



Հարգելի՛ ընթերցող.

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2014

ՀՏԴ 802.0(07)
ԳՄԴ 81.2Անգլ ց7
Թ 410

*Հրատարակության է երաշխավորել
ԵՊՀ անգլիական բանասիրության ամբիոնը*

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Թ 410 ԹԵՄՐԱԶՅԱՆ Է.Հ., Ս.Ս. ԷՎԻՆՅԱՆ, Ս.Ս. ԱԲՐԱՀԱՄՅԱՆ
Նամակագրություն և ինքնակենսագրություն: Ուսումնական ձեռ-
նարկ /Է.Հ.Թեմրազյան, Ս.Ս. Էվինյան Ս.Ս. Աբրահամյան; - Եր.:
ԵՊՀ հրատ., 2014. – 48 էջ:

Ձեռնարկը նախատեսված է ուսանողների համար: Այն կգարգաց-
նի ոչ միայն անգլերենի իմացությունը, այլև կնպաստի անգլերենով
գրավոր հաղորդակցվելու կարողությունների ձևավորմանն ու ամրա-
պնդմանը:

ՀՏԴ 802.0(07)
ԳՄԴ 81.2Անգլ ց7

ISBN 978-5-8084-1859-2

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Letter writing is the only device for combining solitude with good company.

Lord George Gordon Byron

What a lot we lost when we stopped writing letters. You can't reread a phone call.

Liz Carpenter

The word that is heard perishes, but the letter that is written remains.

Proverb

Letters have to pass two tests before they can be classed as good: they must express the personality both of the writer and of the recipient.

E. M. Forster

Letters are among the most significant memorial a person can leave behind them.

Johann Wolfgang von Goethe

Letters are above all useful as a means of expressing the ideal self; and no other method of communication is quite so good for this purpose.

Elizabeth Hardwick

A letter is an unannounced visit...

Friedrich Nietzsche

LETTER WRITING

I. *Read and translate the text.*

Letter writing is a way of communicating a message in written words. People write letters for both business and personal reasons. Business letters are generally more formal than personal letters. Business letters include those used to apply for jobs, complaint letters, sales letters and collection letters. Personal letters include correspondence between family members or friends, invitations and thank-you notes.

Studies show that people who write well are more likely to have successful careers. Skill in writing business and personal letters can make a difference in your life. For example, a well written letter applying for a job may lead to a fine position. A good personal letter can help build or keep a valuable friendship.

Characteristics of a Good Letter

A well-written letter should be clear, accurate, complete, concise and courteous. The first step in preparing a good letter is deciding what to say. Make a brief list of the ideas you want to cover and then plan the arrangement of these ideas. Next, decide how best to put your thoughts into words. It may help to write a rough copy of your letter simply to get the words on paper. Finally, go back and fix the sentence structure, grammar and wording. Use simple, direct statements rather than long, involved sentences. Make each phrase easy for the reader to understand.

Be sure every statement in the letter is accurate. Business firms write letters every day just to clear up mistakes they made in previous

letters. These follow-up letters would not be necessary if writers would take the time to give the facts correctly in their first letters.

Think carefully about your reader's familiarity with your topic. Have you included everything the reader needs to know? Forgetting even one necessary item can create confusion. If the letter discusses an appointment, be sure you mention the location, date and time.

Say what you have to say and stop. Too often, letters become cluttered with wordy phrases, stuffy expressions and unnecessary details that dilute your message. Use plain, natural language and get to the point.

The tone of the letter is as important as its language. In general, make the tone friendly and polite. Stress points that will interest the reader.

The Parts of a Letter

A letter has six standard parts. They are 1) the heading, 2) the inside address, 3) the salutation, 4) the body, 5) the complimentary close and 6) the signature.

The heading in a business letter includes the writer's address and the date. It is located on the top of the page and it usually has three lines. The first line gives the writer's street address and the second gives the city, state and ZIP Code. The third tells the date the letter was written. Most of the heading may be omitted in a personal letter but always include the date.

Business firms have printed or engraved letterheads that provide their name, address and telephone number. Some also add the name or title of the writer or the writer's department or section.

The inside address shows the name and address of the recipient – that is, the person or firm to whom the letter is written. In many

business letters, the inside address can be written in three lines. The name of the recipient appears on the first line; the street address on the second; and the city, state and ZIP Code on the third. The inside address of a letter directed to an individual in an office should include the person's business title and the name of the firm. Most names and titles should be written out in full. However, some abbreviations of titles are commonly used, especially Dr., Mr., Mrs., and Ms.

The first line of the inside address should be placed at least two lines lower than the date. An inside address should appear in all business letters, but it is optional in personal letters.

The salutation is also called the greeting. It should begin two lines below the last line of the inside address. In business letters, the most common salutation combines a title and the person's last name, such as Dear Ms Jackson or Dear Dr. David. Use Dear Sir or Madam when the recipient's name is unknown or when writing to a company. Call friends by their first name or nickname, such as Dear David or Dear Cindy. Use a colon after the salutation in a business letter, but use a comma in a personal letter.

The body contains the writer's actual message. In a typewritten letter, the body should begin two lines below the salutation. All paragraphs within the body should be separated by a space of one extra line.

The complimentary close - Just as the salutation greets the reader at the beginning of a letter, the complimentary close says good-bye at the end. These two parts of the letter should be consistent in their degree of formality.

In a letter that opens with Dear Mr. Jackson or Dear Sir or Madam, the complimentary close could be Sincerely, Sincerely yours, or Very truly yours. For an informal closing Cordially or Best regards is

appropriate. If the salutation is Dear Bill proper closings include Sincerely, Cordially or With warmest regards. The complimentary close should end with a comma. The close should be placed two lines below the body of the letter.

The signature is the writer's name. It should be handwritten in ink below the complimentary close. In typewritten letters, the writer's name should be typed four or five lines below the complimentary close, with the handwritten signature placed between the closing and the typewritten signature. The writer may add his or her title in parentheses to the left of the typewritten name, as in (Dr.) Adam Smith or (Ms.) Mary Smith. The abbreviation Ms. has now largely replaced Miss or Mrs. Many women prefer this title because it does not reveal their marital status. However, a married woman might add her married name in parentheses beneath her legal name, as in Ann Peters with (Mrs. Kevin Peters) written beneath it. In some companies, the writer's business title or department is placed on the line beneath the typed signature. The company's name may also be included with the signature, though most firms omit it.

The Form

The form of the letter depends on the way the six parts of the letter are arranged on the page. The most common forms are full block and semiblock. Each may be used for both business and personal letters.

The full block form is the most commonly used form, probably because it is the easiest and quickest to type. All parts of a letter in the full block form begin at the left margin. New paragraphs are not indented. An extra line of space separates the paragraphs.

The semiblock form is less formal than the full block form. The heading is placed in the upper right-hand corner. Both the complementary close and the typed signature line up vertically with the heading. All other

parts of the letter begin at the left margin. New paragraphs are not indented. An extra line of space separates the paragraphs.

The envelop address usually is the same as the inside address of the letter. It is most commonly centered on the envelope. The address should be at least three lines long. Use the capitalized, two-letter post office abbreviation for the state or province. The writer's return address goes in the upper left-hand corner of the envelope. Always single-space addresses.

II. Find in text the English equivalents of:

Հաղորդագրություն, պաշտոնական, ներառել, դիմել, ճշգրիտ, սնագիր, ժամադրություն, արտահայտություն, տեղադրել, ամբողջությամբ, հապավում, պարունակել, անջատել, ստորագրություն, տպագիր, ձեռագիր, նախընտրել, կոչում (տիտղոս), դասավորել:

BUSINESS LETTERS

I. Read the text and write a cover letter.

There are many kinds of business letters. However, the same principles of good writing apply to each kind.

Letters of application are written by people seeking a job. This type of letter normally consists of two parts, **the cover letter** and **the résumé**. A cover letter introduces the applicant to the employer. It accompanies a résumé, which is a biographical summary listing the applicant's education and work experience.

The first paragraph of the cover letter tells what job the writer is applying for and how the applicant found out about the position. In the next one or two paragraphs, the writer should briefly emphasize the parts of his or her background that relate most closely to the job. Information on sex, race, religion, nationality or marital status is optional. The letter should be no more than three or four paragraphs. In the final paragraph, the applicant should politely ask the employer to reply and to schedule a job interview.

112 Northview Drive
Grand Rapids, MI 49801
1-906-774-0902
.....@hotmail.com

February 17, 2012

Dear Sirs,

I wish to apply for the post of secretary advertised in the Times of 5 August.

I'm 25 years of age and my working experience is as follows:

After taking the final examination at the Lewis School for girls I went for a year's secretarial course at the Bell School of Business. Then I worked for seven years as a Private Secretary of Managing Director of Roger & Co.

I have good knowledge of correspondence and am well experienced in all types of secretarial work. My shorthand speed is 170 words a minute, and I type 90 words a minute without mistakes.

The personal side is best told by others. I am sure the firm I have worked for will give you any info about my character and my work which you may want.

I'll be happy to come for an interview any time you say. I enclose an address and stamped envelope for your reply.

Sincerely,

.....

A letter of application can also combine the information that is in a cover letter and résumé. It is usually two or three pages long. Like a cover letter, it should say what job the writer is applying for and point out parts of the applicant's education and experience that best fit the requirements of the job. Most employers prefer a résumé with a cover letter rather than a combined letter of application because the résumé and cover letter are more concise and easier to read.

After a job interview, applicants should send a follow-up letter, which is a short letter thanking the employer for the interview. This letter should be sent within two days of the interview. A follow-up letter shows the applicants continued interest in the job.

Complaint letters are written to call attention to a problem and to persuade the reader to take corrective action. Although it is proper to

express disappointment or dissatisfaction, such strong emotions as anger and sarcasm are appropriate only as a last resort after several letters.

The tone of the letter may be cool and firm but it should also be courteous.

State the complaint clearly at the beginning of the letter. Include everything the reader needs to know to take action, such as account number, relevant dates and photocopies of bills or canceled checks. Make a specific request for action and politely ask for a reply.

References: AB – 1384B

February 14, 2012

The Boston Company

21, Green Street

London W.3.

Dear Sir,

I regret to inform you that the goods which you sent us on February 2 were examined and found faulty and I am afraid that I have to return them to you.

Will you please credit us with the value of these goods and supply us with replacement as soon as possible, re-invoicing us when the new goods are supplied.

I am sorry that we have had to return these to you, but we cannot accept substandard goods, as this naturally creates bad feeling between ourselves and our customers.

Hoping that you will give this matter your earliest attention.

Yours faithfully,

George Nelson

Sales Manager

The reply to complaint letter should also be courteous. It should open with a polite acknowledgement of the complaint letter. If the complaint is justified, apologize for the problem and explain what action will be taken to correct it. If the complaint is not justified, tactfully explain why the requested action will not be taken. The reply should always end with a positive statement about future dealings and a friendly close.

References: Ngr – 601A

February 26, 2012

A. Spencer & Co Ltd.

46, Blue Street

London E.4.

Attention Mr. George Nelson

Dear Mr. Nelson,

Thank you very much for your letter dated February 14th. I am very sorry that the goods we supplied to you were not in perfect condition and we will certainly credit you the value, as you requested.

We hope to be able to supply you with replacements within two or three days and hope that this will not cause you too much inconvenience.

May we draw your attention to our new line, a catalogue which is enclosed, and which will be of considerable interest to you.

In the meanwhile, please let us know if we can be of any service.

Yours faithfully,
The Boston Company

Improving your letters - It is usually best to deal with only one subject in a business letter. This makes it easier for the reader to file the letter after responding to it. If you need to discuss two or more subjects with the same person, consider writing more than one letter.

When writing to business people, you may want to use a **reference headline**. A reference headline consists of the abbreviation **Re** and a short phrase describing the topic of the letter. Place it at the beginning of the letter just beneath the inside address and before the salutation. By opening with such words as “Re: a design flaw in your new product”, you are helping the reader understand your topic at first glance.

Consider putting topic labels, called **headlines** on different sections or paragraphs of a letter to help clarify for the reader the points you wish to make. For example, copies of your letter may be going to two or more readers who have different levels of familiarity with your subject. In this case, you may want to put a section labeled “Background” towards the end of your letter. People who need this extra information can skim to the back, while those more familiar with the subject will find important facts such as “Results of a Survey” in a section at the start of the letter.

II. *Fill in the gaps with the appropriate tense form:*

Dear Mr. Murphy,

I (1) _____ your advertisement in the newspaper the other day and I’m very interested in the waitressing job you (2) _____. I have done a lot of summer work, including working in a coffee bar. I (3) _____ hard work and I learn quickly.

I’ve got a few questions, though, such as what pay you are offering and how many hours per day you (4) _____ me to work. Could

you also tell me if I (5) _____ and any days off and whether you (6) _____ any meals for your staff?

I'm looking forward to hearing from you soon.

Yours sincerely,

Celia Dobbs.

1. a) have seen b) saw
 c) had seen d) will see
2. a) are advertising b) will advertise
 c) are advertised d) would advertise
3. a) didn't mind b) haven't minded
 c) won't mind d) don't mind
4. a) are needed b) will need
 c) are needing d) will be needing
5. a) will get b) am getting
 c) get d) got
6. a) have provided b) would provide
 c) provide d) provided

PERSONAL LETTERS

I. Read the text, discuss it in groups and write a thank-you note.

People generally use a more casual tone and style in personal letters than in business letters. As a result there are fewer rules governing the form of personal letters than business letters. But some rules should be followed, especially in sending or receiving invitations.

Formal invitations are written in the third person. For example, a wedding invitation might begin, “Mr. and Mrs. Howard Jones request your presence at the marriage of their daughter, Delia Pauline, to ...”. Most formal invitations are engraved or handwritten. Some business invitations are typed on executive letterheads.

The invitation should begin with the name of the person or group extending the invitation. A description of the event should follow. Identify what the event is – such as a dinner, wedding or party – and its date, time and location. The heading of a formal invitation should be placed below the body of the invitation. The date should appear on the first line and the address should appear on the second line. The date should be spelled out. No signature is used in a formal invitation.

The letters R.S.V.P. may appear on the invitation. The letters are an abbreviation for the French phrase which means “Please reply”. An invitation may also say “Please reply” or “The favour of a reply is requested” instead of R.S.V.P. Any request for a reply should appear in the lower left-hand corner.

Informal invitations are usually handwritten and friendlier in tone than formal invitations. The heading of an informal invitation

remains at the top, with the date, unabbreviated, first and the writer's address next. A salutation comes next, ending with a comma. The body of an informal invitation contains the same kind of information that appears on a formal invitation. Some writers list the location, date and time above each other.

The informal invitation concludes with a complimentary close and signature. An R.S.V.P. may appear in the lower left-hand corner.

Dear Mrs. Jackson:

Will you and Mr. Jackson have dinner with us on Wednesday, the tenth of April, at seven o'clock?

It's a long time since we had the pleasure of seeing you, and we hope you will come.

Sincerely yours,
Margaret Stone

Dear Mrs. Stone

Mr. Jackson and I will be delighted to dine with you, on Wednesday, the tenth of April, at seven o'clock. How very nice of you to ask us!

We are both looking forward with great pleasure to seeing you and Mr. Stone again.

Very sincerely yours,
Susan Jackson

Thank-you notes are brief letters of thanks for a gift, a dinner, a favour or some other hospitality. Writing a thank-you note shows gratitude and good manners. Make the note sound as if you were talking to host or hostess in person. Thank-you notes are usually written by hand on a card or on personal stationery.

146, Grand Street
New York 13,
February 14, 2012
Dear Jane,

Thank you very much for a wonderful weekend. I enjoyed myself immensely and now feel fully rested.

I hope you will come to visit us as soon as you can.

Kindest regards from my mother and me.

Your devoted friend,
Dan.

Other personal letters include pen - pal letters and correspondence between family members or friends. These letters follow no particular rules. Their primary purpose is to share news and thoughts with others.

Dear Miss L.,

I am writing that which I fear have not the courage, on so short an acquaintance, to tell you.

The moment you came into my life I loved you.

Before we met I did not believe love at first sight possible. But you opened my eyes and caused me to see this wonderful truth in life - the sudden revelation of all that is lovely and divine in human soul.

May I call you? Or will you consent to meet me?

Be as merciful as you are beautiful, and save from despair.

Yours ever,
John Costner

II. Choose ten of these words to complete the spaces in the passage.

Example: a) are you b) have you been c) were you

1. a) didn't write b) have written c) haven't written
2. a) age b) ago c) old
3. a) during b) for c) since
4. a) has b) should c) supposed
5. a) can b) can't c) must
6. a) can b) can't c) must
7. a) hers b) his c) theirs
8. a) going b) going to c) want
9. a) as b) in c) than
10. a) many b) more c) much

Dear Keith,

How are you? What *have you been* doing recently? I'm sorry (1)... for a long time. I moved away from Torbay eight months (2).... I've been working in Oxford (3)... September. I'm working as a receptionist in a computer company. It's (4)... to be one of the biggest in the country. I think it (5)... be – we've got a lot of customers and I'm always very busy. The work (6)... be quite tiring.

I'm staying with Lucia, a girl from work, at the moment. The house used to be her parents but it's (7)... now. I'm (8)... buy my own flat. Flats are more expensive in Oxford (9)... in Torbay and I haven't got as (10)... money as I need.

I'll stop now. Please write and tell me your news.

Love

Irene

III. Choose ten of these words to complete the spaces in the passage.

Example: a) bought b) moved c) went

- | | | |
|----------------|--------------|-----------------|
| 1. a) wanted | b) will | c) would |
| 2. a) do | b) have | c) make |
| 3. a) as | b) than | c) that |
| 4. a) excite | b) excited | c) exciting |
| 5. a) mend | b) to mend | c) to be mended |
| 6. a) promised | b) suggested | c) warned |
| 7. a) her | b) him | c) them |
| 8. a) is | b) has | c) has been |
| 9. a) me | b) my | c) myself |
| 10. a) I | b) I'll | c) I'm |

Dear Keith

Thank you for your letter. I have just moved into my new home. I said I (1)... send you my new address so (2)... sure you come to see me!

As far (3) ... I am concerned, it's the nicest house I've seen – I am extremely (4)... about it! A builder looked at it last week and said that the windows needed (5)... . He (6)... that I replace them. I think I'll have (7)... do that before the winter. The garden (8)... overgrown too. I can do most of the gardening (9)... If it's too much work, perhaps (10)... get a gardener to help me.

I hope you can come and see me soon.

Love

Irene

IV. Fill in the blanks with the word form that best fits each space.

Although there are some similarities between e-mail and letters, there are also many differences. The first is that e-mail is delivered instantly, so it is more (1)... for communicating over large distance. Another difference is that e-mail is (2) ... informal. One (3) ... for this is that an e-mail seems to be less permanent than something written on paper. We can be sure that the future (4) ...of e-mail will have all kinds of (5) ... effects on the way we communicate.

- | | | | |
|---------------------|-----------------|----------------|----------------|
| 1. a) practice | b) practicality | c) practical | d) practically |
| 2. a) relatively | b) relative | c) relate | d) relation |
| 3. a) explain | b) explanation | c) explanatory | d) unexplained |
| 4. a) developmental | b) develop | c) developer | d)development |
| 5. a) expectation | b) expect | c) expectantly | d)unexpected |

V. Write an application letter

VI. Learn the following abbreviations which are used in personal and business letters.

Abbreviations used in personal letters	
add.	addition, address
advt.	advertisement
agcy.	agency
arr.	arrival
ave.	avenue
b.	born
B.A.	Bachelor of Arts
bot.	bought
Bros.	Brothers
B.S.(c.)	Bachelor of Science
cp.	compare
d.	died
dep.	departure
e. and o.e.	errors and omissions excepted
ed.	editor
e.o.d.	every other day
esp.	especially
ex.	example
exc.	except
fig..	figure
Govt.	Government
G.P.O.	General Post Office
hr(s)	hour(s)
i/c	in charge of
inst.	instant
I.O.U.	I owe you
memo.	memorandum
mo(s)	month(s)
M.P.	Member of Parliament
ms	manuscript

Abbreviations used in business letters	
AAR	against all risks
a/c	Account
A/C	account current
AGM	annual general meeting
agt	Agent
ann	Annual
AOB	any other business
approx	Approximately
A/R	all risks
A/s	account sales
asap	as soon as possible
Av	average
bal	balance
bkpt	bankrupt
CB	cash book
cert	certificate
CH	custom house
CN	credit note
Co	company
con	against
Cos	companies
D/y	delivery
ea	each
eq	equal
equiv	equivalent
est	established
exch	exchange
exd	examined
exec	executive
exor	executor

N.Y.	New York
O.D.	on demand
oz.	ounce
p.	page
p.a.	per annum
par.	paragraph
pd.	paid
pg.	page
Ph. D.	Doctor of Philosophy
PO..B.	post-office box
pp.	pages
Prof.	Professor
pt.	part
P.T.O.	please turn over
qr.	quarter
R.	right
R.C.	Red Cross
Rd.	road
recd.	received
Rep.	representative
Sec.	section
Sen.	Senator
St.	street
v.g.	very good
V.I.P.	very important person
wk	week
wt.	weight
Xmas	Christmas
yr(s)	Year(s)

FP	fully paid
HQ	headquarters
FOC	free of charge
ince, ins	insurance
IT	income tax
JA	joint account
lic	license
mfd	manufactured
mgr	manager
o/a	on account of
o/c, O.C.	office copy
Pat. Off	Patent Office
prs	pairs
ps	pieces
re	regarding
regd	registered
remy	referring to my
sf	semi-finished
sg	signature
shtg	shortage
shr	share
sks, sx	sacks
st	standard
stk	stock
tx	taxes
u	unit
VC	Vice Chairman
VP	Vice President
vv	vice versa

WRITING A RÉSUMÉ OR CV (CURRICULUM VITAE)

I. Read the text and write your own résumé.

A **résumé**, sometimes called a Curriculum Vitae or CV, is a summary of your career history, the skills and experiences you have gained during the course of it.

You should convince employers that you are the best applicant, an employer can understand a lot about potential employees by the way they present their qualifications. Therefore, you should know how to contact employers, how to complete job applications and how to make a good impression in interviews. The first step in advancing a career plan is writing a good résumé, a document that describes your background and qualifications. A résumé can be a paper or an electronic document. A good résumé is neat, well-organized and easy to read and what is irrelevant must be omitted or minimized.

A good résumé should attract attention, create a positive impression, present your skills and qualities clearly and concisely. All these skills can improve your chances for employment.

All résumés should include the same basic information. Begin your résumé with your name, address and telephone number. You could also include your e-mail address if you have. Most jobseekers include an objective or career goal on their résumé. Next, list your employment history starting with the most recent job. Give the names and locations of past employers, dates of employment, job titles and a description of your duties. You can also include any related volunteer work if you are a recent graduate or have not held many jobs.

Next, list the names and locations of all schools and training programs you have attended since high school. Include your attendance

dates and major subjects plus any degrees, diplomas, certificates and honours you received. You can also list any special skills, such as languages you speak or computer programs you can use that would relate to the job you are seeking.

Some jobseekers list their education and skills before their employment history. Some jobseekers also list their hobbies, travel experiences or awards on their résumé.

Finally, many employers ask for the names and addresses of personal references – that is people the employer may contact to learn more about you.

Consider résumé as your personal marketing instrument. A good résumé will help you open the door to a job interview.

There are two kinds of résumé: **employment** and **academic**.

The employment résumé is typically shorter.

Academic résumé generally includes several additional sections such as:

1. Conferences, seminars attended
2. Papers given
3. Publications
4. Professional affiliations

The academic résumé is used when applying to research bodies, international or educational organizations.

The résumé as a standard summary of information may be photocopied (printed) and sent to many employers.

a)

Résumé

PERSONAL DATA

NAME: GOHAR GURGEN AVAGYAN
GENDER: Female

PLACE OF BIRTH Republic of Armenia
DATE OF BIRTH 3 January 1985

ADDRESS: 20 Abovyan Str. apt. 20, Yerevan, RA
NATIONALITY: Armenian

TELEPHONE: 48-56-90(Home) 093-82-83-84(mobile)
E-MAIL: goga85@gmail.com
FAX: 26482845

EDUCATION AND QUALIFICATION

2002-2006 – YSU IB, Faculty of the Humanities, Department of
Psychology and Pedagogy

2005-2006 – Computer programming - Windows, Excel

2007 – “Internet” club as an office administrator

1992-2002 – school N27 after D. Demirchyan

SPECIAL SKILLS

PARTY MEMBERSHIP: non-party

LANGUAGES:

Armenian – native

Russian – fluent

English – good

FAMILY/MARITAL STATUS Married, a son and a daughter

HOBBIES/SPORTS

Music/Tennis

Computer programming

b)

Résumé

JERRY WILLIAMS

123 Oak Street Chicago, Illinois 60123

321/123-4567

jwilliams@mymailbx.com

- OBJECTIVE:** To obtain an editorial position where I can apply my talents and experience in a challenging and progressive environment.
- EDUCATION:** Northern Illinois University, De Kalb, Illinois
Bachelor of Arts in Communication, May 1998
Major GPA: 3.8/4.0
- SKILLS** Adobe page maker, Adobe Photoshop, Microsoft Word, Netscape Communicator, Quark Xpress
- EMPLOYMENT:** Acme Publishing Company, Chicago, Illinois
- 1999 TO PRESENT** Assistant Editor
Responsibilities include copy editing manuscripts for company's line of children's books.
Coordinate work for in-house and free-lance typesetters and free-lance proofreading as required.

1998 to 1999

Jacobs Company,
Chicago, Illinois
Corporate
Communication Intern
Wrote, designed and produced
Jacobs Company's monthly
employee newsletter

ACTIVITIES (AND AWARDS)

Golden Key National Honour
Member of Society for
Professional Journalists
Member of Illinois
Newspaper Association
Northern Illinois
Newspaper Association
Scholarship Recipient
Volunteer for United
Way / Crusade of Mercy, Inc.

REFERENCES:

Available upon request.

EFFECTIVE WRITING

What, Why, How...

Why write?

Simply speaking, writing is a form of communication between the writer and the reader. However, unlike speaking writing is permanent. Written correspondence provides an opportunity to structure thoughts and clarify ideas between both writer and reader. We can sit and carefully plan what to write, to whom and in what way. In business, we write to get things done, and unlike other forms of writing, business writing should get straight to the point, conveying only essential information in as few words as possible.

“Unlike literature, business writing is not read for pleasure. It is written to be understood and acted on; afterwards it is thrown away. So use plain, everyday words that get your point across.”

Robert Gentle

How to write?

Think before you write.

Effective writing starts with and depends on clear thinking. What are you trying to achieve? What is the purpose of your document? After reading it, what will your readers have to do? Good writing has a clearly defined purpose.

Focus on the reader.

Always remember you are writing a document to be read by someone else. The reader comes first. Before writing, carefully consider your reader. Who are they, what do they already know, and what might you need to explain?

Write a meaningful subject line.

Use a ‘subject line’ that summarizes briefly and clearly the content of the message. Your e-mail may be one of the hundreds on the recipient’s computer: you want it to stand out, to be read and easily retrievable.

Make your point upfront.

Don't bury your message in some distant paragraph your reader is unlikely to reach. This enables your reader to understand your aim quickly, and act on it.

Keep it short and simple.

Use short, simple sentences. Long sentences are often difficult to read and understand. Short sentences get your point across quickly and persuasively. Would some pieces of continuous text be better as bullet points or number points? Is it clear what action you want the recipient to take?

Respond promptly.

By doing so the people you are dealing with will know that you are reliable and be counted on to take appropriate action.

Be constructive.

One exception to the rule above; wait some time before sending an e-mail if you are angry. Remember once you press 'send' you cannot get your e-mail back. Stay professional, polite and positive.

Proofread.

Review and edit what you have written. Use spelling and grammar checkers, but be aware that they don't pick up all mistakes. Re-read your document critically, putting yourself in the readers shoes. Are the sentences and paragraphs clearly linked? Do they follow logically from each other? There will always be something you can improve or simplify.

Questions to ask yourself

Before

Why are you writing?

What does your reader need to know?

What does your reader want to know and why?

What action do you want your reader to take?

How should you adapt your style and content to suit your reader?

During

Is your purpose for writing clear?

Do you have all of the information you need?

Are you organized and ready?

Have you planned a logical order for your message?

Are you calm?

Are you writing using a professional tone?

After

Is it clear and easy to understand?

Will your reader know exactly how to respond?

Does it give only the essential facts?

Is it concise and to the point?

Is the information correct?

Does it give all the necessary information?

Does it answer all the questions?

Is your writing accurate?

Are your attachments attached?

Will the tone bring the desired response?

Seven Rules of Effective Modern Business Writing

Be Clear. The reader should be able to understand precisely what you are saying. The language should be adapted to the reader. Use specific examples that the reader can relate to. Don't assume that your reader understands the jargon of your trade. Remember that most letters are read by people other than the recipient. Your letter shouldn't be a collection of random ideas. It should be single minded in its purpose.

Be Concise. You should eliminate any unnecessary words. Why use four words "in as much as," when you can use one word, "because"? This is not to say that you can't write long letters, but the longer the letter, the more ineffective it becomes. It is better to write a short letter with attachments than a long, detailed one.

Be Complete. Make sure you have included all the relevant information the reader needs to know. Don't include details that are interesting but not relevant. The biggest problem with leaving out information is that the reader has to make assumptions. Don't say, "When we last spoke about the issue" when you can say "When we spoke on June 8th about the statement regarding..." Remember that the reader can't read your mind.

Be Concrete. Use specific terms that cannot be misunderstood. Don't say, "The large order that we requested has not arrived". Say, "The order for 120 chairs that we requested on November 3rd, has not arrived as of November 10th." Write about what people can see, hear, touch, taste or smell. In other words, make it tangible.

Be Courteous. Be polite and human. Put yourself in your reader's shoes and try to understand their needs. Don't create a distance between yourself and correspondent by using old-fashioned, overly formal language. Why say "Due to the fact that..." when you can write "because"?

Be Constructive. Use words or phrases that set a positive tone. Constructive words are like smiling when you greet someone. They leave a good impression. Words such as "failure", "you forgot" and "error" tend to distance the reader from the writer. Words such as "welcome", "pleased" and "confident" help create a positive tone.

Be Correct. The last step in any writing process is to proofread it. You automatically check your image in a mirror before meeting someone. The letter you send is your image on paper. If it is full of spelling and typographical errors, it will detract from what you are trying to get across. A careless and disorganized letter or e-mail does not create a good impression.

Layout and Style

Reader friendly writing

The main difference between written and verbal communication is that the reader can choose and re-read the various sections, whereas the listener receives the information in the sequence determined by the speaker. Layout should be used to make the structure plain, and so more effective: it acts as a guide to the reader. The following advice is adapted from 'Read this: business writing that works' by Robert Gentle.

Structure

Break your text up into clear, logical sections. Good writing can be very powerful. This power comes from its potential as an efficient and effective means of communication; the power is derived from order and clarity. Structure is used to present information so that it is more accessible to the reader. Organise your content into a logical sequence in manageable paragraphs and use clear descriptive headings throughout. Your reader should be able to easily navigate their way through your document.

Differentiation

Without overdoing it, use different font sizes and styles. The subtle use of different font sizes and styles can help your reader to identify key words and phrases in your text. It also makes your document more interesting to read and is easier on the eye, i.e. it is more attractive and reader friendly. You can do this in a variety of ways.

Downward Flow

Arrange your text in narrow columns rather than wide ones. The eye finds it easier to process information whose dominant flow is downwards rather than across. Where possible try to organise your text into narrow

columns by adjusting the width of your margins, or by increasing the number of columns you use.

White Space

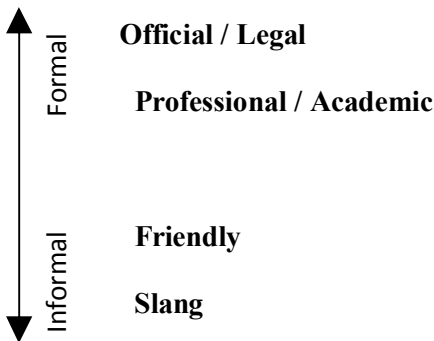
It is attractive, user-friendly and makes your text stand out. White space lets your text breathe and helps eliminate visual clutter. Always leave a clear line between new paragraphs or starting a new section. You can also experiment with the margins on your page to increase the amount of white space on the page. Do not feel tempted to feel empty space in your documents.

Focal Point

Create a dominant area of interest that catches the eye. Draw your reader to any piece of text by making it stand out. You can achieve this by experimenting with the boldness of text, font and position in your document. This is particularly important in headlines.

Distinguish between formal and informal situations

Does your e-mail require formal or informal language? This will depend on the purpose of your e-mail, who you are writing to and how well you know them. Are you writing an official invitation to many recipients or asking a colleague to send you a document? Remember also that it is not simply a matter of writing formally or informally. There are many degrees of formality that should be considered when writing.



If you are writing to someone you don't know your correspondence should be appropriately formal. As your professional relationship grows you can gradually reduce the level of formality, thus 'closing' the distance between you and your recipient. There are times when you may decide to increase the formality in your correspondence, for example, when you are angry.

Informal

1. About
2. Ask for
3. Ask about
4. Need
5. More
6. Extra
7. Give
8. Tell
9. Get
10. Because
11. Many / lots of
12. Make sure
13. If
14. Get in touch
15. Not enough

Formal

1. Regarding / Concerning
2. Request
3. Inquire
4. Require
5. Further
6. Additional
7. Provide (someone with)
8. Inform (someone of)
9. Receive
10. As a result /due to
11. Several / Numerous
12. Ensure
13. Should
14. Contact
15. Insufficient

English for Writing

1. Common phrases

Name

Dear Mr/Mrs/Ms ...
Dear ...

Previous contact

Thank you for your e-mail of ...
Further to your last e-mail ...
I apologise for not getting in
contact
with you before now.

Reason for writing

I am writing in connection with
...
I am writing with regard to ...
In reply to your e-mail, here are
...
Your name was given to me by
...
We would like to point out that
...

Giving information

I'm writing to let you know that
...
We are able to confirm that ...
I am delighted to tell you that ...
We regret to inform you that ...

Attachments

Please find attached my report.
I'm sending you ... as a pdf file.

Asking for information

Could you provide me with
some
information regarding ...
I would like to know ...
I'm interested in
receiving/finding out ...

Requests

I would be grateful if you could
...
I wonder if you could ...
Do you think I could have ...?
Thank you in advance for your
help in this matter.

Promising action

I will ...
I will investigate the matter.
I will contact you again shortly.

Offering help

Would you like me to ...?
If you wish, I would be happy to
...

Let me know whether you would like me to ...

Final comments

Thank you for your help.
Do not hesitate to contact us again if you require any further information. Please feel free to contact me if you have any questions. My direct line is ...

Closing

I look forward to (+ -ing) ...
Yours sincerely/faithfully
Give my regards to ...
Best regards
Regards

2. Indirect: polite/diplomatic

Requests

Could you ...?
I was wondering if you could ...

Asking for permission

Is it all right if I ...?
I wonder if I could ...?

Offering help

Would you like me to ...?
Do you need any help with ?

Making a suggestion

Why don't we ...?
Perhaps we should ...?

Softening a strong comment

I'm afraid there is a small problem.
It seems there is a slight problem.
That might be quite expensive.
I'm not sure we can do that.
Wouldn't it be better to ask X?
To be honest, I think it might be better to...

3. Checking understanding

Technical problems

Did you get my last message sent on ...?
I'm afraid I didn't receive an attachment with the last e-mail you sent.
Could you send it again?
I received your e-mail, but I can't open the attachment.

Asking for clarification

I'm not sure what you mean by ...?
Could you clarify ...?

Which ... do you mean?
Could you explain this in a little more detail?

4. Meetings

Reason for writing

I'm writing to arrange a time for our meeting.

What time would be convenient for you?

Suggesting time/place

Could we meet on (day) in (the morning, etc.)
at (time) ?

Saying when you are / are not free

I would be able to attend the meeting on
Thursday morning.
I'm out of the office until 2 pm.
Any time after that would be fine.
I'm afraid I can't manage next Monday.

5. Invitations

Inviting

We could be very pleased if you could come.

I would like to invite you to ... / attend our ...
Please let me know if you will be able to attend.

Prepare

Before the meeting it would be useful if you could prepare ...
It would be helpful if you could bring ...

Accepting

Thank you for your kind invitation.
The date you suggest is fine.
I would be delighted to attend the meeting

Refusing

Thank you for your kind invitation.
Unfortunately, I have another appointment on that day.
Please accept my apologies.

I hope we will have the opportunity to meet on another occasion in the near future.

I am sure that the meeting will be a great success.

GLOSSARY

LETTER WRITING

abbreviation	3 E 7 F = Է Դ = " 9	կրճատում, հապավում
apply	3 E " D @ 6 = 4	դիմել
brief	3 " 7 F ' : 4	ամփոփել, սեղմ շարադրել
clutter	3 ? @ 7 H E Է 4	իրարանցում, խուճապ ստեղծել
communication	3 ? E A > I Է B = "	հաղորդակցություն, կապ
complaint	3 ? E A " D ~ @ 9 = B	խնայատ, բողոք
concise	3 ? E B ~ G 6 = G 4	համառոտ, հակիրճ
confusion	3 ? E B " : > I Է 2	Բախկարգություն, խառնաշփոթություն
correspondence	3 ? * F E " G D * B	Ցուցանակություն
courteous	3 ? E Է ~ H = E G 4	քաղաքավարի, բարեկիրթ
depend on	3 8 = " D 9 B 8 4	կախված լինել
dilute	3 8 6 = ~ " @ I H 4	նոսրացնել
familiar	3 : E " A ~ = @ = E Է	ճանաչող, հարազատ
formality	3 : * Է " A L @ E H	ձևականություն
glance	3 ; @ Լ ~ B G 4	հայացք
include	3 = B " ? @ I Է 8 4	ներառել, ընդգրկել
label	3 @ 9 ~ = 7 @ 4	պիտակ
lead	3 @ ~ Է 8 4	տանել, վարել, առաջնորդել
margin	3 A 6 Է \$ = B 4	եզր, նվազագույն սահման
omit	3 E " A = H 4	բաց թողնել, մատնել անուշադրության

parentheses	3 D E " F 9 B / E G	պարզազներ
personal	3 " D " Է G E B @ 4	անձնական, անհատական
previous	3 D F = Է J = E G 4	նախորդ, նախորդող
province	3 D F J * = ~ B G 4	նահանգ, գավառ
statement	3 G H 9 = H A E B H	հաղորդում, հաստատում
stress	3 " G H F 9 G 4	շեշտ
stuffy	3 " G H Ž : = 4	տոթ, հեղձուկ, ծանր
upper	3 Ž D Է Է 4	վերին, բարձրագույն
vertically	3 J " Է H = ? E @ =	հորիզոնական
ZIP code	3 M 9 H ~ 6 ≡ ~ D =	պոստալային կոդ

BUSINESS LETTERS

advertise	3 L 8 J E ~ H 6 = M 4	հայտարարել, գովազդել
applicant	3 ~ L D @ ÷ ? E B H 4	կիրորդ
combine	3 ? E A ~ 7 6 = B 4	միացնել, միավորել
consist of	3 ? E B ~ G = G H 4	բաղկացած լինել
disappointment	3 8 = G E ~ D * ~ = B 4	հուսալքություն
emphasize	3 9 A : E ~ G 6 = M 4	շեշտադրում, շեշտել
familiar	3 : E E A ~ 4 @ =	ծանոթ, հարազատ
glance	3 ; @ 6 Է B G 4	հայացք
justified	3 ~ \$ Ž G H = : 6 =	ճշտարացված
label	3 ~ @ 9 = 7 @ 4	պիտակ
persuade	3 D E F ~ G K 9 = 8	համոզել
request	3 F = ? K 9 G H 4	առաջարկ
reference	3 ~ F 9 : F E B G 4	վկայականում, մեջբերում
seek	~ 3 G ÷ Է ? 4	փնտրել, որոնել
skim	3 G ? ~ = A 4	աչքի անցկացնել
summary	3 G Ž A ~ E F = 4	կարճ, համառոտ շարադրանք
tactful	3 ~ H L ? H : @ 4	տակտով, վայելուչ վարմունքով
work experience	3 = ? ~ G D ~ = E F =	էմպլոյա փորձ

PERSONAL LETTERS

acquaintance	3 E " ? K 9 ÷ B H	Երեւոյ ճանաչություն
annual	3 " L B > E @ 4	տարեկան
approximately	3 E " Ծ F = * A 7 E H @	մոտավորապէս
Bachelor of Arts	3 7 L H . ~ E @ E Է	4 հումանիտար գիտությունների բակալավր
Bachelor of Science	3 7 L H . ~ E @ E Է	4 բնական գիտությունների բակալավր
conclude	3 ? E B " ? @ Է	8 Եզրափակել, վերջացնել
delivery	3 8 = " @ = J E F	= 1 Դրկում, ազատում 2 առաքում
divine	3 8 = = " B J 4 6	աստվածային
engraved	3 = B " ; 7 9 = J	8 Կտրագրված
favour	3 " : 9 = J E Է 4	լավություն
gratitude	3 " ; F L H = H >	1 Երախտագիտություն
headquarters	3 " < 9 8 ? K (H	Եզրմէջ վարչություն
host	3 < E 7 G H 4	տանտեր
hostess	3 < E G H = Է G	4 տանտիրուհի
instant	3 " = B G H E B H	4 պահ, ակնթարթ
location	3 @ E " ? 9 = . B	4 տեղ, դիրք
ounce	3 E ~ B G 4	ունցիա(28,3գր)
pen pal	3 D 9 B ~ D * @ 4	գրչրնկեր
primary	3 " D F 6 ÷ A E F	= 1 Կիմնական 2 առաջնային

WRITING A RESUME OR CV (CURRICULUM VITAE)

affiliation	3 E : = @ ~ " 9 =	միջոցով, անդամագրում
attract	3 E ~ H F L ? H 4	ձգել, գրավել
convince	3 ? E B ~ J = B	համոզել, հավաստիացնել
gain	3 ; 9 ~ = B 4	ձեռք բերել, ստանալ
graduate	3 ; F L \$ Γ 9 = H 4	ավարտել 2 չափը սահմանել
improve	3 = A ~ D F I է J 4	բարելավել
irrelevant	3 = ~ F 9 @ E J E	գործի և չվերաբերող, անտեղի
neat	3 B ~ H 4	կոկիկ, մաքուր
qualification	3 ? K * @ = : = ?	որակագրում
skill	3 G ? ~ = է @ 4	հմտություն
volunteer	3 J * @ E B ~ H =	կամավոր

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CONTENTS

LETTER WRITING.....	4
BUSINESS LETTERS.....	9
PERSONAL LETTERS	15
WRITING A RÉSUMÉ OR CV (CURRICULUM VITAE).....	23
EFFECTIVE WRITING.....	28
GLOSSARY	40
BIBLIOGRAPHY	45

ԷՄՄԱ ՀԱՅԿԻ ԹԵՄՐԱԶՅԱՆ
ՍԵՂԱ ՍԵՐԳԵՅԻ ԷՎԻՆՅԱՆ
ՍՈՆԻԿ ՍՈՒՐԻԿԻ ԱԲՐԱՀԱՄՅԱՆ

ՆԱՄԱԿԱԳՐՈՒԹՅՈՒՆ ԵՎ ԻՆՔՆԱԿԵՆՍԱԳՐՈՒԹՅՈՒՆ

ՈՒՍՈՒՄՆԱԿԱՆ ՁԵՌՆԱՐԿ

Համակարգչային շարվածքը՝ Լիդա Մամաջանյանի
Գոհարիկ Առուշանյանի

Համակարգչային ձևավորումը՝ Կարինե Չալաբյանի
Տեխ. խմբագրումը՝ Լուսինե Հովհաննախյանի
Շապիկի ձևավորումը՝ Անուշ Ստեփանյանի

Չափսը՝ 60x84 1/16: Տպ. մամուլը՝ 3:
Տպաքանակը՝ 100 օրինակ:

ԵՊՀ հրատարակչություն

ք. Երևան, 0025, Ալեք Մանուկյան 1

VINCENT VAN GOGH WROTE NEARLY 1000 LETTERS
DURING HIS LIFE TIME, OFTEN SEVERAL A DAY.
MANY OF THEM CONTAINED STRIKING DRAWINGS.



ՀԱՍՏՐԱԿՉՈՒԹՅՈՒՆ
ՆՐԵԱՆ 2014