

THE STRUCTURAL-SEMANTIC PECULIARITIES OF AI-GENERATED BUSINESS LETTERS

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Abstract: *The paper is devoted to the study of structural-semantic peculiarities and the main trends in the use of linguistic structures in the AI-generated business letters of the following categories – direct-request letters, good-news letters, bad-news letters and persuasive letters. The study of these categories of business letters is conditioned by the fact that business correspondence plays a key role for the establishment of business relations and efficient cooperation between parties. Ten types of commercial business letters are created by Gemini, a personal AI (Artificial Intelligence) Google assistant. The letters are created in formal style, in response to the given prompts. The linguostylistic analysis of AI-generated business letters has revealed lexical units expressing request, receipt, acknowledgement, regret, apology, expectation and cooperation. The discussed rules observed in human-generated correspondence are used in business letters created by Gemini.*

Keywords: *Gemini – personal AI (Artificial Intelligence) assistant, linguostylistic analysis, commercial business letters, direct-request letters, good-news letters, bad-news letters, persuasive letters*

Introduction

Business correspondence plays a significant role for the establishment and development of business relations. The study of business correspondence is carried out based on the content and form of business language. Thus, not only the content of the letter is important, but also the way of communicating it – the style. The correct choice of words, expressions, business terms, grammatical structures, logical sequence of thoughts, persuasiveness and politeness of speech play an important role in making the positive impact on the recipient. Business letters,

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according to their types, have common and specific features, the analysis of which allows us to come to a conclusion about their peculiarities. When formulating a letter, it is necessary to clearly imagine the purpose of the communicated content and the ways to achieve the goal – the forms of expression of the content. In this regard, the most important condition for efficient communication is the perception of the linguistic units by the recipient, without which mutual understanding cannot occur. Lack of knowledge of terms or certain grammatical structures can be a serious obstacle to bilateral cooperation. It is assumed that the addressee, having perceived the meaning of the linguistic elements, interprets and decodes the message in the way the addresser encoded it. The formation and improvement of the business style are conditioned by these factors. Taking into account the fact that positive or negative information is conveyed in business letters, the main purpose of the letter can be expressed in two different ways. Therefore, depending on the content conveyed, business letters are composed guided by the direct or indirect approach /Bovée, Thill, 1992, p. 85; Cardon, 2018, p. 302-307/. In the case of the *direct approach*, the main purpose is presented at the beginning of the letter, followed by essential details. This method is appropriate when conveying positive information, when a positive response is expected from the recipient. The *indirect approach* is used when the main purpose of the letter is to convey negative information. It is always desirable to present unpleasant facts at the end of the letter, drawing attention to the arguments that justify the main goal. The direct approach is appropriate when sending an enquiry, a request or conveying good news and the recipient is interested or pleased to respond. The indirect approach works best when sending bad news and the recipient is displeased or resistant to the message. It is also used in persuasive messages to influence the recipient that is uninterested or unwilling to react. Thus, the paper examines the structural-semantic features of commercial business letters which may be classified into four categories: *direct request letters*, *good-news letters*, *bad-news letters* and *persuasive letters*. The category of *Direct Request Letters* includes letter of enquiry, letter of order, letter of request for adjustment. The category of *Good-News Letters* includes letter of offer, letter of order acknowledgement, letter of adjustment. The category of *Bad-News Letters* includes letter declining offer, letter declining order, letter declining adjustment. The category of *Persuasive Letters* includes sales letter.

Ten types of the above-mentioned business letters are created by Gemini, an AI-powered Google assistant, which performs multiple complex tasks. It is designed to process various types of data at the same time. Users are interested if Gemini AI is better than ChatGPT. Each platform has distinct strengths for specific

use cases: Gemini performs better for academic research, large document processing, and real-time data access. ChatGPT excels at coding tasks, structured research assistance, and keeping consistent tone in translations. More than 80% of enterprises now are using or planning to use AI assistants. Understanding the strengths and limitations of each platform is crucial for strategic implementation. The Gemini AI vs ChatGPT battle has gained a lot of attention as both are leaders in the field, yet they work better for specific tasks. In 2025, Gemini has evolved significantly as a more powerful and multimodal AI model family. <https://neontri.com/blog/google-gemini-chatgpt-comparison/>

Linguostylistic analysis of AI-Generated Business Letters

To study the structural-semantic peculiarities of the above-mentioned commercial business letters, the method of linguostylistic analysis is implemented on semantic and metasemiotic levels (Akhmanova, Aleksandrova, 1989, p. 187; Akhmanova, Idzelis, 1978, p. 47; Zadornova, 1984, p. 8; Gasparyan S., 1991, p. 3). This method is used to study business letters at lexical, syntactic and stylistic levels, focusing on words, phrases, grammatical structures and stylistic connotations.

Thus, the method of linguostylistic analysis is used for studying direct request, good-news, bad-news and persuasive business letters created by Gemini, the AI-powered personal assistant.

A letter of enquiry is a request for information about products or services. The request is stated in a polite, undemanding tone supported by a number of questions about the goods and their specifications. The writer usually requests free literature – a catalogue, a brochure or a leaflet which will provide useful information for placing an order. The enquiry must include sufficient information to help the supplier determine how to respond effectively. The questions asked in a letter of enquiry may refer to prices, terms of payment and delivery, details of discounts, delivery times and deadlines, methods of transport and insurance. The request should be brief, clear and to the point. If a prospective customer writes to suppliers for the first time, it is useful to tell them something about his own business, the kind of goods he needs and for what purpose they are required. The letter of enquiry closes courteously with a request for action or simply expresses the writer's gratitude (Vartapetian, 2012, p. 51).

In the following letter of enquiry created by Gemini, the writer states his business interests. Therefore, he politely asks for catalogues and price lists which are necessary for the consideration of goods.

The prompt given to Gemini was the following – write a formal letter of enquiry about terms of sale addressed to the company “Construction and Design”

producing interior design products. The letter should be polite, clear and concise. The text of the letter should consist of introduction, body and conclusion.

Our company is currently undertaking several interior design projects and is exploring potential suppliers for high-quality products. We have been impressed by the range and aesthetic of the interior design products showcased by Construction and Design and are keen to understand the terms under which these products are offered for sale. Specifically, we would be grateful if you could provide us with information regarding your pricing structure, minimum order quantities (if applicable), available discounts for bulk purchases, standard delivery timelines, and payment terms. Any available product catalogs or price lists would also be greatly appreciated. Thank you for your time and attention to this matter. We look forward to receiving the requested information at your earliest convenience and exploring a potential business relationship with Construction and Design. /created by Gemini/

The letter of enquiry is written in polite and courteous tone which emphasises the direct request for receiving information regarding terms of sale for interior design products. The phrases like “high-quality products”, “pricing structure”, “minimum order quantities”, “discounts for bulk purchases”, “standard delivery timelines” and “payment terms” reveal the main idea of the letter of enquiry requesting information about the goods and terms of supply. The direct request is expressed by the phrase “we would be grateful if you could provide ...”. Similar phrases for expressing direct request are “Would you please send us ...”, “Will you please state ...”, “Will you please let us know ...”, “We would ask you to let us have ...”. The letter closes with an expression of expectation “we look forward to receiving the requested information” and an expression of further cooperation “exploring a potential business relationship with Construction and Design”.

A letter of order is also known as a purchase order. A letter starts with an exact description of the order and may include all necessary details such as product, price, discounts, quantity, size, model numbers, terms of payment and shipment. This information may also be filled in an order form, and a letter will make certain points quite clear.

Thus, the objective of a letter of order is to provide the vendor with detailed instructions for filling an order. It serves as a record of the transaction, therefore it should be written with care. The writer’s intentions should be clear and concise, the

provided information should be relevant. Attention to detail is crucial. The company will process the order only according to the customer's instructions. Therefore, the vendor needs to know when the delivery is expected and how the payment will be made. The writer begins the letter of order by saying that he is placing an order. Then he provides some specific instructions. The letter of order closes courteously and may state time limits for the delivery (Vartapetian, 2012, p. 55).

In the following letter of order created by Gemini, the writer gives detailed instructions about the placed order.

The prompt given to Gemini was the following – write a formal letter of order for interior design products addressed to the company “Construction and Design” which produces interior design products. The letter should be polite, clear and concise. The text of the letter should consist of introduction, body and conclusion.

Following our recent correspondence (date of previous communication) and review of your product offerings, we are pleased to place an order for the following interior design products:

Item No.	Product Description	Quantity	Unit Price	Total Price
[1]	[Model X Bookshelf]	[5]	[150.00]	[\$ 750.00]
[2]	[Fabric Y Armchairs]	[2]	[300.00]	[\$ 600.00]
[3]	[Style Z Floor Lamps]	[3]	[120.00]	[\$ 360.00]
Subtotal:				[\$ 1710.00]

Please refer to detailed specification sheet for precise specifications. Kindly confirm the total cost of this order, including any applicable taxes and delivery charges. We would also appreciate confirmation of the estimated delivery date. Our preferred method of payment is bank transfer. Please provide us with the necessary payment details for processing.

Thank you for your attention to this order. We look forward to receiving your order confirmation and the delivery of these products in a timely manner. /created by Gemini/

The letter of order is written in polite and courteous tone including the order for interior design products. The letter starts with the phrase “we are pleased to place an order”. Similar phrases used in letters of order are “we are pleased to give an order”, “we are pleased to enclose an order”. Other phrases expressing direct request are “Please, send us …”, “Would you please send us …”, “We would ask

you to send us ...”. The words “confirm” and “confirmation” are used to request precise information about the terms of payment and delivery in the phrases “Kindly confirm ...”, “We would appreciate confirmation of”, “your order confirmation ...”. Another direct request expression used in the letter is “Please provide us with ...” which refers to payment details for order processing. The letter closes politely with an expression of expectation “we look forward to receiving your order confirmation and the delivery ...”.

A letter of request for adjustment or a letter of complaint is written immediately after the mistake or the problem has been identified. To gain the reader’s understanding, the writer presents the facts clearly and politely, specifying the problem or the mistake. Problems may be very different: the product does not meet the advertised standards, the goods have defects, the consignment has been lost or delayed, wrong order has been shipped, a mistake has been made in a financial transaction or the customer service is not good. Referring to documents like invoices, cheques, purchase orders, payment records and the like may be useful in settling the problem. Customers often state various adjustments to their problems such as full or partial refund of the price of the product, replacement or repair of the defective product, provision of the service previously arranged, etc. The letter of request for adjustment closes courteously with a request for specific action.

Thus, the objective of a letter of request for adjustment is to provide detailed information regarding the error or fault and to serve as a legal document recording the claim and the corrective action or adjustment being requested. The letter should encompass only the relevant facts that validate the claim and the request prompting an action that settles or resolves the problem (Vartapetian, 2012, p. 59).

In the following letter of request for adjustment created by Gemini, the problem is made clear. The writer states that there is discrepancy in the colour of the ordered wallpaper and politely requests replacement of the incorrect items.

The prompt given to Gemini was the following – write a formal letter of request for adjustment addressed to the company “Construction and Design” stating your claim and reasons for requesting settlement of a problem or mistake related to interior design products. The letter should be polite, clear and concise. The text of the letter should consist of introduction, body and conclusion.

This letter serves as a formal request for an adjustment concerning interior design products provided by your company for the renovation of my living room, order number X12. I am writing to address the problem, that is the discrepancy in the color of the ordered wallpaper.

The wallpaper delivered on (date) is significantly lighter than the sample I approved. This color difference clashes with the other elements of the room design. I have attached copies of invoices and photographs as evidence of this problem.

I would appreciate it if you would review this matter and consider a suitable settlement. I am open to discussing potential solutions, such as replacement of the incorrect items. I look forward to your prompt response and a resolution to this issue.

Thank you for your time and attention to this matter. /created by Gemini/

The beginning of the letter is neutral without expression of regret about the problem such as “This letter serves as a formal request for an adjustment concerning ...”. Similar expressions are “We are writing to you with reference to order number ...” or “We are writing to you to ask you to replace ...”. The body of the letter includes the description of the problem and possible solutions to it. The polite request is expressed by the word “appreciate” in the expression “I would appreciate it if you would ...”. The following expressions such as “address the problem”, “consider a suitable settlement”, “discuss potential solutions”, “replacement of the incorrect items” and “prompt response and a resolution” reveal the main idea of the letter of request for adjustment. The letter closes politely with an expression of expectation “I look forward to your prompt response and a resolution ...” and an expression of acknowledgement “Thank you for your time and attention ...”.

A letter of offer or quotation is a reply to an enquiry. It provides the information requested in a letter of enquiry. When responding to a forwarded letter, the writer acknowledges the receipt of the enquiry, then quotes the prices, terms of payment and delivery. At the end of the letter the writer extends an offer of further assistance.

After providing the requested information necessary for the reader to respond or place an order, the supplier takes the opportunity to draw the attention of a customer to a special product, range of goods or service (Vartapetian, 2012, p. 64).

In the following letter of offer created by Gemini, the writer sends a quotation for interior design products.

The prompt given to Gemini was the following – write a formal letter of offer to a customer quoting prices and terms of sale for interior design products. The letter should be polite, clear and concise. The text of the letter should consist of introduction, body and conclusion.

Thank you for your interest in our interior design products and the opportunity to provide you with a quotation for your project. Following our recent discussions and your specific requirements, we are pleased to present the following prices and terms for your consideration.

The table below outlines the products you requested along with their corresponding unit prices and estimated total costs:

Item No.	Product Description	Quantity	Unit Price	Total Price
[1]	[Model X Sofa]	[1]	[250.00]	[\$ 250.00]
[2]	[Style Y Coffee Table]	[3]	[150.00]	[\$ 450.00]
[3]	[Size Z Rug]	[2]	[200.00]	[\$ 400.00]
Subtotal [Sum of Estimated Total Prices]:				[\$ 1100.00]
Total Estimated Price[Subtotal + Optional Fees]:				[\$]

Please note the following terms of sale:

- **Payment Terms:** [50% deposit upon order confirmation, 50% upon delivery and installation].
- **Validity of Quotation:** This quotation is valid for [Number] days from the date of this letter.
- **Delivery:** Estimated delivery timeframe is [Number] weeks/days from receipt of the deposit.

We believe these products will perfectly complement your project design vision. We are committed to providing high-quality products and excellent customer service.

Please do not hesitate to contact us if you have any questions or require further clarification. We look forward to the possibility of working with you on this project. /created by Gemini/

The introduction of the letter of offer includes acknowledgement in reply to the customer's enquiry "Thank you for your interest in ..." and quotation "we are pleased to present the following prices and terms ...". The body of the letter includes details of prices and the terms of payment and delivery. Taking the opportunity the supplier highly assesses the company's products and services – "high-quality products", "excellent customer service" and "these products will perfectly complement your project design vision". The letter closes politely with

expressions of further cooperation “Please do not hesitate to contact us if you have any questions ...”, “We look forward to the possibility of working with you ...”.

Letter of order acknowledgement expresses appreciation for the placed order. The writer acknowledges the receipt of the customer’s order and states about its processing. The objective of the letter is to let the customer know that the ordered items will be supplied. The letter of order acknowledgement starts with a statement expressing the readiness to fulfil the customer’s request. At the same time the writer answers all the questions, including the necessary details that the customer may need to understand the reply. The letter may include details about shipment, insurance, payment, etc. If prices or delivery dates are changed the customer is notified about that. The letter closes with appreciation of further contacts and an offer of service (Vartapetian, 2012, p. 74).

In the following letter of order acknowledgement created by Gemini, the supplier notifies about the processing of the order.

The prompt given to Gemini was the following – write a formal letter of order acknowledgement to a customer stating about the processing of the order for interior design products. The letter should be polite, clear and concise. The text of the letter should consist of introduction, body and conclusion.

This letter serves to formally acknowledge receipt of your order placed on (Date of Order) for interior design products, as detailed in your order. We appreciate your business and are pleased to confirm that your order is now being processed.

Your order, under reference number (Your Order Number), includes the following items:

- 1 x Sofa - Model X, 3 x Coffee Table - Style Y, 2 x Rug - Size Z*

The total amount for your order is \$ 1100. The estimated delivery timeframe is 10 days from the order date. We will keep you informed of any significant changes to this schedule.

We are committed to ensuring your satisfaction with our products and services. Should you have any questions regarding your order, please do not hesitate to contact us or reply to this email.

Thank you once again for choosing Construction and Design. We look forward to delivering your interior design products to you. /created by Gemini/

In the letter of order acknowledgement words and phrases expressing acknowledgement are widely used such as “formally acknowledge receipt of your

order ...”, “pleased to confirm that your order is now being processed”, “We look forward to delivering your interior design products ...”. The details of the order are confirmed in the body of the letter. The letter closes politely with expressions of further cooperation and appreciation “Please do not hesitate to contact us ...”, “Thank you once again ...”.

A letter of adjustment is a response to a written complaint. The objective of the letter is to inform the customer that the complaint or the request for adjustment has been received and it will be resolved. It is also a document recording what decisions are made and what actions will be taken. The writer must keep in mind that the customer has been inconvenienced. He must state his willingness to consider the customer’s request for adjusting the problem. The letter informs the customer that an unsatisfactory situation is being corrected. The writer should avoid excuses or long explanations about what went wrong. He should consider the facts of the adjustment to make the customer comprehend the corrective action that is being offered or has already been implemented. If the customer is not right, the reasons should be explained clearly and with every courtesy. Any negativity that may be in the complaint letter should be countered with a positive approach emphasising the corrective steps being taken. Explanations for why the situation has occurred are of less importance than the solution. Thus, in the first paragraph of the letter of adjustment the writer apologises for a problem and clearly admits that a mistake has been made and accepts responsibility for it. He then expresses willingness to fulfil the customer’s request, provides the details of the solution and states corrective actions that will be taken. If it is appropriate, an objective and convincing explanation should be provided about the further necessary actions. At the end of the letter the writer reiterates his apology focusing on positive actions. The letter may close with appreciation of further contacts and an offer of additional service for settling other possible problems (Vartapetian, 2012, p. 77).

In the following letter of adjustment created by Gemini, the supplier admits responsibility and states the readiness to repair the damaged merchandise. The letter informs the customer of the steps which will be taken. In addition, the writer apologises for the inconvenience caused by the problem.

The prompt given to Gemini was the following – write a formal letter of adjustment to a customer stating about the settlement of the problem or mistake related to interior design products. The letter should be polite, clear and concise. The text of the letter should consist of introduction, body and conclusion.

This letter is to inform you that we have completed our review of the issue you raised on (Date of Customer's Initial Communication) concerning your order (Order Number) for interior design products

related to the damaged shelving unit. We appreciate your bringing this matter to our attention.

Following our assessment, we have decided to arrange for the repair of the damaged shelving unit. To proceed with this adjustment, we will be in contact to arrange for a technician to visit your property on (Date) to repair the shelving unit, process the partial refund which should reflect in your account within 5 business days. The repair work will be carried out at no additional cost to you.

We sincerely apologize for any inconvenience this problem may have caused. We value your business and are committed to ensuring your complete satisfaction with our products and services. /created by Gemini/

On the one hand, the letter of adjustment includes words expressing the problem or the mistake such as “damage”, “inconvenience”, “problem”, on the other hand, there are phrases expressing solution to the problem such as “arrange for the repair”, “proceed with the adjustment”, “arrange for a technician”, “repair the shelving unit”, “process the partial refund”, “carry out the repair work”, “ensure complete satisfaction”. The letter is written politely expressing apology for the problem “We sincerely apologize for any inconvenience this problem may have caused” and readiness to adjust the problem “We … are committed to ensuring your complete satisfaction”.

A letter declining offer is a reply to a quotation. A refusal to accept an offer is rarely made as quotations mostly meet the needs of customers based on their enquiries, requests and expectations. Therefore, the customers are pleased to place orders rather than decline the offers. However, there may be cases when the offers are declined due to time restrictions, high prices quoted by suppliers or changes made in terms stated earlier. At the beginning of the letter declining offer the writer acknowledges the receipt of the offer or expresses appreciation for the reply. But the central part of the letter lets the supplier know the reasons for refusing to accept the offer. The letter ends with an idea of further cooperation shifting emphasis away from the refusal (Vartapetian, 2012, p. 82).

In the following letter declining offer created by Gemini, the writer declines offer due to time restrictions.

The prompt given to Gemini was the following – write a formal letter declining offer to the company “Construction and Design” stating the reason for refusing to accept the offer for interior design products. The letter should be polite,

clear and concise. The text of the letter should consist of introduction, body and conclusion.

Thank you for your offer, dated (Date of Offer), for interior design products related to the proposed renovation of my office space. We have carefully reviewed the details of your proposal.

After careful consideration, we have decided to decline your offer at this time. Our decision is based on a difference in the proposed timeline that does not meet our project deadlines.

We appreciate the time and effort you invested in preparing this offer and thank you for considering our project. We may consider your services for future projects should our needs evolve. /created by Gemini/

Letter declining offer starts with the phrase expressing receipt and acknowledgement “Thank you for your offer … for interior design products”. The body of the letter includes explanation for the decline of the offer related to project deadline requirements. The letter closes politely and courteously expressing gratitude for sending a quotation and considering their project requirements “We appreciate the time and effort you invested in preparing this offer and thank you for considering our project”. At the same time the letter expresses hope for future cooperation “We may consider your services for future projects”.

A letter declining order is a reply to an order. One reason for declining orders is that the goods are no longer available as they are not produced or are out of stock. In such cases companies just offer similar models or substitutes. Another reason for declining orders is that companies often receive incomplete or unclear orders from the customers. To process the order they need to request full information. The first part of the letter confirms the original order. It may also appreciate the customer’s good choice. Then the source of the problem is stated. The close of the letter may be aimed at helping the recipient to place a corrected order. The writer may include details, such as styles and colours available, that will enable the customer to specify the merchandise desired. Other aids may also be provided for the customers to order goods properly (Vartapetian, 2012, p. 85).

In the following letter declining order created by Gemini, the supplier apologises for not being able to accept the order since the requested products are out of stock. In the closing paragraph, the writer encourages further contacts trying to obtain orders for other goods. The letter states the position clearly and politely.

The prompt given to Gemini was the following – write a formal letter declining order to a customer stating the reason for refusing to accept the order for interior design products. The letter should be polite, clear and concise. The text of the letter should consist of introduction, body and conclusion.

Thank you for your recent order placed on (Date of Order) for interior design products. We appreciate your interest in Construction and Design.

After careful review, we regret to inform you that we are unable to accept your order at this time. This decision is due to the unavailability of the requested items due to current supply chain limitations. We understand this may be disappointing, and we sincerely apologize for any inconvenience this may cause.

We would be pleased to discuss alternative product options that are currently available. Please feel free to contact us if you would like to explore placing a modified order that meets our current capabilities.

Thank you for your understanding. We hope to have the opportunity to serve you in the future. /created by Gemini/

Letter declining order starts with the phrases expressing receipt and acknowledgement “Thank you for your recent order placed on …”, “We appreciate your interest in …”. The refusal to process the order is expressed by the phrase “we regret to inform you that we are unable to accept your order …”. The words “sorry” or “regret” are generally used to state the fact and the reasons for declining the requests. The reasons for the refusal are stated in the following phrases “the unavailability of the requested items” and “current supply chain limitations”. At the same time the supplier offers apologies for the inconvenience “we sincerely apologize for any inconvenience this may cause”. Taking the opportunity the supplier expresses hope and expectation for possible cooperation with the client “We would be pleased to discuss alternative product options …”, “Please feel free to contact us if you would like to explore placing a modified order …”, “We hope to have the opportunity to serve you in the future”.

A letter declining adjustment is written in tactful and courteous style while denying the claim. The letter starts with a supportive tone indicating full understanding of the nature of the complaint. The factual information provided further shows the supplier’s position and makes the customer anticipate the denial of his claim. While making the denial clear, the supplier may offer partial

adjustment of the problem. The letter closes emphasising a desire for a good relationship in the future (Vartapetian, 2012, p. 89).

In the following letter declining adjustment created by Gemini, the writer declines adjustment stating the reason clearly and politely.

The prompt given to Gemini was the following – write a formal letter declining adjustment to a customer stating the reason for refusing to settle the problem or mistake related to interior design products. The letter should be polite, clear and concise. The text of the letter should consist of introduction, body and conclusion.

Thank you for your letter dated (Date of Customer's Initial Communication) outlining your concerns regarding the condition of the shelving unit from your order (Your Order Number). We have carefully reviewed your claim and the supporting documentation provided.

After a thorough assessment of your request and comparing it with our quality control records, we regret to inform you that we are unable to approve your request for an adjustment at this time. Our decision is based on the reason our inspection indicates that the damage to the shelving unit occurred after delivery.

We understand this may be disappointing, and we value your business. While we cannot offer a full replacement, we would be pleased to provide you with information on potential repair services.

Thank you for bringing this matter to our attention. We strive to ensure customer satisfaction and appreciate your understanding of our position. /created by Gemini/

Letter declining adjustment starts with the phrases expressing receipt and acknowledgement “Thank you for your letter dated … outlining your concerns …”. The supplier initially tries to explain the refusal “We have carefully reviewed your claim …”, “After a thorough assessment of your request …”, “our decision is based on the reason …”. The refusal to settle the problem is expressed by the phrase “we regret to inform you that we are unable to approve your request for an adjustment …”. At the same time the writer tries to mitigate the negative impact of the refusal offering certain assistance “While we cannot offer ..., we would be pleased to provide ...”. The reason for the refusal is stated by the following fact “our inspection indicates that the damage to the shelving unit occurred after delivery”. The letter closes expressing acknowledgement by the writer “Thank you

for bringing this matter to our attention”, “We ... appreciate your understanding of our position”.

A *sales letter* is a marketing tool that promotes a product or service. Its objective is to persuade customers to buy products or services. They are written by specialised and highly skilled professionals who seek to motivate people to spend money. To be effective, the letter must describe the particular benefits the customer will gain by making the purchase. It must also focus on the most appealing features that best highlight the product or service. Brighter, stronger, faster, cheaper, etc. are common selling points when writing a sales letter. The selling points should emphasise consumer benefits through the “you” attitude. You must persuade the customer that the benefit of your offer outweighs the cost. In other words, convince them that what you offer is a good deal. A sales letter should be addressed to a group of prospective buyers who meet an established set of criteria. The objective of a sales letter is threefold: to attract attention, generate interest and induce a purchase. The sales letter should provide the readers with enough information to heighten their brand awareness about who you are and what goods or services you offer. Unlike letters of offer, sales letters are sent as unexpected offers to customers. They are not replies to enquiries and requests made by customers. These letters tend to show concern for the needs and interests of current and potential customers and are constructed on the most appealing benefits of goods or services. Sales letters use special techniques to catch the reader’s attention and persuade them to take action as soon as possible. They may start with a rhetorical question, a piece of genuine news about the offer, a possible solution to the customer’s problem, an attractive feature of the product, etc. The most effective technique is the one that makes the customers read the rest of the letter and respond (Vartapetian, 2012, p. 92).

In the following sales letter created by Gemini, the writer attracts attention with a rhetorical question that highlights a specific problem of how to make home warm and comfortable.

The prompt given to Gemini was the following – write a sales letter persuading customers to buy interior design products. The letter should be polite, clear and concise. The text of the letter should consist of introduction, body and conclusion.

Are you dreaming of a space that truly reflects your style and enhances your everyday living? At Construction and Design, we offer a curated selection of high-quality interior design products designed to help you create the home or office you've always envisioned.

Imagine walking into a room that perfectly balances comfort, functionality, and aesthetic appeal. Our extensive range includes everything from stylish and durable furniture to elegant lighting solutions, exquisite textiles, and unique decorative accents. Whether you're looking to refresh a single room or undertake a complete renovation, our products are crafted with attention to detail and built to last. We pride ourselves on offering diverse styles to suit every taste, from modern minimalist to classic chic and everything in between. Investing in our interior design products is an investment in your comfort and the overall ambiance of your space, ultimately enhancing your well-being and productivity.

We invite you to explore our latest collections and discover how easily you can elevate your surroundings. Visit our website at <https://www.constructionanddesign.com> or stop by our showroom at 2107 W. Packer Drive, Arlington, TX 76013 to experience the quality and beauty of our products firsthand. Our knowledgeable team is also available to offer personalized advice and assist you in selecting the perfect pieces to bring your vision to life.

We are confident that you will find the ideal interior design solutions at Construction and Design to create a space you'll love for years to come. We look forward to the opportunity to help you transform your environment. /created by Gemini/

The sales letter offers creative solutions and innovative designs to clients, ensuring project success through providing high-quality products and services that meet the highest international standards. The detailed description of products and services is aimed at attracting and persuading customers. Sales letters generally start with rhetorical questions to generate the customers' interest, encouraging them to make a purchase. Typically, in sales letters companies enumerate the advantages of the products and services providing an impact on the recipients such as "high-quality products", "perfectly balance comfort, functionality and aesthetic appeal", "stylish and durable furniture", "elegant lighting solutions", "exquisite textiles", "unique decorative accents", "crafted with attention to detail and built to last", "diverse styles to suit every taste", "an investment in your comfort and the overall ambiance of your space", "enhancing your well-being and productivity". These phrases not only communicate information about the benefits of the products, but also assume a stylistic impact on the reader. Sales letters close

expressing hope and expectation for cooperation “We look forward to the opportunity to help you transform your environment”.

Summing up we can discuss a number of rules observed in human-generated correspondence which are used in business letters created by Gemini:

1. The corporate “we” is mostly acceptable in business letters instead of “I”.

We appreciate your business and are pleased to confirm that your order is now being processed.

We are committed to ensuring your satisfaction with our products and services.

We would be pleased to discuss alternative product options that are currently available.

2. Sometimes the “I” or “we” attitude in business letters makes the sender sound uninterested in the recipient. So the “you” attitude is better since it expresses the recipient’s interests and needs. So “you” and “your” are used more often.

We look forward to delivering your interior design products to you.

Thank you for your letter dated (Date of Customer's Initial Communication) outlining your concerns regarding the condition of the shelving unit from your order (Your Order Number).

We invite you to explore our latest collections and discover how easily you can elevate your surroundings.

3. The “you” attitude must be avoided when it is necessary to establish the recipient’s mistake or an error of some kind.

The wallpaper delivered on (date) is significantly lighter than the sample I approved.

4. “Please” is used to make a request more polite. We can provide gradual increase in politeness through the phrases “Will/Would/Could you please ...”.

Please provide us with the necessary payment details for processing.

5. The construction “if ... will/would” expressing polite request is used in letters to ask the recipient to do something.

Please feel free to contact us if you would like to explore placing a modified order that meets our current capabilities.

6. To make the letters stylistically impressive and colourful, the writers must use adjectives, adverbs and different figures of speech. They are mostly typical of Letters of offer and Sales letters.

We believe these products will perfectly complement your project design vision. We are committed to providing high-quality products and excellent customer service.

Our extensive range includes everything from stylish and durable furniture to elegant lighting solutions, exquisite textiles, and unique decorative accents.

7. To avoid confusion special care should be taken when quoting prices and discounts or giving product specifications such as measurements or weights. Dates of previous correspondence and Order numbers are quoted in business letters. Incorrect quotation in letters can cause serious problems in business.

8. A wide use of clichés and standard expressions is typical of business letters. These kinds of phrases help the writer convey the purpose of the letter and develop ideas in paragraphs.

The phrases may be classified into the following semantic groups:

1. Phrases expressing receipt and acknowledgement

The word “receive” and the phrases like “referring to”, “with regard to”, “in reply to” are widely used in letters to express receipt and acknowledgement.

We are pleased to receive your order ...

Thank you for your letter of (*date*) informing us about ...

Thank you for your interest in our products.

In reply to your enquiry this is to inform you that ...

2. Phrases expressing offer and quotation

Phrases expressing offer or quotation help the writer provide the requested information and convey details about the products or services.

We are pleased to present prices and terms ...

We are pleased to supply ...

We are pleased to offer ...

You may be particularly interested in ...

3. Phrases expressing direct request and acknowledgement

The words “will”, “would” and “could” help the writer make a polite request about the goods and their specifications.

Will you please state ...

Will you please let us know ...

We would be grateful if you could provide us with information regarding ...

We would appreciate it if you would let us know ...

We would appreciate confirmation of ...

4. Phrases expressing request for adjustment

These phrases request specific action to correct the mistake or improve the situation referring to delays, losses or shipment of faulty goods.

We are writing to address the problem that is ...

We are writing to you with reference to ...

We have been greatly inconvenienced by ...

5. Phrases expressing hope and expectation

A letter may close with an expression of expectation and polite request for action.

We look forward to receiving the requested information at your earliest convenience.

We look forward to your reply.

Your prompt reply would be appreciated.

6. Phrases expressing cooperation and collaboration

A letter may close with an offer of further assistance and close cooperation.

Please do not hesitate to contact us if you have any questions or require further clarification.

Please contact us if you need any further information.

We look forward to serving you again.

If you have any questions please contact me.

Please contact me if I can be of further help.

Please let us know if you need any further information.

7. Phrases expressing apology, refusal and regret

The words “sorry”, “apologise”, “regret” are used to state the fact and the reasons for declining the requests or offering apologies for the mistake or the problem.

We are sorry to inform you that ...

We sincerely apologise for any inconvenience this problem may have caused.

We apologise for any inconvenience you have had.

We regret to inform you that we are unable to accept your order ...

We regret we cannot offer ...

Summing up the analysis of the ten types of business letters used in commercial correspondence, we may state that the letters generated by Gemini are formulated in accordance with grammatical, semantic and stylistic requirements of business letter writing which ensure the accomplishment of the given prompts.

Conclusion

In conclusion, we may state that Google AI-powered Gemini has successfully accomplished the task of writing ten types of commercial business letters following relevant prompts given for each type of a letter. With the emergence of advanced AI technologies like Gemini, the business letter writing practice has become more effective.

Business letters generated by Gemini are efficient since they are created consistently following the rules developed by humans in the course of writing practice. Using human expertise AI generates appropriate content and style compatible with the purpose and expectations.

Structural-semantic analysis of the four categories of business letters such as direct request, good-news, bad-news and persuasive, has revealed lexical units expressing request, receipt, acknowledgement, regret, apology, expectation and cooperation. The content generated by Gemini, meets the linguostylistic requirements of organising business messages. The letters discussed above are well-crafted, courteous and convincing, effectively communicating the intended message.

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Զ. Վարդապետյան – Արհեստական բանականության /ԱԲ/ ստեղծած գործարար նամակների իմաստակառուցվածքային առանձնահատկությունները. – Սույն հոդվածում քննարկվում է արհեստական բանականության /ԱԲ/ ստեղծած գործարար նամակների իմաստակառուցվածքային առանձնահատկությունները և այդ նամակներում առկա լեզվական կառույցների գործածման հիմնական միտումները: Ուսումնասիրվող գործարար նամակներն ընդգրկված են ուղղակի դիմում-խնդրանք արտահայտող, լավ լուր ծանուցող, մերժում /անհամաձայնություն/ արտահայտող, համոզում /դրդում/ արտահայտող նամակների խմբերում: Նամակների այս խմբերի ուսումնասիրությունը պայմանավորված է նրանով, որ գործարար նամակագրությունը նշանակալի դեր է կատարում գործարար հարաբերությունների հաստատման և երկկողմ արդյունավետ համագործակցության գործում: Առևտրային գործարար նամակների տասը տեսակները ստեղծված են Gemini արհեստական բանականության օգնականի կողմից: Նամակները գրված են պաշտոնական ոճով՝ արհեստական բանականությանը տրվող ցուցումների համաձայն: Քննարկվող գործարար նամակների լեզվառձական վերլուծությունը թույլ է տվել բացահայտել խնդրանք, ստացում, հաստատում, երախիտագիտություն, ափսոսանք, ակնկալիք և համագործակցություն արտահայտող լեզվամիավորները: Քննարկվող կանոնները, որոնք բնորոշ են գործարար նամակագրությանը, կիրառվում են Gemini-ի կողմից ստեղծված գործարար նամակներում:

Բանալի բառեր. *Gemini* արհեստական բանականության օգնական, լեզվառձական վերլուծություն, առևտրային գործարար նամակներ, ուղղակի դիմում-խնդրանք արտահայտող նամակներ, լավ լուր ծանուցող նամակներ, մերժում /անհամաձայնություն/ արտահայտող նամակներ, համոզում /դրդում/ արտահայտող նամակներ:

3. Վարդապետյան – Структурно-семантические особенности деловых писем, созданных искусственным интеллектом (ИИ). – В статье рассматриваются структурно-семантические особенности деловых писем, созданных искусственным интеллектом (ИИ), и основные тенденции использования языковых конструкций в

этих письмах. Исследуемые деловые письма входят в группы писем, выражающих прямое обращение, сообщающих хорошие новости, выражающих отказ /несогласие/, а также выражающих убеждение /поощрение/. Изучение этих групп писем обусловлено тем, что деловая переписка играет значительную роль в установлении деловых связей и эффективного двустороннего сотрудничества. Персональный помощник *Gemini* на основе искусственного интеллекта создал десять типов коммерческих деловых писем. Письма написаны в официальном стиле, в соответствии с инструкциями, данными искусственному интеллекту. Лингвостилистический анализ деловых писем, сгенерированных искусственным интеллектом, выявил лексические единицы, выражающие просьбу, получение, подтверждение, благодарность, сожаление, ожидание и сотрудничество. Обсуждаемые правила, типичные для деловой переписки, применяются и к деловым письмам, создаваемым *Gemini*.

Ключевые слова: персональный ИИ помощник *Gemini*, лингвостилистический анализ, коммерческие деловые письма, письма, выражающие прямое обращение, письма, сообщающие хорошие новости, письма, выражающие отказ /несогласие/, письма, выражающие убеждение /поощрение/