

## LEA L3 Anglais économique et commercial

### Objectifs du cours :

- Capacité à rédiger en anglais un email et une lettre dans un registre formel, avec une grammaire adéquate ainsi qu'un vocabulaire approprié.
- Capacité à rédiger un CV et une lettre de motivation en lien avec des mises en situation spécifiques.
- Capacité à établir ou maintenir des contacts avec des partenaires anglophones (projets culturels, commerciaux, ou administratifs). Cette correspondance pourra se faire en tant que client·e, employé·e, collaborateur·trice ou en tant que dirigeant·e d'une structure.
- Capacité à proposer des candidatures professionnelles dans des structures anglophones publiques ou privées (stage, postes, etc.).

### Contrôle continu

**CC1** : Week 6

**CC2** : Week 12

## Vocabulary

### Starting a letter or an email

Dear Sir/Madam or Dear Mr/Miss/Ms/Mrs Smith  
To whom it may concern (*destinataire inconnu*)

### Useful vocabulary

(Job) applicant: *candidat·e/postulant·e*

Application: *candidature*

Job vacancy: *poste à pourvoir/poste vacant*

Job opportunity/job offer: *offre d'emploi*

Skills: *competences/aptitudes*

To forward something to someone: *transférer quelque chose à quelqu'un*

To be delighted to: *être ravi·e de*

To look forward to doing something: *être impatient·e de faire quelque chose*

To be interested in: *être intéressé·e par quelque chose*

To have a keen interest in: *avoir un vif intérêt pour*

Resume/resumé/résumé (US) or CV (UK)

Internship: *stage*

A piece of information: *une information* vs. information: *des informations*

To apply for: *postuler à*

### Endings

#### For emails:

Kind regards or best regards

#### For letters:

Yours sincerely, yours faithfully, yours truly, etc. (UK)

Sincerely yours, faithfully yours, truly yours, etc. (US)

### Date

Do not use numbers only. It could be confusing as British and American standards are not the same in terms of date.

**UK** date format → DD/MM/YY, e.g., 11/12/15, 11<sup>th</sup> December 2015/11 December 2015

**US** date format → MM/DD/YY, e.g., 12/11/15, December 11<sup>th</sup> 2015/December 11 2015

## Formality

**Source:** Purdue University, "Using appropriate writing"

[https://owl.purdue.edu/owl/general\\_writing/academic\\_writing/using\\_appropriate\\_language/levels\\_of\\_formality.html](https://owl.purdue.edu/owl/general_writing/academic_writing/using_appropriate_language/levels_of_formality.html)

### Levels of formality

"The level of formality you write with should be determined by the expectations of your audience and your purpose. For example, if you are writing a cover letter for a job application or a college academic essay, you would write in a formal style. If you are writing a letter to a friend, writing something personal, or even writing something for a humorous or special interest magazine when informal writing is expected, you would use a more informal style. Formality exists on a scale—in the example below, a letter of application to a known colleague can result in a semi-formal style.

Here is an example:

**Formal (Written to an unknown audience):** I am applying for the receptionist position advertised in the local paper. I am an excellent candidate for the job because of my significant secretarial experience, good language skills, and sense of organization.

**Semi-formal (Written to a well-known individual):** I am applying for the receptionist position that is currently open in the company. As you are aware, I have worked as a temporary employee with your company in this position before. As such, I not only have experience and knowledge of this position, but also already understand the company's needs and requirements for this job.

**Informal (Incorrect):** Hi! I read in the paper that ya'll were looking for a receptionist. I think that I am good for that job because I've done stuff like it in the past, am good with words, and am incredibly well organized."

## **Emails**

### **Opening sentences**

I am writing to you on behalf of... (*de la part de*)  
Further to (*suite à*) our meeting/our phone conversation...  
FYI – For your information  
Here are the details as discussed  
Please find attached my resume/cover letter/files, etc.  
Hereby attached...  
Please find my resume and/or cover letter enclosed  
I apologise for the delay in replying  
I apologise for the inconvenience/for any inconvenience caused  
Please accept my sincere apologies  
I regret (to inform you) that... / I regret that I must inform you that/of...

### **Content**

As mentioned in my previous message/in the message below...  
Regarding/concerning the matter of...  
I have copied X/CCed in X  
I would be grateful (*reconnaissant·e*) if you could help...  
I will be back in touch with more news shortly  
Please click here to download the form  
To register online, please follow this link

### **Ending an email**

Many thanks in advance for your help/reply  
If you need/should you need any further information, please contact me/feel free to contact me  
I look forward to hearing from you  
Kind regards/best regards (Regards: less formal)

## Answering an email

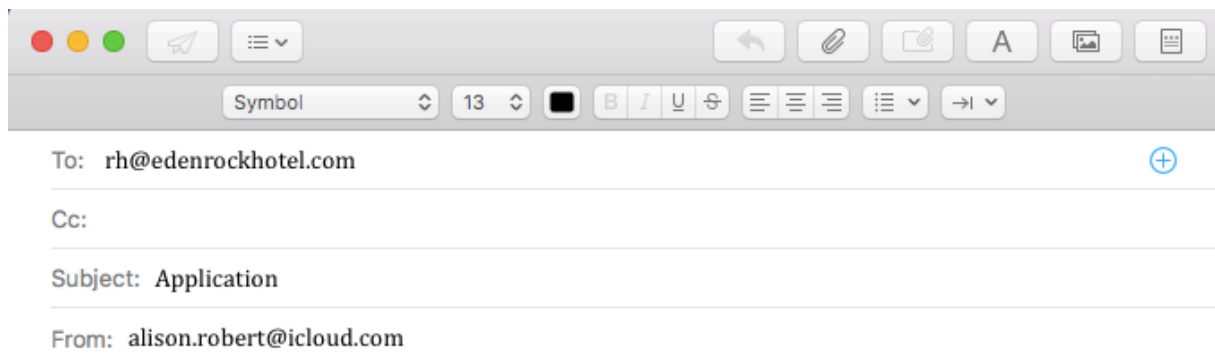
**Job opportunity:** <http://www.edenrockhotel.com/eng/careers/>

Welcome to the Eden Rock – St Barths career opportunity page. We are continuously looking for new, young and talented employees to join our team and who will bring added value, passion and energy to the company.

Please contact us with your covering letter and your resume at [rh@edenrockhotel.com](mailto:rh@edenrockhotel.com)

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### Application:



To whom it may concern,

I am sending you this message after having seen the job opportunity on your website. I am a second year English student at the Université des Antilles, in Martinique, applying for a summer internship in your hotel.

I have already worked in a hotel as a receptionist. Moreover, I have the French and English skills needed for such a job.

I have attached the resume and cover letter you requested.

I remain at your disposal if you have questions or need more information.

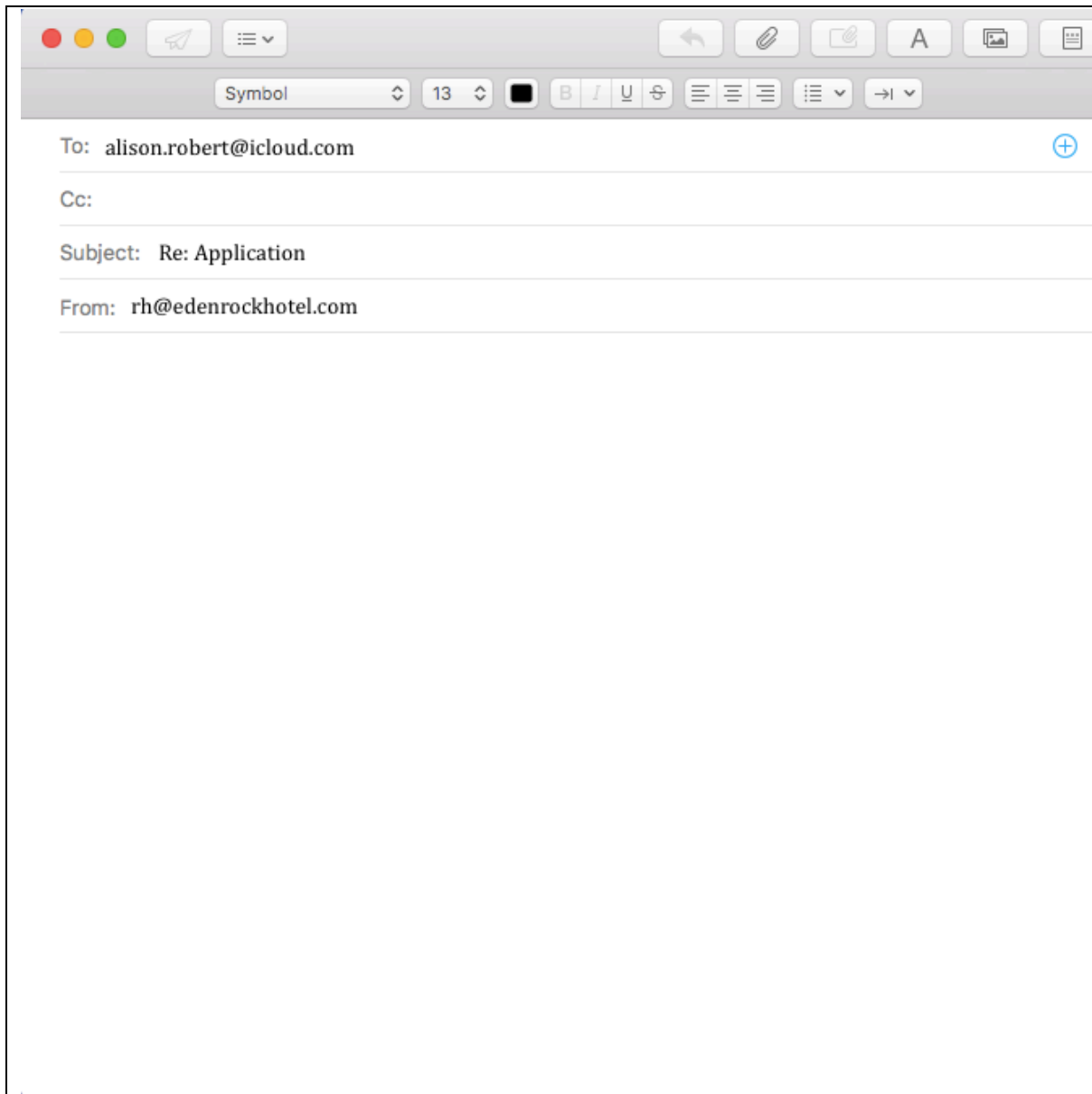
I look forward to hearing from you.

Best regards

Alison Robert  
Les Jardins du Parc  
Case-Pilote 97222, Martinique  
+590 695 18 15 73

**Answer the above email as if you were the Human Resources Director of the hotel.**

**Reply:**



## Translation (thème)

**Translate the following email.**

De : [sarahbaker@bodyplus.com](mailto:sarahbaker@bodyplus.com)

À : [rachelsmith@icloud.com](mailto:rachelsmith@icloud.com)

CC : [annajane@bodyplus.com](mailto:annajane@bodyplus.com)

Date : 5 juillet 2016

Objet : Egérie de Body+

Chère Rachel,

Comme évoqué quand nous nous sommes rencontrées la semaine dernière, je vous contacte concernant notre projet.

Je vous écris aussi de la part de ma collègue, Anna, en copie.

Nous serions honorées que vous soyez l'égérie de notre marque Body+. Votre notoriété permettrait à notre marque de se faire connaître lors de la conférence sur les cosmétiques le mois prochain, à San Diego.

Nous serons ravies d'organiser votre transport.

Nous espérons que vous déciderez de vous joindre à nous.

Bien cordialement,

Sarah Baker

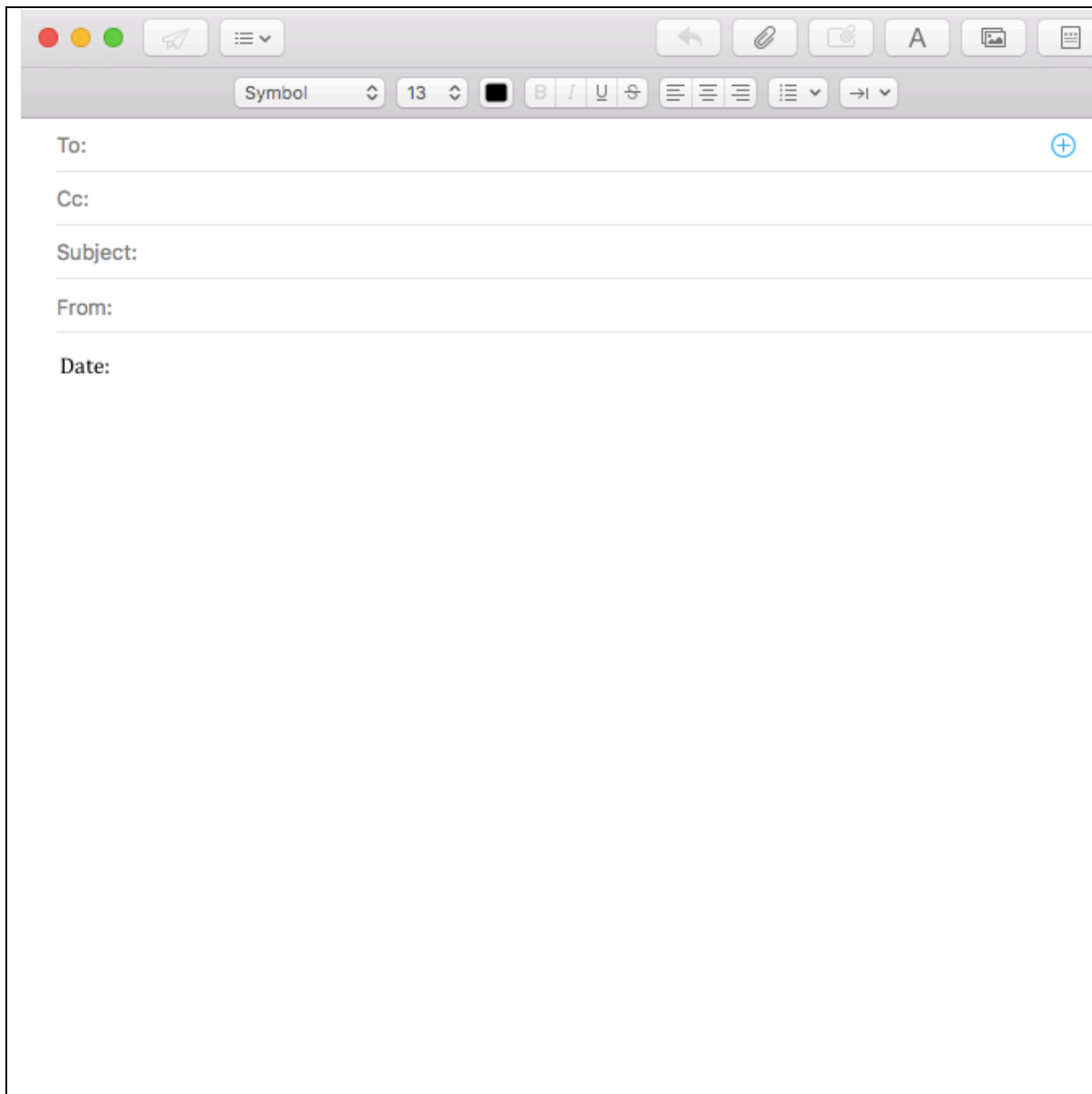
Responsable marketing

Body+ SARL

Téléphone : +44 567 458 1092

[www.body+.com](http://www.body+.com)

**Translation of the email:**




The image shows a screenshot of an email composition window. At the top, there is a toolbar with various icons for actions like undo, redo, and text formatting. Below the toolbar is a header section with the following fields:

- To:** (with a plus icon on the right)
- Cc:**
- Subject:**
- From:**
- Date:**

The main body of the email is currently empty.



## Letters

Letterheaded paper	
Date (day, month, year)	15 March 2019
Inside Address (name, title, company, full address, postal code)	Mr John McFarlane Director General Barclays Bank PLC 32 Av. 1 Churchill Place London E14
Salutation	Dear Mr McFarlane
Heading (to give an instant idea of the theme)	FULLY BLOCKED LETTER LAYOUT  This layout has become firmly established as the most popular way of setting out letter, messages, memos, reports – in fact all business communications. The main feature of fully blocked style is that all lines begin at the left-hand margin.
Body of letter (one-line space between paragraphs)	Open punctuation is usually used with the fully blocked layout. This means that no punctuation marks are necessary in the reference, date, inside address, salutation, and closing section. Of course, essential punctuation must still be used in the text of the message itself. However, remember to use commas minimally today; they should be used only when their omission would make the sense of the message unclear.  Consistency is important in layout and spacing of all documents. It is usual to leave just one clear line space between each section.  Most people agree that this layout is very attractive and easy to produce as well as businesslike.
Complimentary close	Yours sincerely/Yours faithfully
Name of sender	Liam Johnson
Sender's designation or department	Financial consultant
Enc (if anything is enclosed, Encs. plural)	Encs: 2
Show if any copies are circulated (if more than one, use alphabetical order)	Copy Robert Lewis

## Writing and answering a letter

### Requesting information

Dreamtime Movies Universal Ltd  
54 Oxford Road, Skagnes SK3 4RG, Iceland  
Tel: 0223 123 1567  
Email: [info@dreamtimemovies.com.uk](mailto:info@dreamtimemovies.com.uk)

22 January 2016

Lingua Services Galactic Ltd  
69 Milk Street  
London SW7 6AW

Dear Sir

TRANSLATION BROCHURE

I should be grateful if you would send us your brochure and price list about your translation services.

We are currently developing our sales literature and websites and are interested in translating these into five languages apart from English.

I look forward to receiving all the details.

Yours faithfully (UK.) (US: Faithfully yours)

Andrea Philips  
Marketing Manager

### Sending information

Lingua Services Galactic Ltd  
69 Milk Street, London SW7 6AW, UK  
Tel: +44 20 123 4567  
Email: [info@linguaservicesgalactic.com](mailto:info@linguaservicesgalactic.com)

24 January 2016

Ms Andrea Philips  
Dreamtime Movies Universal Ltd  
54 Oxford Road, Skagnes SK3 4RG

Dear Ms Philips

TRANSLATION SERVICES & FEES

Thank you for your letter of 22 January enquiring about our translation services.

I have pleasure in enclosing/I am pleased to enclose our latest brochures and price list from which you can see that our prices are highly competitive.

I look forward to calling you in a few days.

Yours sincerely (UK.) (US: Sincerely yours)

Thomas Brown  
Sales Manager  
Encs: 3

**Exercise:**

Write two letters.

1<sup>st</sup> letter: a complaint from a customer who ordered a product online (for instance, the product has not been received, the product delivered was not the good one or was damaged).

2<sup>nd</sup> letter: the answer from the company (apologies + solution to the problem of the client).

For both letters, follow the same layout as shown on the previous page.

Adapt your writing in accordance with the British or American spellings and norms.

# Curriculum Vitae<sup>1</sup>

Shawn Carlton

## PERSONAL DETAILS

Address 55 Queens Road  
Leicester LE2 1TT, UK

Telephone 0742 621 672

Email [shawn.carlton@icloud.com](mailto:shawn.carlton@icloud.com)

Date of birth<sup>2</sup> 7 April 1993

Nationality British

Marital status Single

## EDUCATION<sup>3</sup>

2011 to 2014 BA in Art, Performing Arts and Design, University of Leicester, Leicester  
2009 to 2011 Loughborough High School, Leicester

## WORK EXPERIENCE

2012 to present Wild UK Street Team

2012 to present Joyzine

- Produced articles for this music website, which includes writing reviews and interviews.

2011 to present Warner Music Street Team

- Promoted the label's new and existing artists and bands, plus major UK festivals.
- Arranged flyers, posters and concerts.
- Became the Warner Music Rep of Brighton, responsible for promotional activities and tours.

## ACHIEVEMENTS<sup>4</sup>

Publicised new bands, artists and headline acts, including The Streets, The Killers and Bloc Party.

## ADDITIONAL INFORMATION<sup>5</sup>

- IT skills: Microsoft Word, Excel, PowerPoint.
- Interests: listening to music, reading music publications, attending concerts and festivals.

## REFERENCES<sup>6</sup>

Available on request

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<sup>1</sup> Clear spacing and alignment. Limit your CV to a maximum of 2 pages, ideally 1 page. Times New Roman, 12.

<sup>2</sup> Do not use numbers only. It could be confusing as British and American standards are not the same in terms of date.

UK date format → DD/MM/YY, e.g., 11/12/15, 11<sup>th</sup> December 2015/11 December 2015.

US date format → MM/DD/YY, e.g., 12/11/15, December 11<sup>th</sup> 2015/ December 11 2015.

<sup>3</sup> Start with the most recent and progress backwards in time. Same for "work experience".

<sup>4</sup> Mention any special achievements or awards.

<sup>5</sup> Relevant information such as languages spoken. Personal interests could also be listed in a different section.

<sup>6</sup> References do not need to be listed but the employer needs to see that they can be provided if necessary.

## Covering letter

A covering letter (UK) or cover letter (US), also called “letter of application”, is the letter that accompanies your CV when applying for a job or an internship, for instance.

### Content

Your letter should:

- Mention where you learnt about the position
- Confirm that you are applying for the position
- Give an outline of your present and/or previous post(s) and briefly discuss your duties
- Say why you want the position
- Explain why you would be a benefit to the company
- Request an interview

### Layout

Your personal information (address, phone number, email) should either be at the top right-hand corner or at the top in the middle. The rest of the letter should be in block format, with each line starting on the left.

Try to keep the whole letter on one single page.

<b>Personal details</b> at the top right-hand corner or at the top in the middle. <b>Do not write your name here.</b>	Your address Your telephone Your email
<b>Date</b>	Do not only use numbers. Remember the difference between the UK date format and the US date format (cf. previous page). It would be satisfactory to place the date at the right.
<b>Destination name and address</b>	This is the name of the person to whom you are writing, his/her job title, the company name and address. This should be the same as on the envelope.
<b>Salutation</b>	Dear Sir/Madam or Dear Mr/Miss/Ms/Mrs Sawyer / To whom it may concern ( <i>destinataire inconnu</i> )
<b>Subject</b>	The subject of your letter, which for a job application is usually the job title. Always in CAPITAL LETTERS
<b>Body</b>	The letter itself, in 3 to 6 paragraphs. In the 1 <sup>st</sup> paragraph, always mention where you saw the position and confirm that you are applying for it.
<b>Ending</b>	Yours sincerely, yours faithfully, yours truly, etc. (UK) / sincerely yours, faithfully yours, truly yours, etc. (US)
<b>Your signature</b>	In black or blue ink.
<b>Your name</b>	First name and surname
<b>(Your title)</b>	If you are using company headed paper, write your job title here. If you are using personal paper, write nothing here.
<b>Enclosure</b>	Indicate that one or more documents are enclosed by writing Enc: 1 or Encs: 2, for two documents, for instance.

## An example of covering letter

62 rue de la République  
97100 Basse-Terre  
Guadeloupe  
+590 690 37 55 00  
[amandaprince@gmail.com](mailto:amandaprince@gmail.com)

20 December 2016

Mrs Kate Penson  
Director of Human Resources  
GA Media, Inc.  
4 Church Street  
Kingstone 6  
Jamaica

Dear Mrs Penson

FRENCH-ENGLISH BILINGUAL PERSONAL ASSISTANT

I wish to apply for the post of Bilingual Personal Assistant advertised on the website of your company.

You will see from the enclosed curriculum vitae that I have ten years of experience in the publishing field, the last five as a bilingual secretary.

French is my mother tongue and I am fluent in English, having spent two years working in a publishing company in Manchester.

If you feel that my qualifications and experience are suitable, I can be available for an interview at short notice.

Thank you for your consideration.

Sincerely

[Signature]

Amanda Prince

Enc



## School Language Assistants Program

The School Language Assistants Program (SLAP) is an Australian Federal Government Program that seeks to provide Australian schools with the opportunity of gaining a linguistic and cultural resource person from overseas for up to 12 months. Australian schools invite young people, who intend to pursue a career in teaching, to assist qualified Australian teachers in contemporary linguistic and cultural classroom activities and instruction.

World Educational Program (WEP Australia) Limited is ideally placed to assist primary and secondary schools with the provision of a School Language Assistant (SLA) for periods of three months up to one year. Although the school takes on the sponsorship of the SLA, it is WEP's international connections that are critical to the recruitment, screening and approval of qualified assistants.

The School Language Assistant will work with individual or small groups of students undertaking language learning activities, provide feedback to students on correct language usage, deliver in-class cultural activities, participate in activities that promote the target language (e.g., school open nights, language days), provide native-speaker expertise to teachers on use of the language, provide advice to teachers on current cultural conventions (e.g., pop culture).

WEP can recruit suitable candidates that fulfil these criteria:

- Be between the age of 20 and 30 (inclusive).
- Be a current university student or recent graduate.
- Be native speakers of French, Italian, Spanish, German or Mandarin.
- Intend to pursue a career in education in their home country.
- Have less than 12 months teaching experience and are seeking to assist an Australian school's language program and contribute to the school community's cultural and linguistic awareness.
- Possess intermediate English language skills (as a guide a minimum IELTS score of 5.5 with no band score below 5.5) and are able to communicate adequately in the classroom and workplace environments.
- Have positive personal and professional references.
- Fulfil Australian Federal, State Police and Working with Children checks before participating in the program.
- Demonstrate they enjoy a reasonable level of mental and physical health.
- Have access to adequate means of financial support for the duration of their stay.
- Show flexibility, confidence, initiative and openness of approach to succeed in foreign environments.

WEP Australia  
479 Hampton, St Hampton VIC 3188  
PO Box 260 Black Rock VIC 3193

Phone within Australia: 1300 884 733  
From other countries: +61 3 9598 4733  
Email: [wep@wep.org.au](mailto:wep@wep.org.au)

<https://wep.org.au/resources/programs-australia/school-language-assistants-program/>

**What are your motivations for applying to such a programme?  
Write a letter of application.**

## Mock exam #1

### Internship-UK.com

#### **Internship with DigiPhoto Ltd**

Gain practical experience and learn how to effectively edit and design digital imagery to project influential targeted messages.

As an intern in digital photography, you will learn about the logistical and technical issues involved in creating photo shoots and editing images. In addition, you will learn how to effectively select appropriate models, arrange a stage and props including lighting, styling, placements and editing.

To apply, send your CV to [digitalphotography@co.uk](mailto:digitalphotography@co.uk)

#### **Internship in Translation**

Ever wanted to become a translator?

Our translation internship provides students and graduates from all over the world the opportunity to learn how to become a specialist in translation.

Interns must have an excellent grasp of two or more languages. Students will be dealing with clients and partners from all around the world.

At Internship-UK, interns will be responsible for a range of documents and articles for educational, commercial and literary fields.

Apply now and send your CV and application to [recruitment@interntranslation.co.uk](mailto:recruitment@interntranslation.co.uk)

#### **Internship in Web Development Ltd**

One of the core aspects of this internship is the emphasis on project organisation. Interns working on a computer science degree or other IT related degrees will join one of our web project teams and will be given assignments and tasks in a wide variety of emerging fields on the web. Moreover, interns will deal with innovating new website improvements and designs.

Please send your CV to [webdvlp@recruitment.com](mailto:webdvlp@recruitment.com)

#### **Customer Relationship Management Internship with CMR Ltd**

CRM aims to learn more about customers' needs and demands in order to develop stronger relationships with them. CRM uses a combination of human resources and modern technology to gain an insightful perspective into the behaviour of customers and what they value. Closely linked to business strategy, CRM provides a strategic element to service interactions and is an invaluable tool for acquiring knowledge about customers and competitors.

Interns must possess excellent communication skills.

To apply, send your covering letter and CV to Tom Laurens [tomlaurens@crm.co.uk](mailto:tomlaurens@crm.co.uk)

#### **Internship with Designs Ltd**

Interns in graphic design will learn how to develop a variety of visuals such as banners, logos, icons, business cards, advertising, posters, websites, brochures, flyers, etc.

From visual art pieces to user interface designs, from printmaking and typography, as an intern in graphic design, your work will be distributed on the Internet via one of our many websites, as well as via post to customers, clients and universities.

Apply now for a rewarding work experience at [recruitment@designs.com](mailto:recruitment@designs.com)

Your CV must be enclosed.

#### **Exercise**

**Choose one of these internships to apply for. Compose a clear and specific subject line. Do not forget to mention in your email that you attach the required document(s).**



## Mock exam #2

### Translation

**Put the given information (subject, date, recipient and sender) in the right order and in the right place.**

**Translate the letter.**

Objet : Lettre d'admission

Date : 3 novembre 2016 (use UK date format when translating)

Destinataire : Paul Baron  
16 rue Victor Schoelcher  
97200 Fort-de-France  
Martinique

Expéditeur : Ambassade de France  
Service du personnel (to be translated)  
Cherry Tree House, Chelsea Road  
St Michael BB 14022  
Barbade (to be translated)

Monsieur Baron,

J'ai le plaisir de vous informer que vous avez été admis à l'Ambassade de France pour un stage de deux mois. Notre choix s'est fait sur la seule base du mérite et je suis ravie que vous remplissiez les conditions requises pour cette formation professionnelle.

L'objectif principal de votre mission sera d'établir de bonnes relations avec les lycéens de l'île afin de promouvoir le français en tant que langue étrangère dans leur cursus.

Il est impératif que vous ayez une bonne maîtrise de l'anglais et du français et que vous soyez capable de comprendre le patois local.

D'excellentes aptitudes à communiquer, en particulier au téléphone, seront un atout majeur.

Veillez trouver en pièce jointe la liste de toutes les choses dont vous pourriez avoir besoin ici. Merci de bien vouloir prendre connaissance du descriptif du premier jour puisque l'ambassadeur donnera une conférence.

N'hésitez pas à nous contacter pour tout renseignement complémentaire. Je ferai mon possible pour vous aider.

Veillez agréer, Monsieur, l'expression de mes salutations distinguées.

Lucie Grant  
Service du personnel

## Mock exam #3

### Beach Life Guard

Vacancies **5**

Apply Now!

Expires on: Apr 14, 17

#### Northern Mariana Islands, USA

**Gender:** any

**Age:** 21 - 35 years old

**Education:** at least High School Diploma

**Experience:** 1 year(s)

**This job has no placement fee.**

#### Job Information - Beach Life Guard

**Principal/Project:** Imperial Pacific International Holdings Limited

#### Job Description and Requirements

- Responsible for workplace safety checks and swimming eliminate hidden dangers, perform rescues in the event of drowning or swimming accidents
- Pool safety and protection of the bathers, to prevent drowning.
- Perform pool chemical checks to ensure safety and hygiene
- Water facilities failures and emergency treatment.
- Professional qualification holder.

Write a letter of application to apply for this job.

## Mock exam #4

**Marketing assistants support the work of marketing managers and executives on projects directed at maximising company profits and developing sales strategies or marketing campaigns.**

**What does a marketing assistant do?** [Typical employers](#) | [Qualifications and training](#) | [Key skills](#)

Marketing assistants are responsible for:

- compiling and distributing financial and statistical information such as budget spreadsheets
- analysing questionnaires
- writing reports, company brochures and similar documents
- organising and hosting presentations and customer visits
- assisting with promotional activities
- visiting customers/external agencies
- helping to organise market research.

They work closely with employees in other functions, such as advertising, market research, production, sales and distribution.

### Typical employers of marketing assistants

- Public and private sector organisations
- Local authorities
- Charities
- Consultancies
- Legal firms
- Manufacturers
- Retailers

Vacancies are advertised online on TARGETJobs, by careers services and recruitment agencies, in newspapers and in publications such as *Campaign*, *Marketing* and *Marketing Week* and their respective websites. The Chartered Institute of Marketing also produces lists of vacancies.

It is worth making speculative applications to marketing companies or departments – directories such as *The Marketing and Creative Handbook* contains useful contact information.

### Qualifications and training required

There are routes into marketing for both university graduates and school leavers.

Graduates with any degree discipline can become marketing assistants. But degree subjects such as marketing, business or statistics can be advantageous. Some jobs, particularly those in industrial marketing, may require a scientific or technical background.

Relevant paid or voluntary work experience is useful – this can be gained in any commercial area that requires contact with customers or the general public (particularly sales and marketing). Placements and work shadowing may be available with larger employers.

To find out how you can get into a career in this area via a school leaver route, visit the [business section of TARGETcareers](#), our website aimed at school leavers.

### Key skills for marketing assistants

- Confidence
- Organisational skills
- Commercial awareness
- Adaptability
- Creativity
- Good teamworking skills
- Communication skills
- Numerical skills
- IT skills

**Write a letter of application to apply for this job.**

## Mock exam #5

### Bar Back

Vacancies **15**  
Expires on: Apr 14, 17

Apply Now!

#### Northern Mariana Islands, USA

**Gender:** any

**Age:** 21 - 35 years old

**Education:** at least High School Diploma

**Experience:** 1 year(s)

**This job has no placement fee.**

#### Job Information - Bar Back

**Principal/Project:** Imperial Pacific International Holdings Limited

#### Job Description and Requirements

- At least 1 year or above 5 star hotel experience;
- Ensure maximum usage of all supplies to attain budgeted beverage cost and to prevent waste.
- Mop floors as necessary to ensure a clean, safe work area.
- Deliver orders from the warehouse to the bar outlets and restaurants in a timely manner
- warehouse porters only.
- Work as a team, assisting all guests and employee's needs and inquiries.
- Monitor and maintain cleanliness, sanitation and organization of assigned work areas
- Shifting, 24 hours operation;

Write a cover letter to apply for this job.