

governments, and digital developers. When combined with cultural participation and renewed interest among young speakers, digital strategies can transform endangered languages from fragile remnants of the past into living systems of modern communication. Thus, the future of linguistic diversity in the twenty-first century will be shaped not only by innovation but by the ability of humanity to integrate technology with cultural responsibility.

Reference

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INTRODUCTORY WORDS IN BUSINESS LETTERS

Вводные слова в деловом письме

It is believed that letters are a thing of the past, but this is far from the truth. If you need to file a complaint or establish contact with a future business partner, your writing skills and ability to choose the right words will be invaluable.

Competent use of introductory words plays a special role in this skill. Introductory words are words, phrases, or expressions used to connect sentences or parts of sentences, to add expressiveness and emotional nuance to the text, and to convey the speaker's opinion. They serve as tools to improve the flow, clarity, and emotional tone of communication [1].

Introductory words are categorized into several groups: those that define the letter's purpose; contrasting phrases for opposing opinions; linking words that ensure logical flow; evaluative expressions conveying the author's attitude; cause-and-effect links connecting ideas; and final phrases that summarize and conclude the letter.

Business letters have a certain structure. A business letter begins with a salutation, where you greet the recipient and address them appropriately. After this, you include an introduction – a brief paragraph that clearly states the purpose of your letter. Following the introduction, the main body of the letter provides the detailed information or explanation related to your message. Finally, the closing section summarizes your points, often includes a call to action or expression of gratitude, and ends with a polite farewell phrase. The letter is completed with your signature [2].

The introductory part is vital, because it's necessary to attract attention in business correspondence immediately: «*I am writing to you with reference/regard to your email sent (date)*»; «*We are writing to inform you that*»; «*I am writing to express my strong dissatisfaction with*»; «*Please accept our apologies for*».

As in the oral speech, the letter must be informative and understandable. Flow is another important consideration of writing and speaking, i.e. moving from one statement in a text to the next one [3, p. 19]. This is facilitated by introductory words that help to build a sequence, add examples, express cause-and-effect relationships and make a conclusion: *to begin with; in other words; in conclusion, etc.*

In any correspondence, it is important to clearly state the position of the author: who is speaking and what his arguments are based on. Introductory words help to express an attitude to the topic, compare opinions and add an emotional touch to the letter. Here are some examples of such words: *it seems to me that; certainly; in contrast; primarily; unfortunately, etc.*

Connecting expressions do make the text more logical, but errors in the use of such expressions can negatively affect the perception of textual information.

The most common mistakes include: excessive use of introductory words in one sentence; the use of introductory constructions that do not fit the meaning; violation of style due to the use of expressions with different functional and stylistic coloring; incorrect punctuation marks before and after introductory words.

To summarize, the proper use of introductory words can significantly improve the quality of writing business letters, making them more expressive and understandable.

References

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