



# New Practical English Writing



## 新编实用英语写作



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# Project III

## Writing for Practical Purposes

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Practical writing is designed to achieve a specific objective, which differs from other types of writing in that it is briefer and more concise. It has two basic functions: (1) to inform, (2) to influence. Writing to inform is used to convey the vast information needed to complete the day-to-day operations or to explain instructions to the receiver, announce meeting and procedures. In addition to providing information, practical writing must also influence the reader's attitudes and actions.

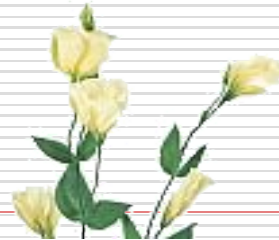


# Project III

## Writing for Practical Purposes

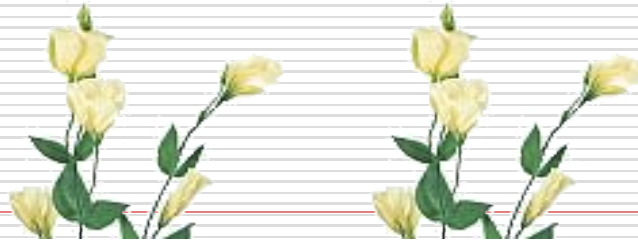
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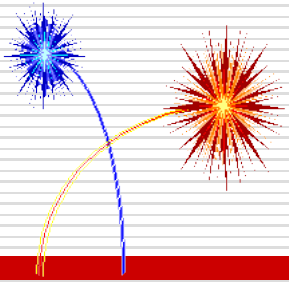
Generally speaking, letters are the most common form of practical writing, which is an important means of communication between people either for personal or for business purposes. Based on different communicational purposes, practical writing can be classified into social letters, office documents and employment letters. This project will mainly discuss some common types of practical writing according to their functions.



# Unit 12

## Social Letters





**Letters of Apology**

**Letters of Invitation**

**Letters of Thanks**

Module 2

Module 3

Module 1

Module 4

Module 7

Module 6

Module 5

**Letters of  
Congratulation**

**Letters of Complaint**

**Simulating Operations**

**Learning More**





# Learning Focus

**After learning this Unit, you will be able to:**

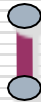
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**understand the basic structure of social letters ;**



**understand the basic structure of social letters;**



**be familiar with different forms of five common social letters.**

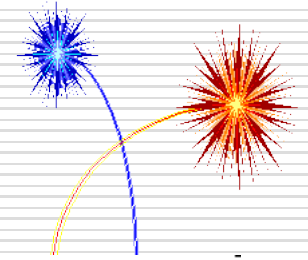
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Social letters refer to those which are written for a social purpose, such as letters of thanks, apologies, congratulations, acceptance or refusal of an invitation, and so on. In writing social letters, you need to take much care to conform to social rules, and you have to decide what appropriate form you use in your letter. The degree of formality determines what kind of language you use in the letter. The language you use when writing to your supervisor is quite different from the language you use when writing to a friend. Also the information you give should be complete and specific.



# Having a Clear Picture



1. Letterhead

2. Inside Address

3. Salutation

4. Body

Four horizontal dashed lines representing the body of the letter.

5. Complimentary close

6. Signature





# Module 1



## Letters of Thanks





A thank-you letter is written to express the sender's gratitude and appreciation to the addressee for presents given, for services done and for kindness or bravery shown by the receivers. Compared with other kinds of letters, they are the easiest to write. A letter of thanks does not need to be very long but it must be enthusiastic and sincere, expressing your gratitude and appreciation to the addressee. You should explain why you write the thank-you letter, make suitable comments on what the addressee has done for you and express sincere thanks for his / her hospitality, kindness and generosity.



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## 1. Basic Writing Skills

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Thank-you letters tend to be short and usually can be divided into the following three parts:

- (1) state clearly the purpose of writing the letter in the opening paragraph;
- (2) give positive comments on the services provided/action taken/performance made by the receiver;
- (3) reiterate the purpose of writing the letter and/or look forward to future co-operation.



## 2. Case Remarks

### Sample 1

Dear Mr. Harvey,	Salutation
<p>This is a short note to thank you very much for introducing us to EFG Corporation. We would like to report that our visit there last month resulted in all initial order from EFG, which hopefully may develop into large orders in the future. Without your introduction we would not have been able to establish this connection with EFG ,and once again we wish to thank you for your help. We look forward to expanding our relationship even further.</p>	Body
Sincerely yours,	Complimentary close
David Black	Signature

# Sample 2

Dear Sir,	Salutation
<p>Thank you very much for your good service and I greatly appreciate your excellent repairman who is so skillful and efficient in fixing my computer.</p> <p>Last year, I bought a PC at the sales department of your company. It worked quite well but recently I found something wrong with the CD-ROM drive. It was not acute to open and close, which brought me lots of trouble and inconvenience.</p> <p>I made a phone call to your repair department last week. Soon came a young man whose name is Mike. He asked about the problem and set about my working. He was very warm-hearted and efficient. In a few minutes, the problem had been solved. Now my computer is OK and works as well as before. For this reason, I am writing this letter to express my sincere thanks to him and to your company. Your kindness and help will always be remembered.</p>	Body
Truly,	Complimentary close
Eric Perkins	Signature





## Module 2



# Letters of Apology





Letters of apology are necessary when one wants to express his regrets for having made a mistake, having done something wrong or having caused a damage, trouble or inconvenience or having broken a promise, missing an appointment, failing to reply to a letter, or having found himself unable to satisfy the needs of others, etc.





## 1. Basic Writing Skills

It should be written as soon as possible to show respect toward the receiver. Such letters generally include apologetic expressions, explanations for the mistake or damage, and, if it is possible for the writer, offers to make up for the offence. Above all, they must be polite and sincere. The only aim is to make peace. Try not to let the feelings between you and your friend get hurt. A letter of apology may include the following parts:

- (1) Express regret or apology;
- (2) Explain what has happened—the reason for your apology;
- (3) Express the wish to make up for the loss caused or to promise to remedy the faults;
- (4) Express the wish for gaining the addressee's forgiveness.





## 2. Case Remarks

### Sample 3

Dear Helen,	Salutation
<p>I am terribly sorry that I failed to meet you at Hongqiao Airport. But I think you will forgive me if you know the reason.</p> <p>Yesterday morning, I got up early for I was eager to see you. I left home at 7 a. m. But hardly had I drove 10 miles when a truck suddenly hit my car. My car was seriously damaged.</p> <p>The glasses were broken into pieces, and my car was unable to work. Fortunately I was not hurt. However, I should apologize for missing the opportunity to meet you at the airport.</p> <p>In order to compensate for my absence, I'd like to invite you to have dinner with me. When and where is up to you.</p> <p>I hope you can pardon me for this matter again.</p>	Body
Yours,	Complimentary close
Mary	Signature

## Sample 4

Dear Mr. Turner,	Salutation
<p>We acknowledge that there are indeed discrepancies between the shipping instructions and the actual shipment. Consequently, there will be a shortage in your October shipment.</p> <p>We are also very sorry for causing you so much trouble in regard to your monthly reports. New procedures have been adapted to eliminate the possibility of such problems happening again.</p> <p>Your cooperation and patience in these respects would be greatly appreciated.</p>	Body
Sincerely yours,	Complimentary close
Elaine Moy	Signature



## Module 3



# Letters of Invitation





Letters of invitations and replies are a very important kind of social letters. It is widely used in the business world, in foreign affairs activities, and in everyday life. It is usually brief and friendly and should be clear about everything: the reason for the invitation, the time, and the place. Invitations fall into two types: formal and informal.





# 1. Basic Writing Skills

## (1) Formal invitations and replies

Formal invitations are issued only for special occasions and important affairs or for some formal, elaborate social occasion like a church wedding, a ceremonial party, a banquet, an important reception or dance. They are usually printed on a beautiful card called "The invitation card" which should be sent out about ten days before the date set for the occasion.

A formal invitation has the following characteristics:

It is written in the third person and the names of both the host and the guest are usually given in full and preceded by their titles. (If the person has only one given name, no initial is allowed; if the person has more than one name, at least one of them should be spelled out. And if there is no official, business or professional title, use "Mr.", "Mrs.", "Miss" or "Ms." before the name.)

The words and expressions used in the invitation are formal and in a set form, such as "request the pleasure/honor of your company at ..." or, "request the pleasure/honor of the company of ... at ..."





## 1. Basic Writing Skills

The time given must include day of the week, date, and the hour. The reason for the invitation (i.e. on what occasion or in whose honor the entertainment is given) may be penned or typed at the top, in the middle or at the bottom of the card.

If the host requires a prompt answer of acceptance or regret, he may put such marks as "R. S. V. P." or "Please reply" in the lower right or left hand corner of the card, together with the telephone number or address. When the host wishes a reply only in case of regrets, the wording "Regrets only" is used.

### (2) Informal invitations

Informal invitations are simply handwritten brief notes in the first person to acquaintances or friends for simple, informal social affairs like small dinners and luncheons. (Of course, informal invitations may also be made in person or by telephone.) They are similar to ordinary personal letters but a bit shorter. Nowadays, it is far more popular than formal one, even for important occasions.

## 2. Case Remarks

### Sample 5

Mr. and Mrs. John Blank request the pleasure of the company of Mr. Paul Cotton	The names of both the host and the guest
at dinner	The reason for invitation
on Monday, 6 May 2013, at 7.00 p. m.	Time
45 Park Avenue New York, N. Y.	Address
R. S. V. P	The contact way
Please reply Tel. × × × × × ×	

## Sample 6

Dear Sirs,	Salutation
I take pleasure in telling you that we are going to hold a footwear and headgear Fair in Jinan from May 1st to May 15th, 2013. A great variety of samples, newly designed by our manufacturers, will be on exhibition. We take pleasure in inviting you to come to the Fair. Please inform us about the date of your arrival, so that we can make necessary preparations.	Body
Yours faithfully,	Complimentary close
Ryan Smith	Signature





## Module 4



# Letters of Congratulation





To write a message of congratulation is one of the best ways to express good will. There are many occasions in life when congratulations are used such as a friend's getting promotion, a new appointment, an award of honor, graduation, an establishment of a business, success in an examination, an engagement or wedding, a marriage, and giving birth to a child, you send congratulation cards to share your pleasure and excitement with your friends. They can be either formal or informal, depending on the circumstances and the relationship between you and the person to whom you address. Formal letters of congratulations are brief and clear, while informal ones are longer. The most important and crucial thing is warm congratulation. Be sure to show feelings of joy in the happy event of the receiver.



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