



THE OPEN UNIVERSITY

Hilmi Muhammad

WORKBOOK
in
PROFESSIONAL
ENGLISH

Part 9-10

LSC 161

WORKBOOK IN PROFESSIONAL ENGLISH PARTS 9 AND 10

Written by : Bernadette Hay B.A., Dip. in Ed. (T.E.S.L.)
M. Phil. in Ed. (Sri Lanka)

Edited by : Dr. Kamal de Abrew MA(Lond). PhD(Cornell)
Professor of English,
The Open University of Sri Lanka.

Co-ordinator : Mrs. A. Prema Munasinghe.

Typed by : Rupika Wijeyaratna.

The Open University of Sri Lanka,
Nawala,
Nugegoda.

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PREFACE

This volume comprises Parts 9 and 10 of the "Workbook in Professional English."

Part 9 gives the student guidance and practice in understanding and writing business and official letters.

Specimens are given of the main types of correspondence dealt with in each section.

The exercises allow for sufficient repetition and revision of all the major language skills that are introduced.

Part 10 familiarizes students with various types of documents, giving or requesting information, that arrive at offices of firms and organizations. It also gives the student practice in structuring information and recognizing the language of persuasion.

Bernadette Hay.

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Section A

This is a letter of inquiry. Study it carefully. Use the word list to help you in your reading. Later, your teacher will read it aloud.

^{many}
The Polytechnic,
52, Galle Rd.,
Colpetty.

3rd September, 1984.

The Sales Manager,
Samson and Sons Ltd.,
P.O. Box No. 81,
Colombo 1.

Dear Sir, *(regular customer)*

We have seen an advertisement in the "Ceylon Daily News" of 16th April about your range of electrical typewriters. *Dif. kinds*

Please send us details of prices, terms of *high* payment, service and guarantee.

← response/offer
We are particularly interested in model X 51, and should be obliged if you would enclose more information about this model. *send along with*

BL on 0011
Yours faithfully,

A.K. Silva
A.K. Silva
Director.

range - a number of goods of basically the same type.
model - a type, an example.

1. Now answer these questions.

- (a) What is the inquiry about? *it's about clock type*
(b) What does the word 'this' refer to in the last line?
(c) To whom does the word 'your' refer in the third line?
(d) Pick out two words from the letter that relate to cash.
(e) Which word tells you that the writer is more interested in model X 51 than in any other?
Underline the word.

2. Notice how you inform the Company you are writing to,
how or where you heard about them.

Dear Sir,

We have seen an advertisement in the "Ceylon Daily News" of 16th April about your range of electrical typewriters.

Make sentences similar to the above informing the Company how and where you heard about them or their products.

- (a) See/ brochure / digital wall clocks.
(b) Speak / your sales representative / steel office furniture.
(c) Hear/ advertisement / SLBC / photocopying machines.

- (d) Discuss / your agent / possibility / introducing modern office decor.
- (e) Read article / "Woman's World" / cookery classes.

brochure - a small booklet which gives details, colour pictures etc. of a product or a range of products.

decor - furnishings and decoration of a room.

- (a)
- (b)
- (c) over the SLAC
- (d) the possibility of in teaching
- (e) in the Woman's world of Sept

3. Notice how you express an interest in a specific item.

We are/ I am particularly interested in model x 51.

Express an interest in the following:- Read your answers aloud.

- (a) The latest burglar alarm system.
- (b) Casio PB 400 personal Computers.
- (c) Week-end tour to Kandy.
- (d) Your range of steel cabinets.
- (e) Sovereign gold engagement rings.

- (a)
.....
- (b)
.....
- (c)
.....
- (d)
.....
- (e)
.....

4. Notice the different ways in which you can make a polite request.

- A. Please send us more information about model X 51.
- B. Could you please send us more information about model X 51?
- C. We should be obliged if you would send us more information about model X 51.

Practise making sentences of types A, B and C for the following:-

- (a) A recent photograph.
- (b) An early reply.
- (c) Samples of your furnishing material.

Notice that you 'inquire' about general information. But you request an object or a statement.

You inquire about something. You 'request something'.

5. Study the following list. What things in it are you likely to inquire about and what things are you likely to request? Write the letter **A** in the square for 'inquiry' and **B** for 'request'.

- | | |
|---|------------------------------|
| (a) an estimate | <input type="checkbox"/> B |
| (b) a sample | <input type="checkbox"/> B |
| (c) credit facilities | <input type="checkbox"/> B A |
| (d) copies of certificates | <input type="checkbox"/> B |
| (e) terms of payment | <input type="checkbox"/> A |
| (f) <u>relevant documents</u> | <input type="checkbox"/> B |
| (g) postage rates | <input type="checkbox"/> A |
| (h) conditions of service | <input type="checkbox"/> A |
| (i) <u>the venue for the Annual General Meeting</u> | <input type="checkbox"/> A |
| (j) the list of names | <input type="checkbox"/> B |

Section B

Here is the reply to the letter of inquiry in Section A.
Your teacher will read it to you.

Samson and Sons Ltd.,
P.O. Box No. 81,
Colombo 1.

6th September, 1984.

Not necessary
The Director,
The Polytechnic,
52, Galle Road,
Colpetty.

Dear Sir,

Electronic Typewriters

Thank you for your letter dated 3rd September
inquiring about our products.

We are pleased to give you the following details:-

Payment:- Can be arranged on an instalment basis.

Service and

Guarantee :- One year free servicing, with
guarantee for the replacement of any
defective part.

We enclose our catalogue which contains information
on model X 51 together with the current price list.

We look forward to receiving your order in the
near future.

Yours faithfully,

W.S. Samarakoon
Sales Manager.

Encs. catalogue and price list.

instalment basis - parts of a sum to be paid at various times.

service - சேவை செய்தல் *regular intervals.*

guarantee - உத்தரவாதம் *maintain in use*

catalogue - a list giving descriptions and numbers of products

current - *உத்தரவாதம்* *நிகழ்கிற*

enclosures - any papers, documents etc. sent inside the envelope of the letter. *enclosed (as)* *abhinav*

1. Read Letter 1 again. Below is a list of the things on which the writer asked for more information.

Find the answers to his queries in the reply (Letter 2) and write them in column B.

A	B
(a) prices <i>Current price Not enclosed</i>
(b) terms of payment <i>on an instalment payment basis.</i>
(c) service <i>one yr. free service</i>
(d) guarantee <i>for the replacement of any defective part within one yr.</i>
(e) details of model X 51 <i>Catalogue Enclosed</i>

2. (a) What does the word 'products' refer to in the first sentence?

(b) What words tell you that there is more than one enclosure?

(c) Do you know the meaning of the word 'defective'?
If you don't, try to guess the meaning by yourself and then check with your teacher.

3. The noun forms of the following verbs are to be found in Letters 1 and 2. Find them and write them next to the verbs.

advertise <i>advertisement</i>
pay <i>Payment</i>
inform <i>information</i>
produce <i>Product</i>
replace <i>replacement</i>

Notice these sentences. They are different ways in which the writer can thank the correspondent for any inquiry.

- (a) Thank you for your letter of inquiry about our products.
- (b) Thank you for your letter inquiring about our products.
- (c) Thank you for your letter in which you inquired about our products.

4. Notice this sentence which tells your correspondent about more than one enclosure.

We enclose our catalogue together with the current price list.

Write similar sentences using the phrases underlined for the following.

- (a) An application form / a stamped addressed envelope.
- (b) A bank circular / a questionnaire.
- (c) A sample of our carbon paper / our price list.
- (d) Copies of certificates / two testimonials.
- (e) A list of names / their addresses.

- (a)
.....
- (b)
.....
- (c)
.....
- (d)
.....
- (e)
.....

Section C

In Part 1 of your Professional English Book you read four types of letters and discussed them with your teacher.

This diagram shows the format of a business/official letter.

The diagram illustrates the format of a business/official letter, enclosed in a large rectangular border. It contains 12 numbered boxes for labels, arranged as follows:

- 1. *The Super Corp. 22, Oakwood Avenue*
- 2. *9th Oct 1982*
- 3. *Dir. Pers.*
K. S. M. S.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.

Note that it has twelve parts. These parts are found in most business and official letters. Read the list given below.

1. The letterhead - the name of the organization from which the letter is written, with its address, telephone number etc.
2. The date - e.g. 9.4.84 or 9th October, 1984.
3. The inside address - the name and address of the person to whom the letter is being written.
4. The salutation - e.g. 'Dear Sir'
5. The subject heading - usually underlined
6. The body of the letter - usually arranged in paragraphs.
7. The complimentary-close or the subscription - e.g. 'Yours faithfully'
8. Name of the person who signs the letter -
9. The title of the person who signs the letter - e.g. Registrar.
10. Enc. - enclosure, (if any)
11. Initials of the person who typed the letter and the person who dictated it - e.g. TH/RF
12. C.C. - carbon copies (if any) with the names of persons who are supposed to get them.

1. Now label the diagram of the letter on page 9 by writing the name of each part in the appropriate section.

examply grantia

2. 11
cc. 11

Section D

1. Turn back to Letter 1 and look at the address and inside address. Do you notice the abbreviations or shortened forms of certain words? Underline them. Have you found the following abbreviations?

Rd. - road
Ltd. - limited
P.O. Box - post office box
No. - number
3rd - third

2. Pair off each abbreviation in the left hand column with its meaning given in everyday English somewhere in the right hand column. Note them well because they occur frequently in business and official letters.

a. enc. *e* - reference
b. cc. - please turn over
c. c/o - stamped addressed envelope
d. contd. *-L* - cash on delivery
e. e.g. - enclosure
f. etc. - post script
g. p.s - care of
h. S.A.E. - continued
i. Sec. - for example
j. p.~~t~~.o. - carbon copies
k. ref. - and others (Latin et cetera)
l. c.o.d. - secretary

Section E

Read the following letters carefully. They are all reminders written to one and the same person.

Regent Paints Ltd.,
York Street,
Colombo 15.

20th April, 1985.

Mr. L.S. Perera,
No. 44, 10th Lane,
Borella.

Dear Sir,

Our records ^{shows} reveal that we have not received payment of our statement of accounts No. A 2015 dated 31st March.

Presuming that you have not received our statement of accounts, we are enclosing a copy and shall be glad to have your cheque at an early date.

Thanking you,

Yours faithfully,

G.S. Siriwardana
Manager.

Enc. Copy of statement of accounts
No. A 2015

Letter 3 (1st reminder)

Regent Paints Ltd.,
York Street,
Colombo 15.

15th May, 1984.

Mr. L.S. Perera,
No. 44, 10th Lane,
Borella.

Dear Sir,

Payment of Statement of Accounts No. A 2015

We have already written two letters dated 20th April and 2nd May reminding you to make the above payment, and regret that we have had no reply to either of them.

As the payment is long overdue and this is affecting our own arrangements, we request you once again to please look into this matter and let us have your cheque without further delay.

Yours faithfully,

G.S. Siriwardena
Manager.

Letter 4 (3rd reminder)

Regent Paints Ltd.,
York Street,
Colombo 15.

30th May, 1984.

Mr. L.S. Perera,
No. 44, 10th Lane,
Borella.

Dear Sir,

Payment of Statement of Accounts No. A 2015
for Rs. 5,000/=

²²¹²
We regret very much that despite three letters on
the above subject, we have not received payment so far.

As we cannot ^{BILLING} afford to wait for an indefinite ^{09/05/84} period, we insist that our accounts should be settled
within 10 days from the date of this letter, failing which
we shall be compelled to pass on this matter to our legal
adviser. ^{forced}

Yours faithfully,

G.S. Siriwardana
Manager.

Letter 5 (final reminder)

remind	-	பின்புலம் நினைவு கொடுப்பதற்கு
statement of accounts	-	கணக்கு வரவைக் குறிப்பிடுக
presume	-	நினைவாகவும் சந்தேகம் வரும்
delay	-	தாமதம்
indefinite	-	தெளிவற்ற
risk	-	to take a dangerous chance
insist	-	தரவேண்டியதை வற்புறுத்த
overdue	-	that which has not been paid on the due date.

1. Discuss the answers to the following questions with your teacher.

(a) In Letter 3 the writer provides the client with an excuse. How does he do this, and why?

(b) What do the words 'a copy' refer to?

(c) In Letter 4 which words at the end of the first paragraph refer to the two letters mentioned at the beginning of the first paragraph.

(d) What makes Letter 4 appear more formal than Letter 3?

(e) What does the word 'above' refer to?

(f) Which word in Letter 5 is a demand for payment?

(g) Underline the words in Letter 5 that contain the threat of legal action.

(h) When will the writer resort to legal action?

(i) Which word tells you that the writer is not happy at the idea of legal action?

(j) What are the words and phrases used by the writer in the last two letters that make them more formal than the first? Underline them and discuss the reasons for the varying degrees of formality with your teacher.

2. Read Letter 5 again and fill in the blank spaces given below.

Date of letter
Account Number
Amount outstanding
Number of reminders sent
Final date of settlement

Section F

Take a quick look at the first paragraph of the following letter. Which word is a clue to what the letter is about? Check your answer with your teacher and read through the rest of the letter.

"Fair View,"

10th Lane,

Colpetty.

8th October, 1984.

The Managing Director,
Spring Grove Hotel,
Kandy. *Don't*

Dear Sir,

I wish to complain of the unsatisfactory service of Spring Grove Hotel. *is if wrong*

is a complaint During a recent visit there, I was subjected to the insolence of one of the waiters, who subsequently refused to disclose his name. *is a complaint*

I attempted to get in touch with the Manageress but this proved impossible as she was not to be seen, and none of the staff appeared to know her whereabouts. I was therefore compelled to leave without seeing her.

I am writing this to you in the hope that you will take some action regarding this.

I may add that as a regular traveller I have had considerable experience of hotels, both at home and abroad, and never have I known of a parallel to this state of affairs. *is a complaint*

Yours faithfully,

S.K. Wijenaike.

complain	-	புகாரிடு தீரே	முறைப்பாடு செய்
unsatisfactory	-	ஈதவுடுதாதே	அதிருப்திகரமான
recent	-	புதுத	சமீபகால
disclose	-	ஈதவிரண்ட தீரே	வெளிப்படுத்த
attempted	-	தூதததத் துருடு	முயற்சி
whereabouts	-	தீரே துத	இருப்பிடம்
regular	-	தூதருடு தரீதீ, தீத துடு	ஒழுங்காக
parallel	-	ததாததர	இணையான

If you picked out the word 'complain' from the first paragraph you were right. This is a letter of complaint written by a hotel guest. Now find answers to the following questions. You may work in pairs and discuss the answers with each other.

- Underline all the words and phrases in Letter 6 that suggest complaint and criticism.
 - What is the writer's chief complaint?
 - Does he complain of any other matter in his letter?
 - Why had the writer tried to contact the Manageress?
 - Underline the words that suggest that the writer made inquiries about where he might find the Manageress.
 - To whom does the writer refer as "a regular traveller?"
 - Which country does he refer to as "home?"
 - What exactly does the writer mean by, "this state of affairs?" which 'state of affairs?'
- Work in pairs and think of situations when you need to make a written complaint in dealing with the following institutions.
 - Your Bank
 - The Super Market
 - The Post Office
 - The Railway Station
 - The Municipality

Section G

Now read the letter that follows. It is the immediate reply to Mr. Wijenaike's letter of complaint to the Managing Director of Spring Grove Hotel.

Spring Grove Hotel,
Kandy.

9th October, 1984.

Mr. S.K. Wijenaike,
"Fair View,"
10th Lane,
Colpetty.

Dear Sir,

In reply to your letter of yesterday may I say how very much I regret to hear of the annoyance caused to you during your visit to Spring Grove Hotel.

I am of course taking up the matter with the Manageress at once and will inform you in due course of the outcome.

Yours faithfully,

R.D. Roberts
Managing Director.

Letter 7

annoyance	-	தொந்தரவு	தொந்தரவு
in due course	-	காலக்கிரமத்தில்	காலக்கிரமத்தில்
outcome	-	விளைவு	விளைவு

1. Discuss answers to the following questions.

(a) What indicates that the Managing Director has not delayed in answering Mr. Wijenaike's letter of complaint?

(b) Do you think this is a letter of full apology?
Give reasons for your answer.

(c) Can you find the phrases that assure Mr. Wijenaike of an immediate investigation?

2. Read both Letters 6 and 7 and list the people who are concerned in this matter. Give the names (where possible) or designations, or both.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

The following letter was sent by the Managing Director of Spring Grove Hotel to Mr. Wijenaike a few days after his first reply. You will find that it is a letter of apology and explanation. Your teacher will read it to you.

Spring Grove Hotel,
Kandy.

16th October, 1984.

Mr. S.K. Wijenaike,
"Fair View,"
10th Lane,
Colpetty.

Dear Sir,

Further to my letter of 9th October, I am now able to inform you that I have made inquiries regarding your complaint, and deeply regret finding that you were subjected to discourtesy, while you were a guest at one of our hotels.

On the date ^{giving rise to} in question ^{under reference} the waiter concerned had been under notice as the result of previous incompetence, and may have been suffering from a sense of grievance.

He has left our employment since the incident of which you complain; otherwise we would have dismissed him immediately.

The absence of the Manageress was regrettable, but I have satisfied myself that special circumstances made it unavoidable.

The Manageress asks me to convey her apologies to you, and I may assure you that nothing of the kind will mar a future visit to one of our hotels.

I wish to thank you for the trouble you have taken in lodging this complaint. The Management appreciates any information that would help to maintain the high standard of efficiency established in our hotels.

Yours faithfully,

R.D. Roberts

Managing Director

Nouns

discourtesy அவமரியாதை	ஹாட்டல், ஹோட்டலில்	அவமரியாதை
guest	அபிவிருத்தி	விருந்தினர்
incompetence	அநாகரிகம்	திறமையின்மை
grievance	தீர்மானிப்பு	மனக்குறை
incident	பிடிப்பு, பிடிப்பு	சம்பவம்

Verbs

appreciate	அறியுதல்	பாராட்டு
dismiss	அனுப்பிவைத்தல்	விலக்கு
mar	அழித்தல்	தீயிடுதல்

Adjectives

unavoidable	தவிர்க்கமுடியாத	தவிர்க்கமுடியாத
regrettable	தவறுதல்	கவலைக்குரிய

1. Discuss answers to the following questions.

- Underline the words that admit that Mr. Wijenaike's complaint is justified.
- In which paragraph does the writer give an explanation of the incident?
- Does the writer say that the waiter was dismissed as a result of Mr. Wijenaike's complaint?
- Which sentence expresses the hope that Mr. Wijenaike would continue to visit the hotel?
- Find an example of each of the following.
 - an expression of concern
 - an opinion
 - an excuse
 - a message
 - an assurance

2. Column A contains verbs. Column B contains nouns. Fill in the blank spaces of the table given below with the corresponding noun or verb. The missing words are to be found in Letters 6, 7 and 8 or the instructions that go with them.

VERBS	NOUNS
<i>Complain</i>	complaint
act	<i>action</i>
<i>refuse</i>	refusal
annoy	<i>annoyance</i>
<i>dismiss</i>	dismissal
inquire	<i>inquiry</i>
<i>inform</i>	information
employ	<i>employment</i>
<i>assure</i>	assurance
explain	<i>explanation</i>

Section H

There are many occasions in your professional life when you may wish to make suggestions for improvements or point out alternatives. The writer of this letter has a suggestion that he makes to the management. Read it carefully and notice how he arranges the points in his letter.

The Statistics Dept.,
Institute of Marketing
Research,
Colombo 2.

The Manager,
Institute of Marketing Research,
Colombo 2.

Dear Sir,

Storage Space for Records

I have already brought to your notice the problem of storage space for this department.

Till the new building is ready may I suggest using the lobby next to the library. Not only is this rarely used, it is also large enough to store the files and documents temporarily.

The other advantage in this proposal would be that the present filing space could be used to provide a small office for the new typist.

I should be glad if you would give this matter your consideration.

Yours faithfully,

M.K. Nalliah.

storage space	-	அதன் கீழே ஈதல் ஓடு, அதன் ஓடு வைப்பிடம்
lobby	-	a small hall or waiting room.
temporarily	-	காலகாலம் சீர்தர தற்காலிகமாக
advantage	-	பாதித பயன்
proposal	-	சுபரிசு பரிசுர சீர்தர

1. Discuss answers to the following questions.

- Pick out the words that indicate that the writer has discussed this matter before.
- Which sentence contains the proposal for finding alternative storage space?
- Underline the words used to persuade the Manager to accept his suggestion.
- Does the writer put forward any other course of action in the letter?
- What do the words "this matter" in the last line refer to?

2. Here are some ways in which you can begin sentences that make suggestions. Some of these are more informal in tone than others. Tick off those that sound more formal, and are therefore more appropriate for official correspondence.

- Don't you think we should
- Have you thought of
- May I suggest that *we have* F
- Perhaps it would be advisable to
- You could try F
- I think you'll have to IF
- I recommend that IF
- One possible solution would be to IF
- How about? IF
- I'm sure you can IF

If you have ticked off numbers three, four, seven and eight, your teacher will tell you that you are correct.

3. Some employers keep a Suggestion Book where employees can write down suggestions for improvement and change. These are then examined by the management committee.

Here is a page from one such book. Read the suggestions made by some employees.

SUGGESTIONS

Why not give some of us training in
Computer Science?

What about keeping the canteen open till 5:30 p.m.?

I THINK WE SHOULD IMPROVE OUR

SECURITY SYSTEM.

Why don't we start a collection
for the 'help the Services fund'?

Can't we buy more books for the
library?

I suggest we scrap the suggestion
book because our suggestions are not considered.

clock watcher - ^{work} idle men

Did you notice that the suggestions you read were worded rather informally?

If these employees were to write official letters to the management they would use language that is more formal. Rewrite the above suggestions using the expressions you ticked off in exercise 2 page 25 .

- * May I suggest that some of us are given
.....
..... joining in Computer Science
- * May I suggest keeping our canteen open
.....
..... till 530 pm
- * I recommended that
.....
..... Perhaps it would be advisable
- * One possible solution would be we buy
.....
..... perhaps it would be advisable

Citizen Per-r-r-r-ra has discussed a matter of public concern with his friend Citizen Isidore. Read his article reproduced on the following page.

Citizen Per-r-r-r-ra



l
o
o
k
s
b
a
c
k

Solving the problem (of overloading)

Now this is what Citizen Isidore suggests. I will put in paraphrase form because that is easier for everyone concerned, this old grumbler in particular.

The police, he says, stop a private coach which has been overloaded, fine the conductor and the driver and send them on their way. The passengers are only inconvenienced to the extent that they are delayed for ten to fifteen minutes.

So, passengers continue to get into crowded coaches, even if the conductor says there is no room for more standing passengers. They are in such a hurry that they don't care if they are risking their lives.

And, after all, if the police were to stop the vehicle the only persons to be charged are the people operating the vehicle. The passengers get off scot-free.

So? What would happen, if, for instance, there was a law making it an offence for any passenger to be an excess passenger?

Supposing a coach was permitted to have twenty passengers seated, and, if it conformed to certain standards, to have a further eight standing passengers. Then the 29th passenger would become liable to a fine if the police caught that vehicle and it was overloaded.

Old Ceetee is prepared to bet you anything, dear reader, that this question of overloading would stop at once.

If, of course, the conductor and the passenger were both fined quite a substantial sum of money for having broken the law.

Conductors would be careful to see that they did not overload their vehicle. Drivers would be happy because their vehicles would be in a better condition, and passengers would be very, very careful to ensure that they were not 'excess' passengers.

After all, a slice of fifty rupees off a commuter's hard earned wages is not something to be sniffed at, is it?

Over to you, Cousin Herbert Weerasinghe !

Give brief answers to the following questions.

- (a) What is the problem?
- (b) Why (according to Citizen Isidore) have the police failed to solve the problem?
- (c) What solution does Citizen Isidore suggest?

a). The proper of overloading

b)

c) excess pass would be fine

From CDN

Homework

Day 1

Read the following letter. The letter in section A was an inquiry on a matter of business. This is a formal letter of inquiry on an official subject.

No. 18, Beach Road,
Dehiwala.

15th September, 1984.

The Registrar,
Open University,
Nawala,
Nugegoda.

Dear Sir,

I understand that the Open University conducts courses for school leavers. I am interested in following a course in English.

Please send me details of the courses available. I would like to know when they begin and how long they last.

I would also be grateful for information about fees and college facilities.

I look forward to hearing from you.

Yours faithfully,

M.L. Seneviratne.

*non formal education
Compulsory course*

*dates,
duration*

1. Notice these sentences.

- A. I am interested in following a course in English.
B. I wish to follow a course in English.

Sentence A expresses general interest. But sentence B indicates a stronger intention. Make sentences similar to A and B for the following.

(a) Open an account at your bank.

- A.
B.

(b) Modernize our data processing system.

- A.
B.

X(c) Instal new electrical fittings in our offices.

- A.
B.

(d) Visit your garment factory in Seeduwa.

- A.
B.

(e) Accommodate more tourists in your beach cabanas. *7/10/01*

- A.
B.

(f) Organize an office party.

- A.
B.

(g) Enter the "Charming Grandfather" contest.

- A.
B.

8 (h) Order 500 metres of Lootex Fabrics.

A.

B.

(i) Learn Karate in six lessons.

A.

B.

(j) Get into the "Guinness Book of Records."

A.

B.

2. Notice the last sentence of Letter 10. You will find that replies to letters of inquiry or request often finish with a sentence like this.

I look forward to hearing from you.

Yours faithfully.

Conclude letters in the same way for the following:-

(a) Attend / the annual dinner.

.....

(b) Meet / the new Chairman of our Corporation.

.....

(c) See / you at the airport next Monday.

.....

(d) Read / your article in next Sunday's papers.

.....

(e) Hear / more about the planned exhibition.

.....

3. Write a letter of inquiry based on the pattern given below.

Dear

Sir,
Madam,
Sirs,

I should like
I wish
I want

to

order
buy
purchase

some batik wall hangings.

Would
Could

you

please
kindly

send me your

latest designs
catalogue
samples

and

further information
about
full details of
particulars of

your prices.

I look forward to

hearing from you
receiving your reply

as soon as possible.
in the near future.
in due course.

Yours faithfully,

Homework

Day 2

1. In Section A page 5 you did an exercise to differentiate between inquiries and requests. Now notice the following sentences.

A. Thank you for your letter inquiring about our Saving Schemes.

B. Thank you for your letter requesting a copy of our monthly magazine.

Make sentences similar to the above thanking you correspondent for an inquiry or request using the items in Section A Exercise 5 (page 5).

- (a)
.....
- (b)
.....
- (c)
.....
- (d)
.....
- (e)
.....
- (f)
.....
- (g)
.....
- (h)
.....

- (i)
.....
- (j)
.....

2. Look at Letter 10 on page 29

- (a) What general information is the writer inquiring about?
- (b) What does he request?

3. Here are some news items and advertisements. Read them and find out the information given. What further details would you write for, in each case, if you were interested enough?

(2)

Education

TILL THE O-LEVEL RESULTS ARE OUT

WHY IDLE AT HOME?

USE YOUR TIME WISELY!

LEARN GERMAN!

At the
GERMAN CULTURAL INSTITUTE
39, Gregory's Road,
Colombo 7.

Courses start on
25th Feb.,
Enrolments on now!
Mondays — Fridays
9.00 a.m. — 1.00 p.m.
&
3.00 p.m. — 5.00 p.m.

(4)

Smart Young Miss 1985

A fabulous chance awaits a smart woman between 15-25 to win the envious title 'Smart Young Miss 1985'.

The very tempting offer comes from Fair Foods who will sponsor the contest together with the Observer and CTB. The contest will be part of an entertainment-packed programme 'Family Fiesta' scheduled to take place every Saturday at Fair Foods.

Smart misses who do not want to miss this fantastic opportunity of participating and winning lovely prizes can write into Fair Foods, 424, Union Place, Colombo 2.

Or present themselves at the 'Family Fiesta' any Saturday evening, for selection.

"Family Fiesta" includes talent contests in vocals, instrumentals, dancing and any other form of entertainment, fashion designer contests, pop stars, entertainers, prizes and surprises and will provide music for

(3) Mahapola Sports festival

A Sports Gala including Cycle Races for old and young, Old Crocks Rally, Trade Pageant, Motorcade of floats, Musical Fiesta on Wheels, will be part of the day's programme organized by the Galle Sports Committee as a finale for the 100th Mahapola Celebrations which ends at Elpitiya tomorrow.

This colourful Motorcade and the Cycle Races which will start from Galle will be witnessed by a very large crowd. Mr. Lalith Athulathmudali, Minister of National Security, will be the chief guest on the concluding day of the Mahapola celebrations.



Lend A Hand — And a Home

Let a student from another culture understand you and your life better.

Invite an AFS scholar into your home.

Contact:
afs INTERNATIONAL/INTERCULTURAL PROGRAMS
6/1, Bethesda Place, Colombo 5.
Telephone: 587970

(1)

4. Choose any one of these and write a letter inquiring about something and/or requesting something.

(From C.D.N.)

Homework

Day 3

1. The following letter has been written by a young Secretary new to her job. She has made six mistakes. Can you find them?

Samson and Sons Ltd.,
P.O. Box No. 81,
Colombo 1.

10 March 1984.

The Polytechnic,
No. 53, Galle Rd
Colpetty.

Dear Sir,

Thank you for your order No. K408 for Model
X51 electrical typewriters.

The goods will be delivered to you tomorrow.

We enclose our invoice and look forward to
receiving further orders from you in the future.

Yours faithfully,

P.S. Samson.

AF/PS

C.C. Despatch Dept.

2. Here are five more common abbreviations that you should know. Find their meanings with the help of your dictionary.

(a) R.S.V.P. Please reply to us (Responded sit
(b) N.B. Note here. Note well
(c) i.e. it is, that is
(d) viz. Vitality
(e) a/c account

Vs - Verses - agains

Look at Section D Exercise 1 on page 11 . You have noted the abbreviations in the addresses. Now here are more abbreviations you will find in addresses. Study them.

Mr. - Mister (never written in full)
 Mrs. - Mistress (never written in full)
 Dr. - Doctor
 C/o. - Care of
 dept. - Department
 Co. - Company
 Inc. - Incorporated
 Bros. - Brothers
 Bldg. - Building
 Ave. - Avenue

3. Read this address:

Ismail Brothers Limited,
 Number 60A, Tropicana Building
 Main Street,
Pettah.

anon - anonymous
 GP - GP
 Cif - cost insurance
 fight - enclosed
 enc - enclosed
 Dupl. - Duplicate
 as ap. - as soon as possible
 Rd - Paid
 Sr. - Senior
 Jr. - junior
 Advt. - Advertisement
 WEF - with effect from

Here is the same address written with abbreviations. Can you find them? Check the answers with the list above and the abbreviations in Section D.

Make special note of the punctuation. When a line ends with an abbreviation, the comma is placed after the full-stop-in this way (Ltd.,)

Ismail Bros. Ltd., No. 60A, Tropicana Bldg., Main St., Pettah.

Homework

Day 4

1. Notice these expressions drawing a client's attention to an overdue statement of accounts. Some of these are appropriate for a first letter of reminder. Others are more appropriate for later reminders. Study the expressions according to their appropriateness and write '1st', '2nd' or 'final' within the brackets.
- (a) We refer to the statement of accounts we sent you last month (.....^{2nd}.....)
- (b) This is merely a friendly reminder of our statement of accounts No 2015 (.....^{1st}.....)
- (c) We must remind you again of our statement of accounts No 2015 (.....^{first 2nd}.....)
- (d) We have received no replies to our last three letters. (.....^{final}.....)
- (e) We wrote to you on the 3rd August regarding our account No. 2015 (.....^{2nd}.....)
- (f) We are sure you have not paid the balance due to us through some oversight (.....^{1st}.....)
- (g) We regret that you have not replied our last letter reminding you of our statement of accounts (.....^{2nd}.....)
- (h) We regret that our repeated applications for the settlement of our long overdue statement of accounts have been ignored by you (.....^{final}.....)

3. You have not received the books you ordered ten days ago. Neither has the bookshop acknowledged your letter enclosing a money order for Rs. 385/=. Write a suitable first letter on the outline given below.

- a. Refer to the date of your letter placing the order and the names of the books ordered.
- b. Mention the number of the money order.
- c. State that the books are urgently needed.
- d. Express your hope that the books would be sent without further delay.

4. Compose a final letter of reminder to a tenant, demanding arrears of rent for the past three months.

Use the words and phrases you have learnt in Section E to help you.

Homework

Day 5

1. Here are some words from the homework exercises you have done so far. Use your dictionary to find their meanings and put them into your STM box. Remember to check your answers with your teacher next week.

modernize *பொதுப்படுத்தல்*
data processing system
instal *தொகுப்பு*
burglar alarm
accommodate *அகல்கொடுக்க*
contest *புறக்கணிப்பு*
cabana *Small sitting place*
originals
arrears *அங்கீகரிக்கப்பட்ட*
overdue *பெறாத பணம்*

2. range *வரம்பு*
terms *பொருள்*
conditions
copies
list
current
statement
samples
postage
instalment

Fill in the blanks of the following phrases with suitable words from those listed above.

- (a) Some Samples of the product.
- (b) A statement of accounts.
- (c) The terms of payment.
- (d) On an instalment basis.
- (e) The Current price list.
- (f) A d/p system of computers.
- (g) The credentials of certificates.
- (h) A of names.
- (i) The postage rates.
- (j) The of service.

3. Here is a verse that lays down some useful rules in letter-writing. Read it out loud. It is also easy to memorize.

When you

Write to a man of business
Purely on matters of business,
 Briefly state your business
 For courtesy pays in business.
 Then go about your business,
 Leaving the other man to carry on his business.

The rules laid down in the verse are simple. They can be stated in three words: clarity, conciseness and courtesy.

Clarity	-	means clearness
Conciseness	-	means short and to the point
Courtesy	-	means politeness

4. You have read 10 specimen letters so far. It is important to notice the courteous tone in these letters. Polite words and phrases contribute to such a tone.

Now go back to the letters and pick out sentences containing polite expressions.

5. Now read the following letters A and B. Which is easier to understand?

A.

Dear Sir,

We beg to acknowledge receipt of your letter of 3rd instant inquiring about men's shoe styles.

Enclosed herewith are the particulars of same. Trusting to be favoured with your esteemed order,

We remain,
Yours faithfully,

B.

Dear Sir,

Thankyou for your letter of 3rd May inquiring about men's shoe styles.

We enclose the particulars you wanted and look forward to receiving your order.

Yours faithfully,

If you found it difficult to understand letter A, it is because of the writer's use of old fashioned and overpolite language. Look at some of the phrases he has used.

We beg to acknowledge receipt ...

Enclosed herewith ...

particulars of same ...

trusting to be favoured ...

your esteemed order ...

we remain ...

Now pick out and underline the words that replace the above phrases in Letter B. Notice that the writer of Letter B has expressed himself clearly and kept a formal tone while preserving politeness. Refer pages 21-23 of Part 3 of your 'Workbook in Professional English' and revise the use of the Passive Voice in making a piece of writing formal and official.

Homework

Day 1

Letter 6 was a complaint about discourtesy. Here is another letter of complaint on a different matter. Read it and find out what it is about.

No. 5, High Street,
Panadura.

19.9.84.

The Manager,
The Wonder Pet Shop,
Colombo 4.

Dear Sir,

This is regarding the talking parrot you sent me two weeks ago. I regret very much to say that, contrary to your advertisement, its vocabulary consists of two words only:-

"Hi Sweetheart!"

This is followed by a piercing whistle and rowdy laughter.

As a middle-aged bachelor residing alone, I am beginning to be embarrassed by the black looks cast at me by female passers-by.

I must therefore insist that you remove this bird at once and replace it with a pair of goldfish.

Yours faithfully,

A.S. Silva.

contrary to	-	ஒவ்வொரு	எதிரியாயுட
vocabulary	-	வாழ்வாழை	சொற்சொகுதி
piercing	-	கனல் தீயில்	காதைத்து லேக்கும் ஒலி
rowdy	-	கைகை, அலுந்	தூட்ட
bachelor	-	அலுவலர் பிழிசென்	பிரம்மச்சாரி
embarrass	-	உருகுவது	மனக்குழப்பம்
black looks	-	புரட்சிவெள்ளை	கோபப் பார்வை
passers-by	-	காலம்	காலம்

1. Most letters of complaint that concern goods ordered can be grouped under the following headings.

- (1) delay
- (2) wrong goods
- (3) not enough goods
- (4) inferior quality
- (5) damaged goods

To which category do you think Letter 11 belongs?
Give reasons for your answer.

2. The sentences that follow are from different types of letters of complaint. Read them carefully. Then select the appropriate category to which each belongs from the list above and write it within brackets.

- (a) We ordered two hundred ball point pens. Only one hundred have arrived. (.....)
- (b) The book I ordered was delivered yesterday. Two pages are missing. (.....)
- (c) I paid my subscription for the "Executive Digest" a month ago. I have still not received the magazine. (.....)
- (d) I bought some blue jeans from your shop. They split down the middle the first time I wore them. (.....)

(e) I ordered a copy of "Tales of the Incredible." You have sent me, instead a book titled "Famous Political Speeches." (.....)

3. Study these two sentences. Notice that sentence A is more strongly worded. Sentence B is milder in tone because of the use of the word 'unfortunately.'

- A. The two cases of Fanta I ordered arrived this morning. I regret very much to say that twenty bottles were cracked.

B. The two cases of Fanta I ordered arrived this morning. Unfortunately two bottles were cracked.

Rewrite the sentences in Exercise 2 page 47 using the word 'unfortunately' to express a mild complaint. The word begins the second sentence in each case.

- (a)
- (b)
- (c)
- (d)
- (e)

4. The writer of a letter of complaint expects the recipient to put the matter right by taking some action or making some adjustment. Look at these sentences from Letter 6 and Letter 11.

Letter 6 - I am writing this to you in the hope that you will take some action.

Letter 11 - I must insist that you remove this bird at once and replace it with a pair of goldfish.

Notice that the writer of Letter 11 specifies the desired adjustment - i.e. replacement.

Look at the sentences expressing different types of complaint on page 47. Now compose five sentences demanding appropriate action or adjustment in each case. Make the demands specific. Use phrases such as 'immediately' 'at once' etc.

- (a)
- (b)
- (c)
- (d)
- (e)

5. About an year ago Mr. A.K. Silva bought an electronic typewriter - model X 51. The machine has now developed faults, and the buyer has failed to obtain satisfactory servicing as promised. Write a letter of complaint on the following outline. Select appropriate phrases from those you have learnt and practised.

- a. Complain that the machine is unsatisfactory.
- b. Detail faults. (The parts of a typewriter named in Part 1, page 28 of you Workbook will be useful here.)
- c. Complain about servicing: technicians had come to repair the machine on two occasions but it had broken down again each time.

- d. Request them to remove this typewriter and replace it with another.
- e. Express urgency.
- f. End your letter with a strong request to do this.

I write this regard this E1.
 I bought from you for the 200/- Rs. on the
 11th the mistand.

I repeat very much to say that it had
 already developed the following fault. and
 it is in not proper working condition.
 I wrote to you on the 15th, requesting
 your technician call one at my residence
 and to have repaired.

Today I recit my letter hand from
 you nor tech. call over on my
 house.

That roller get stuck now and then.
 the Licens Key set let instructed
 each other.
 of a function mark to don't get
 type correctly. Some times it get
 very big than.

Homework

Day 2

1. Notice how these sentences express regret.

- A. We regret very much that we have not been able to deliver the goods on the due date.
- B. We are very sorry that we could not deliver the goods on the due date.

Make sentences similar to the above for the following causes of complaint.

- a. The notice of the meeting was delayed.
- b. You were kept waiting at the Head Office.
- c. One parcel contained the wrong books.
- d. The trip had to be cancelled without sufficient notice.
- e. There was an error in your Bank Statement.

- (a)
.....
- (b)
.....
- (c)
.....
- (d)
.....
- (e)
.....

*I must therefore insist that you either send a
check in to hand the typewriter fully. or
reimburse the full sum 2700/- after
taking away the type writer.*

2. Make as many sentences as you can from the following table.

We apologize Please accept our sincere apologies We offer our apologies	for	the inconvenience caused to you by our error.
		the confusion caused by the delivery of the wrong item.
		the loss caused by careless handling of the machine.
		the anxiety caused by the delayed telegram.
		the embarrassment caused by the mispronounced name.

3. Read the complaint given below and the statements (a) and (b) that follow. Do you notice that the statement (a) merely rephrases the complaint, while statement (b) provides a reason?

When writing explanations you must make sure that your supporting statements provide reasons.

Example : Complaint

There was a shortage of goods.

- (a) Ten copies of the "Concise Oxford Dictionary" were missing.
- (b) The wrong parcel was sent to you by mistake.

In the following exercise tick off ☒ the statement (a) or (b) that gives a reason for each of the general complaints.

A. The goods were damaged.

(a) Two dozen glasses were broken. ☐

(b) There has been rough handling in transit. ☐

B. There was a delay in the delivery of goods.

(a) The railway workers went on strike. ☐

(b) We could not deliver the goods on the due date. ☐

C. You did not keep the appointment.

(a) My car broke down on the way. ☐

(b) I could not meet you yesterday. ☐

D. Your letter was full of mistakes.

(a) There were a number of clerical errors. ☐

(b) Our regular Secretary was away on sick leave. ☐

E. Work at the factory was held up.

(a) There was a shortage of raw material. ☐

(b) Very little work was done during the past week. ☐

4. Now join statements (a) and (b) to make a single sentence, using the word because. Remember that in each case the statement you have ticked off must come last.

Example: Ten copies of the 'Concise Oxford Dictionary' were missing because the wrong parcel was sent to you by mistake.

(a)
.....

(b)
.....

(c)
.....

- (d)
.....
- (e)
.....

Homework

K.W. 8/2

Day 3

1. Here are some useful phrases found in Letters 6, 7 and 8. Read these letters again and underline the phrases. Then study carefully the way they are used in the letters in which they occur.

subjected to the insolence

get into touch with

further to my letter

the date in question

the waiter concerned

under notice

suffering from a sense of grievance (8.10.7) -

convey her apologies

lodge this complaint

maintain high standards -

2. Use each of the above phrases in meaningful sentences of your own. Remember to check with your teacher.
3. Notice how you assure someone that similar mistakes will not happen again.

A. We assure you that we will speed up delivery in
future.

B. We shall ensure that our goods are delivered on
time in future.

Read off as many sentences as you can from the tables given below.

<p>We assure you</p> <p>We give you our assurance</p> <p>You can rest <u>assured</u> <i>pho'vui</i></p>	<p>that</p>	<p>there will be no cause for complaint in the future.</p> <p>the matter will be investigated at once.</p> <p>such an incident will not occur again.</p> <p>your letters will receive <u>prompt</u> attention.</p>
<p>We shall ensure</p> <p>We shall make sure</p> <p>We shall take care</p>		<p>our goods are packed with the greatest care</p> <p>the books are replaced immediately.</p> <p>the documents are safely filed.</p> <p>the officer concerned is reprimanded. <i>Pulled up</i> <i>pho'vui</i></p>

- H.W.
4. This is a reply to the letter of complaint outlined in Exercise 5 page 49.

Complete the letter by selecting appropriate phrases from the ones listed below.

we will ensure
developed faults
replace it
thank you
working order

within the week
failed to repair
regret very much
very sorry
look into the matter.

Dear Sir,

We *thank you* for your letter of 12th May. We are *very sorry* that the electronic typewriter bought from our firm has *developed faults*

We cannot understand how our technicians could have *failed to repaired* the machine satisfactorily, and we assure you that we will *look in to the matter* at once.

Arrangements are being made to remove the typewriter and to *replace it with* with a new machine *within the week*

We *regret very much* the inconvenience this has caused you and *we will ensure* that the new machine will be kept in excellent *working condition* during the guaranteed period.

Yours faithfully,

R

Homework

Day 4

Sita and Gamini are ^{Gamini}colleagues. Two weeks ago they were moved to an office some distance away from the main building. Read this conversation that took place between them.

Gamini : Hello Sita, What's wrong? You don't look very cheerful.

Sita : It's this office, Gamini. For one thing, we're so far away from everyone else. For another, the whole place is so drab and dull.

Gamini : You're right. But what can we do about it?

Sita : Well, I can think of a number of ways of making the place more pleasant.

Gamini : Come on then ... out with them.

Sita : Right. Well, first of all the walls need a fresh coat of paint.

Gamini : Fine. How about pink? It would brighten up the place. We might also get some pretty curtains.

Sita : Why not? And wouldn't it be a good idea to buy some pot plants for the verandah?

Gamini : Splendid! that will change the whole atmosphere and give an out-door effect.

Sita : I feel they could serve yet another purpose. Our office is an open-plan one. Don't you think the plants could be used as attractive partitions between sections?

Gamini : That's an idea Look, why don't you discuss this with some of the others?

Sita : We'll do better than that. Let's form a committee and write a letter to the management putting forward our ideas.

Gamini : Good. I'm sure the others would like it. Come on.

1. List the suggestions made by Gamini and Sita to improve their new office.

to have the walls painted
to have some curtain put up
to make the place most pleasant

2. Sita uses the words "drab" and "dull" to describe their office. These are words with unpleasant associations. That is - when you hear or read such words the ideas you form are not pleasant ones.

But as the conversation proceeds, both Gamini and Sita use a lot of words with pleasant associations. Try and find such words and phrases and underline them. Do not forget to check with your teacher next week.

3. Imagine that Sita and Gamini have succeeded in forming a committee. They have been appointed joint secretaries. Write a formal letter to the Management, putting forward a scheme for improving conditions in their office and its surroundings. Remember that words with "pleasant associations" will persuade the Management to accept some of their ideas. Therefore use such words.

4. Read Citizen Per-r-r-ra's article on page 28 again. Now imagine you are Citizen Isidore and write a formal letter to the authorities concerned putting forward your suggestion. Give the subject heading.

The opening words of each paragraph have been provided for your guidance.

.....
.....
.....

.....
.....
.....

Dear Sir,

Overloading of mini buses.

I wish to bring to your notice that the mini buses
are daily
disput post

This problem has remained unsolved so far because
.....
.....
.....
.....

May I suggest that
.....
.....
.....
.....

Yours faithfully,

C. Isidore.

Homework

Day 5

1. Rearrange the nouns in column B so that each is against the verb that commonly goes with it in column A.

<u>Column A</u>	<u>Column B</u>
(a) to lodge	an account <i>e</i>
(b) to offer	an order <i>c</i>
(c) to place	a person <i>h</i>
(d) to deliver	a complaint <i>a</i>
(e) to settle	embarrassment <i>a j</i>
(f) to conduct	a mistake <i>i</i>
(g) to recommend	an apology <i>b</i>
(h) to contact	an inquiry <i>f</i>
(i) to regret	the goods <i>d</i>
(j) to cause	a course of action <i>g</i>

2. Do you remember the verse on page 43 which recommended the basic rules of Clarity, Conciseness and Courtesy in official correspondence? You may be surprised to hear that there is nothing new in these rules. Similar rules were laid down for the Egyptian Civil Service some thousands of years ago. Here they are:

Be courteous and tactful as well as honest and
diligent. *أدباً و بجداً*

All your doings are publicly known, and must
therefore

Be beyond complaint or criticism. Be absolutely
impartial. *لا تأخذ به*

Always give a reason for refusing a plea;
complainants

Like a kindly hearing even more than a successful
Plea. Preserve dignity but avoid inspiring fear.
Be an artist in words, that you may be strong,
For the tongue is a sword.

Now try to translate the passage you have read into Sinhala or Tamil. The word lists in Part 9 will also contain some of the words.

3. You have done some exercises on the use of clear and courteous language in correspondence. (Refer pages 44 & 45 Exs. 4 and 5). It is equally important to practise conciseness.

Here is a letter, brief and to the point, written in that other age by a Minister of Finance to a Senior Civil Servant. As you can see, he has certainly kept to the rules of his time.

Appolonius to Zeno, greetings. You did right to send the chickpeas* to Memphis. Farewell.

Such extreme brevity may not be possible in modern times. But there are ways in which you can avoid making a letter unnecessarily long.

Read the following letter (A) and notice the number of words the writer has used.

- A. The committee has examined the question for several weeks. We feel that the best thing to do would be for all of us to get together and send a joint letter to the Highways Department asking them to instal a traffic light at the intersection.

(45 words)

Now read this amended version and count the number of words the writer of letter B uses to say the same thing.

- B. The committee recommended that we write to the Highways Department requesting a traffic light at the intersection.

(..... words)

*Chickpeas - a kind of grain.

Notice that Letter A is too long because of four reasons.

- (a) The writer includes facts that can be taken for granted. e.g. "The committee several weeks."
- (b) He uses a number of words where one would be enough.
e.g. "We feel that the best thing to do "
"asking them to instal"
- (c) He repeats himself - e.g. "for all of us to get together."
"as well as" "joint."
- (d) His second sentence is far too long.

4. Read the following passage carefully. Then rewrite it in as few words as you can without leaving out essentials. Indicate the number of words you have used.

I regret that the Survey Officer who is responsible for the preliminary investigation as to the possibility of installing a ^{new} telephone at the address quoted by the applicant, has reported that owing to a shortage of a spare pair of wires necessary to connect your house with the exchange, it is a technical impossibility to instal a telephone for you.

(60 words)

Be cause of shortage of Telephone's parts

(..... words)

THE OPEN UNIVERSITY

WORKBOOK
IN
PROFESSIONAL
ENGLISH

PART 10

CONTENTS

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Section A

Firms and organizations sometimes use letters to bring their product or some event or proposal to public attention. Such letters are known as "Circulars." A circular is intended to be read by a large number of people. It is, therefore, either duplicated or printed. Its purpose is to gain custom, to give information or to make an appeal.

Here is a circular to customers informing them of the change to new premises. Read it and discuss answers to the questions that follow.

11th October, 1984.

Expo-Textiles Ltd.

Dear Sir/Madam,

We have much pleasure in informing you that as from 1st March our new address will be:

47, Clock Tower Rd.,
Colombo 1.

The change of address was made necessary because our present premises are now inadequate to cope with the growing demand for our products. Our new premises are larger and more convenient in every way, and will enable us to handle many new products and also to effect quicker deliveries.

Our Managers will be very pleased to welcome you and to show you round the premises.

We wish to take this opportunity to thank you for your support in the past and look forward to being of even greater service to you in the future.

Yours faithfully,

premises - ගේ දොර හා ඊට අයිති ඉඩකඩවලි **අඳ්දැස්සන්**
 inadequate - (ප්‍රමාණයෙන්) තෙත්තෙත්ත, **පොළමර්ත**

1. (a) Notice the particular order in which the writer has arranged the information, so that it would be easily understood by the reader. The way he has structured his information can be seen better if we list the points in the order in which the writer presents them in the circular.

- (a) Announcement of the removal to new premises.
- (b) New address.
- (c) Reasons for the change.
- (d) Invitation to visit the premises.
- (e) Expression of appreciation for past support.
- (f) Assurance of continued service.

(b) The main purpose of the letter is to inform customers of the change of business premises. But while giving information the writer also seeks to promote sales. How does he do this? Discuss the question with your teacher.

2. You have to write a circular for your company on "Insurance for the Farmer." It will be distributed to Members of the Farming Community. The major points you should cover are given in column A. Rewrite them in column B in the order in which you would introduce them in your circular.

<u>Column A</u>		<u>Column B</u>
fire insurance	2	1.
life insurance	3	2.
where to write for further information	10	3.
crop insurance	4	4.

New folks (Whom you visit)

why farm insurance	5	5.
when to insure	7	6.
windstorm insurance	6	7.
types of insurance	1	8.
benefits	8	9.
liability (obligation)	9	10.

3. The circular below is a sales letter. Such letters are often thrown aside by the recipients. It is very important therefore, that they be carefully worded. In particular, the first few words should seek to attract and hold the reader's attention so that he is persuaded to read further.

Your teacher will read the first paragraph aloud. Listen to it carefully before reading the rest of the letter. Then answer the following question: What do you think the writer is talking about?

Now read the rest of the letter.

15th October, 1984.

Dear Sir,

Is she less attractive than when you first knew her? Does her voice sound less musical? Are her joints beginning to creak?

We all realize, of course, that a car does deteriorate, no matter how carefully it has been looked after. When your car begins to need too many of those little extra repairs it is time to consider a change.

At present we have a large stock of new Hilton Group cars in our showroom: cosy two-seaters, roomy family saloons, luxury-class limousines. You simply make your choice, and we will take your old car in part exchange.

Hire purchase can easily be arranged, giving you two years to pay, during which time you can enjoy the luxurious comfort of a new car.

Come along and look around! Our sales representative will be pleased to demonstrate these wonderful cars to you. They will help and advise you, without any obligation to purchase.

(கூலி)

Our showroom is open daily from 9.30 a.m. to 5 p.m. - Saturday included.

Why not come TODAY and see the full range of new models in the colour of your choice?

Yours faithfully,

musical	-	லீலி, நைடு பீடி	இனசுபோகர்
joints	-	கந்தி, பூர்வ	முட்டுக்கள்
creak	-	அவீடி நைடு, கீடு கீடு நைடு	சத்தம் (கிறீக்)
attractive	-	கீடு அடிநைடு	கவரீச்சியான
deteriorate	-	கூலி கீடு கீடு	மோசமடைதல்
cosy	-	கூலி கீடு	சௌகரியமான
luxurious comfort	-	கூலி கீடு	சுகபோக வசதி
demonstrate	-	கூலி கீடு	விளக்குபவர்

1. Discuss answers to the following questions.

(a) What is the writer trying to sell?

(b) By making the first lines unusual and interesting the writer persuades you to read further. Notice the ways in which he does this. Examine each one carefully.

i. He succeeds in making the reader feel puzzled.

ii. He uses humour.

iii. He asks questions instead of making statements.

(c) Next, the writer wishes to interest you in his range of cars. He does this by making use of specially chosen adjectives. Find these adjectives and write them next to the words given below.

.....	Hilton Group Cars
.....	two-seaters
.....	family saloons
.....	limousines

moony
luxury cars

(d) The writer then offers two main inducements to make you consider buying a new car. What are they?

Part exchange
hire purchase
easy

(e) By the time you reach the end of the letter you feel that buying a brand new car is not such a difficult matter after all. How does the writer persuade you to think in this way?

(i) He uses words that mean "not at all difficult". Can you find them?

(ii) He offers free guidance. Underline the sentence in which he does this.

(iii) He reassures you that you are free to buy or not as you please. How does he do this?

(f) What word catches your attention in the last paragraph and why?

(g) Pick out the following from the circular.

(i) A question

(ii) An expression of opinion

(iii) An invitation

(iv) An assurance

(v) A suggestion

(vi) A sentence that gives factual information

you will enjoy in a long car

Section B

The word 'Memorandum' means "Something to be remembered." When the material to be remembered is brief, the shortened form 'Memo' is used.

In Part 9 of your Workbook you read a variety of business and official letters. Such letters are used to communicate with persons outside the organization.

Memos, on the other hand, are used to convey written information within the organization - ie. within different departments or branches of the same organization.

Because the messages are short memos are quite frequently written or typed on small sheets of paper. In many offices pads of specially prepared memo forms are used.

1. Study the letter and the memo given on the next page carefully.

(a) Letter.

LANKA INDUSTRIAL ENTERPRISES LTD.

38, MAIN STREET, PETTAH.

Our ref:

Accounts Dept.,

Your ref:

6th May, 1984.

The Assistant Commissioner,
Dept. of Inland Revenue,
Colombo 1.

Dear Sir,

PAYE TAX FORMS

Please be good enough to send me two sets of tax forms for use in the Wages Department.

Thank you.

Yours faithfully,

S.M. Chelliah

(Chief Accountant)

(b) Memo.

MEMO

To: All employees

Subject : Holidays

From: General Manager

Date: 4/5

If you want a particular fortnight for your annual holiday you can let me know in writing by next Friday. Please note that holiday arrangements have to suit the firm as well as the staff.

Now read the following list and place a tick ☒ if a particular feature is present and a cross ☒ if it is absent.

	<u>Letter</u>	<u>Memo</u>
(a) Name and address of the Company	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
(b) Reference	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
(c) Date	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
(d) Inside address	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
(e) Subject	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
(f) Salutation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
(g) Subscription	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
(h) Writer's signature	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
(i) Writer's full name	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
(j) Designation of the writer	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

These are some of the differences you should have noticed.

1. There is no letterhead in the memo because it is an internal document and it is unnecessary to refer to the title of the organization.
2. Although there is no reference number indicated in this memo, a reference number may be indicated in other memos that may have to be filed.
3. Both salutation and subscription are omitted.
4. This memo bears no signature, but memos can sometimes be signed or initialled.

The features you noted would show you that a memo is a much less formal document than a letter. Therefore its use in general correspondence would suggest a lack of courtesy.

2. Read the following and in each case state whether the situation calls for a letter or a memo. As the Chief Accountant of your Company you need to write:
- (a) To the Accountant of another firm about a business matter. (.....)
 - (b) To the Sales Manager of your Company about some despatch forms. (.....)
 - (c) To your assistant asking him to check on a particular account. (.....)
 - (d) To the Bank providing certain details they had requested. (.....)
 - (e) To your Secretary telling her that you have gone to the head office and asking her to reply a particular letter. (.....)

3..Study the following memo:

MEMO	
From : Manager, Travel Dept.	Subject: Itinerary <i>dates of departure or arrival</i>
To : Mr. D. Soysa.	15th-27th Oct.
	Date: 7th Sept., 1984.
Departure : Colombo International Airport - Monday 7th October 16.35	
Flight No.: MK 5092	
Arrival : Singapore 19.45 local time.	
Notes : Letter dated 1st September from Mr. Ahamed Nizam, Assistant Manager, Singapore Exports Ltd., P.O. Box 315, Singapore. Mr. Nizam has offered to meet you at the airport. Please write to Mr. Nizam without delay.	

Revised

Now complete the following letter.

P.O. Box 826,
Colombo,
Sri Lanka.

7th September, 1984.

.....
.....
.....
.....
.....
.....

Dear Mr. Ahmed W. Zam

Visit to 15th to 17th Oct

Thankyou for your letter of
and for your kind offer to meet me at

My flight number is The plane
will leave on at,
and arrive in at local
time.

I look forward to meeting you.

Your faithfully,

.....
Deputy Manager.

4. Telephone messages form a part of the types of communication that offices deal with. A busy Secretary or a Telephone Operator may take down a telephone message in the form of a hasty note. Read this telephone conversation between a Secretary and another employee of the firm, that took place at 10 a.m.

Good be you

Sec. :Hello! IDC Ltd., the Secretary speaking.

Mr. S.:Could I speak to the Assistant Manager, please?

Sec :I'm sorry. Mr. Attanayake is at a meeting.

Mr. S.:When will he be back at the office?

Sec :I'm afraid I can't tell you the exact time. But you could leave a message. May I know who's calling, please?

Mr. S.:Sarath Samarasinghe.

Sec. :From where are you calling Mr. Samarasinghe?

Mr. S.:From the head office. The conference at Kandy may have to be postponed. Will you please tell Mr. Attanayake to ring me as soon as he gets back?

Sec. :Anything else?

Mr. S.:No, that's all. Thankyou and goodbye.

Sec. :Goodbye.

Here is the message that the secretary wrote down. Fill in the blanks with the correct information.

TELEPHONE MESSAGES

To: Mr. Attanayake

Date: 18.7.84

Mr. called at
about the at He
wants you to ring him back at the

Section C

Forms and Questionnaires are two useful methods of obtaining information because they are time - saving.

In Part 4 of your 'Workbook in Professional English' you were shown how to complete a job application form correctly. Part 10 will make you familiar with the compiling of forms and questionnaires.

If these two methods of seeking information from others are to be effective, they must be designed in such a way that the recipient will be able to (a) understand them readily and (b) complete them easily.

What is the difference between a form and a questionnaire?

The form seeks specific information that enables the person sending it out to take some action or to make a decision.

For example, a job - application form, when completed, helps the prospective employer:

- (a) to decide if the candidate meets the requirements to enable him/her to be considered for the post.
- (b) to transfer to the organization's records all relevant information.

1. Here is another kind of form. It is an order form for goods from a mail-order catalogue. Study it carefully, and note how it enables the supplier: (a) to prepare for despatch goods required by the purchaser; (b) to prepare any documents relevant to the transaction.

HOME SUPPLIERS LTD.,
86, KANTONG,
SINGAPORE.

Will you please send the following goods described in
your catalogue for 1985?

Catalogue number	Description	Number required	Price	Total cost
Total				
Plus postage (See page 3 of catalogue)				
Total amount				

Method of payment :

I enclose Bank Draft no. for \$

Signature :

Date :

Name :

Address:.....

.....

.....

Notice the factors that have been considered when compiling the above form. They relate to all forms. Discuss answers to the following questions.

- (a) What information is required?
- (b) If the customer had quoted the wrong number, what would enable the supplier to re-check?
- (c) What information will aid the preparation of
 - a. the invoice
 - b. the labels?
- (d) Are headings/instructions for recording answers easy to follow?
- (e) Has enough space been given to enable information to be written down?
- (f) Do you notice a difference in lay-out between this form and others you have seen such as the application form in Part 4 of your Workbook in Professional English?

2. Look at the form on the next page. A few headings are given but most of the headings have been omitted. Read the information on the right and try to work out a heading for each number. Then check with your teacher.

Page 57
BUREAU OF OVERSEAS EMPLOYMENT

(Write your answers in BLOCK CAPITALS)

1 <i>Surname</i>	SIRIWARDANE
2 <i>Other names</i>	MARY SUSHILA
3 <i>DATE OF BIRTH</i>	17th AUGUST, 1958.
4 <i>CIVIL STATED</i>	MARRIED
5 <i>NATIONALITY</i>	SRI LANKAN
6	PASSPORT NUMBER	B 315268
7	DATE AND PLACE OF ISSUE	21st MAY 1979, SRI LANKA.
8 <i>ADDRESS (PRIVATE)</i>	82, Church Rd., MATARA.
9 <i>WORK PLACE ADD</i>	P.O. BOX 561, FORT, COLOMBO.
10	TELEPHONE NUMBER	01 - 7267
11 <i>DESIGNATION</i>	PRIVATE SECRETARY
12 <i>WORK PLACE</i>	CROWN ELECTRICALS LTD., 28, STATION RD., COLOMBO 10.

The questionnaire seeks more general information than the form. Questionnaires may be sent by the Government, local authorities, companies, societies, clubs or even private individuals. They are frequently used in surveys for statistical purposes.

3. Here is a questionnaire sent by a company that has decided to ask its staff for certain information. Study it carefully. Don't answer the questionnaire. But look at the way it has been constructed.

WORLDWAY TRAVELS LTD.

TO: All employees of the Company

From: The Director

Date: 15th December, 1984.

Re-examination of Hours of Work

Following suggestions made to the Personnel Officer and myself, the management are considering a change in the Company's hours of work. It would be very helpful if you would complete and return this questionnaire to me as soon as possible. It is not necessary to sign your name at the end.

1. How do you travel to work?

Please tick the method used.

- by train ✓
- by bus ✓
- by taxi
- by private car
or motor cycle
- by cycle
- on foot

2. If you travel by train give the time.

- (a) When you leave in the morning
- (b) When you arrive at Fort Station
- (c) When the train before yours
arrives
- (d) When the train after yours
arrives

3. If you travel by bus state

(a) how long the journey takes *1 1/2 hr*

(b) how frequent are the
buses on your route

..... *every one hour*

4. If you travel by any other method than bus or train are there any special traffic problems that affect the time of your arrival at work?

If so, list them briefly

.....
.....
.....

5. Would it help if you were to start work (a) earlier or (b) later? Please indicate which

6. Would it help if you were to finish work (a) earlier or (b) later? Please indicate which

7. Would you like to do your shopping before coming to work? YES/NO

8. Would you like to leave earlier to do your shopping? YES/NO

9. Have you any problem that would be made easier by a variation in working hours? YES/NO

If so, please state briefly what the problem is.

.....
.....
.....
.....

10. If you have any comments to make about the present system of working hours, or if you can suggest any possible changes, please write them below.

.....
.....
.....

Now answer the following questions.

- (a) What is the purpose of the questionnaire?
To find out from the employees to adjust the working hour to suit the workers.
- (b) What information is wanted?
- (c) Are the questions relevant to the information being sought?
yes.
- (d) Are answers of the YES/NO type asked for? If so, is this indicated in the question?
- (e) Tick the questions that require narrative or descriptive answers.
- (f) Has enough space been provided for replies to these questions?
- (g) Do you think the information is confidential? Why?
No you are not ask to write down your name

4. Firms often send customers questionnaires about goods purchased from them. This is one such questionnaire. Study it carefully and discuss answers to the questions given below.

MIX-EASE PRODUCTS

Dear Sir/Madam,

Congratulations on acquiring your new Mix-ease blender - 1985 model.

We are sure that you will have many years of valuable service from it and that your family and friends will enjoy the exciting new dishes that you will be offering them.

We would be very pleased if you would complete the following questionnaire which will help us in our future planning. When you have completed it, all you have to do is to fold it as indicated and post it.

Questionnaire

1. How did you hear about the Mix-ease blender?

- television ☐
- advertisement in (1) a newspaper ☐
give name
(2) a magazine
give name
- Through our leaflet campaign in your area ☐
- from a friend ☐
- by recommendation from a dealer ☐

- in any other way

☐

(Give brief details)

.....

.....

.....

2. Have you ever used a blender before?

YES/NO

If so, please state make.....

3. Have you ever used any Mix-ease
products before?

YES/NO

If so, name product

4. Would you like to know the ways in
which your Mix-ease blender can make
your life more exciting?

YES/NO

5. If so, may we send you our new 1985
Recipe Leaflet?

YES/No

If the answer to question 5 was YES, please give
your name

your address

.....

- (a) How does the writer encourage the purchaser to complete the questionnaire?
- (b) Pick out the words in the introduction that make the customer feel she had made a wise bargain.
- (c) Which question would enable the firm to assess the success of its own advertising campaign? How would this be possible?

- (d) What is the purpose of Question 2?
- (e) Through which question does the writer check on the firm's reputation?
- (f) Question 5 has been designed to enable the purchaser to send her name and address. She will get a free leaflet. What, in your opinion, will the firm gain?

Section D

Telegrams help you to send messages very rapidly from one person or organization to another.

Under what circumstances would you send a telegram rather than a letter? When the message is urgent and the recipient is not on the telephone, a telegram may have to be sent instead of a letter.

However, in a telegram each word costs money; the more words used, the higher the cost. Here are some points that will help you to keep your telegraphic message short but clear.

- (1) The writing: The message should always be written in BLOCK CAPITALS on the special form provided by the post office.

Write your full name in block capitals in the space provided below.

.....

- (2) The name of the receiver : The surname is usually enough. Give other names only if the surname alone might cause confusion.
- (3) The address of the receiver: Should be kept to a minimum. Look at this name and address. How would you write them in a telegram? Use the space below.

Mr. Percy Silverajah,
No. 81, "Lotus Lodge,"
High Street,
Matale.

Now check whether you have omitted the following.

- (a) The title 'Mr.'
- (b) The first name
- (c) The abbreviation 'No.'
- (d) The name of the house "Lotus Lodge."

4. The sender: Give just enough information to enable the receiver to identify you.
5. The message: In a telegram many words normally required when writing grammatically correct sentences are omitted if they are not essential. Study the following example.

Message in full:

I have arrived safely. I arrived at 7.25 this evening. The hotel is pleasant and comfortable.
Nihal.

(18 words)

Telegram;

ARRIVED SAFELY 1925 GOOD HOTEL NIHAL

(6 words)

Notice that the message has been reduced to one-third of its former length.

- (i) Read the following message and write the number of words within brackets.

The goods have been sent today and
you may expect delivery tomorrow.

(....12....words)

Now rewrite the message in telegram form and write down the number of words you have used. Remember to use block capitals.

Good sent today
expect delivery tomorrow

(..... words)

Note that there is no salutation or complimentary close in a telegram.

If you have used more than six words check with your teacher.

(ii) Can you reduce this message of eight words to a two-word telegram?

Please accept my sincere congratulations on your success. (8 words)

(2 words)

6. Punctuation: A general rule is that punctuation marks should be omitted where possible, but used (a) if the message is too long and (b) if a punctuation mark is necessary to avoid misunderstanding. Remember that each punctuation mark will count as a word, and will, therefore, be charged for as a word.

In a telegram a fullstop (.) is indicated by the word 'STOP.'

e.g: I have understood. Everything is in order.

The telegram would read like this:

I HAVE UNDERSTOOD STOP EVERYTHING IN ORDER

Rewrite the following message as it would appear on a telegram.

Urgent require new exhaust unit. Fly to Katunayake will collect.

Urgent

7. ^{copy} Clarity: A telegram must not be ambiguous That is - it must not have more than one meaning. Remember that too great an economy in the use of words can also lead to misunderstanding. There is, for example, an important difference between

a. NO PRICE TOO HIGH

and

b. NO STOP PRICE TOO HIGH

Telegram (a) could be interpreted to mean that you should go ahead and buy the goods however high the price may be. (ie. no price is too high.)

Telegram (b) clearly instructs you not to buy the goods and gives the reason - that the price is too high.

Telegram (b) is unambiguous because of the insertion of the word STOP between NO and PRICE.

What is wrong with the following message? Discuss with your teacher and write the alternative interpretations below. Then rewrite the message using the word STOP to prevent ambiguity.

GOODS DELAYED, PLEASE NOTIFY AGENT, WILL ADVISE

- a.
b.

- ii. At the same time, the unnecessary use of the word
STOP can be equally misleading. Here is an example.

HAVE NO EXPLANATION CAUSE OF DAMAGE STOP INVESTIGATION

This can have either of the following meanings.

- (a) I cannot explain the cause of damage. I am investigating.
(b) There is no explanation for the cause of damage.
Therefore, stop investigating.

Rewrite the message in the space below, so that it conveys
the meaning in sentence (a) only.

8. Courtesy: Economy should not be achieved at the expense of
courtesy. Can you use the words 'REGRET' and 'PLEASE'
respectively, to make the following telegraphic messages
more courteous in tone?

a.

UNABLE CONTACT MANAGER

b.

NEED Rs. 5000/= SEND BEFORE 8th JUNE

a.

b.

Section E

If you want to announce something in your place of work, one way is to put up a notice on a noticeboard. Notices can also be displayed on walls and doors. They can be placed at entrances or exits. Wherever they are displayed, the principle is the same - they must be noticed.

To be effective notices must be attractively displayed and eye-catching. They should be briefly worded and easy to read.

1. Study the two notices given below. Which catches your eye immediately and why? Discuss reasons.

A.

HOLIDAY NOTICE

CEYLON OILS AND FATS CORPORATION, SEEDUWA.

THIS IS TO INFORM THE GENERAL PUBLIC THAT OUR FACTORY OFFICE AT SEEDUWA AND ALL OUR SALES DEPOTS WILL BE CLOSED FOR BUSINESS ON GOOD FRIDAY, 5TH APRIL 1985.

CHAIRMAN.

B.

CEYLON OILS & FATS CORPORATION,
SEEDUWA

HOLIDAY NOTICE

THIS IS TO INFORM THE GENERAL PUBLIC THAT OUR FACTORY OFFICE AT SEEDUWA AND ALL OUR SALES DEPOTS WILL BE CLOSED FOR BUSINESS ON GOOD FRIDAY 5TH APRIL, 1985.

CHAIRMAN.

(adapted from CDN)

Why is notice B more likely to attract attention than notice A? Did you note the following features of notice A?

- (a) It consists of a mass of closely typed words.
- (b) The information is run on from line to line.
- (c) Most of the letters are of the same type face and size.
- (d) There is no special lay-out.

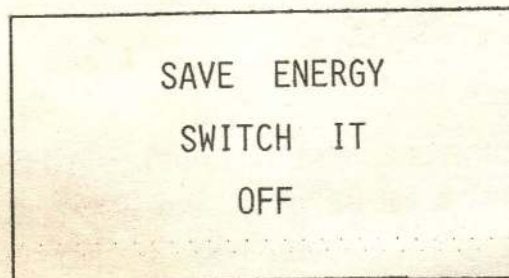
Now compare these to the features of notice B.

- (a) A variety of type faces and sizes.
- (b) Attention paid to line-spacing.
- (c) A special layout.

The design of a notice depends on its contents as well as its purpose. The purpose of a notice may be (a) to give warning (b) to convey instructions (c) to give information (d) to evoke an emotional response or (e) a combination of the above.

2. Study the following notices and write below each the purpose for which you think the notice was intended.

A.



.....

B.

WOMAN LIVING ALONE
IN A COLD, WET ROOM.

EVERY DAY MATTERS TO OLD
PEOPLE IN NEED. EVERY CENT
YOU GIVE WILL HELP TO
FIND COMFORTABLE ACCOMODATION
FOR THE OLD AND LONELY

SEND YOUR DONATIONS

TO:

THE TREASURER,

"HELP THE AGED"

COLOMBO 4.

C.

TAKE CARE!

THIEVES LIKE THIS CAR --PARK

PROTECT YOUR PROPERTY -

LOCK YOUR CAR.

D.

NOTICE

USE OF STATIONERY

ALL members of staff are asked to observe the following rules for the use of stationery.

1. The Company's stationery is not to be used for private purposes.
2. Do not use memo pads for rough notes.
3. When typing letters make only one copy unless a special request is made for more.

.....

E.

MUNICIPAL COUNCIL
ELECTIONS

5th December, 1984.

The Polling Booth for the SOUTH WARD will be open from 8 a.m. to 8 p.m. at the Government School, PARK ROAD, GALLE.

RETURNING OFFICER
SOUTH WARD.

.....

Every notice must seek to evoke some response from the reader - usually some action to be taken. Discuss the kind of active response hoped for from the readers of each of the above notices.

3. Read the news item and notice given below.

(A) News Item

A large number of entries are expected for the Vesak Lantern Display and competition which is being organized by the Colombo Jaycees in connection with the Golden Jubilee of the International Buddhist Magazine 'Vesak Sirisara.' Prizes to the value of Rs. 75,000 are being offered for this competition open to all citizens of Sri Lanka.

The Vesak Lanterns (singles or in clusters) should not exceed seven feet in height, according to the organizers.

A well known panel of judges will judge the lanterns on the first day, but the results would be announced on the second day of the exhibition.

Entries close on 23rd April and more details of the competition will be available from Colombo Jaycees, 108/10 Wijerama Mawatha, Colombo 7.

(adapted from CDN)

VESAK LANTERN COMPETITION

Organized by Colombo Jaycees
in association with The
Silumina and Dinamina.

Sponsors: Singer (Sri Lanka Ltd.)

25/4/85
Open to all Sri Lankans

CONDITIONS -

- (1) The Vesak lanterns (single or clusters) should not exceed seven feet in height.
- (2) The lighting effects for the lanterns would be at the contestant's expense.

PRIZES - 1st Prize - A gold medal and a Singer
6 cft. Refrigerator.
2nd Prize - A silver medal and a Singer
14" colour TV set.
3rd Prize - A silver medal and a Singer
1288 sewing machine.

CLOSING DATE - Entries close on 23rd April, 1985.

Colombo Jaycees,
108/10, Wijerama Mawatha,
Colombo 7.

A. Now read the news item again and underline the information not found in the notice.

B. Discuss

(a) Why are the details you underlined not included in the notice?

(b) Does the absence of such information affect the purpose of the notice?

(c) Would the inclusion of these details have affected the clarity and conciseness of the message?

There are many different ways in which information can be structured. Two ways in which material can be arranged are according to a. an ascending order of importance b. a descending order of importance.


The first is used largely as a literary device to make sure that the reader goes on reading with mounting interest.

The reader of a notice, however, would want to know at the beginning what the notice is all about, and whether it's worth reading through to the end. Therefore the message would be more effective if the material is organized according to principle (b).

4. Given below is a list of items of information to be included in a notice regarding a seminar. Read through the list carefully and number the items according to the order in which they would appear on the notice.

- a. Venue. *Orison & wing Orsay*
- b. Designation of person delivering the Keynote Address.
- c. The name of the Institute organizing the seminar.
- d. Address of the person to be contacted.
- e. Name of sponsor.
- f. Date.

- g. The name of the person to be contacted.
- h. The name of the person delivering the Keynote Address.
- i. Time.
- j. The subject of the seminar.


Seminar of Silk Industry
Organised by Multex
Sponsored by:- Vertex Ltd
Galleface hotel room no- 09
15th June. 1987. at 9am.

Homework

Day 1

1. The following sentences are from a circular sent by the Secretary of the Association of Personal Aides to the members explaining the need for increasing the annual subscription. They are not in the correct order. Rearrange the sentences and write them in the form of a circular in the space provided below. Divide your work into paragraphs.

- 3 (1) As you will see by reference to the enclosed accounts, there is now a deficit of Rs. 5000/=. *unjustly*
- 5 (2) They trust they will receive your support in putting this proposal into effect.
- 1 (3) During the financial year ended 31st May, 1984 your committee have been concerned by the rapid increase in expenses necessary for carrying out the work of the Association.
- 5 (4) With this object in view, they propose to recommend at the forthcoming general meeting, that the annual subscription of members shall be increased from Rs. 15/= to Rs. 25/=. *2000/=-*
- 4 (5) Therefore the committee consider that steps must be taken to place the Association on a sound financial basis. *2000/=-*
- 2 (6) Although the strictest economy has been practised the income has not been sufficient to meet the expenditure.

Yours faithfully,

Secretary.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slightly textured appearance and some minor discoloration or staining at the bottom edge.

2. Your company specializes in the manufacture of attractively decorated plastic table cloths. It is thought that there may be a potential market for these in the hotel industry.

Here are a number of words that could be used in a circular to be sent to various hotels. Read them and fit them into the columns given below.

^Aapple-green, ^Blarge, ^Cstainproof, ^Dinexpensive, ^Elight-pink, square, small, washable, rectangular, long-lasting, circular, extra-large, chocolate-brown, a bargain, discount.

Column A

(words on the subject of colour)

.....
.....
.....
.....
.....

Column B

(words on the subject of size and shape)

.....
.....
.....
.....
.....

Column C

(Words on the subject of economy)

.....
.....
.....
.....
.....

3. Now compose a circular using some of the words in the columns above to point out the colourful attraction, and the variety offered by these products. Do not forget to mention how economical it would be to buy them.
4. Read the following circular sent by the Municipal Commissioner to the citizens of a town. The letters A - E stand for sections that have been omitted.

Citizens,

Parakrama Park

It has been brought to the notice of the Municipal Council that visitors to the Parakrama Park are in the habit of picking flowers (A.) In addition walls and wooden garden seats are being defaced (B.)

Despite special dustbins provided for the purpose, litter is carelessly left behind (C.) This causes a great deal of unnecessary trouble (D.)

The council wish to point out to ratepayers that it is in their own interests to keep the park clean and pleasant at all times (E.)

By order

Municipial Commissioner.

Nowmatch the sections (i) - (v) with the sections omitted from the circular above.

(i) to busy park attendants and gardeners.

(ii) and uprooting plants.

(iii) since it is a place of relaxation to many of the townsfolk and their families.

(iv) by people carving their names and initials on them.

(v) on the grass and flowerbeds.

Homework

Day 2

1. A new Sports Club has been opened for the members of Travel Lanka Limited, but the employees are uncertain as to the details. Here is one employee, Arjuna Senarath, who has approached the Personnel Manager Mr. Wickramanayake for information. Read their conversation given below.

Senerath : I'm glad I met you this morning, Sir.
I've been waiting to find out more about the new sports club.

Mr. W. : Well Mr. Senarath, go ahead. What exactly do you want to know?

Senerath : First of all, how do we go about joining the club?

Mr. W. : That's easy. All that you've got to do is to fill an application form for membership.

Senerath : Is membership limited to a section of the employees?

Mr. W. : Of course not. Membership is open to all employees of the company.

Senerath : Can you tell me what the membership fee is?

Mr. W. : Oh yes, Rs. 5/= per month.

Senerath : That's very reasonable. And what does the club offer to members?

Mr. W. : At present there are billiards and table - tennis facilities within the club premises. We are now laying out the tennis and badminton courts. There is also a canteen where eats and drinks are sold at cost.

Senerath : That's fine, and what kind of activities do you think the club will arrange for us?

Mr. W. : During the year the club will plan social evenings and outings. Eventually, we hope to make arrangements to hold tournament matches in various sports. *(copy sent)*

Senerath : I wonder whether it would be possible to hire the club premises for private functions.

Mr. W. : We've thought of that. But, of course, only club members will be able to do that - at a nominal charge. Then, there's another advantage

Senerath : What's that, Sir?

Mr. W. : We've made arrangements with certain local shops to give discounts to the members who produce their membership cards.

Senerath : Thankyou for telling me all this, Sir. Many of us are interested in joining the sports club.

Mr. W. : Yes, that's why I will be sending a circular to all employees within the next few days, giving them all these details.

Senerath : Oh, that'll be fine. We'll look forward to it.

2. Now draft the circular that the Personnel Manager Mr. Wickramanayake has promised to send round to the employees. Here is an outline to guide you.
 - (1) Membership and membership fees.
 - (2) Sports and social facilities available to members.
 - (3) Club activities.
 - (4) Membership privileges.
 - (5) Procedure for joining the club.
3. As a secretary of a youth club prepare a circular for distribution to all households in your area giving details of your proposed Jumble sale. Your object is to persuade people (a) to come to the sale.

(b) to search out odds and ends they no longer want, for your club to sell.

Make it clear when your collectors will come round for these items and how they are to be identified.

4. Read the following circular to customers and find answers to the questions given below.

Mohidieen Kitchen Fittings Ltd.

23rd June, 1984.

Dear Madam,

Have you noticed how small your kitchen seems?

Even if you are lucky enough to work in a reasonable kitchen area, can you really say that you have room to move freely? There are those chairs that get in your way, the sharp corners that dig into your ribs as you pass, the cupboard doors left dangerously open. Minor irritants perhaps, but sufficient to make you long for a larger kitchen.

Yet, you have the answer without moving house. Even the tiniest kitchen can be made tolerable by careful planning. Mohidieen Kitchen Fittings Ltd. Give you ample storage with the maximum freedom of movement, simply by making full use of the wall space and enabling you to reach those high, normally inaccessible cupboard areas. There are no ladders necessary, instead, a system of self-lowering shelves, quick and simple to operate, takes the stretching out of storing.

We do not pretend that our kitchen units are cheap, but the ingenious metal framework used in their construction enables a kitchen to be equipped in several stages, and according to the family budget. We plan your kitchen for you without charge, and you order the units when you require them.

The enclosed catalogue will give you a general idea of the design of our fittings; the planning is an individual service in which we treat each kitchen according to its size and shape.

We welcome any inquiries. Just detach the reply card and post it to us so that we may have the pleasure of helping you.

Yours faithfully,

- (a) According to the writer a small kitchen is inconvenient in many ways. List them below.

..... you can't move freely
..... the
.....
.....
.....
.....
.....

- (b) Does the writer offer a larger kitchen?
- (c) What are the advantages of buying Mohidheen Kitchen Fittings?
- (d) Read paragraphs two and three again and underline the adjectives used by the writer.

- (e) In circulars that promote sales the writer often uses a number of words with the same sound to attract the reader's attention.

E.g. "a system of self-lowering shelves.."

- i. What is the sound that is repeated in the above words?
 - ii. Can you find another such example in paragraph two?
- (f) Compare this circular with the one on page 3 . What points of similarity do you find?

Homework

Day 3

1. A circular is often used to request donations of cash, clothing or other commodities. Here are two letters. Both are from the same organization and deal with the same subject. Read both.

Circular 1

Dear Sir/Madam,

Famine Relief

As you are no doubt aware there are millions of hungry people in the world today—many of them children.

The aim of the organization for Famine Relief is to find food and clothing for the suffering human beings who need them.

But to carry out this work effectively our organization needs funds. You will not miss a rupee or two, but it could feed a starving child elsewhere.

Clothes in good condition are also very welcome.

We also need the services of young people who would be willing to work in underdeveloped countries.

Please send your donations to the address given below.

Yours faithfully,

famine	-	பாறுதல்	பஞ்சம்
funds	-	புதல்	நிதியம்
starving	-	தடி தாலித் திவ் தீத	பட்டினி கிடத்தல்
underdeveloped	-	஁த தால்தீத	குறைவிருத்தி
donations	-	ததையாது	நன்கொடை

Circular 2

Dear Sir/Madam,

Help OFR Fight Famine

Hunger is not pretty a little girl eating one meal every two days - perhaps not so often; a little boy, four years old, weighing only 16 pounds.

All right. So you have heard it all many times before. But have you even thought of it in terms of human beings, instead of statistics? It seems very far away and not very likely to happen to you, perhaps. But if it did, would you not wish someone would spare a little food for you and your family?

Perhaps, then, you would like to donate a small amount to help others through the Organization for Famine Relief. Five rupees is of little value here today; but in a famine stricken country your kind donation would help to buy a nourishing meal for a child.

Money is not all that is needed in this cause, however. Clothes in good condition will be appreciated.

We also need the services of young men and women willing to assist in underdeveloped countries. Many young people go abroad every year and have effected great improvements in these areas.

Please send your donations to the address given below. You will be rewarded by the deep sense of pleasure that comes from giving.

Yours faithfully,

hunger	-	බඩගින්න	පණි
statistics	-	සංඛ්‍යා විස්තර	ප්‍රශ්නි බ්‍යාපාරය

Discuss answers to the following.

a. Both circulars request three things. What are they?

- (a)
- (b)
- (c)

*donation for
food and clothing
clothes
service 7-11*

b. The exercises on pages 4 & 5 gave you some practice in recognizing persuasive language. In order to get a response, persuasive people appeal not only to the mind and reason but also to the feelings of others. Arguments that relate to reason are rational. Those that relate to feelings are emotional.

Here is an example from the above circulars. Which of the two statements given below appeals to reason and which appeals to the reader's feelings?

- a. there are millions of hungry people in the world today.
- b. But have you ever thought of it in terms of human beings, instead of statistics?

2. Find other examples of words and phrases having an emotional appeal in the circulars you have read so far.

3. Look at the following pairs of statements. In each pair indicate which statement is rational and which has emotional appeal.

- i. (a) Money buys some of the necessities of life.
(b) There is nothing in the world that money cannot buy.
- ii. (a) Home is not a home without a pet of some kind.
(b) Many people like to rear some kind of pet.

Station
Emotion
iii. (a) Tourists enjoy the sun and the beaches surrounding our island.

(b) You can swim, or just lie in the sun on our glistening white beaches.

iv. (a) The cleverly shaped handle of this razor-sharp carving knife is carved out of rosewood.

(b) This carving knife has a sharpened steel blade and a rosewood handle.

v. (a) Our staff will serve you with their old-world charm and courtesy.

(b) We have an efficient and courteous staff.

25/3/60
4. Prepare a circular for Decorfurn Ltd. Remind customers that they are an old established firm. Point out that their ideas are new.

Their particular selling points are:

- a. Fibre glass chair frames - light and strong.
- b. Upholstery with plastic foam filling.
- c. Tailormade covers that can be removed and replaced by a different set to change the colour scheme.
- d. Covers - pre-shrunk, can be dry-cleaned.
- e. Range of furnishing fabrics.

Give the address of the firm's showrooms and the days and times when they are open.

5. Draft a circular inviting orchid - growers to participate in an exhibition and sale of plants.

Homework

Day 4

1. Memo A has to be filed for future reference. Memo B does not need to be filed, but may be thrown away once the instruction is carried out. Study both memos and list the differences in the space provided on the next page.

A.

MEMO	
To: Section Heads of the Accounts and Sales Branches.	Date: 12th March, 1984. Ref: S/Adm.
(Copy to: General Manager, Kegalle)	
From: The Chief Accountant.	
<u>Invoice Serial Numbers</u>	
The Company has opened a branch at Kegalle. The serial numbers of all invoices issued by the Kegalle branch will be prefixed by the code letter K.	
e.g. K/SR 1836	
Serial numbers of invoices issued here at the Head office will continue to have no prefix.	

B.

MEMO	
To: Priyani	Date: 4/9
From: Mr. Ratnayake.	11.00 a.m.
I have been called away suddenly to meet the Managing Director at the head office. Will you please phone my wife and let her know that I shall not be home till late this evening?	
S.R.	

Anyone wishing to have anti-flu' vaccination see me
by 4th June.

Scheme to be introduced on 18th June.

Staff unable to see doctor at company

- must make own arrangements with his Secretary.

Note - Over 1000 working hours lost in last years flu'
epidemic.

Dr. W.M. Cooray to visit Company Offices each

Friday - 11.30 - 12.30 a.m.

Scheme free.

Staff not compelled to take vaccine.

Vaccination - No guarantee - but cuts down risk.

Further information - from me.

*Does
last yr. approx 1000 when have lost 1/2 of the
personal vaccine*

Here is the final draft of the memorandum. Fill in the blank spaces with the help of the rough notes.

MEMORANDUM

To:

Date: 1.6.84.

FROM:

Ref: RM/SF \

Anti-influenza Vaccination

Last year the Company lost an estimated
working hours during the flu' epidemic. *1000*

We have decided this year to offer the
opportunity to take part in a vaccination
scheme, commencing on Although there
can be no guarantees, does reduce the risk
of infection. *the 42nd year*

Dr. *P. M. Kurai* will visit the offices (for
vaccinations) each Friday from *11.30* to *12.30*
a.m.

If you would like to have the *anti-flu* vaccination,
please see me by *the 4th June* to make
arrangements.

If the hours mentioned are inconvenient you may
make your own *arrangement* by contacting Dr. *Dr. M.*
..... *Secretary's* *Secretary*

If you would like more *information* please
contact as soon as possible.

3. June Caldera is Private Secretary to the General Manager of a firm. She arrived at office one morning to find a memo from her boss. Having read it, she carried out his instructions. Here are the things she attended to:

- (a) At 10.00 a.m. she went to the Reception Room and met Mr. Ramanathan-a Sales Representative.
- (b) She explained that the General Manager was unable to meet him.
- (c) She listened to what Mr. Ramanathan had to say about his products.
- (d) She asked some questions to make sure that the products would be useful to the firm.
- (e) She found out the exact cost.
- (f) She accepted some brochures and left them on the G.M.'s desk.

Now compose the memo as the General Manager would have written it to his secretary Miss. Caldera.

4. Your employer wishes to modernize the office. Submit a memorandum showing how this can be achieved with the minimum of capital expenditure.

Homework

Day 5

1. This is a telephone conversation between the Telephone Operator and a caller - Eileen Fonseka. Read it carefully.

Tel. Op. : Hello!

E. F. : Hello! Can I speak to Miss. Leela Alwis please?

Tel. Op. : I'm sorry. Miss. Alwis is not in just now.

E. F. : Oh! could I leave a message then?

Tel. Op. : Of course. I'll write it down. Who's calling please?

E. F. : Miss. Fonseka. Eileen Fonseka.

Tel. Op. : And the message?

E. F. : It's about the Art Exhibition. Please tell her to be at the Lionel Wendt by 5 p.m.

Tel. Op. : Anything else?

E. F. : Yes, this is very important. Tell her not to buy the tickets because I have already bought them. I'll be looking out for her at the entrance.

Tel. Op. : Is that all?

E. P. : Yes, that's all. Thankyou very much.

Tel. Op. : I'll see that Miss. Alwis gets your message. Goodbye.

Give brief answers to the following questions.

- (a) Why couldn't Eileen speak to her friend?

.....

- (b) Where does Eileen want to meet Leela?

.....

- (c) At what time must Leela meet her?

.....

- (d) What are they planning to do?

.....

- (e) What has Eileen bought?

.....

V. imp.

2. The Telephone Operator made some rough notes while she was talking to Eileen. Here they are:

t. call - 10. a.m.
Mess. to L. A. fr. Eileen Fonseka

- be at Lionel Wendt for Art Exb.
- 5 p.m.
- V. imp.
- Don't buy tks.
- EF has bt them.
- will meet at ent.

If you look at the notes carefully, you will find that the Telephone Operator has (a) missed out some words and (b) made others shorter.

In Part 9 of your 'Workbook in Professional English' you became familiar with certain standard abbreviations such as Ltd. for Limited and a.m. for in the morning.

The shortened forms in the above note, however, are personal ones used by the Telephone Operator. But with your knowledge of the telephone conversation it is not difficult to guess the meaning of these abbreviations.

e.g. Mess. - Message.

Here are the others. Write the complete words next to each.

t. call
fr.
exb.
V.

imp.
 tks.
 EF
 bt.
 ent.

3. Now look at the complete message that the Telephone Operator wrote for Leela Alwis.

<u>Telephone Message</u>	
To: Miss. Leela Alwis.	Date:
	Time:
<p>There was a telephone call this morning from Miss. Eileen Fonseka. She said the message was very important. She asked you <u>not</u> to buy the tickets for the Art Exhibition because she had already bought them. She wants you to be at the Lionel Wendt by 5 p.m. She will meet you at the entrance.</p>	

Notice that she has put in all the words that were missing in the notes. Underline all the words in the complete message that are not to be found in the notes.

4. Here is a hastily written note. Read it and look for the abbreviations of the words listed on the next page.

Comm. meeting - Fri. 3 p.m. in Board rm -
 re Sp. meet. Pl come ready to make some suggs.
 If poss. give me a call this eve.

M.

Friday -
 possible -
 evening -
 room -
 committee -
 suggestions-
 sports -
 please -
 regarding -
 in the -
 evening

5. Now write out the message in full. Put in all the missing words and change the abbreviations into complete words.

Homework

Day 1

1. Here are some situations where people are asked to give information about themselves in writing. Indicate in each case whether the information is given by completing (a) a form or (b) a questionnaire.

- (a) Applying for a passport (.....*formal*.....)
(b) Joining a club (.....*Questionnaire*.....)
(c) Describing your hobbies (.....*formal*.....)
(d) Asking for library membership (...*formal*.....)
(e) Finding out about a housewife's spending habits (...*Questionnaire*.....)
(f) Getting opinions on television programmes. (...*Questionnaire*.....)
(g) Ordering goods on a hire purchase basis (...*formal*.....)
(h) Collecting data on reading habits (...*Questionnaire*.....)
(i) Sending a money order (...*formal*.....)
(j) Gathering information about long life (...*formal*.....)
Questionnaire

2. Turn to page 15 and look at the headings you wrote in the blank spaces. Do you notice that official headings are different from expressions used when speaking to someone? Look at the two columns given on the next page. Column A contains spoken forms. Match each of them with the appropriate official heading found somewhere in column B.

Column A

Column B

- | | |
|--|----------------------|
| 1. How old are you? | Method of payment |
| 2. Where were you born? | Height |
| 3. What kind of work
do you do? | Payable at |
| 4. What country do you
belong to? | Date of issue |
| 5. How tall are you? | Medium of Education |
| 6. How are you going
to pay for these goods? | Reasons for leaving |
| 7. Where will this cheque
be cashed | Age |
| 8. Why did you leave you
last job? | Place of birth |
| 9. When was this passport
given to you? | Nature of employment |
| 10. In what language
did you do your
• studies | Nationality |

3. Here is a form that has been completed. Notice that the applicant has followed certain instructions in completing the form. These instructions have been left out in the form. You will find them listed in jumbled order below the form. Note the applicant's responses carefully and write the appropriate instructions in the space provided within brackets.

APPLICATION TO BE ILL

This form must be submitted at least 21 days before the date on which you wish illness to commence.

1. Name: **HAROLD LAZY BONES**
(.....) (e)
2. Mr. Mrs. Miss.
(.....) (h)
3. Department: **Personnel Department.** ✓
4. Position held: **Health Officer** ✓
5. Nature of Illness: **cough, cold, fever, back pain,**
stomach ache, any other(s) (p)
(.....)
6. Date on which you wish illness to commence: **1st April, 1988.**
7. Consent of husband/wife: **Wife's Permission Obtained.**
8. Have you ever applied to suffer from this illness before YES NO (t)
(.....)
9. If so, give date:
10. Do you wish illness to be ~~slight~~/severe/~~crippling~~/
fatal? (s)
(.....)
- (Applicants wishing to suffer a fatal illness should indicate at the foot of this form whether they wish to be represented at the funeral/cremation)
11. Do you wish to suffer this illness at ~~home~~/hospital/
private nursing home/abroad? (d)
(.....)
12. Do you wish this illness to be of a contagious nature?
(.....) **YES** (i)

13. If so, indicate approximate number of people you wish to infect.

(.....)

one person

☐

two-three persons

☐

more than three persons

☒

14. Do you wish anyone to be informed of your illness? (g)

(.....)

Please inform my boss, the Health Nurse and the Pear.

15. Duration of illness.

(.....)

Twenty-one days.
(21 days)

I the undersigned, declare that to the best of my knowledge the answers given above are true and accurate.

Signed: H. H. H. H. H.

Date: 2nd March, 1985.

Applicants are reminded that all applications will be considered on merit and more than three applications per annum will be considered excessive. Under NO CIRCUMSTANCES will any employee be permitted more than ONE fatal illness.

- a. Tick as appropriate
- b. Place a tick — in the box ✓ / ✓
- c. Give number in words and figures ✓
- d. Place a cross "x" ✓
- e. Use BLOCK CAPITALS ✓
- f. Underline ✓
- g. Please specify ✓
- h. Please circle ✓
- i. Write 'Yes' or 'No' in box ✓
- j. Delete as appropriate ✓

4. Here is a rough draft of a questionnaire sent by the post office to subscribers who have registered telegraphic addresses. Read the points given below and construct the questionnaire that would be sent to the subscribers using a suitable format.

Find out whether international calls are made through the operator.

If YES, how often - more than once a day, twice a week, once a week, once a month or less frequently.

Find out whether there are frequent delays - if so, how long a wait - less than 15 minutes, 15-30 minutes, between 1-2 hours-longer.

What time (or times) of day calls are usually made by the operator - 1 a.m. to - 6 a.m. - 6 a.m. - 12 noon etc.

To which geographical area most of the international calls are made - Asia, Middle East, Africa, Europe, America, Australia.

Inquire about any complaints and/or suggestions that the recipient may wish to make.

Homework

Day 2

1. Given below is part of a questionnaire designed to collect sales information from retailers in the stationery business. Study it.

Please put an 'x' in the appropriate box.

1. Do you sell any of these products?

(Please mark each product you sell)

- ☐ writing pads
- ☐ telephone message pads
- ☐ memo pads
- ☐ carbon paper
- ☐ photo-copying paper

2. How many writing pads do you sell each year?

- ☐ Less than 200
- ☐ 200 - 300
- ☐ 300 - 400
- ☐ 400 - 500
- ☐ more than 500

3. How many telephone message pads do you sell each year?

- ☐ Less than 200
- ☐ 200 - 300
- ☐ 300 - 400

Notice that the indications on the left help the recipient to record the answers easily. Now read the following questionnaire sent by an airline. Study the questions on the right and make the appropriate indications on the left. Remember to provide for answers of the YES/NO type.

Please tick ☒ the appropriate box.

1. Do you use the scheduled airline service between Colombo and London ?
2. If 'YES', how often do you use it?
3. Do you travel first class or economy class?
4. Are your journeys for business or for holidays?
5. Do you find the present time-table convenient?
6. If 'No' please suggest alternative departure times from Colombo
7. Is London your final destination?
8. If not, what other countries do you visit?

2. You have been asked to design a questionnaire on teenage fashions. Here is a list of questions. Some of them are relevant to the information sought, others are not. Read through the list and delete those questions that you consider irrelevant. Remember to check with your teacher.

(a) What do you like for evening-wear-dresses or saris?

(b) How old are you? 12-19

(c) Who is your favourite author?

(d) Is your hair short, long or of medium length?

(e) Do you smoke? X

(f) Do you i. sew your own clothes ii. get them tailored
iii. buy read-made clothes?

(g) Have you been abroad?

(h) Are you interested in drama?

(i) Who is your favourite fashion model in Sri Lanka?

(j) Can you speak, read and write English?

(k) Indicate your preference in skirt lengths by
circling your answer i. Maxi ii. Midi iii. Mini.

(l) Is your complexion fair, dark or tan?

(m) What is your favourite colour?

(n) Where did you receive your education? Indicate with
a tick (i) A government school (ii) A Private School.

(o) Do you like embroidered clothes? YES/NO.

(Thread work.)

3. Compile a short questionnaire on the outline given below.
Remember that the recipients should be able to a. understand the question clearly and b. record the answers easily.

A Questionnaire to be sent to
Student Apprentices

- a. Introduction - name of student
 - name of school or college attended
 - place of apprenticeship
 - where it is

- b. The work place - number of workers (non-students)
 - number of workers (student apprentices)
 - kind(s) of work done by student apprentices
 - what x student does

- c. The day's work - when work begins
 - times of break
 - when work finishes
 - total number of working hours per week

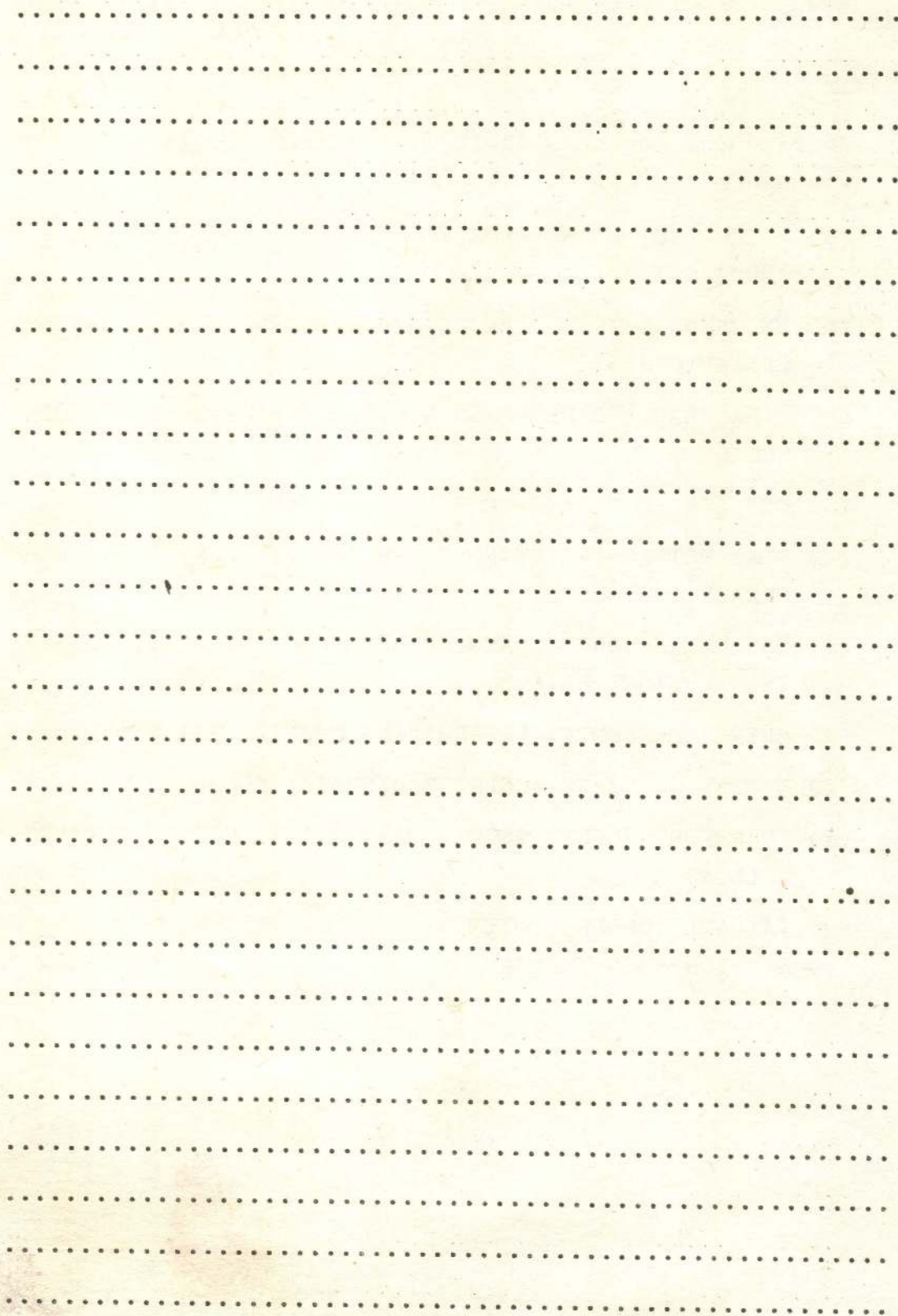
- d. Salary
 - whether student apprentices are paid
 - if so, how much x student receives

Homework

Day 3

1. Rewrite the messages in the following telegrams in complete sentences.

- (a) REGRET NOT HEARD FROM YOU ANXIOUS KNOW POSITION CAR INSURANCE
- (b) BE PRESENT INTERVIEW 30TH WEDNESDAY 10 A.M. BRING CERTIFICATES
- (c) VISA READY BE PREPARED MEDICAL AND DEPARTURE SHORT NOTICE
- (d) DUE STRIKE CONSIGNMENT D34 DELAYED
- (e) STAR HOTELS INSIST FIVE PERCENT DISCOUNT OR NO DEAL PLEASE INSTRUCT
- (f) ESSENTIAL IBRAHIM ARRIVE COLOMBO 14TH APRIL PLEASE TELEX FLIGHT DETAILS
- (g) MEET REPRESENTATIVE ARRIVING QUANTAS 431 WEDNESDAY>
- (h) QUOTATION C/412 ACCEPTED DESPATCH GOODS
- (i) TRANSPORT RUPEES 2500/= PLEASE SEND CHEQUE LETTER
FOLLOWS
- (j) VALUABLE ORDER RECEIVED STOP MEET ME FORT STATION NOON TUESDAY



2. Rewrite the following in the form of telegrams. Remember to use BLOCK CAPITALS throughout.

Note The use of full stops in the complete message does not necessarily mean that you must use the word STOP in the telegram.

- (a) We have received your order number 318 and will confirm this in writing.
-

- (b) Don't do anything at all until I arrive. I will get to Colombo at 1415 tomorrow, Saturday.

- (c) We require 200 extra copies of Motomag. Send the copies as soon as possible. Air-mail is the quickest form of transport for these magazines.
-

- (d) Two cases containing ^{ceramics instruments (plates, fork,} crockery were completely destroyed. We don't know why, yet, but we shall inform you as soon as we know. In the meantime please send replacements for case numbers 4 and 5 immediately.

- (e) Unfortunately we cannot supply you with the goods you ordered in your order no. 2265, as stocks are now depleted. But we will be able to supply you in April.

3. Read the description of the situations given below carefully, and draft telegrams to suit each situation.

- (a) You are unable to keep an appointment you have made for Friday, 5th March at 10.30 a.m. You have to change it to Thursday, 4th March at 9.30 a.m.
-

- (b) There are floods in Kurunegala. So Mr. Suppiah must postpone his visit to Colombo. He will write to Mr. Samarakoon and send details as soon as possible. In the meantime he sends Mr. Samarakoon a telegram.
-

(c) You have got an unexpected opportunity to visit your company's branch office at Nuwara Eliya. You can meet the Sales Manager on 7th January and wish to find out a time convenient to him.

.....

(d) You have booked a room in a hotel for four nights beginning Wednesday, 14th May. You would like to come on Tuesday, 13th May instead and stay five nights.

.....

(e) Mr. Lokuge has ordered some motor spare parts from your firm. You are sending them immediately. He can expect them by 3rd August. A letter from you will follow.

.....

4. Read the memo giving flight details on page 9 Section B and compose a telegram based on the letter.

5. Read the following telephone conversation.

A. : Good Morning. Is that the Sales Department of Flower Garments? .

B. : Yes. Miss Rahim speaking.

A. : Good morning Miss. Rahim. This is Mrs. Abeykoon.
I'm ringing about the order I placed on 9th April.

B. : Could you give me the delivery number, please?

A. : Just a minute - Yes, it's 5211.

B. : That was the order for ready-made garments, wasn't it? What can I do for you, Mrs. Abeykoon?

A. : There has been some mistake. We received the blouses but not the shirts.

- B. : I'm very sorry, the stockroom probably made a mistake.
- A. : Well, I'm afraid we need them within the next few days. How soon can we have them?
- B. : We'll send them to you by the 15th of April. I'm sorry you were inconvenienced. Goodbye.
- A. : Goodbye.

*Obligated by
sending*

Instead of telephoning, Mrs. Abeykoon sent a telegram.
Compose two telegrams. (a) Mrs. Abeykoon's and (b) Miss. Rahim's in reply.

(a)

(b)

*Sorry for the inconvenience
despatching shirts by
15th of April.*

Homework

Day 4

1. Draft a notice based on the following circular.

St. Andrews College Old Boy's Association

Once again the invitation is given to all past pupils to attend the Annual Dinner/Dance which will take place on Friday, November 6th from 8 p.m. to 2. a.m.

We are very fortunate in being able to obtain the Blue Room of the Grand Hotel, Colombo.

Three choices of ^{new} ~~menu~~ are available. Those who intend to be present are asked to indicate their choice of menu on the attached slip.

During the evening two bands will be in attendance - the Supremes and the Gondoliers.

If you wish to accept this invitation, will you please complete the slip and return it to the Secretary, not later than Wednesday, October 20th.

Following the practice of previous years, each member will be allowed to bring one guest.

S. Kalupana
Secretary.

St Andrews College Old Boys' Celebration

Annual Dinner dance

Venue :- Blue Room Grand

Hotel Colombo

Time :- 8pm - 2am

Items :- 3 choices of
Menu are available

Indicate menu :-
when contacting Secretary
20th Oct.

Draft :- Supremes and
Gondoliers.
you may ~~just~~ bring
one guest.

S. Kalupana
Secretary

2. Read through the following points in a poster competition. They are not in proper order.

- a. Trees and scenic beauty. 1 D
- b. Group A - school children below 18 years of age.
- c. Group B - entries should be submitted on or before the closing date.
- d. Group B - cash awards of Rs. 3000/= Rs. 2000/= and Rs. 1000/= for the 1st, 2nd and 3rd prizes respectively.
- e. Air pollution and its effects. > P
- f. Posters shall be drawn on paper size 60-50 cms. 3 D
- g. Group B - over 18 years of age.
- h. Group A - entries should be submitted through the school Principal before the closing date.
- i. Posters shall be in colour.
- j. The importance of clean beaches. 3 D
- k. Group A - cash awards of Rs. 2000/=-, Rs. 1500/= and Rs. 1000/= for the 1st, 2nd and 3rd prizes respectively. (any one)
- l. A contestant is eligible to submit more than one poster.
- m. The closing date for entries is 19th April, 1985.
- n. Certificates will also be awarded to the five best entries from each District.
- o. The name, address and district of contestant should be clearly indicated on the reverse of each poster.

Now re-arrange the above points in sections under the headings given below.

A. Themes of Posters

.....

.....

.....

.....

.....

B. Grouping of Contestants

.....
.....
.....
.....
.....

C. Conditions

.....
.....
.....
.....
.....

D. Closing Dates

.....
.....
.....
.....
.....

E. Prizes

.....
.....
.....
.....
.....

3. Your company has its typewriters serviced every year. The technician is due to arrive on Thursday, 18th September to carry out ^{check up (servicing)} routine servicing. As his secretary you have been asked by the Manager to write a notice to be put up on the office notice board, reminding staff using typewriters to report any defects to Miss. L. de Silva well ahead of the technician's visit.

Draft a notice that you think will produce the desired effect.
Keep it brief and remember the subject heading.

4. What information is needed on a Notice of Meeting? List the items of information in the order in which they would appear on a notice.

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

Homework

Day 5

1. Read the news item that follows. Then pick out the relevant information to fill in the blanks of the notice on page 76.

a. News item

The Miss. Sri Lanka 1985 contest promises to be a rewarding experience for all contestants. High up on the list of awards is the fabulous Rs. 25,000/= cash award for the winner. ^{මුළු මුදල ලබාදීම} The winner will also be presented with her complete wardrobe, and receive US \$ 150 for her travel expenses to participate at the Miss. Asia and Pacific Quest to be held in Los Angeles. _{ප්‍රශ්න}

Mrs. Rosy Senanayake - Mrs. Woman of the World won this contest in 1981. She now presents Mrs. Sri Lanka 1985.

In addition to the crowning of Miss. Sri Lanka there will be other exciting contests where prizes will be awarded. These are the selection of Miss. Personality and Miss. Photogenic. There will also be an award for the Best National Costume.

Fifteen finalists will be selected for the final night which will be on 27th April, at the BMICH.

The hosts for the night are Yolande Abeyweera and Richard de Zoysa.

The show is sponsored by the Maharajah Organization and presented in association with the Observer. The proceeds of the show are in aid of the Prithipura Home for the disabled.

Details of tickets will be announced in the next
issue of the Sunday Observer

(adapted from CDN)

.....

MISS SRI LANKA 1985

FOR

Miss Asia addressing

TO BE HELD IN

LOS ANGELES

PRESENTED BY

MRS. WOMAN OF THE WORLD

IN AID OF

Prethipura home of disabled.

SATURDAY

..... Brother B. M. L. C. H.

Miss photo series

JOIN THE GLAMOUR AND THE EXCITEMENT

OF AN INTERNATIONAL BEAUTY PAGEANT (2)

PRESENTED IN ASSOCIATION WITH

the Ceylon Observer

2. Choose the correct verb from the list below to complete this fire notice. Remember that in the negative you write 'Do not'

call	sound
close	stop
leave	switch
put	use
return	ring

IN CASE OF FIRE

1. sound the alarm.
2. If possible put out the fire yourself.
3. use foam not water near electrical appliances.
4. If you can't put the fire out, call the fire brigade.
5. ring 21212.

WHEN YOU HEAR THE FIRE ALARM

6. switch off electrical appliances.
7. close all doors and windows.
8. leave the building quietly by the nearest exit.
9. ~~stop~~ DO not stop to collect your belongings.
10. Do not return to the building until the firemen says you may.

YOUR NEAREST EXIT: FIRE ESCAPE NEXT TO ROOM 36.

3. Here is part of a notice on Office Security. Complete it by writing in column B the section that corresponds to the section in column A. Select appropriate sentences from the list given below the notice.

A

B

OFFICE SECURITY

8 points to remember.

1. Never leave your
handbag on your desk -
2. Always keep money
in a safe place -
3. Be careful with keys -
4. Close windows when
you are out -
5. Challenge unknown persons
in the building -
6. Don't leave a visitor
alone in your office -
7. Don't give strangers
confidential information -
8. Watch out for petty *gym*
theft within the office -

DON'T MAKE IT EASY FOR
THIEVES

- (a) - use the telephone to find out if someone can see ~~6~~ him.
- (b) - a thief needs only two minutes to get in. 4
- (c) - report any pilfering to the Security Manager. 8
- (d) - take it with you or lock it away. 10
- (e) - even if they do seem important. 7
- (f) - at night put cash in a locked drawer.
- (g) - don't leave spare ones lying around. 3
- (h) - that stranger may be a thief. 1

4. Your 'Workbook in Professional English' has made you familiar with many of the methods of internal and external communication used in institutions and organizations. Given on the next page is a communications Quiz. Do it and find out how you fare.

COMMUNICATIONS QUIZ

Choose the best method of communication (on the right) for each problem (on the left)

- | | |
|---|--|
| (1) Your company has developed a new product and you want to tell all your customers about it. | (a) Send a telegram. (b) |
| (2) You want to talk briefly to someone on the 10th floor. | (b) Write a memo. |
| (3) You want to tell everyone about the Office Party. | (c) Give him/her an interview. |
| (4) You urgently need to contact a firm abroad. | (d) Send a circular. (1) |
| (5) You are unable to find a colleague to tell him that you cannot have lunch with him at the canteen. | (e) Use a questionnaire. (2) |
| (6) You urgently need to contact someone in another town who hasn't got a telephone. | (f) Put up a notice on the notice board. (1) |
| (7) You wish to make a survey ^{مدرسة} of the spending habits of people of a particular income group. | (g) Submit a memorandum. (9) |
| (8) You have investigated an incident and wish to submit your findings. | (h) Write a letter. |
| (9) Your firm is planning an advertising campaign ^{مدرسة} and you wish to make a number of recommendations | (i) Write a note. |

(10) You want to talk to someone who has applied for a job with your company.

(11) You wish to invite someone to be guest speaker at a meeting.

(12) You want to remind all staff members that company documents should be read and passed on to the next person on the list.

(j) Make a telephone call. (2)

(k) Write a report. (8)

(l) Send a telex message. (4)

