

ABSTRACT

Key words: business correspondence, Internet communication, netiquette, french electronic business letter, letter structure, courtesy formulas.

Subject matter: ‘Electronic letter as a modern type of business correspondence’.

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Topicality of the research is determined by the important role of electronic business correspondence as a linguistic phenomenon that provides public communication in the field of business relations, and in this regard the increasing interest of Russian and foreign scientists in business discourse as an object of study.

The aim of the research: identification of structural and lexical principles of the organization of French electronic business letters.

Objectives of the research: to study the concept of official business style and determine its main characteristics; consider the concept and peculiarities of a business letter; consider the classification of business letters.

The theoretical significance of the research lies in the consolidation of theoretical knowledge about the linguistic properties of business correspondence.

The practical significance of the research lies in the opportunity to use the made conclusions in developing practical recommendations on the writing electronic business letters in French for workers in the commercial and industrial sectors, as

well as to introduce the developed provisions in practical training courses for studying the French language.

Research results: identification of the structural and lexical principles of organization of French electronic business letters, as well as development of practical advice on writing electronic business letters in French.