

THE RIGHT WAY TO WRITE LETTERS, RESUMES, ADVERTISEMENTS

Цель: Исследовать правила оформления деловых бумаг и научиться их

грамотно составлять.

Задачи:

Собрать и изучить материал по теме
классифицировать резюме, письма, рекламу
структурировать резюме, письма, рекламу
обобщить изученный материал.

Letters

Шаблон письма

Novorossiysk
Russia 11 October 2011

Dear ****,
Thanks for your letter. It was nice to hear from you. I'm looking forward to hearing all about it, (или Sorry, I didn't answer to your letter. I was busy preparing for my school-leaving exams.

Основная часть состоит из двух абзацев: 1-содержит ответы на заданные тебе вопросы. 2- ты задаёшь вопросы. Начинаяют с некоторых общепринятых фраз: To begin is (начнем с того...); First of all,... (Во-первых)..., As for me (что касается меня...)

Заключительная часть-прощание: I'm sorry. I have to go now. I have much work to do. Best wishes (или All the best),
Irina

1. How to write a correct letter when you are looking for a new job?

The first, you need to introduce yourself – write your name, surname, age – this is called your personal information. Then you write your job objective, education, your experience and skills. If you have some extracurricular activities, you tell about them. If there are some references from your previous places of work – put them down in your letter.



Letter of complaint (письмо-жалоба)

Dear Mr. Olsen,

I am writing to complain about ineffective work of your book service centre. On February the third I ordered from you one copy of «Dandelion wine» by Ray Bradbury. The book arrived by mail and I found that some of the pages were transposed so that the book was not usable.

As a result I was left without a needed book. I would like the privilege of returning the defective book to you in exchange for a perfect copy. I hope it would be possible for you to replace it as soon as possible. I look forward to your answer.

Yours sincerely,
Bill Berry

Уважаемый Мистер Олсен,

Я пишу, чтобы пожаловаться на неэффективную работу Вашего книжного центра. 3го февраля я заказал у Вас одну копию книги «Вино из одуванчиков» Рэя Брэдбэри. Книга пришла почтой и я обнаружил, что некоторые страницы книги располагались в не верном порядке, поэтому у книга была «не читабельной».

Как следствие, я остался без нужной мне книги. Я бы хотел заменить бракованную копию книги на нормальную. Надеюсь, что Вы сможете заменить книгу так быстро, насколько это возможно. С не терпением жду Вашего ответа.

С уважением,
Билл Бэрри

Letter of application(Письмо-заявление)

Dear Sir or Madam,

I am writing in response to your job offer concerning the post of computer operator which I found in the latest issue of «Daily News».

I believe this position fits my expectations of a perfect job for a young person. As far as my qualifications are concerned I have been working for about two years as a computer operator in Gray Service Company, where I have had the chance to get «hands-on» experience with computers in a real working office and coming into contact with the public for the first time. There I have gained a lot of valuable professional experience. In addition to this, I consider myself to be hard-working and a very sociable person.

I would be happy to attend the interview at any time that is convenient to you. I am enclosing the names of two referees from Gray Service Company, whom you can contact for more details. I look forward to hearing from you.

Yours faithfully,
Jane Morrison

Уважаемый Сэр/Мадам,

Я пишу, чтобы ответить на Ваше объявление на должность компьютерного оператора, которое я нашел в последнем выпуске «Дэйли Ньюз».

Я верю, что эта должность соответствует моим ожиданиям идеальной работы для молодого человека. Что касается моей квалификации, я работал оператором компьютеров 2 года в компании «Грэй Севис», где я имел шанс получить практический опыт работы с компьютером в рабочем офисе и первый опыт общения с людьми в рамках профессии. На рабочем месте я приобрел ценный профессиональный опыт. Кроме того, я считаю себя трудолюбивой и очень коммуникабельной личностью.

Я буду счастлив посетить собеседование в любое удобное для Вас время. Я предоставляю имена двух бывших коллег, с которыми Вы можете связаться для получения более детальной информации обо мне. С нетерпением жду Вашего ответа.

С уважением,
Джейн Моррисон

E-mails

Dear Mr. Mohamed Al Ali,

Our greetings from the State Autonomous Institution «Technical College of petrochemistry and oil refining», Nizhnekamsk, Tatarstan, Russia.

We would like to point out that we are responsible for organization and conducting the World Skills International competition on the competence «Plastic Die Engineering» in Russia, in Kazan in 2019. This competition is held for the first time in Russia. That is why we are going to visit Abu Dhabi World Skills International competition. We are writing to enquire, if we will have any opportunity to be present there. Could you possibly explain what should we do in order to watch the organization and conducting the World Skills International competition in Abu Dhabi? We would appreciate your immediate attention to this matter.

We look forward to hearing from you soon. We would like to apologize for any inconvenience.

Yours faithfully,

Tatyana Kupriyanova (Mrs)

Director of the State Autonomous Institution

«Technical college of petrochemistry and oil refining»

Dear Mr. Mallinathan,

- ▣ I am writing to express our gratitude for your hospitality and confidence. We were glad to visit India and your training centre. Our meeting was very useful and informative. Thank you once again. Our return trip was rather comfortable, as well.
- ▣ Today I'm writing in connection with your proposal to train our students at your centre. The director, Tatyana Kupriyanova, is interested in obtaining detailed information on this matter. Could you possibly tell us the price for training one student: living in the hostel, eating in the canteen and so on? Moreover, we would like to receive samples of documents we should sign if we come to agreement. We would appreciate it if you would let us know.
- ▣ We look forward to hearing from you soon.
- ▣ Faithfully yours,
- ▣ Rasima Zakizianova.

Resume

EUROPE



CV (curriculum vitae)

Resume



The USA

How to write a resume?

Each document has its own structure, which should be observed. We will describe in detail how to create a resume or CV in English. As a rule sections go in the following order:

1. Personal information
2. Objective
3. Education
4. Qualifications
5. Work experience
6. Personal qualities
7. Awards
8. Research experience
9. Publications
10. References
11. Memberships

Contacts:

- Bill Gates
- 1835 73rd Ave NE, Medina, Washington, United States
- (206) 709-3100
- info@gatesfoundation.org



Professional profile:

- Expert in operating system with 30+ years of experience in software engineering
- Created one of the most popular operating systems - Windows
- Excellent managing skills

Technical skills:

- Networking: Wireshark/TCPView packet analysis, DNS servers, mail server
- Operating systems: Windows XP, Vista, 7, 8; Windows Server 2003, 2008, 2012; Linux including CentOS, Ubuntu, Arch, Debian, BackTrack

Professional experience:

Microsoft, Redmond, WA, CEO, January 1976 - 1995

- Created Windows, Microsoft Office, Internet Explorer

Honeywell, Boston, Massachusetts, Software engineer, May 1975 - January 1976

- Wrote basic software program for personal computers

Education:

Harvard University 1973 -1975 (finished in July 2007)

- Associate Degree in Law

Additional information:

- Expert in management and finances
- Fluent in English and Spanish

PERSONAL DETAILS

Name : An'nisa Khairani Haningsih
Place and Date of Birth : Surakarta, 19th December 1989
Sex : Female
Address : Jalan Srinarendro No. 18 Solo
Marital Status : Single
Telephone Number : 0271 – 713130 / 085647183000
Email : millykha@hotmail.com



EDUCATION

- January 2012 Bachelor Degree of Economic at Universitas Sebelas Maret
Major : Management
GPA : **3.19**
- 2007 Finished Senior Highschool (SMA N 7 Surakarta)
- 2004 Finished Junior Highschool (SLTP N 9 Surakarta)
- 2001 Finished Primary School (SD Ta'mirul Islam Surakarta)

OTHER SKILLS

- Microsoft Office
- Internet literacy
- Active English with TOEFL ITP Score : **553**

WORKING EXPERIENCE

- 2011 – Present English Teacher at Aisiyiah ABA Baron Kindergarten
- Februari 2011 Internship at PT. Dinar Hadi Export Division as Marketing Staff
- 2010 – Present Acer Redemption Staff at APKOMINDO Expo Solo
- 2010 – 2011 Freelance at Rp.7 Communication and Advertising

ORGANISATIONAL EXPERIENCE

- Desember 2010 Producer of PENTAS PANAS Teater Gadhang FE UNS
- 2009 – 2010 Secretary of Teater Gadhang FE UNS
- 2008 – 2009 Production staff of Teater Gadhang FE UNS
- 2007 – 2010 Tutor of Nusa Indah illiteracy learning group

Advertisement

▣ **What is advertising?**

Advertisement is a marketing tool used to raise public awareness of a certain object. The main purpose of advertisement is to gain an interest of a prospective client in a product.

Functions of advertisement

One of the main functions of advertisement is to attract public interest to something. It is also used to maintain this interest and constantly remind us of a product or a service. Along with that, advertisement is a good way to inform people of a brand or a company.

▣ **Advantages and disadvantages**

The main advantage of advertising is that it helps to generate sales. Thanks to advertising, we learn about new products and services. On the other side, advertisement is beyond our control. We cannot fully eliminate it, because it is everywhere.

Advertising Stages

The first stage: determine the target audience.

The second stage: we create an advertising message.

The third stage: select the advertising channel




TYPES AND KINDS OF ADS

Two types of outdoor advertising:

- ▣ dynamic - advertising should be clearing, written in large print and contain a short text,
static – advertising can bring facts, details, description, offering a detailed text



Английское слово	Значение	Пример употребления
Advertisement (ads)	Общий термин для обозначения рекламы, независимо от вида, места и способа ее размещения.	Advertisement started to appear in newspapers in the 18th century. Реклама начала появляться в газетах в 18 веке.
Commercials	Вид рекламы (ролики от 15 до 60 секунд), который транслируется по телевидению и радио.	Cinema commercials are too long and boring. Реклама в кинотеатрах слишком длинная и скучная.
Infomercials (INFOrmation+comMERCIAL)	Вид телевизионной рекламы от 28 до 30 минут, оформленный в виде информационной программы.	Infomercials get customers interested in different goods. Информационная реклама заинтересовывает покупателей в различных товарах.
Publicity	Публикация информации о товарах или услугах, сделанная третьим независимым лицом с целью повлиять на общественное мнение. Например, редактор печатного издания размещает статью, в которой знакомит читателя с определенным товаром или услугами.	His new novel attracted wide publicity in the press. Его новый роман получил широкую огласку в прессе.

Вид	Описание	Пример
Ambient advertising	Вид наружной рекламы, которая использует окружающую среду, в которой находится целевая аудитория	
Surrogate advertising	Реклама-заместитель, которая рекламирует другие товары с таким же названием, косвенно напоминая потребителям о запрещенных товарах (алкоголе или сигаретах) определенной торговой марки. На картинке представлена газированная вода RedLabel.	
Celebrity ads	Реклама с участием известных людей.	
Mobile billboards ads	Передвижная реклама.	
Food packaging ads	Реклама на пищевой упаковке.	

10 practical recommendations for writing effective advertising text.

These recommendations are practically a step-by-step technology that allows you to create high-quality ads operating in a variety of areas.

1. Make a good intriguing title -this is an indispensable element.
2. Use simple words and expressions in brief form, rhyme them. This will increase the memorability of your advertisement.
3. Break the text into paragraphs to make it easier for the reader to perceive it.
4. Write paragraphs of no more than 50 words, 40-45 words are best. Less is also not desirable.
5. Do not write paragraphs in one sentence. If you suddenly got a long sentence with girlish parts, break it into shorter and simpler ones.
6. Use sub-heading in the text if it is large.
7. Use numbered and bulleted lists - all this will add the structure to the text.
8. First, give the most important information in the ad, and then the secondary information in descending order.
9. Colorfully embody your ad with a memorable thematic illustration.
10. Indicate the contacts of your company so that the potential client knows where to turn. Here are the required elements: phone, address. It is also very desirable to indicate all the auxiliary contacts and information: the time of work, the address of the Internet site, e-mail.

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