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Ministère de la Formation et de l'Enseignement Professionnels

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المركز الوطني للتعليم المهني عن بعد (م.و.ت.م.ب)

COURS D'ANGLAIS

SERIE N° 06

PLAN DE LA LEÇON :

I- REQUESTING AND REPLYING

1- Introduction
2- Reading
3- Presentation
4- Practice
5- Vocabulary

II- ORGANISING THE TYPING POOL

1- Introduction
2- Reading
3- Presentation
4- Practice
5- Vocabulary

III- PREPARING THE AGENDA

1- Introduction
2- Reading
3- Presentation
4- Vocabulary

IV- KEYS TO EXERCISES

I- REQUESTING AND REPLYING :

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1- Introduction :

Many of the letters to the Marketing Department are standard enquiries or requests, and there are standard replies which can be used. Here are a few enquiries together with some replies.

REQUEST	REPLY
1- Please could you send us a copy of your latest price list.	We are happy to enclose a copy of our latest price list.
2- We would be very grateful if you could send us details of your new accountancy packages.	We regret to inform you that our catalogue is being reprinted at present, but….
3- I would be much obliged if you could let us know whether the PC 1414 is IBM compatible.	We wish to inform you that all our computers are IBM compatible.
4- I am writing to request a copy of your latest catalogue.	The addresses of local stockists are given on tne accompanying sheet.
5- We would appreciate it if you could let us know where we can buy your accomtancy packages in the manchester area.	Please find enclosed a leaflet giving the details you requested.

2- Reading :

Now, read the conversation between Hilary Beacham, Karen Wiliams and Helen Wright, in which Hilary makes a number of requests.

List the requests on the left in the table below, and put the replies on the right stating if they in the table are positive or negative. The first one has been done for you.

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HB : Helen, can you find me the file on Impex, please?

HW: Certainly, I'll do it right away.

HB : And Helen, would you mind bringing me a cup of coffee? All this paper work is making me very thirsty!

HW: No, of course not, it's milk and one sugar, isn't it?

HB: That's right. I'm very grateful, By the way, how was your weekend? You went away, didn't you?

HW: That's right. I went to york with friends. It was very nice.

HB: Oh! I'm glad to hear you had a good time. Oh, by the way, before I forget, would you ask Alan Ford to pop in for a moment, please?

HW: Can't. I'm afraid. He's off sick today.

HB : Oh dear, That leaves me with a problem.

HW: Anything I can do?

HB: I don't know, I've got a pile of papers that need to be looked over before Monday. Could you work late tonight?

HW: I'm sorry, I can't. I've got friends coming round tonight.

HB : Oh dear!

HW: I'm terribly sorry.

HB : Never mind. What about tomorrow night?

HW: I'm busy tomorrow night as well. I'm so sorry.

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HB: It's quite alright. Can you ask Karen to come in, Please?

HW: Yes, of course.

HB: Oh, and would you tell her to bring that Impex file with her?

HW: Yes, of course.

HB: Thank you very much.

KW: Yes Hilary. Here you are.

HB: Is that the Impex file?

KW: Yes.

HB: Thank you. And would you mind doing a quick letter for me?

KW: No, not at all.

HB: And make sure it goes first class.

KW: Certainly.

HB: Now, the letter is to Peter Reinhard, that is R-E-I-N-H-A-R-D, and the address is……

Exercise n°01:

REQUEST	REPLY	POSITIVE/ NEGATIVE
1- Can you find me the file on Impex please? **2-** …….. **3-** ……. **4-** ……... **5-** …… **6-** …… **7-** …… **8-** ……	Certainly, I'll do it right away.	POSITIVE

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3- Presentation:

The introduction and reading sections above presented a number of requests and replies to requests.

a- In business letters:

- We tend to use quite formal language, e.g.

Request:

We would be very grateful if you could ……

I would be much obliged if you could……

We would appreciate if you could …….

I am writing to request ……..

Please could you ……

Reply:

Positive	**Negative**
Please find enclosed ……..	We regret to inform you …….....
We are happy to enclose……..	
We wish to inform you that …….	

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b- <u>In speaking</u>:

The form will depend on: our relationship with the other person, the nature of the request.e.g.

<u>Request</u>:

Can you find we the file on Impex, please?

Could you work late tonight?

Would you ask Alan Ford to see me, please?

Would you mind making me a cup of coffee?

<u>Reply</u>:

<u>Positive</u>	**<u>Negative</u>**
(After request with «can», «could», «would») certainly, I'll do it right away, yes, of course.	I'm afraid, I …….. ……..
(After request with «would you mind»).	I'm sorry, but …… ……
No, of course not.	Well, actually.
No, not at all.	

4- **Practice**:

Exercise N° 02:

a-Read Hilary Beacham's dictated letter and draft it out below.

H.B: Now, the letter is to Peter Reinhard, that is R-E-I-N-H-A-R-D, and the address is, 116 Grosvenor Road Manchester. Now, start with «Dear Peter». No, change that to: «Dear Mr Reinhard». Reference order number 9200 CF3. Thank you for your letter of 23rd March, enquiring about receipt of the component parts for our TK 100 computer, which were delivered on 3rd March. I apologise for the delay in replying, but before we can send payment we would be grateful if you could explain why at least 30 units out of a consignment of 120 were damaged on arrival. It seems that the damage was the result of faulty packing. I would there for be much obliged if you could credit us for the faulty items. I look forward to heaving from you. Your sincerely. A Everett, Marketing Manager.

Compact Systems
96 Rosewall Drive / Southtown, 503 4BT

116 Grosvenor Road
Manchester

Your ref: order number 9200 CF 3
Our ref: 9200 CF 3
17 April 20…..

Dear……

Thank
……
……
……
……
……

Marketing Manager.

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b- You are working for a company supplying hifi equipment.

Write a letter to:

Mrs Mary White.
Witney stereo centre
56 East Street
Witney
Oxon

In her letter to you she asked if:

You have 12 Zanuchi Stereo in the stock.

You can give her a 10 per cent discount

You can supply the equipment before the end of the month.

You answers are:

Yes.

Yes (if account settled within 30 days).

No (earliest delivery date 30 days after order).

Write a letter replying to her questions. Also ask her:

If she requires model Z90, Z99, or Z200, and enclose details.

If she wishes to place an order.

To quote reference PCB B023, in all correspondence.

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Mrs Mary White…….
Witney stereo centre……..
56 East Street
Witney
Oxon

Your fer: PCB023
Our ref: PCB023/AB
17 April 20…..

Dears Mrs White,

Thank you for your recent letter……
……....
……
……

Yours sincerely
……..

5- <u>Vocabulary</u>:

Right away (rait àwei) = immediately

Paperwork (/Peipar wa:k) = e.g, letters, reports etc

To pop in (popin) = to come in quickly for a short period of time

Off sick (of sik) = not at work because of illness

Pile (pail) = very large amount or number

To enquire (in/kwaiar) = to ask

Receipt (ri/si:t) = act of getting delivery

Delay (di/lei) = act of being late

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Consignment (kanˈsainmant) = goods sent

Damaged (ˈdaemidzd)= harmed. brocken

Packing (ˈpaekiŋ) = material put around a product to prevent damage during transportation.

To credit (ˈkredit) = to arrange repayment either in money or in goods.

II- ORGANIZING THE TYPING POOL:

1- Introduction:

A compact system has recently recruited a new secretary called Jo Cooper to join the production department. After Jo was appointed. Christine Adams, the office manager sent a memo round the departmental heads at compact. See how the causes and effects are mentioned in it.

MEMO
15 September 20….
TO: Departmental heads
From: Christine Adams
Office Manager

Owing to the recent increase in business, we have a backlog of work in the production departments. This, inturn, has led to problems in other departmental. Because we expect business to increase still further, we have appointed a new secretary for production. On the one hand the addition of a new secretary will certainly improve efficiency on the other hand the appointment may now result in backlogs in other department. we shall have to see.

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CAUSES	EFFECTS
1- Owing to the recent increase in business **2-** Because we expect business to increase ….. **3-** The addition of a new secretary **4-** This appointment ……	**1-** We have a backlog of work in the prod Dept **1-** This has led to problems in other Depts. **2-** We have appointed a new secretary. **3-** Will certainly improve efficiency…… **4-** May now result in backlogs in other Depts.

2- Reading:

Exercise N° 04:

Christine Adams is discussing her plans with Jane Williams and Samantha Wolf, the present secretaries in the production department. List down the causes and effects of these plans in the table below. The first one has been done for you.

CA: Good morning. I'd like to talk to you two so that we can discuss what will happen when Jo cooper joins us next week. She is going to start on Monday, and because of this your responsibilities will be affected. Now, let's start with you, Jane. Because Jo is new to the company, I would like you to spend Monday and Tuesday showing her round. I'd like you to visit the personnel; marketing and finance departments on visit the personnel, marketing and finance departments on Monday, as I think it's important that she should get an idea of the company's activities. Is that ok?

JW: Yes, that's fine. Oh, just one thing. Taking newcomers around the departments can cause a bit of trouble.

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CA: Yes, I know. I know what you mean. The best thing would be to warn the departmental. Then they can't complain.

JW: Ok, I'll give them all a buzz, so that know we're coming.

CA: Now on Tuesday, I'd like you to show her the main purchasing procedures that you do here. Now I know that you've got a backlog of work and, as a result, things are a bit chaotic, but I don't want you to frighten her.

JW: Oh, don't worry, Christine.

CA: Ok, now let's see about you, Samantha.

SW: Right.

CA: On Monday and Tuesday Jane will be busy with Jo, so, I'd like you to look after the phone. Therefore you probably won't have time to deal with all the correspondence. Don't worry about that. We will be able to catch up the following week when Jo has started to work. Now, I've abready talked to you about reorganising the work of the department, and you said that the backlog of work wainly result from the great number of phone calls, especially in the morning. Therefore, I've decided that as from next week. Jo will start looking after the phone.

SW: But won't she find it a bit difficult by herself?

CA: Yes, but what I thought is that she could answer the phone. If there is a problem or a question she can't answer, then she will ask you, Samantha. Jane can then concentrate on the correspondence and paper word since she won't need to worry about the phone.

SW: But how will that solve the problem of the backlog?

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CA: Well, I expect that in 2 to 3 weeks Jo will learn enongh to handle most of the phone calls herself. And so in about 5 to 6 weeks I reckon we will manage to clear the backlog. Is that ok?

JW: Ok

SW: Fine.

CAUSES	EFFECTS
1- Jo Cooper is going to start on Monday.	**1-** Your responsibilities will be affected.
2- ……	**2-** ……
3- ……	**3-** ……
4- ……	**4-** ……
5- ……	**5-** ……
6- ……	**6-** ……
7- ……	**7-** ……
8- ……	**8-** ……
9- ……	**9-** ……
10- ……	**10-** ……

3- <u>Presentation</u>:

In the memo and the conversation, there were a number of expressions indicating cause and effect.

<u>These can be divided into</u>:

a- Verbs of cause and effect (to lead to- to cause-to result in….).

b- Conjunctions of cause (because-as-since…).

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c- Adverb phrases of cause (due to- because of- owing to….).
d- Adverbial links(therefore-so-that's why…).

Examples:

a- This, in turn, has led to problems in other departments.

b- Because Jo is new to the company. I would like you to spend Monday and Tuesday showing her round.

c- Owing to the recent increase in business, we have a backlog of work in the production department.

d- On Monday and Tuesday, Jane will be busy with Jo. So, I'd like you to look after the phone.

4- Practice:

Exercise N° 04:

Now, look at the following pairs of linked events.

a- Indicate which are causes (c) and which are effects (E). The first one has been done for you.

1- I forgot to set the alarm clock (c). I didn't wake up in time (E)
2- I missed the bus ( ). I didn't wake up in time ( ).
3- I missed the bus ( ). I arrived late at work ( ).
4- My boss was very angry ( ). I arrived late at work ( ).
5- My boss shouted at me ( ). My boss was very angry ( ).
6- I shouted at my boss ( ). My boss shouted at me ( ).
7- My boss sacked me ( ). I shouted at my boss ( ).
8- I am unemployed ( ). I forgot to set the alarm clock ( ).

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b- Now, complete the next based on the notes above by using a suitable expression of cause and effect.

Last Monday, I forget to set the alarm clock…….. I didn't wake up in time…….. ……., I missed the bus……..of this, I arrived late at work……. My boss was very angry ……..he was very angry, he shouted at me……. I shouted at him. Unfortunately this shouting ……..to the sack. So now, I am unemployed …… I forget to set my alarm clock.

5- Vocabulary:

Backlog (of work) (ˈbaeklɔg) = a lot of work which needs to be done.
To appoint (ðˈpɔint) = To employ.
Efficiency (iˈfiʃansi) = Ability to work well.
Responsability (rispɔnsaˈbiliti)= what you must do.
Activities (aekˈtivitiz) = Different jobs done in a company
Newcomer(nju:kˈʌmdr) = Somebody who is new.
To warn (w>:n) = To tell in advance
Buzz (bʌz) = Phone call (informal)
Procedure (praˈsi:dza) = Way of doing something
Chaotic (keiˈɔtik) = very busy
Correspondence (ˈk>risˈpandans)= letters
To concentrate (ˈkɔnsantreit) = To keep all one's attention on one subject.
To solve (sɔlv) = To find answer to a problem.
To handle (ˈhaendl) = To manage

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III-PREPARING THE AGENDA:

1-Introduction:

Here are some note for items could be included on the agenda.

Investment in new equipment New product range Review of market research activities Staffing of Marketing department Backlog of orders Worker's council Day reviews

2- Reading:

Hilary Beacham is working with Alice Everett on the preparation of the final agenda for a meeting the following week. Read their conversation and fill in the details of the items to be included on the agenda for the meeting below.

AE: So, to start with we need a date for the meeting. Initially I thought Tuesday 11th September, but the MD has said he won't be available at all that day. So, let's go for Wednesday 12th September.

HB: And the starting time?

AE: Let's start at 2:30

HB: And who is going to attend?

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AE: Well, it's a management meeting so the distribution list is all departmental managers and the managing director

HB: How many items have we got for the agenda?

AE: Well, I've got four. And then I've received some suggestions from the other managers. Those are on that piece of paper there. We'll see how many of those can be included with the time we have available. So, firstly, I'll present the European marketing effort.

HB: So what should I put on the agenda?
AE: Call that one «Marketing report: European market».

HB: Right «Marketing report: European market».

AE: Now, I think that I'll take about 45 minutes with questions. We mustn't let it go on too long. One we've discussed that, we'll go on to consider the Far East Market so put that down as the second point as the agenda: «Marketing report: Far East».

HB: Ok, «Marketing report: Far East Market». And thirdly?

AE: Next, we'll get onto the forthcoming advertising campaign. Oh, and before I forget, will you remember to get those advertising proofs out of the file for me and leave them on my desk, please?

HB: Certainly, so, what's the last thing on the agenda? By the way, what about this suggestion for an item on « Review of market research activities».

AE: Oh, thanks. Hillary: Yes, we should try and include that. Right put «Review of market research activities» third.

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HB: Ok. That means that we'll take the advertising campaign fourth?

AE: Yes. so fourthly we've got the advertising campaign.

HB: What should I call it on the agenda?

AE: Let's call it «Advertising». No «Advertising campaign». Have you got that?

HB: Yes, «Advertising campaign».

AE: The last thing I've got for the agenda is the computerization of the market research programme. But perhaps we can take the item on «Investment in new equipment» fifth. Yes, let's do that. So, fifthly we've got «Investment in new equipment». Ok?

HB: So, point 5 is «Investment in new equipment».

AE: So that just leaves «Computerisation of the market –research programme» as my final point for the agenda. In fact I doubt, if we'll have time for anything else.

HB: So finally we've got «Computerization of the market –research programme».

AE: Yes. And then don't forget to add AOB. Then we can mention the other points that we haven't had time to discuss and decide when we are going to go over them.

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Exercise N° 05:

Day/ Date …….
Time: ……
Distribution:……..

AGENDA

1-…….
2-…….
3-…….
4-……
5-……
6-…….
7-…….

3-Presentation:

Here is some of the language you have just read. Notice how it is used to express the sequence of items and events.

Beginning:

First (ly) ……./ To start with ……./Initial (ly) …….

e.g: To start with me need a date for the meeting.
Initially I thought Tuesday 11th September.

Later stages:

Second (ly)…/ Third (ly)…./ Fourth (ly)…../ Then…../...
One we've ……../ Next …….

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e.g: Then I've received some suggestions from the other managers. So put that down as the second point.

And thirdly?

Next we'll get onto the forthcoming advertising campaign.

Ending:

Final (ly) …../Lat (ly)……/ The last thing is ……./ That just leaves ……

That just leaves ……

e.g: What's the last thing on the agenda?

That just leaves «Computerization of the market – research programme» as my final point for the agenda. So, finally we've got «Computerization of the market research programme».

Notice the difference in use between adjective form (without-ly) and the adverb form (with-ly).

a- We can use either the adjective or the adverb form of ordinal numbers (first, second, third, etc…) and of «last» to indicate the number of the step.

e.g: First (ly) I'll present the European marketing effort.

b- We use the adverb form «initially» and «finally» to indicate the first and last step.

e.g: Finally we've got «Computerisation» ……

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c- We use the adjective form when ordinal number stands before a noun.

e.g: So put that down as the second point.

d- After the verbs «put» and «take» we use the adjective forms.

e.g: Put «review of market research activities» third. We'll take the advertising campaign fourth.

4- Vocabulary:

Agenda (aˈdʒenda) = List of points to be discussed in a meeting

Available (aveilabl) = Free

To attend (aˈtend) = To be here

Distribution list (distriˈbjuiʃ(a)n) = List of people who should receive a document.

Forthcoming (fɔ:oˈkʌmiŋ) = Happening in the near future.

Campaign (kaemˈpein) = Connected set of actions intended to obtain a particular result.

Review (riˈvju:) = Careful consideration.

Market research (maikitrisa:tʃ) = Gathering of market information especially before designing a new product.

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Computerisation (kamˈpju:taˈraizeiʃn) = Introduction of computers into a company or department.

Investment (inˈves(t)mant) = Spending money on new equipment.

AOB (eioubi:) = Abbreviation for (Any Other Business).

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Keys to exercises:

Exercise N°01:

REQUEST	REPLY	POSITIVE / NEGATIVE
1- Can you find me the file on Impex please?	Certainly, I'll do it right away.	POSITIVE
2- Would you mind bringing me a cup of coffee?	No, of course not.	POSITIVE
3- Would you ask Alan Ford to pop in for a moment please?	Can't, I'm afraid.	NEGATIVE
4- Could you work late tonight?	I'm sorry, I can't	NEGATIVE
5- What about tomorrow night?	I'm so sorry.	NEGATIVE
6- Can you ask Karen to come in please?	Yes, of course.	POSITIVE
7- Would you tell her to bring that Impex file with her?	Yes, of course.	POSITIVE
8- Would you mind doing a quick letter for me?	No, not at all.	POSITIVE

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Exercise N°02:

a-

Compact Systems
96 Rose- wall Drive, South town 503 4BT

Mr P Reinhard
116 Grosvenor Road
Manchester

Your ref: Order number 9200 CF 3
Our ref: 9200 CF 3
17 April 20……

Dear Mr Reinhard,

Thank you for your letter of 23rd March enquiring about receipt the component parts for our TK 100 computers which were delivered on 3rd March. I apologise for the delay in replying, but before we can send payment I would be grateful if you could explain why at least 30 units out of a consignment of 120 were damaged on arrival. It seems that the damage was the result of faulty packing. I would therefore be much obliged if you could credit us for the faulty items.

I look forward to hearing from you.

Your sincerely

A. Everett

Marketing Manager

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b-

Zanuchi Stereo Systems

Mrs Mary White
Witney Stero Centre
56 East Street
Witney
OXON

Your ref: PCB023
Our ref: PCB023./AB
17 April 20……

Dear Mrs White,

Thank you for your recent letter enquiring about over range of Zanuchi Stereo Systems. Unfortunately your letter does not specify the exact model. Therefore I enclose details of the three models we supply: Z90,Z99, or Z200 .

If you decide to place an order we could be happy to offer you a 10 per cent discount on accounts settled within 30 days. However, we regret to inform you that we could not supply the end of the mouth as our car earliest delivery date is 30 days after receipt of order.

I would therefore be much obliged if you could let me know which model you are interested in if you decide to place an order.

Finally, I would be grateful if you could quote the above reference in all correspondence. Please, do not hesitate to contact me if you require any further information.

Your sincerely.
……

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Exercise N°03:

CAUSES	EFFECTS
1- Jo Cooper is going to start on Monday.	**1-** Your responsibilities will be affected.
2- Jo is new to the company	**2-** Jane will show her around.
3- Jo should get an idea of the company's activities.	**3-** She will visit the main departments.
4- Taking newcomers around the depts.	**4-** Can cause a bit of trouble.
5- You've got a backlog of work.	**5-** Things are a bit chaotic.
6- Jane will be busy with Jo.	**6-** Samantha will look after the phone.
7- Samantha will look after the phone.	**7-** She won't have time to deal with all the correspondence.
8- Great number of phone calls in the morning.	**8-** Backlog of work.
9- Great number of phone calls.	**9-** Jo will start looking after the phone.
10- Jane won't have to worry about the phone.	**10-** She can concentrate on the correspondence and paperwork.

Exercise N°04:

a-

1- I forget to set the alarm clock (C). I didn't wake up in time (E).
2- I missed the bus (E). I didn't wake up in time(C).
3- I missed the bus (C). I arrived late at work (E).
4- My boss was very angry (E). I arrived late at work (C).
5- My boss shouted at me (E). My boss was very angry (C).
6- I shouted at my boss (C). My boss shouted at me (C).
7- My boss sacked me (E).I shouted at my boss (C).
8- I am unemployed (E). I forgot to set the alarm clock (C).

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b-

Last Monday, I forget to set the alarm clock. So/Therefore I didn't wake up in time. Because / As/ Since I didn't wake up un time. I missed the bus. Because of this. I arrived late at work. So / Therefore my boss was angry. Because/As/Since he was very angry, he shouted at me. So/Therefor I shouted at him.
Unfortunately, this shouting led to the sack. So now, I am unemployed because /Since /As I forget to set my alarm clock.

Exercise N°05:

Day/ Date: Wednesday 12th September
Time: 2:30 pm
Distribution: Departmental Managers. Managing Director

AGENDA

1- Marketing report: European Market.
2- Marketing report: Far East Market
3- Review of market - research activities
4- Advertising campaign
5- Investment in new equipment
6- Computerization of the market – research programme.
7- AOB (Any Other Business).

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