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APPENDICES

Appendix A

Information Sheet

INFORMATION SHEET FOR PARTICIPANTS

I, a Ph. D. candidate in English as an International Language, Chulalongkorn University, am currently writing a dissertation on genre analysis of English business e-mail correspondence in internal communication between Thais and Germans in profit and non-profit organizations.

This study is being undertaken to investigate the electronic discourse and compare and contrast the genre in English business e-mail correspondence in internal communication between Thais and Germans in profit and non-profit organizations.

At least 320 English business e-mail messages written and exchanged by Thais and Germans within earlier mentioned organizations are supposed to be collected on a voluntary basis for the analysis. It would be highly appreciated if you could help on this matter in order to raise an awareness of an effective use of their cultural business writings.

The e-mail messages you provide will be kept confidential. The data is not being collected anonymously because it might be need to contact the participants for data clarification. However, in writing up the results of the study, your name or anything that would identify you and your organization will not be revealed. The data will be stored securely during the process of analysis and will be destroyed once the dissertation is complete.

If you would like to pose any question or provide the data for the analysis, please send them to **thaweewong@hotmail.com**

Thank you for your support.

Sincerely yours,

Patraporn Thaweewong

Appendix B
Questionnaire

QUESTIONNAIRE
for
A Genre Analysis of English Business E-mail Correspondence
in Internal Communication
between Thais and Germans in Profit and Non-Profit Organizations

Personal Information

1. Name-Surname:
2. Nationality:
3. Age:
4. Position:
5. Years of work at the present organization:
6. Your relationship with the correspondent

Distant	1	2	3	Intimate
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Organizational Information

1. Types of Organization

<input type="checkbox"/> Profit	<input type="checkbox"/> Non-profit
---------------------------------	-------------------------------------
2. Type of Business:
3. Management Styles

<input type="checkbox"/> Preference of organizational culture of the parent company
<input type="checkbox"/> Preference of organizational culture of the local subsidiary
<input type="checkbox"/> Any, no preference

Thank you for your co-operation!

Appendix C Worksheet

Organization:

Subject/Event:

Purpose:

Relationship of the participants

Sender:

Receivers:

Opening:

Moves and Steps

.....

.....

.....

.....

.....

Closing:

Sender Identification:

Language use:

.....

.....

Remarks:

.....

.....

Appendix D

Suggested Writing Activities

Writing 1 (Side, R. 1997. *In Advance*. 3rd ed. Essex: Longman, p. 17.)

A. Look at these different types of writing. Think of an example of each one.

1. Creative writing
2. Institutional writing
3. Study writing
4. Personal writing
5. Social writing
6. Public writing

B. Now use these types as headings for the lists below.

	Public writing		
Diaries Journals Shopping lists Reminders for oneself Packing lists Addresses Recipes	Letters of – enquiry complaint request Form filling Applications (for memberships)	Poems Stories Rhymes Drama Songs Autobiography	
Letters Invitations Notes - of condolence - of thanks - of congratulations Telephone messages Instruction - to friends - to family	Making notes while reading Taking notes from lectures Making a care index Summaries Synopses Reports of - experiments workshops visits Essays Bibliographies	Agenda Minutes Memoranda Reports Reviews contracts Business letters Public notices Advertisements	Posters Instructions Speeches Applications Curriculum vitae Specifications Note-making (by doctors and other professionals)

C. In small groups, discuss the following questions.

1. What are the different purposes of each type of writing listed in the table above (to remind yourself, to publicise something, etc.)?
2. Which types are the most formal?
3. Which types require the most planning and revising?

Writing 2

(Hollett, V. 1997. Business Opportunities. 7th ed. Oxford: Oxford University Press, p. 41-43.)

- a. Look at the papers on the following two pages and decide which problems are urgent and which ones can wait. What will you do about the urgent problems.
- b. Find the letters and faxes. What differences in lay out and styles do you notice? Consider the positions of the address and date, the opening greetings and the endings.
- c. We use a lot of standard phrases in letters and faxes. Find standard phrases in the examples on the following two pages that are used to
 - a. refer to another letter, fax, or call
 - b. give good news
 - c. give bad news
 - d. offer help
 - e. make requests
 - f. apologise
 - g. refer to future contact

Scott Management Training
A COMMITMENT TO EXCELLENCE

Scott Management Training
Tudor House
Redbridge Road
Wickham
Wolverton
Bucks

Tel: 0908 571286
Fax: 0908 571326

5 February 19--

Marketing Director
Alert Systems Ltd
Cowpepper Road
Jericho
Oxford OX1 6DP

Dear Sir or Madam,

As a sales executive in today's business climate, you will be well aware of the need to deliver rapid results. I am delighted to tell you that Scott Management Training will be running a one-day seminar in Oxford on 15 March which will enable you to do just that.

So that you can find out more about the concrete benefits of an SMT sales seminar, I am enclosing a demonstration cassette tape along with details of the day's programme and priority booking forms. To ensure participants receive personal attention, we are limiting places at the seminar to 25. As we expect demand to be high, we advise early booking.

If we can be of further assistance, please do not hesitate to contact our Customer Service Department.

Yours faithfully,

Barbara Sanders
PP Jacky Scott
Marketing Director

enccs:

Scott Management Training, Director: Jacky Scott, Susan Smith, Richard Bellwin, Ann Broadhead. Registered Office: Cedar House, Fosse Cross, Wickham, Wotton, Bucks. Telephone: 0908 571286. Telex: 0908 571286. Registered in England No 1870329700.

Gold Shield Security

TELEFAX TRANSMISSION

HEAD OFFICE:
171-173 Hartington Court
Long Wall
London EC4A 3SS

Telephone: 071 8
Fax: 071 1

To: Claire Patterson, Sales Director, Alert Systems
From: Alan Wilson, MD
Re: My visit to Oxford
Date: 9 Feb
Page: 1

Further to our meeting last month, you will be pleased to hear that Dr Piti Hutasingh is interested in acting as your agent in Thailand. He is visiting London next week. If you wish I would be happy to bring him with me when I call to see you in Oxford next Thursday.

Could you possibly arrange accommodation for one night at the Randolph Hotel?

Looking forward to seeing you on the 15th

AW

TELEPHONE MESSAGE

To: CLAIRE PATTERSON (SALES DEPT)

in your absence

MR (MRS) MISS ISAACS

of THE EXPRESS

Telephone No: 0999 267698

and left the following message

SHE'S A REPORTER FROM THE EXPRESS AND SHE'S RUNG THREE TIMES. SAYS IT CAN'T WAIT. SOMETHING ABOUT AN ALARM SYSTEM WE SOLD THAT DIDN'T WORK. PLS. PHONE HER BACK.

Signed: Charles

Date: Monday 12th Feb

Time: 10.30

The new brochures have come back from the printers. Would you like me to send them to the sales offices or do you want to check them first?
They have sent the invoice too, but they seem to have undercharged us by £600. What shall I do?
Peter

TELEX

THE SALES TEAM

CHANGES OF PLAN. NOW CATCHING FLIGHT BACK ON FRIDAY 16TH - NOT
 WEDNESDAY 14TH. ARRIVING 18.30, BA 602 FROM NEW YORK. PLS PICK
 UP FROM MENTHORN TERMINAL 4.

SEE YOU SOON

CLAIRE

Cherwell Catering
 fax

Attention of: David Ellingham (Finance Dept) From: Colin Scott (Outside Contracts)

Pages incl. top sheet 1

Time/Date: 09.30am 9th February

Please telephone us immediately if you do not receive
 the number of pages indicated

Dear David,

Re: Lunch arrangements

In reference to our phone conversation yesterday, I am writing to confirm that we
 can provide lunch for nine people in your executive suite at 1 p.m. on Friday 24
 February.

There are two alternative menus. We would be grateful if you could let us know which
 you would prefer by 16 February.

Menu 1: Chicken and Parma ham, Fried chicken, Roast potatoes

Menu 2: Onion soup, Roast pork and apple sauce, Crème caramel

If you have any further questions, please do not hesitate to ask.

Colin Scott

CHERWELL CATERING
 HOLBART WAY
 OXFORD
 OXFORDSHIRE OX3 8NP
 TEL: 0865 267683 FAX: 0865 267622

Claire
 I've arranged for
 outside caterers to
 lay on a meal for
 your guests from
 South America. Could
 you let them know
 which menu you would
 prefer?

David

Construcciones Escobar

Construcciones Escobar
 Calle de las Alamos 42044
 Concepción
 Chile

Tel. 2234698
 Telex. 24181361

5 February 19--

Re: Our order ref. 7756-89

Dear Claire,

Thank you for your letter of 18 January enquiring about our shipment requirements for the
 above order. I am sorry about the delay in replying but I have been away for a few days.

As you know, we planned to install the alarm system in a new government building that was
 under construction. Unfortunately we have just heard that all building work has been
 stopped until further notice so I'm afraid we must cancel the order.

I am sorry for any inconvenience caused but I'm sure you realise that it is due to
 circumstances beyond our control. I will of course contact you again if building work is
 resumed.

Yours sincerely,

Hugo
 Hugo Garrido Escobar
 Director

Alert Systems Ltd
 PRIVATE & CONFIDENTIAL

MEMORANDUM

To: Claire Patterson From: Andrew Tiffany

c.c. Carlo Baldi (Marketing) Date: 12 February 19--

Re: Budget Cuts

.. .. .

I regret to inform you that we must look for further reductions in our
 spending on sales promotions and advertising. I'm calling an urgent meeting
 for tomorrow (Tuesday) at 9.00a.m. in my office to discuss next month's
 budget. I realize this is very short notice, but I'd appreciate it if you could
 attend.

AT.

Writing 3

(Hollett, V. 1997. Business Opportunities. 7th ed. Oxford: Oxford University Press, p. 44.)

Make yourself a checklist of useful phrases for future references. Complete the table below with words and phrases from the box.

Would you like me to ...?	I am afraid ...	Please do not hesitate to ask.
You will be please to hear that ...	Please find enclosed ...	Further to ...
Enquire ...	seeing you on the 29 th . any inconvenience caused.	Could you possibly ...?
Starting	We are writing to	advise you of ... confirm
Starting a reference	Thank you for your letter of January 23. With reference to	our telephone conversation today, ... your fax of June 5 th , ...
Giving good news	I am delighted to tell you that	
Giving bad news	We regret to inform you that ... Unfortunately	
Making a request	We would be grateful if you could ... I would appreciate it if you could Please ...	
Offering help	If you wish, we would be happy to	
Apologising	I am sorry about the delay in replying. I would like to apologize for ... We are sorry for	
Enclosing documents	I am enclosing	
Closing remarks	If you have any further questions, If we can help in any way, please contact us again. Thank you for your help.	
Referring to future contact	I look forward to Looking forward to	meeting you next week. receiving your comments in due course.

Writing 4 (Side, R. 1997. *In Advance*. 3rd ed. Essex: Longman, p. 157.)

Business letters can contain a number of standard phrase. Put the phrases below under the appropriate function heading in the table. Say whether the phrase is more likely to appear at the beginning or end of the letter or in any other position.

STANDARD PHRASE	FUNCTION
- With reference to your letter of July 12 th ...	Starting subject of letter
- With regard to your recent enquiry about ...	Acknowledging receipt of letter, etc.
- We would like to draw your attention to ...	
- Thank you for your letter of January 14 th ...	Answering queries
- Thank you in advance for your assistance	Confirming
- We are pleased to inform your that the goods have been received.	
- We regret to inform you that ...	Requesting
- Following our recent telephone conversation, I would like to confirm the appointment on 6 th June at 2.30.	Offering help
- We would like to offer our apologies for the delay ...	
- May I take this opportunity of thanking you for your assistance.	Pointing something out
- We have pleasure in enclosing payment of invoice no. ...	Apologising
- Should you require any further information, please do not hesitate to contact us.	Thanking
- We should be grateful if you could send us a copy of your catalogue.	
- As regards your recent proposals to supply ...	Endings
- Please find enclosed two copies of ...	
- We look forward to doing business with you.	Listing enclosures

Appendix E

A Sample of Business Letters across Cultures

(Chaney, L.H. and Martin, J.S. 2000. Intercultural Business Communication. 2nd ed. New Jersey: Prentice Hall, p. 137-142.)

Translated Japanese Letter

AZ409

April 7, 2---

Showa Machine Works Ltd.
Attention of Sales Department

5-1 Moriyama Maguro
Moriyamaku, Nagoya 463
Asumi Trading Co., Ltd.

President: Nobuaki Iwai

Allow us to open
with all reverence to you:

The season for cherry blossoms is here with us and everybody is beginning to feel refreshed. We sincerely congratulate you on becoming more prosperous in your business.

We have an inquiry from a foreign customer and shall be very happy to have your best price and technical literature for the item mentioned below:

Wire Drawing Machine 6 units for Taiwan

Specifications:

1. Finished sizes:	0.04 mm to 0.10 mm
2. Spooler:	Single
3. Speed:	Min. 1500 meters/min.
4. Type of spooler	Expanding arbor
5. Capstan	Must be covered with ceramic
6. Dimension of spool	
Flange diam.	215 mm
Barrel diam.	163 mm
Bore diam.	97 mm
Traverse	200 mm

The above are all the information available for this inquiry. We ask you to recommend a machine that can meet these specifications.

We shall be very pleased if you will study the inquiry and let us have your reply as soon as possible. We solicit your favor.

Let us close with
great respect to you.

Translated French Letter

Marie Portafaix
7, Avenue Felix
75541 Paris

Mr. Pierre DESBORDE
Professor d' economic politique
IUI BB Commercial Techniques
Doyen Gosse Place
38000 GRENOBLE

MTP/GM/05.22

Paris, 25 September 2---

Sir,

We are in receipt of your letter and have given our best attention to your request.

We are unhappy to inform you, we are not able to give your proposition at favorable report.

As a matter of fact we are grateful for the interest and your support, but we must consider essential publications hereafter for the media.

We want to renew our regrets and thank you for your belief. Sir, be assured our sentiments are the best.

Public Relations Director
Marie Thérèse PORTAFAIX

Translated Spanish Letter

8 June 2---

Zapatería Elegante, S.A.
May 5 Avenue
Caracas, Venezuela

Esteemed clients and friends:

Permit us to communicate to you that the fabric of the shoes of Miss Modalo that were ordered has been discontinued. Therefore much to our regret we will not be able to serve you in this situation.

We always want to fill your catalog requests, and if you find another model from the enclosed catalog that you like we would be very glad to send them.

We regret your loss and hope to be able to serve you on another occasion as you deserve.

Very cordially yours,

CIA. LATIN AMERICANA, S.A.

José Mendoza Lopez
General Manager

FAL/age

Letter in English written by Chinese Writer

April 5, 2---

Prof. L. S. St. Clair
71 South Perkins Extd.
Memphis, TN 38117-3211

Dear Prof. St. Clair:

I've received your letter of Jan. 30 and your report passed on to me by Dr. Jones of CSU, Long Beach. Thank you deeply for your kindness to let me have it. I have perused it and found it very creative and enlightening. I especially admire your servant and ingenious analysis. I fully support your suggestion to establish course in intercultural business communication. Never has it been so important to globalise business communication education as it is today. It is time now to join our effort in this important area.

I made a report on the development of BC in the U.S. at a convention in Chicago last month.

You are welcome to visit China and help us with the development of business communication in China.

Sincerely,

Feng Xiang Chun
Vice President

British Letter

23 October 2---

Mr. Stevens J. Martin, Jr.
AOC Incorporated
1627 Byhalia Road
Collierville, TN 38067

Dear Mr. Martin:

I have pleasure in submitting our quotation as follows:

- A. Cost incurred to date.
 - 1. Design. All designs presented to date and working drawings to entire booth to enable USA contractor to build.
£1500.00
 - 2. Model. Production, packing and shipment
£1100.00
- B. Refurbishment of existing display.
£9425.00

I hope the above meets with your approval and should you have any queries, please do not hesitate to contact Alan Roast at Walker Roast.

It is essential that our contractors are instructed to proceed today to meet the shipping deadline. I apologise for putting pressure on this decision but time is now of the essence.

Yours sincerely,

Edward Bales

US Letter

September 15, 2---

Mr. Larry Green
2871 Goodlett Street
Memphis, TN 38817

Dear Mr. Green:

A beautiful driveway not only enhances the beauty of a home, but it also increases a home's value.

Although the driveway we installed at your home six years ago is no longer under warranty, we will be glad to send one of our service representatives to inspect your driveway and give you a free estimate on repairing or replacing it.

Please call 767-6334 to arrange a time for one of our representatives to evaluate the condition of your driveway.

Sincerely,

Thomas L. Johnson

Pl

Korean Fax

To; Jim Cain, President
Cainable Vegetables

From: Wu H. Chu

I received your fax message delightly. How is your business doing? I really think that our election was better for all business in Korea. If you can make a videotape of Ray Manner' farm, that would be great. Videotape, Blueprints together you can send me by airmail *not by ship*, regardlessly special or regular with the bill I would appreciate it very much. In designing of my vegetable farm I am take your experienced advice in good consideration. Thank you. I will look for your advices more.

Appendix F

**327 Samples of English Business E-mail Correspondence written by
Thais and Germans in Profit and Non-Profit Organizations**

(The samples are not published due to business confidentiality.)



BIOGRAPHY

Miss Patraporn Thaweewong was born on November 15, 1977 in Bangkok. She graduated with a B.A. (1st class honor) in German from Thammasat University in 1998. In 2000, she acquired a master's degree of international management in international business from Schiller International University, Heidelberg Campus, Germany. She commenced studying for a doctor's degree in English as an International Language (Interdisciplinary International Program) at Chulalongkorn University in 2002. In 2004, she joined an extra-curricular activity of the EIL program to embark on educational visits to many universities in California, USA. She received a grant from the Graduate School to present her preliminary research concerned with this dissertation in the 1st International Conference in Applied Linguistics, Chiayi, Taiwan in April 2006. Her presented research paper was accepted for publication in the ICAL proceedings.

Currently, she works as a Special Case Investigation Officer at the Bureau of Foreign Affairs and Transnational Crime, Department of Special Investigation, Ministry of Justice. Her fields of interest are business genre analysis, investigative discourse analysis, and intercultural communication.