and to facilitate this process.

Over twenty formal letters in the guide are arranged in three modules (Module 1 'Letters from Customers'; Module 2 'Employment Letters' and Module 3 'Courtesy Letters') and nine sections (according to the type of the letter).

Each section has two or three sample letters and provides information about the format used in this type of letters and the instruction. Sample letters provided in each section can be used as a guide for one's own writings. The format is given with the purpose to describe HOW to write letters of a specific type and the instruction explains WHY letters of this type are written.

The study guide is based on real formal letters dealing with the most common situations of formal communication which do not require profound legal or economic knowledge and specific terms.

Sample letters are presented in both layouts which are typical for an English formal letter: the indented form used mainly in the UK and the block form traditionally used in the US. In the format we stick to the indented form and in real letters original layouts, punctuation as well as original spelling (British or American) are preserved.

Each letter sample is followed by a standard set of eight exercises dealing with

1. Reading the letter for the first time and determining the meaning of the words;
2. Reading the letter for the second time for detail and discussing questions based on the content of the letter;
3. Finding the English equivalents for the Russian terms¹;

¹ The study guide is intended primarily for Russian speaking learners of English which explains why this exercise is given here.

4. Putting the sentences in the body of the letter in the correct order;
5. Banked gap filling;
6. Banked gap filling with the correct form of the verb;
7. Banked gap filling with the correct phrase;
8. Open cloze task.

Each section closes with an assignment to write a letter of the type they studied.

Module 1 (Letters from Customers) starts with some general information about formal letters (structure, layout, punctuation, etc.).

The letters in this Module (five letters in two sections) are the ones usually sent by customers to sellers or services providers (letter of complaint and letter of demand). Here students will also get acquainted with the adjustment letter which is sent by sellers to unsatisfied customers. The tasks of this Module are aimed at teaching students how to complain and demand in an effective and polite way.

FORMAL LETTERS

Formal letters are used in communication between people or companies and are written in order to conduct some sort of business. Current students may be also engaged in some basic forms of business communication. For example, you might write to convey somebody specific information, make an arrangement, thank someone for a service or apply for a job. Formal letters differ from informal (personal) ones exchanged by friends in both their layout and content.

Writing a formal letter takes planning. First of all, you must analyse your audience and determine your purpose. Formal letters can be challenging to write, because you have to consider how to get your reader's attention which is a tough job.

If you want to write a letter that is professional in appearance and in content you should know the format of formal letters.

I. PARTS OF THE LETTER

Standard formal letters have the following parts (some of them are optional)

Sender's name and address (the return address)

Date

Receiver's name and address (the inside address)

Salutation / Greeting

Subject (optional)

Text of the Letter

Valediction/ complementary close

Sender's Name and Signature

Notations (optional)

ADDRESS

Elements of both sender's and receiver's addresses are ordered as follows

First name and Family name

House number, Street

Place (City or Town)

Area code

COUNTRY (If you're sending the letter abroad)

There is no punctuation at all in the address. The first letter of each word is capitalized. The name of the country is typed in capital letters.

When you are writing a formal letter to a company's representative state the position title and the name of the company after the receiver's name. It is important to identify to whom you are sending the letter. If you are dealing with a larger company it may be best to do a bit of research ahead of time and find out which department or person can best help you with

your issue and what their name, title and mailing address is. In your return address you may give your e-mail or phone (though these elements are optional).

DATE

There are different formats for dates in the UK and the US. The UK format is DMY (date, month, year) whereas the US format is MDY (month, date, year). So if you are going to send your letter to a British company the date should be written as '15 March 2017'. In a letter sent to the US the proper way to write the date is 'March 15, 2017'.

The date is written in full format which means that the month must be written as a word. If you wrote your letter over several days, use the date when you finished the letter.

SALUTATION

The format of salutation in a formal letter depends on whether you know your addressee by name or not and whether you are writing to one person or to a group.

1. If you know the name of the person to whom you are addressing you may start your letter as follows:

Dear + Title + Surname, e.g. Dear Mr Jones

Titles to be used in salutation are:

Mr – for a male

Mrs – for a married female

Miss – for an unmarried female

Ms – for a female whose status is unknown or if she prefers not to make it public

Dr – for a person with the status of a doctor

These titles should be followed by the family names only (not the first name).

Business partners often call each other just by their first names. In this case, write the salutation as follows:

Dear Sue

2. If you do not know the name of the person that you are writing to, use the following salutations:

Dear Sir or **Dear Sirs** – for a male addressee (esp. in British English)

Dear Madam – for a female addressee (esp. in British English)

Dear Sir or Madam – for an addressee whose gender is unknown (esp. in British English)

Gentlemen – for male addressees (esp. in American English)

Ladies – for female addressees (esp. in American English)

Ladies and Gentlemen – for addressees whose gender is unknown (esp. in American English).

In some circumstances it is useful to find a name, especially if you are making a request as this will show that you have done your research and you are more likely to receive a response.

3. **If you are unsure of the receiver's gender**, simply type the whole name, e.g. 'Dear Kris Smith'.

4. **If you cannot find out a contact name** for your letter but the job title of the receiver is known, use a generic salutation, such as **Dear Hiring Manager**, **Dear Recruiting Manager** or **Dear Human Resources Professional**.

5. There is one more form of salutation which is used when the name of your addressee is unknown: **To whom it may concern**

While more specific ways of salutation (such as **Dear Sir** or **Madam**) are used when you're writing a letter to a person about something that person has direct involvement in (e.g. returning a defective product to a customer service department). **To whom it may concern** would be used for situations in which the receiver is a third party to the topic of the letter (e.g. regarding a letter of reference or recommendation). In this case there is no receiver's name in the inside address.

6. **If you are writing to a group** which is fairly small – not more than five – the best salutation is to use receivers' names. This also indicates the message is relevant for all of them.

If all your receivers belong to the same group, use the name of the group: **Dear Sales Team**, **Dear Profile Committee**.

SUBJECT

A subject line is an optional element of a letter. You may want to include a subject for your letter, however, so that the reader immediately knows what your letter is about. It can be in bold, uppercase or both to make it stand out, e.g.

'ICSW ANNUAL GENERAL MEETING 2016'

You may use the heading 'Subject': or 'Re': (which means "with reference to...") e.g.

Re: Recommendation for Sharon Westman

Subject: Resignation from Washington Academy

In British English the subject line is usually placed between the salutation and the body of the letter (with a blank line in between). In American English, the subject line can also be placed between the receiver's address and the salutation (with a blank line in between).

TEXT OF THE LETTER

The text of formal letters is arranged in three parts: introductory paragraph, body paragraph(s) and concluding paragraph. Specific content of these parts of business letters is given at the beginning of each section.

VALEDICTION

The valediction depends on the salutation. **If you know the name of the addressee** and use the salutation '**Dear Mr Jones**' the valediction is '**Yours sincerely**'. This valediction is frequently used in the form **Sincerely**. **If the receiver is unknown** and use the salutation '**Dear Sir /Madam**', the valediction is '**Yours faithfully**'. American usage prefers '**Yours sincerely**', '**Sincerely yours**' or '**Sincerely**' for all formal letters.

Increasingly common in business usage, '**Regards**', '**Kind regards**' and especially '**Best regards**' are often used as a semi-formal valediction. These valedictions convey a warm and caring tone.

'**Respectfully**' or '**Respectfully yours**' should be used in letters to persons of authority such as judges, officials, dignitaries or professors. This closing is also used for extremely formal letters.

'**Very truly yours**' indicates that the receiver is of a higher status than the sender.

SENDER'S NAME AND SIGNATURE

Usually several blank lines are left after the closing (so that the sender can sign the letter after printing it), then the sender's name is typed. Senders can optionally put their job title and company name on the line beneath this, e.g.

Mark Johnson,
Marketing Director, BizSolutions

NOTATION

Business letters may contain an optional part consisting of brief words or abbreviations as notations. Below is a list of such notations:

'**R.S.V.P.**' (**Répondez s'il vous plaît**) is the French for 'Please reply'. The use of this notation indicates that the sender expects the receiver to contact the writer with a 'yes' or 'no' response to the invitation or offer extended the letter. Often a corresponding address and/or phone number is printed directly below this notation.

'**Enclosures**' indicates that some documents accompanying the letter are enclosed. It is typed a few lines beneath the sender's signature by noting the number and type of documents, e.g. 'Enclosures (2): resume, brochure'.

You can also abbreviate 'Enclosures' by writing 'Encl.' or 'Enc.'

'**cc:**' (carbon copy or courtesy copy) – is used if you are sending a copy of the letter to another person (or persons). 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, e.g.

'cc: Mary Smith, Vice President of Marketing'

If you are adding more than one name, align the second name underneath the first name, but without the 'cc:'

This notation is typed below the 'Enclosures' line.

II. LAYOUT

The parts of letters described above are arranged and aligned in different ways. There are several formats for writing professional letters properly. We focus on two most common ways to format a traditional business letter: indented form (used mainly in the UK) and block form (used mainly in the US). Knowing what form to use you can show your manners and choose the right format depending on the country you are sending your letter to.

Indented form (specific for the UK)

The diagram shows a letter layout where the Sender's address is right-aligned. The Date is centered below it. The Receiver's name, Address, and Dear salutation are left-aligned. The body of the letter consists of three paragraphs, each with its first line indented. The Closing word(s) and Typed signature are right-aligned at the bottom.

Block form (specific for the US)

The diagram shows a letter layout where all text is left-aligned. This includes the Sender's address, Date, Receiver's name, Address, Dear salutation, and the first line of each of the three paragraphs in the body. The Closing word(s) and Typed signature are right-aligned at the bottom.

INDENTED FORM

It is the oldest style of writing formal letters. In this form, the first line of each paragraph is indented (written leaving some spaces from the left margin) one-half inch.

The Sender's address is right-justified (i.e. the left edge of the address is aligned with the center of the page).

The Date is typed so that it lines up underneath the Sender's address.

The Receiver's name and address and salutation are left-justified.

The Receiver's name is followed by a comma (e.g. Dear Mr Jones,).

The Subject line (if included) is centred.

Paragraphs in the body of the letter are indented with no space line between paragraphs.

Valediction and Signature are right-justified and even with the address and date above, as illustrated here.

Notations (if included) are flush left.

Date indication and punctuation used in the indented form are specific for the UK.

Lines between paragraphs are skipped.

BLOCK FORM

All the elements are left-justified. The text is single spaced, with no indent at the tops of the paragraphs.

Date indication and punctuation used in the block form are specific for the US.

The Receiver's name is followed by a colon (e.g. 'Dear Mr Jones:').

Lines between paragraphs are skipped.

III. LETTERHEAD

Letterhead is a sheet of preprinted paper with the company's logo, address, phone number and often a corporate slogan or identifying graphic. Generally of very fine quality and more expensive than plain paper, letterhead is designed to convey a positive image of the company. If you are using letterhead that already provides your address, do not retype that information; just begin with the date. Sometimes the sender will provide a direct phone number or personal email address if the action statement calls for direct communication. Beneath this, you should put the receiver's name and address, just as it would appear on the envelope. If you're using a window envelope, make sure it'll show through when the paper is inserted.

IV. PUNCTUATION

The salutation/greeting is generally followed by a comma in British style (e.g. 'Dear Mr Keats,') whereas in the United States a colon is used (e.g. 'Dear Mr Keats:'). The valediction / closing is followed by a comma.

In some letters (the so-called open-format letters) no punctuation is used after the salutation and no punctuation after the closing.

V. LANGUAGE

In modern super busy society there is a trend to use a shorthand writing style, for instance replacing the word 'you' with 'u' or replacing the word 'weekend' with 'wkend', etc. This casual approach and informal writing style can easily be transferred, sometimes subconsciously, when a more formal style is required. In formal letters it is advisable to avoid such wording as well as heavy use of stock phrases, clichés or abbreviations.

The date and time of the event should also be given in full form. Never abbreviate days of the week. The most formal style is to write, 'Friday, the twenty-seventh of July at six-thirty o'clock' The least formal is 'Friday, July 27, at 6:00 P.M.' (for the differences in the UK and the US styles of indicating the date see above).

Use personal pronouns. It is perfectly fine to use 'I', 'we', and 'you' in your business letter.

VI. GENERAL TIPS

Be aware if you're writing the letter on an organisation's behalf. If you are stating the company's perspective, you should use 'we' so that the reader knows that the company stands behind your statement. If you are writing your own opinion, stick with 'I'.

If you've enclosed additional documents for the receiver to review make a note of it.

Indicate how you can be contacted for additional information and list time frames.

Make sure that the contact information is accurate.

The letter should be about one page in length. Keep the letter brief. A formal letter does not need to be stuffy. Use short words and sentences.

Don't forget to personally sign the letter in the blank space above your typed name.

Remember, that your and your organization's reputation is at stake, hence frame your sentences wisely. Once you have finished the letter, proofread it thoroughly, check for typos, spelling errors and grammatical mistakes before sending.

VII. CHECK WHAT YOU KNOW ABOUT LETTERS FORMAT**I. READ THE SENTENCES AND CHOOSE THE CORRECT OPTION.**

1. Salutation used for situations in which the receiver is a third party is

- A. Ladies and Gentlemen B. Dear Sir or Madam C. To whom it may concern

2. Which of the following is NOT an optional part of the letter?

- A. Valediction B. Subject C. Notation

3. If you know the name of the addressee and use the salutation 'Dear Mr Watkins' the valediction is

- A. To whom it may concern B. Yours sincerely C. Yours faithfully

4. If you do not know the name of the addressee and use the salutation 'Dear Sir /Madam' the valediction is

- A. Yours faithfully B. With best regards C. Very truly yours

5. R.S.V.P. is French for

- A. courtesy copy B. carbon copy C. Please reply

II. READ THE SENTENCES AND DECIDE WHETHER THEY ARE TRUE OR FALSE. CORRECT THE FALSE ONES.

1. In the indented form the text is right justified.
2. In the block form the text is left justified.
3. In the US they use a colon after the salutation, e.g. Dear Mr Watkins:
4. When you write on the letterhead you do not type the receiver's address.
5. 'Respectfully yours' is a universal form of valediction no matter what salutation you use.

LETTER OF COMPLAINT

I. FORMAT

Sender's name
House number, street address
Place (city or town)
Area code
Telephone (optional)
Email address (optional)

Date

Receiver's name
(Title and
Company if necessary)
House number, street address
Place (city or town)
Area code

Salutation

Subject (optional) COMPLAINT ABOUT [INSERT NAME OF PRODUCT OR SERVICE] PURCHASED AT [INSERT BUSINESS NAME] ON [INSERT DATE]

Introductory paragraph. State that you have a problem with goods or service bought from the business at a particular location and date and that you want the problem fixed.

Body paragraph(s). Explain the key details of the problem including when you discovered it and any other steps you've already taken to get it fixed, such as telephone calls or visits to the store. Note who you spoke to and any results of your efforts. State that you have enclosed copies of relevant documents, such as a receipt of bank statement for proof of purchase. State the steps you want the business to take to fix the problem.

Concluding paragraph. State that you expect to hear from the business with a solution by [insert date or a number of days]. Describe what you intend to do if the business fails to fix the problem – such as making a formal complaint to the consumer protection agency in your area.

Valediction

(signature)

Sender's typed name

Enclosed: Copy of the receipt for [insert name of product or service]

II. SAMPLE 1**1. Read the letter. Make sure that you understand the meaning of all words**

Valery Angry
56 Disgruntled Street
Somewhere Unhappy
I AM MAD

Customer Service Manager
That Awful Company
Somewhere Awful
UR BAD

June 15, 2016

Dear Sir / Madam

I am writing today to complain of the poor service I received from your company on June 12, 2016. I was visited by a representative of That Awful Company, Mr Madman, at my home on that day.

Mr Madman was one hour late for his appointment and offered nothing by way of apology when he arrived at noon. Your representative did not remove his muddy shoes upon entering my house, and consequently left a trail of dirt in the hallway. Mr Madman then proceeded to present a range of products to me that I had specifically told his assistant by telephone I was not interested in. I repeatedly tried to ask your representative about the products that were of interest to me, but he refused to deal with my questions. We ended our meeting after 25 minutes without either of us having accomplished anything.

I am most annoyed that I wasted a morning (and half a day's vacation) waiting for Mr Madman to show up. My impression of That Awful Company has been tarnished, and I am now concerned about how my existing business is being managed by your firm. Furthermore, Mr Madman's inability to remove his muddy shoes has meant that I have had to engage the services, and incur the expense, of a professional carpet cleaner.

I trust this is not the way That Awful Company wishes to conduct business with valued customers – I have been with you since the company was founded and have never encountered such treatment before. I would welcome the opportunity to discuss matters further and to learn of how you propose to prevent a similar situation from recurring. I look forward to hearing from you.

Yours faithfully,

V. Angry

2. Read the letter again and answer the questions

1. Who is the addressee of the letter? What is his/her name?
2. What does the author of the letter complain of?
3. What is the name of the company the author is dissatisfied with?
4. Who is Mr Madman?
5. What arguments does the author give to explain his/her dissatisfaction?

3. In the letter find English equivalents to the following Russian words and phrases

- 1) жаловаться на плохое обслуживание;
- 2) представитель;
- 3) опоздать на встречу к назначенному времени;
- 4) в качестве извинения;
- 5) войти в дом;
- 6) следовательно;
- 7) ассортимент товаров;
- 8) неоднократно пытаться;
- 9) представлять интерес для кого-либо.;
- 10) отказаться обсуждать вопросы;
- 11) завершить, не доведя дело до конца;
- 12) быть обеспокоенным;
- 13) испортить впечатление;
- 14) неспособность;
- 15) обратиться за услугой;
- 16) принять на себя расходы;
- 17) вести бизнес;
- 18) сталкиваться с таким обращением;
- 19) предотвратить возникновение подобной ситуации;
- 20) Я буду рад возможности...

4. Put the sentences in the body of the letter in the correct order.

A. I am most annoyed that I wasted a morning (and half a day's vacation) waiting for Mr Madman to show up. My impression of That Awful Company has been tarnished, and I am now concerned about how my existing business is being managed by your firm. Furthermore, Mr Madman's inability to remove his muddy shoes has meant that I have had to engage the services, and incur the expense, of a professional carpet cleaner.

B. Yours faithfully,

C. Dear Sir /Madam,

D. June 15, 2016

E. I trust this is not the way That Awful Company wishes to conduct business with valued customers – I have been with you since the company was founded and have never encountered such treatment before. I would welcome the opportunity to discuss matters further and to learn of how you propose to prevent a similar situation from recurring. I look forward to hearing from you.

F. I am writing today to complain of the poor service I received from your company on June 12, 2016. I was visited by a representative of That Awful Company, Mr Madman, at my home on that day.

G. Valery Angry

56 Disgruntled Street

Somewhere Unhappy

I AM MAD

H. Mr Madman was one hour late for his appointment and offered nothing by way of apology when he arrived at noon. Your representative did not remove his muddy shoes upon entering my house, and consequently left a trail of dirt in the hallway. Mr Madman then proceeded to present a range of products to me that I had specifically told his assistant by telephone I was not interested in. I repeatedly tried to ask your representative about the products that were of interest to me, but he refused to deal with my questions. We ended our meeting after 25 minutes without either of us having accomplished anything.

I. Customer Service Manager

That Awful Company

Somewhere Awful

UR BAD

5. Complete the letter with the appropriate word from the box

| | | | | |
|------------|--------------|-----------|---------|----------------|
| apology | hour | treatment | meeting | representative |
| impression | specifically | inability | service | range |

Dear Sir / Madam,

I am writing today to complain of the poor 1) _____ I received from your company on June 12, 2016. I was visited by a 2) _____ of That Awful Company, Mr Madman, at my home on that day.

Mr Madman was one 3) _____ late for his appointment and offered nothing by way of 4) _____ when he arrived at noon. Your representative did not remove his muddy shoes upon entering my house, and consequently left a trail of dirt in the hallway. Mr Madman then proceeded to present a 5) _____ of products to me that I had 6) _____ told his assistant by telephone I was not interested in. I repeatedly tried to ask your representative about the products that were of interest to me, but he refused to deal with my questions. We ended our 7) _____ after 25 minutes without either of us having accomplished anything.

I am most annoyed that I wasted a morning (and half a day's vacation) waiting for Mr Madman to show up. My 8) _____ of That Awful Company has been tarnished, and I am now concerned about how my existing business is being managed by your firm. Furthermore, Mr Madman's 9) _____ inability to remove his muddy shoes has meant that I have had to engage the services, and incur the expense, of a professional carpet cleaner.

I trust this is not the way That Awful Company wishes to conduct business with valued customers – I have been with you since the company was founded and have never encountered such 10) _____ before. I would welcome the opportunity to discuss matters further and to learn of how you propose to prevent a similar situation from recurring. I look forward to hearing from you.

Yours faithfully,

V. Angry

6. Complete the letter with the correct form of a verb from the box

| | | | | |
|-------|------------|-----------|-------|------|
| offer | not remove | encounter | tell | try |
| visit | manage | recur | write | wait |

Dear Sir / Madam,

I 1) _____ today to complain of the poor service I received from your company on June 12, 2016. I 2) _____ by a representative of That Awful Company, Mr Madman, at my home on that day.

Mr Madman was one hour late for his appointment and 3) _____ nothing by way of apology when he arrived at noon. Your representative 4) _____ his muddy shoes upon entering my house, and consequently left a trail of dirt in the hallway. Mr Madman then proceeded to present a range of products to me that I 5) _____ specifically _____ his assistant by telephone I was not interested in. I repeatedly 6) _____ to ask your representative about the products that were of interest to me, but he refused to deal with my questions. We ended our meeting after 25 minutes without either of us having accomplished anything.

I am most annoyed that I wasted a morning (and half a day's vacation) 7) _____ for Mr Madman to show up. My impression of That Awful Company has been tarnished, and I am now concerned about how my existing business 8) _____ by your firm. Furthermore, Mr Madman's inability to remove his muddy shoes has meant that I have had to engage the services, and incur the expense, of a professional carpet cleaner.

I trust this is not the way That Awful Company wishes to conduct business with valued customers – I have been with you since the company was founded and 9) _____ never _____ such treatment before. I would welcome the opportunity to discuss matters further and to learn of how you propose to prevent a similar situation from 10) _____. I look forward to hearing from you.

Yours faithfully,

V. Angry

7. Choose the best phrase (A – H) to fill each of the gaps (1 – 8).

Dear Sir / Madam,

I am writing today to complain of the poor service I received from your company on June 12, 2016. I was visited by a representative of That Awful Company, Mr Madman, at my home 1) _____.

Mr Madman was one hour late 2) _____ and offered nothing by way of apology when he arrived at noon. Your representative did not remove his muddy shoes upon 3) _____, and consequently left a trail of dirt in the hallway. Mr Madman then proceeded to present a range of products to me that I had specifically told his assistant by telephone I 4) _____. I repeatedly tried to ask your representative about the products that were of interest to me, but he refused to deal with my questions. We ended our meeting after 25 minutes without either of us 5) _____.

I am most annoyed that I wasted a morning (and half a day's vacation) waiting for Mr Madman 6) _____. My impression of That Awful Company has been tarnished, and I am now concerned about how my existing business 7) _____. Furthermore, Mr Madman's inability to remove his muddy shoes has meant that I have had to engage the services, and incur the expense, of a professional carpet cleaner.

I trust this is not the way That Awful Company wishes to conduct business with valued customers – I have been with you since the company was founded and have never encountered such treatment before. I would welcome the opportunity to discuss matters further and to learn of how you propose to prevent 8) _____. I look forward to hearing from you.

Yours faithfully,

V. Angry

- A. was not interested in
- B. having accomplished anything
- C. on that day
- D. entering my house
- E. for his appointment
- F. is being managed by your firm
- H. to show up
- G. a similar situation from recurring

8. Complete the letter with the most appropriate word or phrase. Use not more than three words to fill in each gap. Articles and prepositions are counted as separate words.

Dear Sir /Madam,

I am writing today to complain of 1) _____ I received from your company on June 12, 2016. I was visited by a representative of That Awful Company, Mr Madman, at my home on that day.

Mr Madman was one hour late for his appointment and offered nothing by 2) _____ when he arrived at noon. Your representative did not remove his muddy shoes upon entering my house, and 3) _____ left a trail of dirt in the hallway. Mr Madman then proceeded to present a 4) _____ to me that I had specifically told his assistant by telephone I was not interested in. I repeatedly tried to ask your representative about the products that were of 5) _____, but he refused 6) _____ my questions. We ended our meeting after 25 minutes without either of us having accomplished anything.

I am most annoyed that I 7) _____ (and half a day's vacation) waiting for Mr Madman to show up. My impression of That Awful Company has been tarnished, and I 8) _____ about how my existing business is being managed by your firm. Furthermore, Mr Madman's inability to remove his muddy shoes has meant that I have had to engage the services, and incur the expense, of a professional carpet cleaner.

I trust this is not the way That Awful Company wishes 9) _____ with valued customers – I have been with you since the company was founded and have never encountered such treatment before. I would 10) _____ to discuss matters further and to learn of how you propose to prevent a similar situation from recurring. I look forward to hearing from you.

Yours faithfully,

V. Angry

III. INSTRUCTION

Before reading the text discuss the following questions with your partner. Then read the text and compare your answers with the information in the text.

1. In what situations do people write letters of complaint?
2. What details about the event that caused complaint should be given in these letters?
3. Which style (formal or informal) is more appropriate for a letter of complaint?

What to include in a complaint letter

This is a letter that you send to an individual or organisation in response to receiving poor service or a product that is not fit for purpose. An example of a letter of complaint would be a one sent to a tour operator who has provided a bad service while you have been on holiday.

A letter of complaint follows a standard three-part format. It starts with an introduction where you describe the situation. This opening paragraph is followed by a summary of the events that prompted your complaint. In the final paragraph of your letter you should state your expectations of how the company should resolve the matter including specific actions and deadlines.

Legal action is not normally threatened in the first letter of complaint unless the situation is very serious.

It is generally best to keep letters as short and concise as possible while still communicating the necessary information. But this does not mean that every letter of complaint necessarily needs to be concise. The content should contain enough details so that the receiver does not have to write back requesting more. So include key dates, such as when you purchased the goods or services and when the problem occurred.

Usually, complaint letters are formal in tone and style but can sometimes be more informal and conversational, depending on the situation and context. The style and wording you use in a letter depend on the specific circumstances. Even though you may be quite frustrated and angry try to express negative information in your complaint letter in a polite and diplomatic tone. Writing angry letters that attack or threaten the reader will only escalate conflict and will not resolve your issue. You should be careful not to harass the addressee – they have the right to complain about this behaviour to particular government agencies and the police.

IV. SAMPLE 2**1. Read the letter. Make sure that you understand the meaning of all words**

The University of the Amazonia
Florence

June 05, 2015

Doctor
MARIA SUSANA PORTELA
Municipal Mayor
Florence - Caquet

Dear Ms Portela

In the capacity of citizens of the city of Florence let us draw your attention to the unhygienic sanitary condition prevailing in the locality, which needs the immediate attention of the Municipality.

The stagnant waters, the foul smelling drains and the unremoved garbage, have made life very miserable for the residents. Heaps of garbage lie near the dustbins as the dustbins remain full to capacity. They are not cleared for weeks. The stagnant pools of water have become a breeding place for flies and mosquitoes. Stray dogs and pigs surround the dustbins. An epidemic is expected any moment due to the unhygienic conditions here.

Complaints lodged at the local office proved futile. The situation still remains the same. If immediate steps are not taken to improve the sanitary conditions of the city, the life of the residents will be in danger.

Kindly take necessary steps to improve the situation of citizens.

Thanking you,

Yours sincerely,

Students at the University of the Amazonia

ANDERSON GONZALEZ

CRISTIAN ZAMORAG

MAGDA LORENALEAL

2. Read the letter again and answer the questions

1. Who are the addressee and the author(s) of the letter?
2. What is the matter of complaint?
3. What measures were undertaken to improve the situation?
4. What can the situation lead to?

3. In the letter find English equivalents to the following Russian words and phrases

- 1) от имени граждан города ...
- 2) привлекать внимание
- 3) антисанитарное состояние
- 4) преобладать, быть распространённым
- 5) местность, населённый пункт
- 6) стоячие воды
- 7) зловонные стоки
- 8) неубранный мусор
- 9) несчастный, жалкий
- 10) кучи мусора
- 11) мусорные баки
- 12) полный до отказа
- 13) место размножения мух и комаров
- 14) бродячие собаки
- 15) окружать, обступать
- 16) из-за, благодаря чему-то
- 17) подать жалобу
- 18) оказаться безуспешным
- 19) принимать меры
- 20) улучшить санитарные условия

4. Put the sentences in the body of the letter in the correct order

- A. In the capacity of citizens of the city of Florence let us draw your attention to the unhygienic sanitary condition prevailing in the locality, which needs the immediate attention of the Municipality.
- B. The University of the Amazonia
Florence
- C. Doctor
MARIA SUSANA PORTELA
Municipal Mayor Florence –Caquet
- D. Dear Ms Portela,
- E. Complaints lodged at the local office proved futile. The situation still remains the same. If immediate steps are not taken to improve the sanitary conditions of the city, the life of the residents will be in danger.
- F. June 05, 2015
- G. Kindly take necessary steps to improve the situation of citizens.
- H. Thanking you,
Yours sincerely,
Students at the University of the Amazonia
ANDERSON GONZALEZ
CRISTIAN ZAMORAG
MAGDA LORENALEAL
- I. The stagnant waters, the foul smelling drains and the unremoved garbage, have made life very miserable for the residents. Heaps of garbage lie near the dustbins as the dustbins remain full to capacity. They are not cleared for weeks. The stagnant pools of water have become a breeding place for flies and mosquitoes. Stray dogs and pigs surround the dustbins. An epidemic is expected any moment due to the unhygienic conditions here.

5. Complete the letter with the appropriate word from the box

| | | | | |
|-----------|-----------|-----------|----------|----------|
| full | miserable | steps | breeding | moment |
| immediate | residents | attention | locality | stagnant |

Dear Ms Portela,

In the capacity of citizens of the city of Florence let us draw your 1) _____ to the unhygienic sanitary condition prevailing in the 2) _____, which needs the 3) _____ attention of the Municipality.

The 4) _____ waters, the foul smelling drains and the unremoved garbage, have made life very 5) _____ for the residents. Heaps of garbage lie near the dustbins as the dustbins remain 6) _____ to capacity. They are not cleared for weeks. The stagnant pools of water have become a 7) _____ place for flies and mosquitoes. Stray dogs and pigs surround the dustbins. An epidemic is expected any 8) _____ due to the unhygienic conditions here.

Complaints lodged at the local office proved futile. The situation still remains the same. If immediate 9) _____ are not taken to improve the sanitary conditions of the city, the life of the 10) _____ will be in danger.

Kindly take necessary steps to improve the situation of citizens.

Thanking you,

Yours sincerely,

Students at the University of the Amazonia

ANDERSON GONZALEZ

CRISTIAN ZAMORAG

MAGDA LORENALEAL

6. Complete the letter with the correct form of a verb from the box

| | | | | |
|--------|------|-----------|----------|--------|
| need | lie | expect | prevail | become |
| remain | take | not clear | surround | smell |

Dear Ms Portela,

In the capacity of citizens of the city of Florence let us draw your attention to the unhygienic sanitary condition 1) _____ in the locality, which 2) _____ the immediate attention of the Municipality.

The stagnant waters, the foul) _____ drains and the unremoved garbage, have made life very miserable for the residents. Heaps of garbage 4) _____ near the dustbins as the dustbins remain full to capacity. They 5) _____ for weeks. The stagnant pools of water 6) _____ a breeding place for flies and mosquitoes. Stray dogs and pigs 7) _____ the dustbins. An epidemic 8) _____ any moment due to the unhygienic conditions here.

Complaints lodged at the local office proved futile. The situation still 9) _____ the same. If immediate steps 10) _____ to improve the sanitary conditions of the city, the life of the residents will be in danger.

Kindly take necessary steps to improve the situation of citizens.

Thanking you,

Yours sincerely,

Students at the University of the Amazonia
 ANDERSON GONZALEZ
 CRISTIAN ZAMORAG
 MAGDA LORENALEAL

7. Choose the best phrase (A – H) to fill each of the gaps (1 – 8).

Dear Ms Portela,

In the capacity of citizens of the city of Florence let us draw your attention to the unhygienic sanitary condition prevailing in the locality, which needs 1) _____

The stagnant waters, the foul smelling drains and the unremoved garbage, have made life 2) _____. Heaps of garbage lie near the dustbins as the dustbins 3) _____. They are not cleared for weeks. The stagnant pools of water have become 4) _____. Stray dogs and pigs surround the dustbins. An epidemic is expected any moment due to 5) _____.

Complaints lodged at the local office 6) _____. The situation still remains the same. If immediate steps are not taken to improve the sanitary conditions of the city, 7) _____.

Kindly take necessary steps 8) _____.

Thanking you,

Yours sincerely,

Students at the University of the Amazonia

ANDERSON GONZALEZ

CRISTIAN ZAMORAG

MAGDA LORENALEAL

- A. proved futile
- B. the life of the residents will be in danger
- C. to improve the situation of citizens
- D. remain full to capacity
- E. the unhygienic conditions here
- F. the immediate attention of the Municipality
- G. a breeding place for flies and mosquitoes
- H. very miserable for the residents

8. Complete the letter with the most appropriate word or phrase. Use not more than three words to fill in each gap. Articles and prepositions are counted as separate words.

Dear Ms Portela,

In the 1) _____ of the city of Florence let us draw your attention to the 2) _____ prevailing in the locality, which needs the immediate attention of the Municipality.

The stagnant waters, the 3) _____ and the unremoved garbage, have made life very miserable for the residents. 4) _____ lie near the dustbins as the dustbins remain 5) _____. They are not cleared for weeks. The stagnant pools of water have become 6) _____ for flies and mosquitoes. Stray 7) _____ surround the dustbins. An epidemic is 8) _____ due to the unhygienic conditions here.

Complaints lodged at 9) _____ proved futile. The situation still remains the same. If immediate steps are not taken to improve the sanitary conditions of the city, the life of the residents will be in danger.

Kindly 10) _____ to improve the situation of citizens.

Thanking you,

Yours sincerely,

Students at the University of the Amazonia

ANDERSON GONZALEZ

CRISTIAN ZAMORAG

MAGDA LORENALEAL

V. ADJUSTMENT LETTER

1. Study the definition of an adjustment letter

Business dictionary defines an adjustment letter as a written response by a representative of a business or agency to a customer complaint letter.

2. Before reading the text discuss the following questions. Then read the text and compare your answers with the information in the text.

1. Is it a must to write adjustment letters in reply to customer complaints?
2. Can an adjustment letter be seen as a legal document? Why? Why not?
3. Why is it important to state the date in adjustment letters?

Letters of complaint which request compensation for problems with goods or services are closely related with another type of business correspondence, adjustment letters.

Doing business is not an easy thing. Although business people do their best to avoid customer's disappointment, it does not always happen. Sometimes, there are some circumstances that are out of their hands. Therefore, at times some customers write complaint letters. A good adjustment letter cannot only prevent customers from leaving the company but also strengthen their loyalty to it.

As the name suggests adjustment letters are meant to resolve a conflict. Letters of adjustment are also referred as Claim Adjustment Letters, Complaint Response Letters, Customer Complaint Reply, Letter of Complaint Response, Letter of Response to Complaint and similar other terms. A letter of adjustment deals with all sorts of complaints: defective product, poor service, goods not delivered, shipment arriving late, salary not received and others.

This adjustment letter should be delivered not longer than one working day after a customer complaint letter is received. The sender can prove it and the receiver can check it by the date stated in the letter.

Because of the adversarial nature of vendor / client relationship, a letter of adjustment also acts as a legal document demonstrating the details of the correspondence and the resolution of the conflict or disagreement between the two parties. A letter of adjustment doesn't mean that the complaint will be accepted. It notifies the sender that their complaint letter has been received and given proper consideration. It depends upon the validity of the claim that a letter of adjustment will contain conformity of the mistake and ways to remedy the situation.

VI. SAMPLE 3**1. Read the letter. Make sure that you understand the meaning of all words.**

Jennifer Waldeck, PhD

December 05, 2016

Dear Dr Waldeck:

Thank you for contacting us about the problem you experienced when you were stranded at the Denver airport during the December blizzard. I appreciate the opportunity to respond and I am sorry for the delay in getting back to you.

You have every right to expect efficient customer service as well as on-time departures and arrivals. Inclement weather presents challenges in all aspects of our operation. Unfortunately, as you are aware, severe snowstorms impacted United's service system wide on December 20 and the days following. We don't question the inconvenience and frustration caused by travel problems. We regret the added challenges you faced considering you were travelling as a person with special needs. I can understand how difficult it was for you. I am sorry. Please know that we do evaluate our performance on every level so our recovery efforts go smoothly in the future. So your feedback has been helpful to us.

Your request for compensation for the hotel and meal expenses you incurred on December 20, 21 and 22 is understandable. I am also sorry we weren't able to retrieve your baggage for you. However, passengers do not receive compensation from United for costs resulting from weather, air traffic conditions or other circumstances beyond our control.

If a flight irregularity prevents you from reaching your planned destination, we help to arrange the first alternate transportation available. I can appreciate why you would elect to return home rather than continue your trip. However, we do not refund the cost of flights that have been used. Neither do we refund the cost of alternate transportation you arrange for on your own. You are due a refund for the unused portion of your United ticket. I have asked our Passenger Refund Department to make the appropriate adjustment. The applicable refund will be processed to the original form of payment shortly. Because the statement date for your credit card may fall before the refund is issued, please allow up to two billing cycles for the credit to appear on the statement for your MasterCard account ending in 2017.

Your satisfaction with United's service matters to us, Dr Waldeck. So, please use the travel certificate I'm providing to help with your unexpected expenses. We encourage you to travel with United again under more favourable conditions. Your business is important to us.

Sincerely,
Faith A. Liedberg
Customer Relation
Enc.
Ref #: 5707081 B

2. Read the letter again and answer the questions

1. What does PhD in the address line stand for?
2. What is the name of the company which is represented by Faith A.Liedberg?
3. What makes the customer dissatisfied with the service?
4. What are the reasons preventing the company from providing high quality of service?
5. What is the difference between compensation and refund? What compensation or refund will the customer receive?
6. What does the phrase 'Ref #: 5707081 B' at the end of the letter mean?
7. Would you be satisfied with such an answer to your letter of complaint? Why? Why not?

3. In the letter find English equivalents to the following Russian words and phrases

- 1) сталкиваться с проблемой;
- 2) Для меня очень важна возможность ...;
- 3) задержка с ответом в Ваш адрес;
- 4) вылет и прибытие по расписанию;
- 5) неудобство и переживания;
- 6) человек с ограниченными возможностями;
- 7) оценивать результаты работы;
- 8) усилия по исправлению недостатков;
- 9) протекать гладко;
- 10) просьба о компенсации;
- 11) принять на себя расходы;
- 12) независимые от нас обстоятельства;
- 13) не дать чему-либо произойти, предотвратить,
- 14) организовать;
- 15) возмещать расходы;
- 16) сделать соответствующую корректировку
- 17) причитающееся возмещение расходов;
- 18) отчет о состоянии (банковского) счета;
- 19) период оформления счета;
- 20) непредвиденные расходы;

4. Put the sentences in the body of the letter in the correct order.

- A. Jennifer Waldeck, Ph.D.
December 05, 2016
- B. Your request for compensation for the hotel and meal expenses you incurred on December 20, 21 and 22 is understandable. I am also sorry we weren't able to retrieve your baggage for you. However, passengers do not receive compensation from United for costs resulting from weather, air traffic conditions or other circumstances beyond our control.
- C. You have every right to expect efficient customer service as well as on-time departures and arrivals. Inclement weather presents challenges in all aspects of our operation. Unfortunately, as you are aware, severe snowstorms impacted United's service system wide on December 20 and the days following. We don't question the inconvenience and frustration caused by travel problems. We regret the added challenges you faced considering you were travelling as a person with special needs. I can understand how difficult it was for you. I am sorry. Please know that we do evaluate our performance on every level so our recovery efforts go smoothly in the future. So your feedback has been helpful to us.
- D. Dear Dr Waldeck:
Thank you for contacting us about the problem you experienced when you were stranded at the Denver airport during the December blizzard. I appreciate the opportunity to respond and I am sorry for the delay in getting back to you.
- E. Your satisfaction with United's service matters to us, Dr Waldeck. So, please use the travel certificate I'm providing to help with your unexpected expenses. We encourage you to travel with United again under more favourable conditions. Your business is important to us.
- F. If a flight irregularity prevents you from reaching your planned destination, we help to arrange the first alternate transportation available. I can appreciate why you would elect to return home rather than continue your trip. However, we do not refund the cost of flights that have been used. Neither do we refund the cost of alternate transportation you arrange for on your own. You are due a refund for the unused portion of your United ticket. I have asked our Passenger Refund Department to make the appropriate adjustment. The applicable refund will be processed to the original form of payment shortly. Because the statement date for your credit card may fall before the refund is issued, please allow up to two billing cycles for the credit to appear on the statement for your MasterCard account ending in 2017.
- G. Enc.
Ref #: 5707081 B
- H. Sincerely,
Faith A. Liedberg
Customer Relation

5. Complete the letter with the appropriate word from the box

| | | | | |
|----------|------------|-------------|-------------|---------------|
| feedback | departures | problem | adjustment | circumstances |
| blizzard | expenses | frustration | certificate | destination |

Dear Dr Waldeck:

Thank you for contacting us about the 1) _____ you experienced when you were stranded at the Denver airport during the December 2) _____. I appreciate the opportunity to respond and I am sorry for the delay in getting back to you.

You have every right to expect efficient customer service as well as on-time 3) _____ and arrivals. Inclement weather presents challenges in all aspects of our operation. Unfortunately, as you are aware, severe snowstorms impacted United's service system wide on December 20 and the days following. We don't question the inconvenience and 4) _____ caused by travel problems. We regret the added challenges you faced considering you were travelling as a person with special needs. I can understand how difficult it was for you. I am sorry. Please know that we do evaluate our performance on every level so our recovery efforts go smoothly in the future. So your 5) _____ has been helpful to us.

Your request for compensation for the hotel and meal 6) _____ you incurred on December 20, 21 and 22 is understandable. I am also sorry we weren't able to retrieve your baggage for you. However, passengers do not receive compensation from United for costs resulting from weather, air traffic conditions or other 7) _____ beyond our control.

If a flight irregularity prevents you from reaching your planned 8) _____, we help to arrange the first alternate transportation available. I can appreciate why you would elect to return home rather than continue your trip. However, we do not refund the cost of flights that have been used. Neither do we refund the cost of alternate transportation you arrange for on your own. You are due a refund for the unused portion of your United ticket. I have asked our Passenger Refund Department to make the appropriate 9) _____. The applicable refund will be processed to the original form of payment shortly. Because the statement date for your credit card may fall before the refund is issued, please allow up to two billing cycles for the credit to appear on the statement for your MasterCard account ending in 2017.

Your satisfaction with United's service matters to us, Dr Waldeck. So, please use the travel 10) _____ I'm providing to help with your unexpected expenses. We encourage you to travel with United again under more favourable conditions. Your business is important to us.

Sincerely,
 Faith A. Liedberg
 Customer Relation
 Enc.
 Ref #: 5707081 B

6. Complete the letter with the correct form of a verb from the box.

| | | | | |
|---------|----------|---------|---------------|---------|
| present | evaluate | use | process | prevent |
| respond | matter | contact | (not) receive | impact |

Dear Dr Waldeck:

Thank you for 1) _____ us about the problem you experienced when you were stranded at the Denver airport during the December blizzard. I appreciate the opportunity 2) _____ and I am sorry for the delay in getting back to you.

You have every right to expect efficient customer service as well as on-time departures and arrivals. Inclement weather 3) _____ challenges in all aspects of our operation. Unfortunately, as you are aware, severe snowstorms 4) _____ United's service system wide on December 20 and the days following. We don't question the inconvenience and frustration caused by travel problems. We regret the added challenges you faced considering you were travelling as a person with special needs. I can understand how difficult it was for you. I am sorry. Please know that we do 5) _____ our performance on every level so our recovery efforts go smoothly in the future. So your feedback has been helpful to us.

Your request for compensation for the hotel and meal expenses you incurred on December 20, 21 and 22 is understandable. I am also sorry we weren't able to retrieve your baggage for you. However, passengers 6) _____ compensation from United for costs resulting from weather, air traffic conditions or other circumstances beyond our control.

If a flight irregularity 7) _____ you from reaching your planned destination, we help to arrange the first alternate transportation available. I can appreciate why you would elect to return home rather than continue your trip. However, we do not refund the cost of flights that 8) _____. Neither do we refund the cost of alternate transportation you arrange for on your own. You are due a refund for the unused portion of your United ticket. I have asked our Passenger Refund Department to make the appropriate adjustment. The applicable refund 9) _____ to the original form of payment shortly. Because the statement date for your credit card may fall before the refund is issued, please allow up to two billing cycles for the credit to appear on the statement for your MasterCard account ending in 2017.

Your satisfaction with United's service 10) _____ to us, Dr Waldeck. So, please use the travel certificate I'm providing to help with your unexpected expenses. We encourage you to travel with United again under more favourable conditions. Your business is important to us.

Sincerely,
 Faith A. Liedberg
 Customer Relation
 Enc.
 Ref #: 5707081 B

7. Choose the best phrase (A – H) to fill each of the gaps (1 – 8).

Dear Dr Waldeck:

Thank you for contacting us about the problem you experienced when you were stranded at the Denver airport during the December blizzard. I appreciate the opportunity to respond and I am sorry for the delay in 1) _____.

You have every right to expect efficient customer service as well as 2) _____

Inclement weather presents challenges in all aspects of our operation. Unfortunately, as you are aware, severe snowstorms impacted United's service system wide on December 20 and the days following. We don't question the inconvenience and frustration 3) _____.

We regret the added challenges you faced considering you were travelling as a person 4) _____.

I can understand how difficult it was for you. I am sorry. Please know that we do evaluate our performance on every level so our recovery efforts go smoothly in the future. So your feedback has been 5) _____.

Your request for compensation for the hotel and meal expenses you incurred on December 20, 21 and 22 is understandable. I am also sorry we weren't able 6) _____

However, passengers do not receive compensation from United for costs resulting from weather, air traffic conditions or other circumstances beyond our control.

If a flight irregularity prevents you from reaching your planned destination, we help to arrange the first alternate transportation available. I can appreciate why you would elect to return home rather than continue your trip. However, we do not refund the cost of flights that have been used. Neither do we refund the cost of alternate transportation you 7) _____.

You are due a refund for the unused portion of your United ticket. I have asked our Passenger Refund Department to make the appropriate adjustment. The applicable refund will be processed to the original form of payment shortly. Because the statement date for your credit card may fall before the refund is issued, please allow up to two billing cycles for the credit to appear on the statement for your MasterCard account ending in 2017.

Your satisfaction with United's service matters to us, Dr Waldeck. So, please use the travel certificate I'm providing to help with 8) _____. We encourage you to travel with United again under more favourable conditions. Your business is important to us.

Sincerely,

Faith A. Liedberg

Customer Relation

Enc.

Ref #: 5707081 B

- A. with special needs
- B. to retrieve your baggage for you
- C. arrange for on your own
- D. on-time departures and arrivals
- E. your unexpected expenses
- F. getting back to you
- G. helpful to us
- H. caused by travel problems

8. Complete the letter with the most appropriate word or phrase. Use not more than three words to fill in each gap. Articles and prepositions are counted as separate words.

Dear Dr Waldeck:

Thank you 1) _____ about the problem you experienced when you were stranded at the Denver airport during the December blizzard. I appreciate the opportunity to respond and I am sorry 2) _____ in getting back to you.

You have every right to expect 3) _____ as well as on-time departures and arrivals. Inclement weather presents challenges in all aspects of our operation. Unfortunately, as you are aware, severe snowstorms impacted United's service system wide on December 20 and the days following. We don't question the 4) _____ caused by travel problems. We regret the added challenges you faced considering you were travelling as a person with special needs. I can understand how difficult it was for you. I am sorry. Please know that we do evaluate our performance on every level so 5) _____ go smoothly in the future. So your feedback has been helpful to us.

Your request for compensation for the hotel and meal expenses you incurred on December 20, 21 and 22 is understandable. I am also sorry we weren't able to 6) _____ for you. However, passengers do not receive compensation from United for costs resulting from weather, air traffic conditions or other circumstances 7) _____

If a flight irregularity prevents you from reaching your 8) _____ we help to arrange the first alternate transportation available. I can appreciate why you would elect to return home rather than continue your trip. However, we do not refund the cost of flights that have been used. Neither do we refund the cost of alternate transportation you arrange for on your own. You are due a refund for the unused portion of your United ticket. I have asked our Passenger Refund Department to make the appropriate adjustment. The 9) _____ will be processed to the original form of payment shortly. Because the statement date for your credit card may fall before the refund is issued, please allow up to two billing cycles for the credit to appear on the statement for your MasterCard account ending in 2017.

Your satisfaction with United's service matters to us, Dr Waldeck. So, please use the travel certificate I'm providing to help with your unexpected expenses. We encourage you to travel with United again under 10) _____ Your business is important to us.

Sincerely,
Faith A. Liedberg
Customer Relation
Enc.
Ref #: 5707081 B

VII. WRITING ASSIGNMENT

Write a letter of complaint in response to which this letter of adjustment could be sent. Feel free to customise and modify any of these letters of complaint (Samples 1 and 2) according to your individual needs.

LETTER OF DEMAND

I. FORMAT

Sender's name
House number, street address
Place (city or town)
Area code
Telephone (optional)
Email address (optional)

Date

Receiver's name
(Title and
Company if necessary)
House number, street address
Place (city or town)
Area code

Salutation

Subject (optional)

Introductory paragraph. Start the letter with a brief summary of the agreement or incident and what went wrong. Also give a brief summary of any prior attempts to resolve the problem.

Body paragraph(s). State clearly your demand and the date by which the payment must be sent. Describe payment terms and instructions (bank account for deposit or address for the cheque to be posted). State if you are willing to accept a smaller payment or work out a payment plan. Say what documents supporting your claim you enclose. Documents may include previous requests for payment.

Concluding paragraph State clearly what you will do in case of continued nonpayment (fees, interest-rate increases, lawsuits or sending accounts to collection agencies).

Valediction

(signature)

Sender's typed name

II. SAMPLE 1**1. Read the letter. Make sure that you understand the meaning of all words**

Gregory Pinero
123 Sample ST
City, MD 22342

Wednesday, July 22, 2015

Customer Care Representative
Best Buy Corporate Customer Care
P.O. Box 9312
Minneapolis, MN 55440

Dear Sir or Madam,

I recently purchased a computer from your store in Laurel, MD. When I got it home the computer was unable to connect to any network. I narrowed it down to a problem with the computer and not the network. In an effort to make the computer work I installed Windows XP on it however this still did not fix the problem.

Determining that this computer was defective I attempted to return it to your store. It was less than one week after I purchased it. However your staff refused to accept the return because it had Windows XP installed on it.

This may be a fair position however nowhere in your return terms and conditions printed on my receipt does it mention that installing any software or operating systems on a computer makes it non-returnable.

Please, immediately issue me a refund for this item or I will be forced to dispute the charge on my credit card. A copy of the receipt is attached (including your stated terms and conditions for a return).

Additionally your staff at this store was very rude when refusing the return and refused to let me speak to the store manager.

Sincerely,

Gregory Pinero

2. Read the letter again and answer the questions

1. What problem did the customer face?
2. Why did the staff refuse to accept the return?
3. Do you find the customer's demand reasonable?
4. What is the customer going to do if the problem is not solved?

3. In the letter find English equivalents to the following Russian words and phrases

- 1) покупать;
- 2) подключить к сети;
- 3) свести что-либо к чему-либо;
- 4) устанавливать (операционную систему);
- 5) решить проблему;
- 6) неисправный;
- 7) сделать попытку;
- 8) меньше чем неделя;
- 9) возврат товара;
- 10) справедливая позиция;
- 11) условия возврата;
- 12) квитанция;
- 13) программное обеспечение;
- 14) операционная система;
- 15) не подлежащий возврату;
- 16) вернуть деньги за покупку;
- 17) Я буду вынужден;
- 18) оспаривать снятие средств с банковской карты;
- 19) копия квитанции прилагается;
- 20) кроме того, дополнительно;

4. Put the sentences in the body of the letter in the correct order

- A. This may be a fair position however nowhere in your return terms and conditions printed on my receipt does it mention that installing any software or operating systems on a computer makes it non-returnable.
- B. Gregory Pinero
123 Sample ST
City, MD 22342
- C. Dear Sir or Madam,
- D. Determining that this computer was defective I attempted to return it to your store. It was less than one week after I purchased it. However your staff refused to accept the return because it had Windows XP installed on it.
- E. Please, immediately issue me a refund for this item or I will be forced to dispute the charge on my credit card. A copy of the receipt is attached (including your stated terms and conditions for a return).
- F. Customer Care Representative
Best Buy Corporate Customer Care
P.O. Box 9312
Minneapolis, MN 55440
- G. Additionally your staff at this store was very rude when refusing the return and refused to let me speak to the store manager.
- H. I recently purchased a computer from your store in Laurel, MD. When I got it home the computer was unable to connect to any network. I narrowed it down to a problem with the computer and not the network. In an effort to make the computer work I installed Windows XP on it however this still did not fix the problem.
- I. Sincerely,
Gregory Pinero
- J. Wednesday, July 22, 2015

5. Complete the letter with the appropriate word from the box

| | | | | |
|----------|-----------|--------|----------|------------|
| position | defective | return | software | conditions |
| effort | store | unable | refund | receipt |

Dear Sir or Madam,

I recently purchased a computer from your store in Laurel, MD. When I got it home the computer was 1) _____ to connect to any network. I narrowed it down to a problem with the computer and not the network. In an 2) _____ to make the computer work I installed Windows XP on it however this still did not fix the problem.

Determining that this computer was 3) _____ I attempted to return it to your store. It was less than one week after I purchased it. However your staff refused to accept the 4) _____ because it had Windows XP installed on it.

This may be a fair 5) _____ however nowhere in your return terms and 6) _____ printed on my receipt does it mention that installing any 7) _____ or operating systems on a computer makes it non-returnable.

Please, immediately issue me a 8) _____ for this item or I will be forced to dispute the charge on my credit card. A copy of the 9) _____ is attached (including your stated terms and conditions for a return).

Additionally your staff at this store was very rude when refusing the return and refused to let me speak to the 10) _____ manager.

Sincerely,

Gregory Pinero

6. Complete the letter with the correct form of a verb from the box.

| | | | | |
|-----------|---------|--------|----------|------|
| determine | not fix | refuse | purchase | make |
| work | attach | print | install | be |

Dear Sir or Madam,

I recently 1) _____ a computer from your store in Laurel, MD. When I got it home the computer 2) _____ unable to connect to any network. I narrowed it down to a problem with the computer and not the network. In an effort to make the computer 3) _____ I installed Windows XP on it however this still 4) _____ the problem.

5) _____ that this computer was defective I attempted to return it to your store. It was less than one week after I purchased it. However your staff refused to accept the return because it had Windows XP 6) _____ on it.

This may be a fair position however nowhere in your return terms and conditions 7) _____ on my receipt does it mention that installing any software or operating systems on a computer 8) _____ it non-returnable.

Please, immediately issue me a refund for this item or I will be forced to dispute the charge on my credit card. A copy of the receipt 9) _____ (including your stated terms and conditions for a return).

Additionally your staff at this store was very rude when 10) _____ the return and refused to let me speak to the store manager.

Sincerely,

Gregory Pinero

7. Choose the best phrase (A – H) to fill each of the gaps (1 – 8).

Dear Sir or Madam,

I recently purchased a computer from your store in Laurel, MD. When I got it home the computer was unable 1) _____. I narrowed it down to a problem with the computer and not the network. In an effort to make the computer work I installed Windows XP on it however 2) _____.

Determining that this computer was defective I attempted 3) _____. It was less than one week after I purchased it. However your staff refused to accept the return because 4) _____.

This may be a fair position however nowhere in your return terms and conditions printed on my receipt does it mention that installing any software or operating systems on a computer 5) _____.

Please, immediately issue me a refund for this item or I will be forced to dispute the charge 6) _____. A copy of the receipt is attached 7) _____.

Additionally your staff at this store was very rude when refusing the return and refused to let me 8) _____.

Sincerely,

Gregory Pinero

- A. it had Windows XP installed on it
- B. (including your stated terms and conditions for a return)
- C. on my credit card
- D. this still did not fix the problem
- E. to connect to any network
- F. makes it non-returnable
- G. speak to the store manager
- H. to return it to your store

8. Complete the letter with the most appropriate word or phrase. Use not more than three words to fill in each gap. Articles and prepositions are counted as separate words.

Dear Sir or Madam,

I recently 1) _____ from your store in Laurel, MD. When I got it home the computer was unable 2) _____ any network. I narrowed it down to a problem with the computer and 3) _____. In an effort to make the computer work I installed Windows XP on it however this still did not fix the problem.

Determining that this 4) _____ I attempted to return it to your store. It was less 5) _____ after I purchased it. However your staff refused to 6) _____ because it had Windows XP installed on it.

This may be 7) _____ however nowhere in your return 8) _____ printed on my receipt does it mention that installing any software or operating systems on a computer makes it non-returnable.

Please, immediately issue me a refund for this item or I will be forced to 9) _____ on my credit card. A copy of the receipt is attached (including your stated terms and conditions for a return).

Additionally your staff at this store was very rude when refusing the return and refused to 10) _____ to the store manager.

Sincerely,

Gregory Pinero

III. INSTRUCTION

What is a letter of demand?

Before reading the text discuss with your partner the following statements and decide whether they are true or false. Then read the text and compare your answers with the information in the text.

1. A letter of demand is a document starting a legal claim.
2. All of these situations can prompt a letter of demand:
 - a) A company supplied you with a product or service of inferior quality;
 - b) You supplied a product or service of good quality and your customer won't pay;
 - c) Somebody caused you an injury which incurred costs.
3. Original documents relevant to the situation should be enclosed to the letters.
4. It is advisable to make and keep several copies of a letter of demand.
5. All of these methods of sending letters of demand are advisable:
 - a) ordinary e-mail;
 - b) registered post;
 - c) fax.

There are several reasons which may cause you to write a letter of demand. It is sent to a person or organisation who owes you money (a debtor) following your supply of goods or services to them. You may demand a refund when you are supplied defective products or poor services. You may also write a letter of demand to a person at fault for causing a personal injury stating that you want to recover medical expenses and other costs related to the injury.

A letter of demand is rather close to a letter of complaint in format. In the introduction you give a brief history of the dispute. In the succeeding paragraph(s) you explain why there has been no agreement so far. In closing you propose a solution and express your warning. Unlike complaint letters the demand letter is the layperson's version of a legal complaint. Here you state what your dispute is and why you want to handle it in court.

A letter of demand serves two purposes. First, it warns the addressee of your intention to commence legal proceedings unless payment is made and gives them one more opportunity to pay. Secondly, the letter is a document which may be tendered in evidence during court proceedings as a written proof of your claim of the debt owed and your attempt to settle the matter.

Copies of any relevant documents such as contracts, letters of agreement, invoices, etc, should be listed and attached to the letter of demand to assist the debtor to identify the transaction and their liability to pay.

It is advisable to send the letter of demand by registered post or fax to confirm receipt and don't forget to retain a copy for your records.

Finally make and keep several copies of the letter for yourself to use in any future court appearances. If you are lucky, you will not end up in front of a judge but if that happens, you will be prepared.

IV. SAMPLE 2**1. Read the letter. Make sure that you understand the meaning of all words.**

Pat Smith
56 Money Way
Pittsburgh, PA 15226
(724) 555-6712
ps@mymail.com

21 June 2016

Joe Owe
75 Debt Lane
Pittsburgh, PA 15216
(412) 555-2176
jo@yourmail.com

Dear Mr Owe:

In June of 2015 I painted your home for a contract price of \$10,000. While you made the first two of the contract payments as agreed, you have refused to make the final \$3,500 payment. I have made repeated attempts to collect, but you have not come forward with the money. I am requesting that you make the payment in full by 21 July 2016, or make specific arrangements to pay the balance.

I will expect a response to this letter no later than 1 July 2016. If this matter is not resolved by the time specified above, I reserve the right to commence legal proceedings to recover the debt without further notice to you and this letter may be tendered in court as evidence of your failure to pay.

Sincerely,

Pat Smith

2. Read the letter again and answer the questions

1. What services does Pat Smith provide?
2. What makes Pat Smith write this letter?
3. What does he request from Mr Owe?
4. What does Pat Smith plan to do if Mr Owe fails to make the payment?

3. In the letter find English equivalents to the following Russian words and phrases

- 1) цена, прописанная в контракте;
- 2) как было согласовано;
- 3) окончательный платёж;
- 4) предпринимать неоднократные попытки;
- 5) взимать, получать;
- 6) сделать полный платёж;
- 7) принимать конкретные меры;
- 8) оплатить остаток;
- 9) не позже чем;
- 10) решать проблему (вопрос);
- 11) время, указанное выше;
- 12) оставлять за собой право;
- 13) начать судебное разбирательство;
- 14) взыскание задолженности;
- 15) без дополнительного уведомления;
- 16) Данное письмо может быть передано в суд;
- 17) доказательства;
- 18) неспособность заплатить.

4. Put the sentences in the body of the letter in the correct order

A. I will expect a response to this letter no later than 1 July 2016. If this matter is not resolved by the time specified above, I reserve the right to commence legal proceedings to recover the debt without further notice to you and this letter may be tendered in court as evidence of your failure to pay.

B. Joe Owe
75 Debt Lane
Pittsburgh, PA 15216
(412) 555-2176
jo@yourmail.com

C. Dear Mr Owe:

D. Sincerely,
Pat Smith

E. 21 June 2016

F. 56 Money Way
Pittsburgh, PA 15226
(724) 555-6712
ps@mymail.com

G. In June of 2015 I painted your home for a contract price of \$10,000. While you made the first two of the contract payments as agreed, you have refused to make the final \$3,500 payment. I have made repeated attempts to collect, but you have not come forward with the money. I am requesting that you make the payment in full by 21 July 2016, or make specific arrangements to pay the balance.

5. Complete the letter with the appropriate word from the box

| | | | | |
|-------------|----------|----------|--------------|----------|
| attempts | forward | response | full | contract |
| proceedings | payments | evidence | arrangements | final |

Dear Mr Owe:

In June of 2015 I painted your home for a 1) _____ price of \$10,000. While you made the first two of the contract 2) _____ as agreed, you have refused to make the 3) _____ \$3,500 payment. I have made repeated 4) _____ to collect, but you have not come 5) _____ with the money. I am requesting that you make the payment in 6) _____ by 21 July 2016, or make specific 7) _____ to pay the balance.

I will expect a 8) _____ to this letter no later than 1 July 2016. If this matter is not resolved by the time specified above, I reserve the right to commence legal 9) _____ to recover the debt without further notice to you and this letter may be tendered in court as 10) _____ of your failure to pay.

Sincerely,

Pat Smith

6. Complete the letter with the correct form of a verb from the box

| | | | | |
|-------|---------|---------|------------------|--------|
| agree | specify | request | commence | expect |
| pay | make | tender | not come forward | refuse |

Dear Mr Owe:

In June of 2015 I painted your home for a contract price of \$10,000. While you
 1) _____ the first two of the contract payments as
 2) _____, you 3) _____. to make the final \$3,500 payment.
 I have made repeated attempts to collect, but you 4) _____ with the money.
 I 5) _____ that you make the payment in full by 21 July 2016, or make specific arrangements 6) _____ the balance.

I 7) _____ a response to this letter no later than 1 July 2016. If this matter is not resolved by the time 8) _____ above, I reserve the right
 9) _____ legal proceedings to recover the debt without further notice to you and this letter may 10) _____ in court as evidence of your failure to pay.

Sincerely,

Pat Smith

7. Choose the best phrase (A – H) to fill each of the gaps (1 – 8).

Dear Mr Owe:

In June of 2015 I painted your home 1) _____. While you made the first two of the contract payments as agreed, you have refused 2) _____. I have made repeated attempts to collect, but you have not come 3) _____. I am requesting that you make the payment in full by 21 July 2016, or make 4) _____.

I will expect a response to this letter 5) _____. If this matter is not resolved by 6) _____, I reserve the right to commence legal proceedings to recover the debt without 7) _____ and this letter may be tendered in court as evidence 8) _____.

Sincerely,

Pat Smith

- A. specific arrangements to pay the balance
- B. for a contract price of \$10,000
- C. of your failure to pay
- D. no later than 1 July 2016
- E. the time specified above
- F. further notice to you
- G. to make the final \$3,500 payment
- H. forward with the money

8. Complete the letter with the most appropriate word or phrase. Use not more than three words to fill in each gap. Articles and prepositions are counted as separate words.

Dear Mr Owe:

In June of 2015 I painted your home for a 1) _____ \$10,000. While you made the first two of 2) _____ as agreed, you have refused to 3) _____ \$3,500 payment. I have made 4) _____ to collect, but you have not 5) _____ the money. I am requesting that you 6) _____ in full by 21 July 2016, or 7) _____ to pay the balance.

I will expect 8) _____ this letter no later than 1 July 2016. If this matter is not resolved by the time specified above, I 9) _____ to commence legal proceedings to recover the debt without further notice to you and this letter may be 10) _____ as evidence of your failure to pay.

Sincerely,

Pat Smith

V. WRITING ASSIGNMENT

Write a letter of demand. Think of a real situation or make up a situation when you would write a letter of demand. As a first step draw up a draft covering the following:

1. Service you used or a product you purchased and were dissatisfied with.
2. Documents and arguments you can provide that service or product are of inferior quality.
3. What your demand is.
4. Your future actions in case your demand does not get a proper response.

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Модуль I
ПИСЬМА КЛИЕНТОВ

Под редакцией Ю. Л. Ситько

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(на английском языке)

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