

# Structuring your message / Členění vaší zprávy

THIS UNIT LOOKS AT:

- ❑ **different ways structuring e-mail messages, particularly replies** / různá uspořádání e-mailových zpráv, zejména odpovědí
- ❑ **useful language for introducing main and supporting points (e.g. *firstly, ...* ; *as a result of ...*) and for directing the reader (e.g. *please see below*)** / jazyk k vyjádření hlavních a vedlejších bodů a na odkazy pro čtenáře

## Context

**Look at the e-mail extracts below showing how different people have replied to incoming e-mails. Match each e-mail to one or more of these subject.** / Podívejte se na úryvky z e-mailů, které ukazují, jak různí lidé odpovídali na příchozí poštu. Spojte každý e-mail s jedním nebo více z těchto předmětů (hlaviček).

meeting

report

software

results

## A

Dear Steve

Thank you for your e-mail. Please see my responses in between your requests below.

Best wishes

Louis

> Please could you give me the production figures for last August? I need to send them to head office by the end of the week.

*They're on your desk.*

> I need to see all the production staff on Thursday. Can you ring around and arrange a suitable time for everyone, and then book a room?

*The meeting will start at 4 p. m. and will take place in the boardroom.*

**B**

Dear Martin

Thank you for your e-mail. Please could you give me a call on extension 343 to arrange a time when I can come and look at your computer.

Best regards  
Janet

---Original message---

From: M. Monroe

Sent: 28 November 2003 09:45

To: J. Cooper

Subject: Computer problems

Dear Janet

Please could you take a look at my computer, which keeps crashing? I think this is as a result of the new program I've loaded onto it recently to help us keep track of distribution.

**C**

Dear Rachel

Thank you for e-mail of 11<sup>th</sup> March about the internal monthly production report. A summary of the report can be found below this message. It is divided into three parts:

- 1 scheduling
- 2 production
- 3 distribution

Please could you forward the relevant information to staff in your unit.

Best regards  
Joseph Meek

1 Scheduling

New schedules were developed by production working group, as a result of a discussion held between employee representatives and management on 24<sup>th</sup> February.

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**Presentation**     *Structuring e-mails*

**1 a Look at the above e-mails again. Which of the ways of structuring e-mails outlined below are used?** / Podívejte se na předcházející e-maily ještě jednou: jaké způsoby strukturování e-mailů jsou zde používány?

- 1 Include the whole of the previous e-mail beneath your reply.
- 2 Quote relevant part(s) of the previous message.
- 3 Summarize in the first few lines the purpose of the e-mail, and provide additional information below.

- 4 Keep your message short and provide an attachment (e. g. in Word, Excel, PowerPoint) containing further details.
- b Consider the advantages and disadvantages of each approach.** / Zvažte výhody a nevýhody každého přístupu.

- 2 a Which of the approaches in Exercise 1 would you use to structure the reply to the e-mail below? Give your reasons.** / Který přístup ze cvičení 1 byste použili k napsání odpovědi na níže přiložený e-mail? Uveďte svoje důvody.

To: [your e-mail address] From: H.Beam@ibu.com Subject: Visitors on 23 <sup>rd</sup> August	
Dear [your name]	
Thank you for agreeing to show the visitors around the plant on 23 <sup>rd</sup> August between 2.30 and 4.30. I would appreciate it if you could let me know which areas you plan to visit so that I can finalise the itinerary. Please could you also let me know what Health and Safety clothing the visitors will need, if any.	
With grateful thanks Helena Beam	

- b Write your reply.** / Napište svoji odpověď.

- 3 What other factors can ensure that your e-mail is well structured? Compare your ideas with the tips below.** / Jakými dalšími faktory můžete pojistit to, že je váš e-mail dobře strukturován? Porovnejte vaše nápady s tipy, které najdete níže.

- Reading on screen can sometimes be difficult, so try to keep your e-mail as short as possible. The receiver should not have scroll down too far to read the whole message.
- Ensure your main points can be found easily. Introduce each one clearly (e.g. *Firstly*, ...).
- Use short paragraphs which are well spaced. Ideally, each paragraph should contain one main idea.
- Direct readers to the relevant part(s) of your message (e.g. *See below* ...).
- Consider numbering or bullet points, using headings and sub-headings, or highlighting key information (e.g. *at 3 p.m.*).


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### *Introducing main/supporting points*

- 4 Look at the e-mail below sent by Johannes Steiner, BTP's Regional Production Manager in Germany, in reply to an e-mail from Martin Kilsby, European Production Director. What are:**  
/ Podívejte se na e-mail poslaný Johannesem Steinerem, regionálním manažerem výroby firmy BTP v Německu, jenž odpovídá na e-mail od Martina Kilsbyho, evropského ředitele výroby. Najděte:

- 1 the main points?
- 2 the supporting points, e.g. explanations in support of the main points (*This is due to ...*) and the implications of these (*This will lead to ...*)?

To: m-kilsby@btp.com  
From: j-steiner@btp.com  
Subject: February production figures

 Attachments:

production\_march\_12.xls

Dear Mr Kilby

Please find attached the latest production figures for BTP **Friedrichshafen**, Karlsruhe and Baden, as mentioned in your e-mail of 9th March. I would like to draw three points to your attention in relation to these figures.

Firstly, you will notice that production at Friedrichshafen has risen by more than **25%** compared to the last quarter. This is a direct result of taking on 75 new production staff at the plant.

Secondly, production rates at the **Karlsruhe** factory were **15%** lower than in the previous quarter. This fall is due to unexpected technical difficulties with the new machinery for the production line. These problems have led to delays of up to twelve hours at a time.

Finally, in response to growing demand for industrial chemicals from the Far East, in the **Baden** plant plans to **increase production** from March onwards. This means that the company will need to recruit as many as 100 additional shop-floor staff to cover the extra shifts proposed.

If you have any questions or would like any further information, please do not hesitate to contact me.

Best regards  
Johannes Steiner

I am writing to remind you all that the February production figures are due in by the end of the week.  
Best regards  
Martin Kilsby

**5 a Find words and phrases used in the e-mail to introduce:** / Najděte slova a slovní spojení v e-mailu, která se používají na úvod:

Main points	Supporting points
firstly	due to

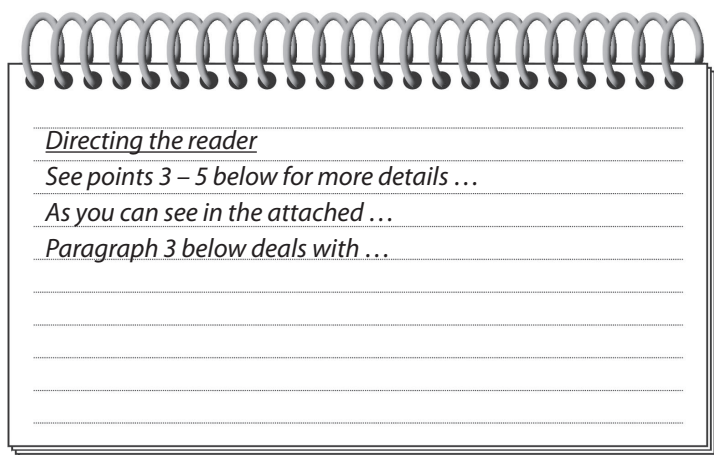
**b Add any additional words and phrases from the e-mails in the Context section.** / Přidejte další slova a fráze z e-mailů v sekci Context.

**6 Referring back to Exercises 1 and 3 on pages 23 and 24, consider other ways of structuring Johannes Steiner's e-mail effectively.** / Pomocí cvičení 1 a 3 na straně 23 a 24 zvažte další vhodné způsoby strukturování e-mailu J. Steinera.

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### *Directing the reader*

**7 Look through the e-mails in the unit so far and find phrases used to direct readers to different parts of their message. Add to the list below.** / Projděte si všechny e-maily v této lekci a najděte fráze, které se používají k vedení čtenáře v textu. Doplňte si je do tabulky níže.



*Directing the reader*

*See points 3 – 5 below for more details ...*

*As you can see in the attached ...*

*Paragraph 3 below deals with ...*

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

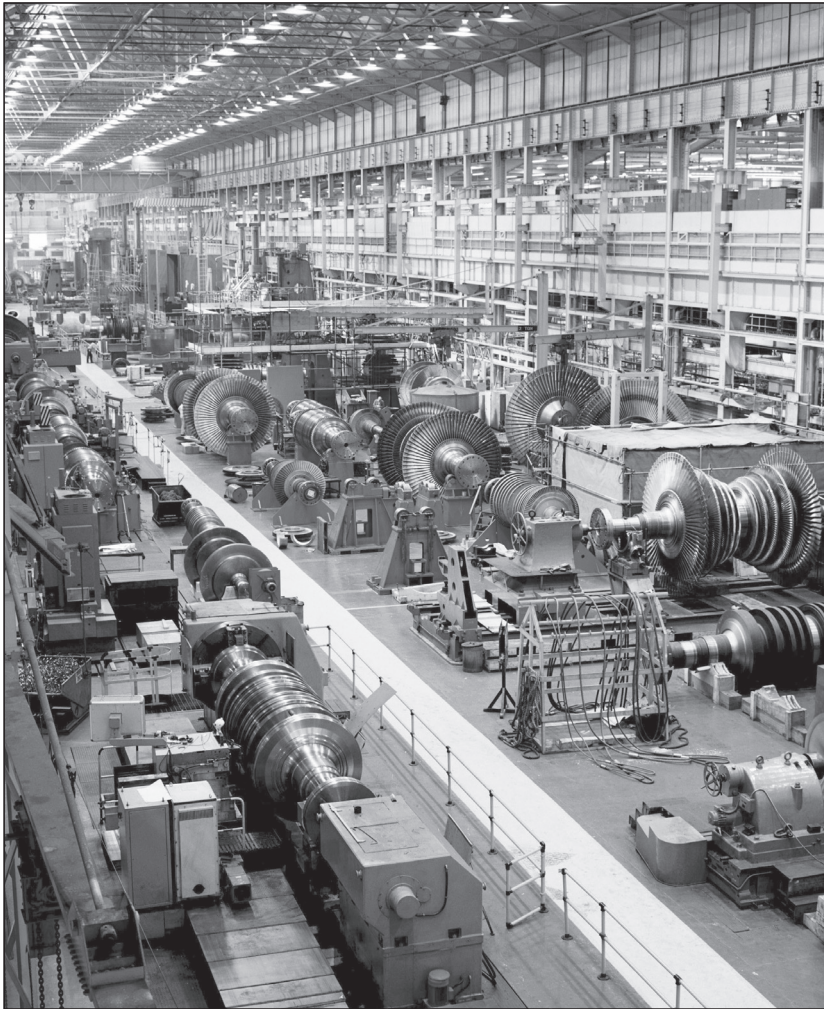
\_\_\_\_\_

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### **Practice** *Introducing main points*

**1 Rearrange the words to make the six main points in e-mail report.** / Přeházejte slova tak, abyste vytvořili 6 hlavních bodů e-mailové zprávy.

- 1 the company firstly plans invest to new machinery €5 million in
- 2 production have rates increased secondly by 25%
- 3 there is products growing our thirdly demand for
- 4 the company decided finally 100 has take to new on staff
- 5 company's firstly has there a change to the been policy
- 6 finally product will invested be in €100,000 development



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### *Introducing supporting points*

**2 Complete these supporting points from an e-mail report.** / Doplňte hlavní informace z e-mailové zprávy.

- 1 I apologize for the delay in sending this report. This is due to ...
- 2 We have experienced a number of production problems. This is a result of ...
- 3 As agreed, €500,000 will be invested in new machinery over the next five years, which will mean that ...
- 4 There's been a recent decision to expand the plant. This will probably lead to ...
- 5 We have decided to take on 25 new production staff. This is in response to ...
- 6 Owing to ..., there will be delays to the deliveries to the warehouse.
- 7 Because of ..., we hope to be able to provide a better service in the future.

## Directing the reader

### 3 Complete the gaps in the sentences below using these words. / Doplňte mezery ve větách.

Použijte slova z nabídky.

information

below

between

attached

paragraph

after

- 1 As stated in your original message \_\_\_\_\_, the deadlines are very tight.
- 2 Please see the suggested production schedule \_\_\_\_\_.
- 3 My responses are in \_\_\_\_\_ each of the points raised.
- 4 See \_\_\_\_\_ 3 below for employees' recommendations.
- 5 My responses can be found directly \_\_\_\_\_ each of your questions.
- 6 See the attached file for further \_\_\_\_\_.

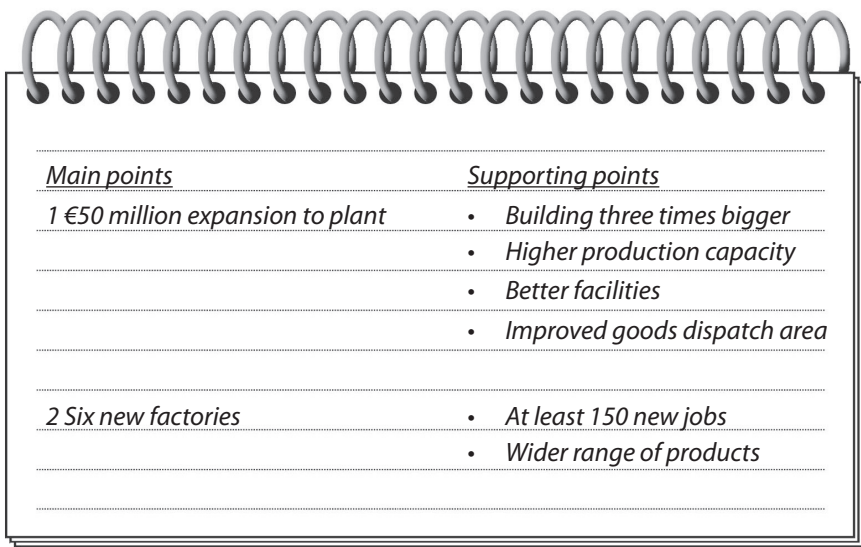
## Structuring e-mails

### 4 2.1 Listen to a voicemail from the Production Manager of BTP's plant in Valencia, Spain.

**Then write two e-mails:** / Poslechněte si záznamník manažera výroby z továrny BPT ve Valencii, Španělsko. Následně napište dva e-maily:

- 1 one to the Production Manager confirming that you will do what he requests;
- 2 one to the staff.

**Use the notes below to help you write the e-mails, making sure that they are both well structured.** / Použijte poznámky níže, které vám pomohou s psaním e-mailů. Ujistěte se, že jsou oba dva dobře strukturované.



<u>Main points</u>	<u>Supporting points</u>
<u>1 €50 million expansion to plant</u>	<ul style="list-style-type: none"><li>• <u>Building three times bigger</u></li><li>• <u>Higher production capacity</u></li><li>• <u>Better facilities</u></li><li>• <u>Improved goods dispatch area</u></li></ul>
<u>2 Six new factories</u>	<ul style="list-style-type: none"><li>• <u>At least 150 new jobs</u></li><li>• <u>Wider range of products</u></li></ul>

Check you have the facts to hand and you can support your main points. / *Zkontrolujte, zda-li znáte všechna fakta, která mohou podepřít vaše hlavní body.*



Tip

## Consolidation

- 1 Think of an e-mail you need to write for work.** / Popřemýšlejte o pracovním e-mailu, který potřebujete napsat.
- 2 Note down your main and supporting ideas in the framework on page 79 of the Resources section.** / Zapište si hlavní a vedlejší body do tabulky na straně 79 v sekci Resources.
- 3 Write your e-mail.** / Napište e-mail.
- 4 Reflect on what you have written. How clear is the structure of your e-mail?** / Přemýšlejte o tom, co jste napsali. Je váš e-mail dobře strukturován?

►►► **NYNÍ SI NALISTUJTE STUDIJNÍ DENÍK A UDĚLEJTE SI POZNÁMKY K TÉTO LEKCI.**

## Reference *Useful phrases / Užitečné výrazy*

### Introducing main ideas

Firstly, ...

Secondly, ...

Thirdly, ...

Finally, ...

### Úvod hlavních myšlenek

za prvé, nejdříve

za druhé

za třetí

konečně

### Introducing supporting ideas

This is *as result of* delays installing the new equipment.

Output will be reduced *because of* the industrial action.

This is *due to* difficulties we are experiencing with the machinery.

This is in *response to* an increased demand for the new product.

This will probably *lead to* short-term disruption.

This will *mean* that our production capacity will increase.

There will be a short delay in responding *owing to* the postal strike.

### Prosazování dalších myšlenek

Toto je výsledkem zpoždění instalování nového systému.

Celková produkce bude snížena kvůli protestní akci zaměstnanců.

Toto je následek potíží se stroji, s kterými se setkáváme.

Toto je reakce na zvyšující se poptávku po novém produktu.

Pravděpodobně to povede ke krátkodobému přerušení (výpadku).

Bude to znamenat, že naše výrobní kapacita poroste.

Nastane krátké zdržení v odpovědi kvůli stávce pošty.

### Directing the reader

See below for further information.

Figures can be found below.

See paragraph 3 for full details.

### Obracení se na čtenáře

Pro další informace viz níže.

Čísla najdete níže.

Projděte si odstavec 3 pro kompletní informace.



Please find attached ...

As you can see in the attached file, ...

Point 4 above deals with ...

My responses can be found directly after each of your questions.

As stated in your original message below, ...

A summary of the report can be found beneath this message.

Prosím, najděte příloženou/ V příloze máte ...

Jak si můžete prohlédnout v příloženém dokumentu ...

Bod 4 výše pojednává o ...

Moje odpovědi můžete najít hned po dotazech.

Jak již bylo řečeno v původní zprávě níže (pod) ...

Stručný obsah sdělení můžete najít pod touto zprávou.

## Vocabulary / Slovníček

### Visiting a factory

expand/expansion

facilities

factory

good dispatch area

health and safety (clothing)

industrial chemicals

install/installation

invest/investment (in machines)

itinerary

machinery

plant

schedules

shift

shop-floor staff

### Návštěva podniku

rozšířit/ rozšiřování

zařízení, vybavení, příslušenství

továrna

expedice

zdravotní a bezpečnostní (oděv)

průmyslové chemikálie

instalovat/ instalace

investice/ investovat (do strojů)

popis cesty, cestovní trasa

stroje, strojní zařízení, soukolí

závod, továrna

plány

směna

dělnický personál

### Production

capacity

costs

line

manager

operatives

problems

rates

targets

### Produkce

kapacita

ceny

linie

manažer, vedoucí

dělníci

problémy

sazby (ceník)

cíle

### Studijní tip:

Napište si na kartičky nová slovíčka nebo fráze s překladem na druhé straně.



## Review

**1 How many words can you find in the unit that go with the word production?** / Kolik slov najdete v lekcí, která se pojí se slovem production (produkce, výroba)?

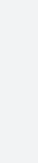
*Example:* production manager

**2  2.2 Listen to a voicemail message from Martine Burkhardt, BTP's Swiss Regional Production Manager, asking you to send an e-mail on her behalf to Martin Kilsby. Make notes on what you have to include.** / Poslechněte si zvukový záznam od Martiny Burkhardtové, regionální manažerky výroby ve Švýcarsku u BTP International, která vás žádá, abyste jejím jménem poslali e-mail Martinu Kilsbymu. Dělejte si poznámky, co všechno má dopis obsahovat.

**b This is the e-mail you have written. Check it for any factual errors.** / Zde je e-mail, který jste napsali, opravte faktické chyby.

To: m-kilsby@btp.com From: k-beckbtp.com Subject: Production report	 btp_prod_rep.doc
Dear Mr Kilsby I am attaching the production report for the last quarter, on behalf of Martine Burkhardt. Please note that production rates at the Zürich plant were lower than expected. This is because of problems experienced with the newly installed production equipment. The rates of production in Geneva are almost the same as those in Lucerne. This is as a direct result of the new staff recruitment policy. The Basel branch is likely to close by November. This will mean that some production staff will soon be asked to relocate to Lucerne. If you would like further information about the report, please contact Martine Burkhardt on extension 493859. Best regards Kevin Beck	

**3 Look at the following e-mail extract and the notes you took during a presentation. Write the reply, checking that your e-mail is well structured.** / Podívejte se na následující úryvek z e-mailu a poznámky, které jste si udělali během prezentace. Napište odpověď a zkontrolujte, je-li váš e-mail dobře strukturovaný.

I am writing about yesterday's presentation in which Martin Kilsby outlined changes to BTP's future strategy. Unfortunately, no one from the German sites was able to attend. I would be grateful if you could send me a summary of the issues raised, which I will forward to the other production managers in Baden, Karlsruhe and Friedrichshafen.  Best regards Luca Joekel	
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- will move production of Model 364 overseas → need to lower production costs
- will invest in website → growing client interest in ordering products via the Internet
- will sell in euros → need to update systems and inform clients