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## ***ENGLISH AS A UNIVERSAL BUSINESS LANGUAGE***

Letter writing – is an essential part of communication, an intimate part of experience. Each letter writer has a characteristic way of writing, its style of writing, its way of expressing thoughts, facts, etc. But it must be emphasised 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 [3].

A cheque, a contract or any other business paper sent by mail should always be accompanied by a letter. The letter says what is being sent so that the recipient should know exactly what you intended to send. It is a typical business letter which some people call “*routine*”. The letter may be short or long, it may contain some very important and much less important information – every letter requires careful planning and thoughtful writing.

Nowadays more and more agreements are made in English, for the English language is the nearest thing we have to a universal business language. Joint ventures, bank loans, and trademarks licenses frequently are spelled out in this language even though it is not native at least one of the contractive parties.

There exist three sections of transactions involving business contracts: first, negotiation of terms, second, drafting documents reflecting these terms, and third, litigation to enforce or to avoid executing of these terms. However, the fourth might be added: the administration of contracts.

We are going to look through the first two since the first and the fourth are related only to the field of law. A typical first stage of contract is an informal communication of two or more people talking about future dealing. The second phase might be letters written in order to work out an agreement.

In these two early stages it would be helpful to know the rules of contract. Different nations borrow or create different legal systems and even within a single country the rules may vary according to the region or the kind of transaction involved.

It is worth knowing that distinctions in legal system of English are mainly historical. The history of writing business letters is undoubtedly connected with the history of development of legal language. English is in fact latecomer as a legal language. Even after the Norman Conquest court pleadings in England were in French, and before that lawyers used Latin. Perhaps, some of the difficulties arise due to the fact that English was unacceptable in the early period of the English history.

Contract in English suggests Anglo-American contract rules. The main point is always to be aware that there are differences: the way they may be resolved usually is a problem for lawyers. With contracts the applicable law may be the law of the place where the contract is made; in other cases it may be the law of the place where the contract is to be performed. It is specified in preliminary negotiations which system of law is to apply.

It should be mentioned that diversity is characteristic feature of English; here is a wide range of alternatives to choose from in saying things, although the conciseness is sometimes lacking. Consequently, the use of English is a creative challenge. Almost too many riches are available for selection, that leads occasionally to masterpieces but more frequently to mistakes. English is less refined in its distinctions than French, for example, and this makes it harder to be clear.

That does not mean that English is imprecise for all things are relative. If we compare English with Japanese, we will see that the latter possesses enormous degree of politeness to reflect the respectiveness of speaker and listener as well as of addresser and addressee.

Here we cannot mention the fact that as contracts are so unclear in what every side intends to do, a contract can sometimes put a company out of business.

In case of “scientific correspondence” the majority of letters bear mostly a semi-official character and are concerned with different situations associated with scientific activities concentrated around the organisation of scientific activities concentrated around the organisation of scientific meetings (congresses, symposia, workshops, etc), the arrangement of visit, invitation, publication, the exchange of scientific literature, information, etc. Letters of this kind have a tone of friendliness, naturalism. Modern English letters should not be exaggerated, overburdened, outmoded with time-worn expressions. The key note is simplicity. Modern letters tend towards using the language of conversational style.

Business-letter or contract law is a complex and vastly documented subject, only a lawyer can deal with it on a serious level. A number of basic principles, however, can be outlined sufficiently to mark of encounters that require the use of specialised English.

From the lexicological point of view isolated words and phrases have a limited meaning. In context they mean a great deal, and in the special context of contractual undertakings they extend/acquire new meaning. Contract English is a prose organised according to a plan.

And it includes, without limitation, the right but not the obligation to select words from a wide variety of verbal implements and write clearly, accurately, and/or with style [1, p. 17].

Two phases of writing contracts exist: in the first, we react to proposed contracts drafted by somebody else, and in the second, which presents greater challenge, we compose our own.

A good contract reads like a classic story. It narrates, in orderly sequence, that one part should do this and another should do that, and perhaps if certain events occur, the outcome will be changed. All of the rate cards charts, and other reference material ought to be ticked off one after another according to the sense of it. Tables and figures, code

words and mystical references are almost insulting unless organised and defined. Without organisation they baffle, without definition they entrap [2, p. 255].

In strong stance one can send back the offending document and request a substitutive document in comprehensible English. Otherwise a series of questions may be put by letter, and the replies often will have contractual force if the document is later contested.

Thus our observations suggest that therefore writing of business letters is a highly complicated science. It is not enough for a good business letter writing to know lexics and grammar, but one should comprehend the whole range of such things as: occasions on which the particular letter is written, the style of letter, useful expressions, and excepted idioms.

In recent years English has become a universal business language. As such, it is potentially an instrument of order and clarity. But words and phrases have unexpected ways of creating binding commitments.

Letter-writing, certainly, 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 letter so attractive and pleasing is not always the message of the letter, it is often the manner and style in which the message is written.

## LITERATURE

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