

ARTICLE STYLE : NEUTRAL-INFORMAL

IT INFORMS , INTEREST AND ENGAGE THE READER,
so there should be some opinion or comment.

PERSONAL : I think / I felt / I'd very careful...

Use : **I think** rather than **IT is**

TITLE : (Catchy title to capture your readers' attention)

Example : **THE INTERNET GOOD OR EVIL FOR CHILDREN?**

1st Paragraph : **Introduce the topic**. Although you don't know the readers personally, you can address them directly and ask them a rhetorical question. It helps to involve them. –

Rethorical question: Just imagine... /Have you ever...? /How would you feel if ...? Are you one of those people who ...?/If the answer is ..., you should.../ What would live be like if...

2nd Paragraph :**Continue writing about the last point you made in the first paragraph**.

Before I went, I thought that I would be walking along a flat surface but / That's why I'd be very careful. I wouldn't want a completely different.../ My home is a small house on the outskirts of a city. It was built...

Last paragraph - CONCLUSION or SUMMARY

I love travelling and meeting new people, but if I were on a desert island.... After that, who knows? I'll see, but I certainly won't be buying any luxury cars!... Would I be keen to help the hospital again next year? Yes, but I think I'll try....

INFORMAL LETTER

STYLE : NEUTRAL-INFORMAL

WRITTEN IN RESPONSE TO A SITUATION OUTLINED IN THE QUESTION.

OPENING PARAGRAPH:

Dear John / Hello Ben , Hi Susan,

How are you? / I hope you are wel / Many thanks for your (recent/last) letter / postcard/ It was good / nice / great to hear from you again./ I was so surprised to hear that...

I'm sorry I haven't been in touch for such a long time. / It's ages since I've heard from you. I hope you're well / you and your family are well / How are things? / How are you? /

Referring to news: Great news about ... Glad to hear that ... Sorry to hear about..

Giving news : *Listen, did I tell you about ...? You'll never believe what ...Oh, and another thing I thought you might be interested to hear about / know that ...By the way, have you heard about ...?*

Apologies : *I'm writing to apologise for missing your party but I'm afraid I was with flu /I'm really sorry that I forgot to send you a birthday card but I was busy with my new job.*

Requests : *I'm writing to ask for your help / you (if you could do me) a favour. /I wonder if / I was wondering if you could help me / do me a favour.*

Making suggestions and recommendations :

Why don't you ...? / Maybe you could ...? / How about ...?

You can't leave New York without (...doing sth)

I'm sure you will enjoy (...doing sth). If you like, we can ...

Last paragraph : CLOSING

Anyway, I must go and get on with my work!

Looking forward to hearing from you soon / Bye for now.

Best wishes, Regards..

JOB APPLICATION STYLE : FORMAL

SALUTATION / GREETINGS

Dear Mr Smith / Dear Sir/ Madam

OPENING PARAGRAPH

I am writing to apply for the job of club organiser, which was advertised on the notice board in the school.

2nd Paragraph : About you (age, where you live, educati..on-training and/or work experience relevant to the job, languages ...)

I have an extensive experience in sport enviroments.Having worked in various Gyms.Training in soccer.... I am 20 years old and at present I am studying Physical Education. I am a strong swimmer and have recently had first aid training...

3rd Paragraph: (why you are suitable for the job)

I feel I would be suitable for this job because This will give me the opportunity to I would also like the chance to...

4th Paragraph : Conclusion (availability for interview, further questions, ... - if necessary)

Thank you for your consideration of my CV. I am hoping to hear from you soon to schedule an interview at your convenience.

Please find attached a copy of my CV and my reference details as requested.

I look forward to hearing from you.

FINAL SALUTATION

Best regards / Yours faithfully / Kind regards

NAME and SURNAME

Ben McMillan

USEFUL FORMAL PHRASES

It is vitally important to.../ I would like to point out that...

It is doubtful that.../Without a doubt.../It would be infinitely preferable to.../ It has recently been suggested that...

According to Dr... In the case of.../ This is an example of...

For instance.../ Firstly.../Secondly...In addition to what has already been mentioned.../ Lastly.../ In the end,.../All in all...

/ In conclusion,.../ It can't be denied that we need.../ There's no denying (the fact) that .../ it is suggested that... It has been suggested that .. / A solution immediately suggested itself to me.. / It is strongly recommended that the machines should be... / To put it another way / to that end/ What's more .. / Another key thing to remember is... / Not only... but also .. / coupled with (x)...(Y) paints a compelling view of.. / Having said that.. / By contrast/in comparison.. / (X) is true...

That said / Then again, it's possible that... / X is Y .Yet not everyone agrees that.. / Despite this .. / In spite of this... / With this in mind... / Provided that... / In view of/in light of X...we have a better understanding of... / To give an illutration of what I mean, let's look at the case of... / The trend nowadays is towards... / Recent research indicates that the number of X who smoke is increasing.. / This raises the issue of whether ... / Although most people would generally agree that few would deny that / One of the drawbacks of isHowever, one of the benefits is that ... As for the causes, .. / One justification often given for is that..... / However, it should not be forgotten that

ESSAY

STYLE : FORMAL-NEUTRAL

IMPERSONAL : Some might argue that / The danger is that /
It is not uncommon nowadays to see .

Use : IT is rather than I think

NO TITLE / NO HEADINGS

INTRODUCTION 1st Paragraph

A) **Rhetorical question.**

Isn't it strange how being in the country relaxes us?

B. **Addresses the reader.**

Can you imagine waking up every morning to the sound of birds singing?

C. **Quotation.**

Desmond Morris, the British engineer, once said :

DEVELOPMENT 2nd and 3rd Paragraph

1st point . Arguments for:

In the first place / On the one hand / One reason that/ There are many advantages to /

2nd point . Arguments against :

On the other hand, However, It cannot be denied that , Another negative aspect of ...is,

CONCLUSION 4th Paragraph

To sum up , In conclusion, to conclude , all in all , On balance, All things considered, It would seem that, there is no/little doubt that, It may be concluded that....

REVIEW

STYLE : NEUTRAL-TO-INFORMAL

PERSONAL : I think that ...I was pleasantly surprised when, nowadays to see , It is important to notice that...

Use : Both IT is and I think

TITLE : (Usually the name of the place or thing being reviewed)

INTRODUCTION 1st Paragraph

Say what you are reviewing / some background

Six months ago I had the pleasure to participate..

Last weekend I saw...when..

I read this book when I was on my way to...

The last movie I have seen is... The story is about ...

The novel tells the story of ...

DEVELOPMENT 2nd and 3rd Paragraph

Review some of the positive aspects.

The band was fantastic.. What I liked is... I was impressed by

Mention some weaker points.

The book is terribly / beautifully written

What I didn't like was...because... I think the book is ..

CONCLUSION 4th Paragraph

Conclude with your overall opinion.

To conclude , concluding , All in all , All things considered..

So if you haven't joined it yet, I would highly recommend you ..

If you ever get the chance to....you will not regret it.

If you are looking for a good...

REPORT

STYLE : NEUTRAL-FORMAL

IT PRESENTS INFORMATION NOT AN ARGUMENT

IMPERSONAL : Some might argue that / The danger is that /
It is not uncommon nowadays to see .

Use : IT is rather than I think

TITLE : Local eating places

INTRODUCTION 1st Paragraph

State the purpose of the report and how you got the information.

The main aim/objective/ purpose of this report is to give an overview / evaluate/ reviw/ give information..

The information for this report was gathered from the following sources: Conversations with residents, visitors and staff. Discussion with the...

1st Heading : Elaborate on 1st topic. Ex: Cafes and bars.

2nd Heading : Elaborate on 2nd topic Ex: Cinemas

Most people seem to feel that...

Several people said/told me/suggested/thought that...

3rd Heading : Conclusion / Recommendations

Only expresses personal opinions in the conclusion.

I would therefore recommend that we expand the library/installing a new coffee machine...

It would seem that banning mobile phones is the best idea.

Having considered the options, ...

I would like to suggest/recommend ...

PROPOSAL

STYLE : SEMI FORMAL-TO-FORMAL

Avoid too expressive words : amazing, magnificent, disgusting,

1st Heading - INTRODUCTION 1st Paragraph

Say what you the proposal is about ..

The aim/ purpose of this proposal is to.....

This proposal relates to/ describes/ outlines.....

I'm writing to ask...

2nd Heading - DEVELOPMENT 2nd and 3rd Paragraph

Describe the problem / Current situation

At the present, our company is encountering a dramatic waste of energy. Lights and photocopiers are left on unessentially...

One of the reasons why the building should be preserved is because of its touching past....

3rd Heading - DEVELOPMENT 2nd and 3rd Paragraph

Describe the improvements / Future situation

I suggest that we should have some effective solutions as mentioned below to solve the urgent issues...

4th Heading - CONCLUSION 2nd and 3rd Paragraph

To sum up, there are plenty of reasons why the library should be preserved, it benefi ts the people, the history and the culture, and I would be pleased if you took my letter in consideration.

In conclusion, saving the energy is the responsibility of not only each individual but also the whole society/ community..