

101-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	英文商務書信與應用	Serial No. / ID	2222 / ELF2059
Dept.	英美語文學系	School System / Class	大學日間部2年1班
Lecturer	陳淑明	Full or Part-time	專任
Required / Credit	Optinal / 2	Graduate Class	No
Time / Place	(四)34 / J420B	Language	English

Introduction

With the expansion of global business and the Internet, communicating clearly in written English has become essential. The step-by-step approach in this course allows students to develop a core set of expressions and functional language forms that they can use to communicate clearly and appropriately in a variety of formats. Students learn about the mechanics of various forms of correspondence (format, salutations and closings, headings, etc.) as well as more “ macro ” topics, such as which style of writing to choose (their own or that of the reader), the impact of language choice on tone, and strategies for successful communication. The goal is to prepare the students not only success in business settings, but the skills and functional language use in many common personal situations. For example, one of the course objectives is to teach students how to asking about products online, discussing things in a chat room or online discussion, thanking someone for a visit. This course is appropriate for intermediate- to advanced-level students who have already mastered sentence-level grammar.

Outline

Introduction to the course and evaluation exercises, Topics of format of letters and e-mail, routine requests and inquiries, non-routine requests, complaints, responses to requests, inquiries and complaints, tone and language choice, job-search writing; Functions of explaining purpose, requesting, suggesting, complaining, apologizing responding to requests (positively and negatively), expressing opinions, agreeing and disagreeing and hedging; Mechanics of greetings, closings, format of letters and e-mail, punctuation, capitalization, addresses and dates, subject headings and reference lines

Prerequisite

This course is appropriate for intermediate- to advanced-level students who have already mastered sentence-level grammar.