

As far as commercial correspondence belongs to the type of indirect business communication (the author of commercial correspondence and the addressee do not meet in person but communicate via written texts) it is very important to organize the message according to the standards and norms of the written business correspondence in order to avoid misunderstanding on the part of the addressee. These standards and norms determine: 1) the verbal code and its graphic presentation; 2) the complex of verbal and non-verbal means to identify the author of correspondence; 3) the complex of verbal and non-verbal means to identify the addressee of correspondence; 4) the monologue type of narration in the message as far as the narrator cannot be interrupted by the addressee; 5) the imitation of the dialogue type of narration in the message if it is necessary for the author's reasoning and arguing the points discussed.

The written text of commercial correspondence functions as a speech act, where the initiator of communication (the author of commercial correspondence) discusses and solves various important business problems with his/her partners (the addressee of commercial correspondence). Correctly structured text of commercial correspondence helps the author to reveal the content of initial information, and it helps the addressee to interpret this information taking into consideration the pragmatic sense implied by the author. This function of commercial correspondence is realized through its informative structuring: commercial letter has an informative structure of a complex of coherent elements that contain extra-linguistic information: denotative, stylistic, and pragmatic information.

Thus, commercial correspondence belongs to the communicative sphere of written business communication. The basic unit of commercial correspondence is the business letter. The business letter functions in two main forms: 1) a traditionally written text organized in accordance with the standards and norms of commercial correspondence and posted by mail; 2) an electronic text organized in accordance with the standards and norms of electronic commercial correspondence and send by E-mail. Commercial correspondence differs from other types of official business documentation by its specific communicative objective and functioning in the sphere of commercial and administrative relationships. These specific features make commercial correspondence a separate speech genre within the official-and-business style.

Thus, taking into consideration that commercial correspondence is a form of language used for compiling different agreements and establishing partnership relationships between/among two or more communicants the genre of commercial correspondence can be defined as a specific form of business communication characterized by the following features: 1) specific character of the communicants who are often participating in communication more like judicial persons than physical ones; 2) the addressee is not only an individual person, but more often a collective addressee (a company, firm, association, etc.); 3) documental wording (the letter always includes the date, signature, proper names, addresses; it often functions as a written document, and it has legal force); 4) the informative elements dominate in the copy of commercial correspondence; 5) the author of the commercial correspondence is always explicitly identified; 6) commercial correspondence

comprises a specific complex of coherent linguistic and stylistic means that are aimed at the realization of the pragmatic objective of the author and the general communicative effect of business interaction.

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ADVANTAGES OF USING INTERACTIVE SMART BOARDS IN A HIGH SCHOOL CLASSROOM

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At present time it is impossible to imagine the language teaching process without modern technical devices which enhance the process of teaching and learning foreign languages. The interactive whiteboard - Smart Board is one brand - is a technological advancement that has significantly affected teaching and learning in the high school classroom. Over the years, this cutting-edge technology has become popular for students of all ages. The interactive board turns a typical classroom into a fun learning environment.

A Smart Board is technology created by Smart Technologies. It is an interactive projection display that projects the computers' video output. A Smart Board operates with the combination of the interactive whiteboard, a computer, a projector, and Smart Board software. The projection screen is available as a white board or as a display frame that fits over a plasma screen. The board can either be mounted or portable. The device is touch screen that allows the operator to manipulate content with the touch of a finger. Functions on the Smart Board such as scrolling and mouse click work the same way as they would on a computer. The Smart Board typically comes with four digital markers: red, blue, black, and green, and one digital eraser. The markers and eraser are housed in the pen tray. The markers work digitally, and do not actually contain any ink. The technology is in the pen tray: when a pen or the eraser is removed the optic sensors detect its absence. A

touch from the pen, a finger, or any other object will then appear in that color of pen removed from the tray. Below the pen tray are two buttons. One button is used like a right click on the computer for functions such as: copy, paste, select all, etc. The other button brings up a traditional key board, displayed on the screen that can be used by touch. Only one finger can be on the board at once though, so you cannot rest your hand on the board with your fingers on the home row as you would on a computer. The computer and board work hand-in-hand together. When something is done on the computer, it appears on the Smart Board and vice-versa. Smart Board Software is needed for your computer to use to actually connect your computer to the Smart Board. The software is called Smart Notebook and is suitable for both Windows and Mac operating systems. Smart Notebook is a content delivery platform and is similar to PowerPoint. It includes animations, templates, manipulatives, and other useful tools for creating lesson plans and presentations. Smart Technologies has several other software programs that work with a Smart Board for specific content areas. [2]

Taking into account the above-mentioned characteristics, it is possible to say that there are several advantages of bringing in a Smart Board interactive whiteboard into a classroom setting.

Interactive whiteboards provide flexibility allowing many different forms of media – including photos, illustrations, maps, graphs, games, and video, to be displayed. These tools not only enrich the classroom experience but also help to expand the nature of content that can be used in learning. In addition, Smart Boards makes learning to be more dynamic owing to the different forms of presenting information.

Smart Boards enhance teaching/learning experience by providing new ways for teachers to teach, and student to learn. These tools support a wide variety of learning styles. For instance, visual learners can watch as their tutors use the whiteboards to project visual elements, whereas audio learners can listen and have discussions. On the other hand, the Boards come with touchscreen capabilities that allow tactile learners to touch and interact with the board.

The interactive nature of Smart Boards offers learners an opportunity to participate in the instructional process. Students who are engaged in the instructional process tend to learn more. Interactivity provides a platform for students to demonstrate their grasp of the subject through touching, drawing, and writing. Every learner has an opportunity to participate or contribute to the presentation and/or discussion via notebooks and tablets. Interactive whiteboards provide the ability to touch, write or draw to demonstrate understanding. Teachers and students are able to identify individual strengths and weaknesses in various subject areas and isolate areas/topics that need more focus or review.

Data storage and retrieval. Interactive whiteboards make possible for the data generated during the class lecture to be stored and later retrieved for review or to email to an absent student. Everything that is done in a high school class, whether student or teacher generated, can be saved and later altered. Portions of the data can be redacted so that during review, students can test their understanding by attempting

to replace the missing information. Teachers can share examples generated in one class with the next class. Instruction becomes comprehensive for across classes, and material can then be downloaded, printed or even emailed to absent students. [4]

Smart Boards allow learners to immediate access a rich database of online resources. Using interactive whiteboard technology enables high school teachers to integrate the lesson with a variety of online information sources such as knowledge databases, online video and news items to reinforce their lessons. Learners can also quickly access the wide range of powerful tools and resources to conduct research and supplement their usual study material.

Smart Boards allows for integration of various technologies in order to improve the learning experience. The possibilities of integrating other technologies and a variety of software packages are impressive. For instance, it is possible to attach tools such as document cameras, cameras or video cameras to a whiteboard to aid in instruction. It is also possible to integrate the interactive learning tools with a wide range of software applications.

Interactive whiteboards provide communication allowing connectivity in different locations: making ideal collaboration and distance learning environments. When using Smart boards, students increase student-to-student collaboration and increase overall participation in the lesson.

Incorporating Smart Boards to the classroom environment is like to change the way teachers impart knowledge to students and at the same time to simplify the learning process for students. Students will find it easy to engage with lessons and gain a better understanding of the overall lesson. Moreover it provides quick and easy assess to online resources and enables teachers to reach more students by addressing a variety of learning styles. Graphics, music and other instructional resources can be called upon at the push of a button. Additionally, its interactive nature provides the opportunity for students to become involved in the instructional process. Smart Board enriches classrooms in several ways by providing hands on collaboration and creating the perfect learning setting. It is an ideal tool for any classroom setting. The education field needs technology like this for students, learners, and educators to continue to grow in their field.

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