



THE DISTINCTIVE FEATURES OF THE ENGLISH BUSINESS CORRESPONDENCE

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With the development of economic globalization, international business has grown considerably in the past two decades. As one of the main means of communication in the international business world, English business correspondence writing plays an indispensable role during the business procedure. The business correspondence initiates and maintains the business relationship between the trade members, and its quality concerns the success or failure of a business deal to a large extent. A well-written business letter will not only accelerate the ongoing deal, but also create a trustful relationship between the partners, which will bring potential benefits in future contacts. On the contrary, if a business letter is inappropriately drafted, it will cause misunderstandings during the transaction, and this may bring successive troubles in the following steps or even result in a total failure of the deal.

A few centuries ago people knew only a few kinds of communicational means. They could either speak to each other or send letters.

Nowadays, we are acquainted with various means of communication, as mobile phones, phones, computers, Internet, fax, etc. And each of these instruments gives us ability to converse with a help of letters.

As we know more and more people are getting involved in the world of business relationships. As a result of it, business people need specialists possessing knowledge of the English language used for writing documents

Naturally, letter-writing is not the same as casual conversation, it bears only the same power of thoughts, reflections, and observations as in conversational talk, but the form may be quite different. What makes the correspondence so attractive and pleasing is not always the message of the letter; it is often the manner, form and style in which the message is written [1].

Taking everything into consideration, we suggest that the business correspondence research is urgent problem, and it is essential to study it

Kazakhstan, as one of the important members in the international business world, has paid much attention to professional staff training in the business field since its independence the 1990s. English business correspondence writing is a necessary component nowadays. Writing a good business letter in English requires professional knowledge in business.

The methodology used in teaching business correspondence writing is the



conventional pattern which stresses the abstract language competence and pays more attention on lexical analysis and words learning, but the particular language patterns which have been formed during the long run of business practice are often neglected. One of the problems it brings is that we have acquired professional knowledge in the business field in our native language and also linguistic knowledge in English for general purpose, but we cannot integrate the knowledge into a satisfactory business letter with a professional tone.[2].

There are certain rules which not everybody could learn since they have to be felt by correspondents. Letter writing requires long practice and experience. Those who write letters should always remember, that what makes the letter attractive and therefore promotes one's business is not always the message of the letter, but it is the manner and style in which the message is written.

Type of business documents has its own set phrases and clichés, e.g. invoice, book value, currency clause, promissory note, assets, etc., there are many differences in the vocabulary between formal and informal business correspondence. The main part of vocabulary of formal English is of French, Latin and Greek origin. Often it can be translated into informal language by replacing words or phrases of the Anglo-Saxon origin[3].

For example:

1. Formal style:

commence

conclude

prolong, continue

2. Informal style:

begin, start

end, finish, stop

go on

As more and more people are getting involved in the world of business relationships. As a result of it, business people need specialists possessing knowledge of the English language used for writing documents, due to the development of international business partnership the interpreters are faced with the necessity of translating official business papers from English into Russian or Kazakh because English is considered to be the language of world business relationships. In comparison with literary texts the texts of official documents are highly standardized: it concerns both the structure of the whole text and the arrangement of special paragraphs. And it shows that theory of writing business documents, on the one hand, reflects highly subjective approaches. On the other hand, such approaches are not unified in accordance with existing rules of formal English. Such influence really exists, but there are no accepted criteria for changes that should be taken into consideration. Thus, the main problems of people who write business letters are: how



should they write it to sound correctly in the foreign language? How formal should they be in the content of documents, if even English-speaking people meet difficulties drawing a line between formal and informal English? Language of documents is characterized by specific terms and expressions and also by those grammatical and syntactical patterns where translation can cause some difficulties. That is why we should know sufficient knowledge of grammatical, stylistic and lexical peculiarities of business letters to translate them correctly.

Correspondence - is an essential part of communication, an intimate part of experience. Each letter - writer has a characteristic way of writing, his style of writing, his way of expressing thoughts, facts, etc. but it must be emphasized that the routine of the official or semi-official business letters requires certain accepted idioms, phrases, patterns, and grammar which are found in general use today. Therefore certain skills must be acquired by practice, and details of writing must be carefully and thoroughly learnt

The business English's lexis is different from normal English's lexis, which can be seen from the following aspects.

- Use of Abbreviations

In business English, abbreviations are very often used to save space and time. This conforms to the conciseness characteristic of business English. However, when we use the abbreviations, we should know their meanings and know where they are appropriate. In business English, most abbreviations have the fixed meanings.

1. International trade terms: FOB (free on board), CIF (cost, insurance and freight), FCA (free carrier)

2 International trade abbreviations: F.A.Q (fair average quality), D.W.T (dead weight tonnage), PCT (percent)

3) Abbreviations and simplified words commonly used in cables and telexes: PLS (please), ASAP (as soon as possible), DOC (document).

4. Country Codes: CN (China), US (United States), UK (the United Kingdom)

5. International Organizations: WTO (World Trade Organization), UN (the United Nations)

6. Currency Codes: CNY (Chinese Yuan), USD (United State Dollar)

Abbreviations of business English have a special system in expression different from the one of daily English. If we flout the unique characteristics of business English abbreviations to render those frequently used abbreviations, it is impossible to serve successfully for the international trade.

- Use of Compounds



Many compounds are used in business English, which can be rarely seen in other written styles: vacuum-packed, encouragement policy, company profit, thereon, hereafter

- Use of formal words

1) *This contract can only altered, amended or supplemented in accordance with documents signed and sealed by authorized representatives of both parties.*

Here, many formal words such as amend, supplement, documents, authorize, representatives are used.

In business English, formal words are very often used to achieve a formal tone. Such examples are more often found in business contracts. For instance,

1. The drawer is required to pay the bill a certain number of days after sight.

'Require' is more formal than 'need'.

2. With regard to the payee, the drawer may use one of the following methods.

'With regard to' is more formal than 'about'.

We may list more examples as follows: *in the event of /if, prior to/before, In favor of/for/to, supplement/add to, certify/prove, in accordance with/by*

- Use of Technique Terms

Business English is closely related to the special field of knowledge. Therefore, there are a lot of technique terms in business English. Many business people feel that simple words are more impressive than those pompous ones. Readers may get lost in the maze of long words and often miss the meaning. So, short and simple verbs are often used in business English. For example,

1. 'approval' to 'approbation'

2. 'improve' to 'ameliorate'

3. 'consider' to 'give consideration to'

4. 'appoint' to 'make an appointment of'

With the deepening of globalization of the world economy, business English has been an indispensable linguistic communication tool. Having a good knowledge of business English is real important for us. So, we should be familiar with the linguistic features of business English firstly. Then, we can use the translation techniques to do translations well.

From the above parts, we can see that business English is characterized by its lexis, syntax and words. The characteristics should be fully understood and exercised to the translation of business English flexibly. It is the precondition of good translation. After managing these linguistic features, we can focus on the translation techniques.



We should try to organize our letter logically, making smooth transitions between sentences and paragraphs. It should be clear and concise, with short sentences and simple words. Use personal pronouns and active voice. Avoid *me, me, us, and us* in the beginning of the letter. We should avoid also formal and stuffy expressions (like "*thanking you in advance*", "*as per*", "*be advised*", "*in compliance with your request*" or "*enclosed herewith*"), and not use technical terms unless we are positive our reader will understand them as we do. We will never get what we're after, if our reader doesn't get the message [4].

From the lexicological point of view business papers are of great interest. Their lexicon is rather stable. As a rule, words have their only exact meaning. There are no words which are emotionally colored.

It is difficult to translate terms that are used in business correspondence and therefore we should pay great attention to semantic characteristics of business phrases:

- *We would like (have) to remind you that...* - Мы хотели бы (вынуждены) напомнить Вам, что ... - Біз сізге ескертейін деп едік

- *We wish to draw your attention to the fact that ...* - Мы хотим обратить Ваше внимание на тот факт, что ... - Біз сіздің назарыңызды мына дерекке аударуыңызды қалаймыз

- *We are disappointed to find that the quality of the equipment (goods) you supplied does not meet (comply with, satisfy, and match) the requirements of ...* - К сожалению, мы обнаружили, что оборудование (товары), которые вы поставили нам, не удовлетворяют требованиям ... - Өкінішке орай, сіз жіберген жабдықтарыңыз(тауарларыңыз), талапқа сай келмейді...

- *The delay in delivery is causing us great in convenience, as ...* - Задержка в поставке приводит к большим неудобствам, поскольку ... - Жеткізілімнің кідірісі үлкен ыңғайсыздықтарға әкеліп соқтырады, себебі...

- *We find it necessary to note ...* - Считаем необходимым отметить ... - Белгілеуді қажет деп санаймыз...

- *We are returning ... and would ask you to replace ...* - Возвращаем вам ... и просим заменить ... - Сізге ...қайтарамыз және ...ауыстырып беруіңізді сұраймыз.

- *So far we have received no reply ...* - До сих пор мы не получили ответа ... - Осы уақытқа дейін біз ешқандай жауап алған емеспіз...

- *Our containers in the consignment were found to be damaged.* - Четыре контейнера в партии оказались повреждёнными. - Партиядағы төрт



контейнердің ақаулықтары табылды.

- *We duly informed you about the breakdown of the equipment.* - Мы должным образом проинформировали вас о выходе из строя оборудования. - Біз жабдықтың істен шыққандығы туралы хабарлағанбыз.

- *At present your failure to deliver the goods greatly worries us.* - В настоящее время мы крайне обеспокоены тем, что вы не можете поставить товар. - Дәл осы уақытта сіздің тауарды жеткізбегеніңізге біз қобалжып тұрмыз,

- *When we examined the goods, it turned out that ...* - После осмотра товара оказалось, что ... - Тауарды тексергеннен кейін былай болған, ...

- *We have carefully studied your claims ...* - Мы внимательно изучили Ваши претензии ... - Біз сіздің претензияларыңызды мұқият қарап шықтық...

- *You were right let us know about ...* - Правильно сделали, что сообщили нам о ..., бұл жөнінде бізге хабарлағаныңыз дұрыс болды.

- *You are perfectly correct in saying that ...* - Вы совершенно правы в том, что ... - Сіздің бұл жөнінде айтқаныңыз әбден дұрыс...

- *After investing your complaint, we have to admit that ...* - После изучения Вашей жалобы мы вынуждены признать, что ... - Сіздің арызыңызды қарағаннан кейін біз мойындауға мәжбүрміз, не...

- *Steps are being taken immediately to avoid such mistakes in future.* - Мы немедленно примем меры для того, чтобы избежать подобных ошибок в будущем. - Біз келешекте осындай қателіктер болмау үшін, міндетті түрде осыны қолға аламыз.

- *We apologize for ...* - Просим прощения за ... - Осы үшін кешірім сұраймыз.

- *Is placement for the substandard goods will be delivered next week?* - Замена недоброкачественному товару будет поставлена на следующей неделе. - Ақаулы тауарлар келесі аптада ауыстырылады.

- *May we remind you, however, that ...* - В тоже время, мы хотели бы напомнить Вам, что ... - Сонымен бірге, біз сізді ескертейін деп едік, ...

- *However we hope you will also try to see our point of view.* - Однако нам хотелось бы изложить также свою точку зрения. - Алайда біз өз көзқарасымызды баяндауды қалаймыз.

- *We regret that we cannot exchange ... since ...* - К сожалению мы не можем заменить ... , поскольку ... - Өкінішке қарай біз ... ауыстыра алмаймыз, себебі...

- *We regret to inform you that the delay in delivery occurred through no*



fault of ours. - It is not our fault that ... Мы бы хотели сообщить Вам, что задержка в поставке произошла не по нашей вине. - Біз сізге, кідіріс біздің кінәмізден емес екенін айтқымыз келеді.

- *Needless to say that both our companies suffered unnecessary losses that hope fully will be avoided in the future.* - Нет необходимости говорить о том, что обе наши компании понесли напрасные убытки, которых мы надеемся избежать в будущем. - Біздің екі компаниямыздың нәтижесіз шығынға ұшырағаны жөнінде айтуқажет емес деп санап, болашақта бұлай болмайды деп сенеміз.

In connection with the mentioned facts, one of the most important parts of any business is business correspondence. In any business or any commercial activity it is impossible to run business verbally. Any fact has to be proved by definite document or letter. Many current questions solved thanks to business correspondence.

There are certain rules which not everybody could learn since they have to be felt by correspondents. Letter writing requires long practice and experience. Those who write letters should always remember, that what makes the letter attractive and therefore promotes one's business is not always the message of the letter, but it is the manner and style in which the message is written.

The "golden rule" that must be followed by every business correspondent is that the official letter should be formal, courteous, tactful, concise, expressive, and to the point.

In conclusion writing of business letters is highly complicated science. It is not enough for a good business letter writing to know lexis and grammar, but we should comprehend the whole range of such things as: occasions on which the particular letter is written, the style of letter, semantics of the used words and phrases useful expressions, and accepted idioms.

At all times, business communication and, accordingly, business correspondence have been one of the most important components of any business, the main means of interaction within its framework. Compliance with the rules established by the specifics of the form of a business letter and the traditions of communication plays a significant role in business when conducting official correspondence

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