

FORMAL LETTER / EMAIL OF APPLICATION

LAYOUT	USEFUL PHRASES
GREETINGS	<ul style="list-style-type: none"> ▪ Dear Mr/Mrs/Ms Smith(,) ▪ Dear Sir/Madam(,)
INTRODUCTION/ OPENING PARAGRAPH	<ul style="list-style-type: none"> ▪ I am writing with regard to/in connection with your advertisement in (where). ▪ I am writing to apply for the position of (job) as advertised in (where) on (date). ▪ I am interested in applying for the job of...
MAIN PART	<ul style="list-style-type: none"> ▪ I have studied/been working for... ▪ I am presently working for... ▪ I am familiar with/experienced in/ fluent in... ▪ At present I am... ▪ As you can see from my curriculum vitae,... ▪ I believe I am suitable for the position of... ▪ I consider myself well-qualified for the position of... ▪ Although I do not have a lot of experience in this field, I feel that I can...
CONCLUSION/ CLOSING PARAGRAPH	<ul style="list-style-type: none"> ▪ I hope my application will be taken into consideration. ▪ I would be grateful if you would consider my application. ▪ You will see from my CV that two people can be contacted as references. ▪ If you feel that my qualifications meet your requirements, I am available for an interview in.../by phone any weekday afternoon, and you can email me or telephone me on the number below. ▪ I am available for an interview at your convenience. ▪ I enclose (in a letter)/have attached (in an email) a copy of my CV outlining my qualifications and experience.
ENDINGS	<ul style="list-style-type: none"> ▪ I look forward to hearing from you. ▪ I look forward to your reply. ▪ Yours faithfully(,) (when the letter starts Dear Sir/Madam) ▪ Yours sincerely(,) (when the letter starts Dear Mr/Ms Jones)

Article

Paragraph plan

Useful language

Interesting title <i>to attract reader's attention and engage his or her interest</i>	
Paragraph 1: Introduction <ul style="list-style-type: none">- which clearly outlines the topic(s) to be covered.- it should encourage the reader to go on reading.	Rhetorical questions: <i>Have you ever done anything like this?</i> <i>So is this really true?</i> <i>How would you react in a situation like this?</i> <i>Have you ever heard anything like it?</i> <i>So what do I really think about the whole thing?</i>
Paragraphs 2-3-4-5: Main body <ul style="list-style-type: none">- development of the topic – each new aspect should be presented in a separate paragraph with a clear topic sentence.- don't give away what is to come – keep the reader in suspense.	Addressing the reader directly: <i>I'm fairly sure that you will all agree with me when I say...</i> <i>We are told that this is the best way to.... .But I don't agree, and I am pretty sure you don't either.</i>
Final paragraph: Conclusion <ul style="list-style-type: none">- summary of the topic and /or opinion/comments/recommendation(s)	Recommendations and finishing in an interesting way: <i>There are a number of reasons why I would recommend this to...</i> <i>Speaking for myself...</i> <i>It goes without saying that...</i> <i>It just couldn't have been better!</i>

Points to consider

- Plan your ideas carefully before you start to write and remember that the focus of an article is usually to interest or inform the reader, and to entertain.
- Think of an interesting title.
- Try to involve the reader by using techniques like rhetorical questions at the beginning, though don't use too many in the article as they can become boring. You can talk to the reader directly.
- The style of the article depends on the context, type of publication and who the reader is. It may be semi-formal or informal.
- Use interesting examples or anecdotes to support your ideas.
- Try to finish in an interesting way, possibly using some kind of joke or punchline.

Book/Film Review

Paragraph plan

Useful language

<p>Effective openings</p>	<p><i>This is one of the best novels I have ever read</i> <i>If you only read one book this year, this should be it.</i> <i>'...' is the sort of book that grabs your attention from the first few lines.</i></p>
<p>Paragraph 1: Introduction</p> <ul style="list-style-type: none"> - summarise all the background information of the book/film, etc (i.e. title, name of author/director, type, setting, etc) 	<p><i>The film/book tells the story of...</i> <i>The film/story is set in...</i> <i>The book/novel was written by...</i> <i>The film is directed by...</i> <i>It is a comedy/horror film/love story.</i></p>
<p>Paragraph 2: Main points of the plot.</p> <ul style="list-style-type: none"> - present them in chronological order. 	<p><i>The story concerns/is about/begins...</i> <i>The plot is (rather) boring/thrilling.</i></p> <ul style="list-style-type: none"> • Use a range of adjectives to describe the plot: (un)exciting, action-packed, full of unexpected events, slow-moving, fast-moving, realistic, confusing, far-fetched, (un)predictable, (un)interesting, (un)believable, full of twists and turns... <p><i>The plot has an unexpected twist.</i></p>
<p>Paragraph 3: General comments on</p> <ul style="list-style-type: none"> - the plot - the main characters - the acting - the directing... 	<p><i>It is rather long/boring/confusing/slow.</i> <i>The cast is excellent/awful/unconvincing.</i> <i>The script is dull/exciting.</i> <i>It is beautifully/poorly/badly written.</i> <i>It has a tragic/dramatic end.</i></p> <ul style="list-style-type: none"> • Use a range of adjectives to describe characters: emotional, aggressive, (in)sensitive, thoughtful, thoughtless, (un)selfish, generous, kind, evil, (dis)honest, helpful, helpless, understanding, deceitful, good-humoured, optimistic, pessimistic, annoying, forgetful, (un)attractive.
<p>Paragraph 4: Conclusion</p> <ul style="list-style-type: none"> - in which you recommend or do not recommend the book/film/play/etc, giving reasons to support your recommendation. 	<p><i>Don't miss it. It is well worth seeing.</i> <i>I wouldn't recommend it because...</i> <i>I highly/thoroughly recommend it.</i> <i>It's bound to be a box-office hit.</i> <i>Wait until it comes out on DVD.</i> <i>It's a highly entertaining read.</i> <i>It's a bore to read.</i></p>

COMPLAINT FORMAL LETTER	
LAYOUT	USEFUL PHRASES
GREETINGS	<ul style="list-style-type: none"> ▪ Dear Mr/Mrs/Ms Smith(,) ▪ Dear Sir/Madam(,)
INTRODUCTION/ OPENING PARAGRAPH	<ul style="list-style-type: none"> ▪ I am writing in connection with... to complain about.../ to express my dissatisfaction with... to draw your attention to... ▪ I have to say that I was not at all satisfied with... ▪ I am sorry to say that I was extremely disappointed with...
MAIN PART (State what exactly happened) (2-3 PARAGRAPHS)	<ul style="list-style-type: none"> ▪ Although you advertise 'top quality', I felt that the product I received was well below the standard I expected. ▪ The goods were faulty/damaged/in poor condition. ▪ There seems to be an error in the invoice/ a misunderstanding. <p><u><i>Example paragraph:</i></u></p> <p><i>Our order dated 16 September clearly stated that we wanted 1,000 t-shirts. However, we only received 800. Furthermore, we asked you to print our company logo in the top left corner of the shirts and you have printed it in the centre.</i></p> <p><i>To make matters worse, your staff were very unhelpful when I called. Above all, no-one took responsibility to sort out the problem -I was simply passed from person to person. In addition, after 30 minutes I gave up in frustration and ended the call.</i></p>
REQUEST FOR ACTION	<ul style="list-style-type: none"> ▪ I would like you to investigate this matter, and let me know your decision. ▪ I would like a full/partial refund as soon as possible. ▪ Could you please arrange for me to receive a new (radio/CD, etc) or refund my money in full? ▪ We must insist on an immediate replacement/full refund. ▪ Unless I receive the goods by the end of this week, I will have no choice but to cancel my order.
CONCLUSION/ CLOSING PARAGRAPH	<ul style="list-style-type: none"> ▪ I hope that this matter can be resolved... ▪ I hope that you will deal with this matter promptly as it is causing me considerable inconvenience. ▪ I feel/believe that I am entitled to a replacement/ refund... ▪ I demand a full refund/an immediate replacement/etc or I shall be forced to take legal action/ the matter further. ▪ I hope that I will not be forced to take further action.
ENDINGS	<ul style="list-style-type: none"> ▪ Yours faithfully(,) (when the letter starts Dear Sir/Madam) ▪ Yours sincerely(,) (when the letter starts Dear Mr/Ms Jones)

For-and-Against WRITING

Paragraph plan	Useful language
<p>Paragraph 1: introduce the topic Present topic without giving your opinion In articles and compositions, we may use any of the following techniques to make the beginning more interesting: a reference to an imaginary scene or situation, addressing the reader directly, a rhetorical question or a quotation.</p>	<p>To list and add points: <i>In the first place, To start/begin with, Secondly, Thirdly, Finally, In addition (to this), Furthermore, Moreover, Besides, etc.</i></p>
<p>Paragraph 2: arguments in favour & justifications/ examples</p>	<p>To introduce or list advantages: <i>The main/first/most important advantage of ..., One/Another/An additional advantage of ..., It is often suggested/believed/argued that ..., Some/Many people are in favour of/are convinced that ...etc.</i></p> <p>To introduce examples/reasons/results: <i>For example/instance, such as, like, in particular, therefore, for this reason, because, as, since, as a result, etc.</i></p>
<p>Paragraph 3: arguments against & justifications/ examples</p>	<p>To show contrast: <i>On the other hand, However, still, but, Nonetheless, Nevertheless, Although, Even so, Even though, Despite/In spite of (the fact that), etc.</i></p>
<p>Paragraph 4: well-balanced summary of the topic. The writer's opinion may be stated in the conclusion</p>	<p>To introduce a conclusion: <i>In conclusion, To conclude/sum up, All in all, All things considered, Taking everything into account/consideration, Finally, Lastly,...etc.</i></p>

INFORMAL EMAIL/LETTER			
LAYOUT	USEFUL PHRASES		
GREETINGS	<p>Dear Sally Hi/Hello Sally</p> <p>NOT: Dear brother Dear friend Dear cousin</p>		
INTRODUCTION/ OPENING PARAGRAPH	<p>How are you (keeping)? It was nice to hear from you. Thank you/Thanks for your email. It's taken me ages to reply, but... I've been meaning to get back to you, but... Just thought I'd drop you a line. Sorry I haven't written for ages, but I've been really busy. It's ages since I heard from you.</p>		
MAIN PART (2-3 PARAGRAPHS)	<table border="0"> <tr> <td style="vertical-align: top;"> <p>Invitations</p> <ul style="list-style-type: none"> • Accepting • Refusing <p>Thank you Congratulations Giving news Requests Apologies</p> </td> <td style="vertical-align: top; padding-left: 20px;"> <ul style="list-style-type: none"> ➤ I was wondering if you'd like to... ➤ Thank you very much for the invitation. I'd love to come. ➤ Thank you for inviting me to... but I'm afraid I can't make it. ➤ Congratulations on passing your exams. ➤ I'm writing to tell you about... ➤ Could you do something for me? ➤ I'm writing to apologise for.../ I'm really sorry about... <p>(see sample letters)</p> </td> </tr> </table>	<p>Invitations</p> <ul style="list-style-type: none"> • Accepting • Refusing <p>Thank you Congratulations Giving news Requests Apologies</p>	<ul style="list-style-type: none"> ➤ I was wondering if you'd like to... ➤ Thank you very much for the invitation. I'd love to come. ➤ Thank you for inviting me to... but I'm afraid I can't make it. ➤ Congratulations on passing your exams. ➤ I'm writing to tell you about... ➤ Could you do something for me? ➤ I'm writing to apologise for.../ I'm really sorry about... <p>(see sample letters)</p>
<p>Invitations</p> <ul style="list-style-type: none"> • Accepting • Refusing <p>Thank you Congratulations Giving news Requests Apologies</p>	<ul style="list-style-type: none"> ➤ I was wondering if you'd like to... ➤ Thank you very much for the invitation. I'd love to come. ➤ Thank you for inviting me to... but I'm afraid I can't make it. ➤ Congratulations on passing your exams. ➤ I'm writing to tell you about... ➤ Could you do something for me? ➤ I'm writing to apologise for.../ I'm really sorry about... <p>(see sample letters)</p>		
CONCLUSION/ CLOSING PARAGRAPH	<p>Well, that's all for now. Well, I'd better finish off here. I must go now. Keep in touch Well, that's all my news. Write back soon, telling me what you've been up to. Looking forward to hearing ing from you</p>		
ENDINGS	<p>Love Best wishes/regards (to) Yours Take care Bye for now All the best See you soon</p>		

OPINION WRITING

Paragraph plan

Useful language

<p>Paragraph 1: introduce the topic & and state your opinion clearly</p>	<p>To express opinion: <i>I believe, In my opinion/view, I think, I strongly believe, The way I see it, It seems to me (that), As far as I am concerned, I (completely) agree that/with, I (strongly) disagree that/with, I am totally against, I couldn't agree more that/with, I couldn't disagree more that/with</i></p>
<p>Paragraphs 2&3: 1st viewpoint & reasons/examples</p> <p>2^o viewpoint & reasons/examples</p>	<p>To list points: <i>In the first place, First of all, To start with, Firstly, To begin with</i></p> <p>To introduce examples: <i>For example, for instance, such as, in particular, especially</i></p> <p>To add more points: <i>What is more, Another major reason, Also, Furthermore, Moreover, In addition to this/that, Besides, Apart from this, Not to mention the fact that</i></p>
<p>Paragraph 4: give the opposing viewpoint and reasons</p>	<p>To introduce contrasting viewpoints: <i>On the other hand, However, Alternatively, It is argued that, People argue that, Opponents of this view say, There are people who oppose, Contrary to what most people believe, As opposed to the above ideas, In contrast</i></p>
<p>Paragraph 5: well-balanced summary of the topic. Restate your opinion using different words</p>	<p>To conclude: <i>In conclusion, To conclude/sum up, All in all, All things considered, Taking everything into account/consideration</i></p>

Reports and proposals

Paragraph plan

Useful language

<p>Paragraph 1: introduction</p> <ul style="list-style-type: none"> - State the aim of the report/proposal. - Separate report/proposal into sections and give each one a suitable heading. - Reports and proposals are formal. - Do not use contractions or informal language. 	<p><i>The aim of this report is to...</i> <i>In this report I will...</i> <i>I have been asked to write a report about...</i></p>
<p>Paragraph 2: Main point(s) e.g. strengths, advantages, etc</p> <ul style="list-style-type: none"> - Give your opinion - Use passive and impersonal structures to convey a more serious, formal style. - Use linkers of addition, contrast, consequence, etc to structure your arguments. - Use numbers or bullet points for a list. 	<p><i>In my opinion, personally, as far as I am concerned...</i> <i>Furthermore, on top of this...</i> <i>However, on the other hand, while, although...</i> <i>Therefore...</i></p>
<p>Paragraph 3: Main point(s) e.g. weaknesses, disadvantages, etc</p> <ul style="list-style-type: none"> - Explain and justify your opinions 	<p><i>Despite the fact that...</i> <i>This is because...</i> <i>For instance</i> <i>Another problem is...</i></p>
<p>Paragraph 4: Making a recommendation if required. Conclusion</p> <ul style="list-style-type: none"> - Save your recommendations for the end. 	<p><i>I strongly recommend that...</i> <i>Why don't you (less formal reports)</i> <i>In conclusion, To conclude/sum up, All in all, All things considered, Having taken everything into consideration, I conclude that...</i> <i>In my view...</i></p>

REQUESTING INFORMATION	
LAYOUT	USEFUL PHRASES
GREETINGS	<ul style="list-style-type: none"> Dear Mr/Mrs/Ms Smith(,) Dear Sir/Madam(,)
INTRODUCTION (reasons for writing)	<ul style="list-style-type: none"> I am writing because I am interested in finding out if /whether... because I would like some information about/on... because I would like to know... to enquire about... <p><i>Example:</i> <i>I am writing because I am interested in renting your flat in Devon for a week next summer</i></p>
MAIN PART 1st PARAGRAPH (requesting information)	<p>Indirect questions</p> <ul style="list-style-type: none"> I would be grateful if you could give me some information about... I would like to know where/when/what... I would appreciate it if you could tell me how much/ when/ where... I wonder if you could tell me... I wonder if it is possible for you to tell me... <p>Direct questions</p> <ul style="list-style-type: none"> Could you perhaps tell me...? Could you please let me know...? What time...? Where exactly is...? What/Who/When/How many/How much/How far...? <p><i>Example:</i> <i>I would like to know if it is available from the 1st to the 7th July next summer and the price of it. I would be grateful if you could give me some information about the rooms and the facilities in the flat. I wonder if there is a washing machine and a dishwasher in the flat.</i></p>
MAIN PART 2nd PARAGRAPH (asking for more information)	<ul style="list-style-type: none"> Could you also let me know...? I would also like to know if/whether...? I would appreciate it if you could send me further information about... <p><i>Example:</i> <i>I would also like to know where the nearest station is and if there are any facilities for children nearby.</i></p>
CLOSING PARAGRAPH	<ul style="list-style-type: none"> I would be grateful for an early reply to my enquiries Thanking you for your help in this matter Thank you in advance for your help in this matter I look forward to hearing from you I look forward to (receiving) your reply
ENDINGS	<ul style="list-style-type: none"> Yours faithfully(,) (when the letter starts Dear Sir/Madam) Yours sincerely(,) (when the letter starts Dear Mr/Ms Jones)