

ENGLISH FOR SPECIFIC PURPOSES

FLASH ON ENGLISH FOR ESP

New series focusing on English for Specific Purposes



Beginner to Intermediate

Common European Framework

Level A1-B1

FLASH

on English for ESP

 ONLINE RESOURCES

The series provides a thorough introduction to English for Specific Purposes in a range of content areas.

- > The books provide teachers with all the tools necessary to introduce vocabulary and language functions specific to the language sector.
- > The series has been devised to aid teachers in introducing new language specific to the various sectors of ESP while the practical and hands-on activities allow for efficient language learning.
- > The student's book comes with audio in mp3 format available online.

5
Writing Business Emails

The most common form of written communication in business is email (electronic mail). Therefore, the ability to use email well is very important for anybody working in a company. If you already use emails to communicate with friends, you know how many advantages it has.

1 This is a list of some advantages of communicating by email. Match the beginnings of the sentences to the endings.

<p>1 Sending emails is fast and</p> <p>2 You can send emails any time and</p> <p>3 You can attach files.</p> <p>4 You can send emails wherever you are</p> <p>5 You can send the same email to</p> <p>6 Using emails saves the time of printing, copying and</p> <p>7 You can store your emails and find them quickly when.</p>	<p>A (no matter how "heavy" they are).</p> <p>B a large number of people.</p> <p>C you need them.</p> <p>D distributing information to many people.</p> <p>E simple.</p> <p>F (but you must have a computer or a smart phone).</p> <p>G anywhere.</p>
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2 Why do business people use emails? Read this interview with a businessman and find 4 reasons he gives for using email.

Interviewer: So, Mr Randall, let's talk about your relationship with your computer. Could we say that you can't live without it?

Tim Randall: Absolutely! I don't do anything and I don't go anywhere without it, I travel a lot and I hate talking over the phone. So everything related to my work I do with my computer.

I: But what do you do with your computer most of all?

TR: I read and send emails. I can send and read hundreds of emails every day.

I: Hundreds? That's unbelievable!


TR: It's not if you think of how many reasons you have to send or read emails.

I: Tell me about it.

TR: Well, first of all I send information to customers, to colleagues. And of course I receive information from them. Then, giving instructions. For example to people who work for me.

I: And do you ever use emails for appointments or do you use the telephone for that?

TR: Sure. I use email to fix or change appointments. And I also use emails when I need to send documents, like offers or reports.



He uses email to:

- To _____ and _____
- To _____
- To _____ or _____
- To _____

5

Like any document, an email has a standard format. It is organised in different parts.

3 Look at this email and label the parts correctly.

From: A. a.fantinielli@betto.it
 To: B. brian.baker@topsport.uk
 Sent: C 13 March 2011, 15:38
 Subject: D your enquiry of 8 March
 Attachments: E offer

F Dear Mr Baker,
 G Thanks for your enquiry about our line of football boots. I attach our best offer with details of sales terms. I hope to hear from you soon.

H Best regards
 I Antonia Fantinielli

opening

closing

email address of the receiver (in the person who receives the email)

information about the **content** of the email


signature

anything attached to the email

email address of the sender (in the person who sends the email)

body of the message

date and time when the email is sent

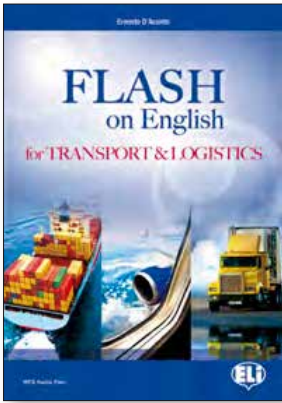


4 Read the email in exercise 3 and answer the questions.

- Who writes the email and who does she work for?
- Who receives the email and who does he work for?
- When is the email sent?
- What is attached to the email?
- Why does Mrs Fantinielli write the email?

5 Now complete this text summarising the email in exercise 3.

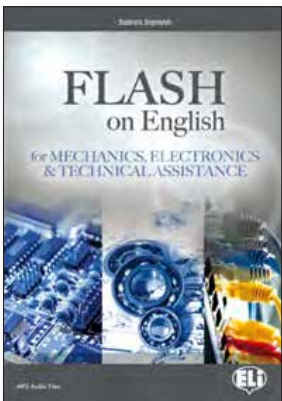
On (1) _____ at (2) _____ Mrs (3) _____ from (4) _____ sent an email to (5) _____ from (6) _____ She thanked him for (7) _____ and attached (8) _____



Flash on English for Transport and Logistics A2-B1

- Types of transport
- How to tie knots
- Preflight and airport procedures
- The structure of a ship
- How an airplane is built
- Intermodal freight transport
- Navigation tools: radar and the GPS system
- The cockpit
- Handling goods and passengers
- Meteorology

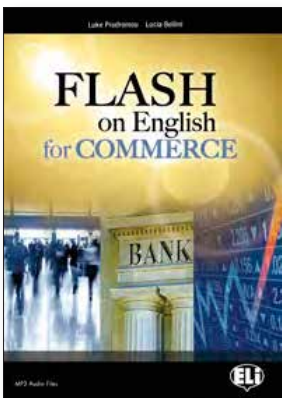
FOE for Transport and Logistics
ISBN 9788853614513



Flash on English for Mechanics, Electronics and Technical Assistance A2-B1

- Materials: description and aspects
- Working processes of metals
- Tools in mechanics: machine tools and CNC (computer numerical control)
- Technical drawing: CAD and CAM
- Electricity and conductivity of materials
- Electric circuits: elements and types of circuit
- Conventional and alternative power plants
- Electronics: a definition of electronics, electronic elements and devices
- Communication network and transmission devices
- Networks: components and types
- Automation and robotics
- Technical assistance and maintenance
- Safety measures in the workplace

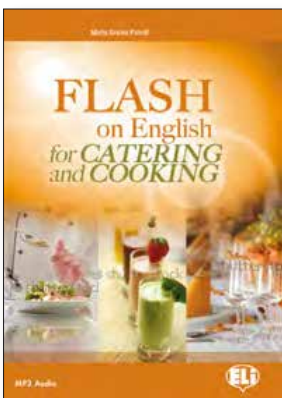
FOE for Mechanics, Electronics and Technical Assistance
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Flash on English for Commerce A2-B1

- Business areas
- Aspects of marketing
- Globalisation: advantages and disadvantages
- Applying for a job (CVs and job applications)
- Business transactions: making and replying to enquiries and orders
- The company: organisation and business models
- Invoices, payment terms and conditions
- International trade: organisations and directives
- Marketing strategies
- The stock exchange

FOE for Commerce
ISBN 9788853614469



Flash on English for Cooking, Catering and Reception A2-B1

- An introduction to the catering industry categories, venues and services
- The restaurant: roles and responsibilities of kitchen and front-of-house staff
- Uniforms and personal hygiene
- In the kitchen: kitchen areas, machinery and equipment, materials
- Classifying foods: food nutrients and cooking techniques
- Preparing the menu
- Service rules: service techniques, types of crockery, cutlery, serving plates and dishes
- International cooking: cooking techniques, recipes, customs and traditions
- At the bar and at reception: roles and responsibilities

FOE for Cooking, Catering and Reception
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