



# WRITING REFERENCE

How to write  
an informal  
email

## 1 Informal email

### What is an informal email?

An informal email is used for written communication with friends, family members, close relatives and people you know very well.

### What about structure and layout?

An informal email usually contains the following elements:

<ul style="list-style-type: none"><li>■ your and the recipient's address</li><li>■ date</li><li>■ reference/subject line</li><li>■ salutation</li></ul>	<ul style="list-style-type: none"><li>■ main body (<i>divided into paragraphs</i>)</li><li>■ closing</li><li>■ signature</li><li>■ additional elements (<i>enclosures</i>)</li></ul>
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*Please note:* Continue with a capital letter after the salutation.

### What about register/formality?

Use the correct register (*informal/semi-formal*) depending on the purpose of your email and the readership (*friend, family member, relative, etc.*).

*Please note:* Use short forms (*isn't, can't, hasn't, ...*) in informal emails.

### Phrases for writing an informal email

#### Starting an informal email

Hi .../Hey .../Dear ... (*name of the recipient*)

#### Opening lines

How're you doing?/How're things?/How're you?

I'm writing to ...

Sorry, I haven't written for ages, but ...

It was good to hear from you.

I'm sorry I didn't get back to you right away.

#### Commenting on previous email

It's great to hear ...

I'm sorry to hear ...

That's so awesome that ...

#### Moving the topic on

Anyway, the reason I'm writing ...

I thought I'd write to tell/ask you ...

One more thing, ...

#### Closing phrases

Let me know what you think about it.

Can't wait to hear from you.

I'd better get going.

Write me soon and tell me ...

Hope to hear from you soon.

#### Finishing off an informal email

Love

All the best

Take care

Cheers

### Sample task

During a school trip to London, you got to know Sam, a 15-year-old student. You have been in touch since then and write each other regularly. Last week you organised an end-of-school-year party for you and your classmates.

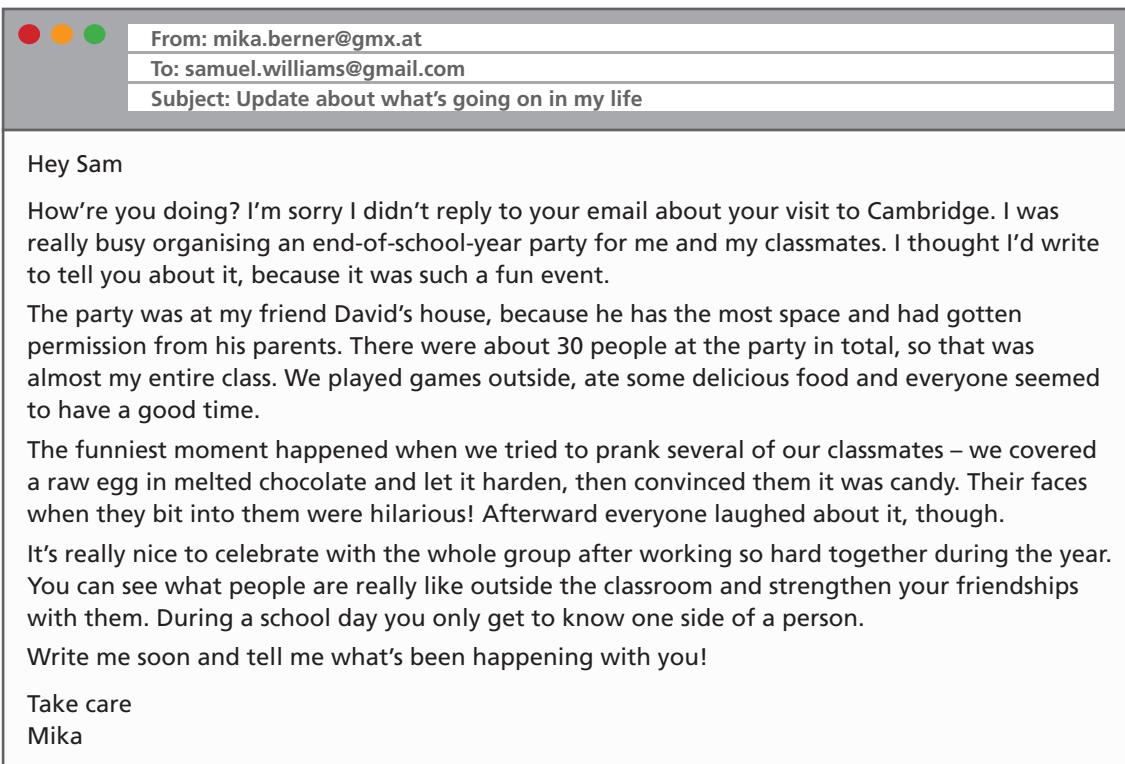
Write an email to your friend and tell him about the party. In your informal email you should

- provide detailed information about the party (e.g. *who was there, how many were there, where exactly it took place, how it went, etc.*)
- describe the funniest moment at the party
- outline benefits of celebrating together with your classmates.

Write about 200 words.



Sample email



From: mika.berner@gmx.at  
To: samuel.williams@gmail.com  
Subject: Update about what's going on in my life

Hey Sam

How're you doing? I'm sorry I didn't reply to your email about your visit to Cambridge. I was really busy organising an end-of-school-year party for me and my classmates. I thought I'd write to tell you about it, because it was such a fun event.

The party was at my friend David's house, because he has the most space and had gotten permission from his parents. There were about 30 people at the party in total, so that was almost my entire class. We played games outside, ate some delicious food and everyone seemed to have a good time.

The funniest moment happened when we tried to prank several of our classmates – we covered a raw egg in melted chocolate and let it harden, then convinced them it was candy. Their faces when they bit into them were hilarious! Afterward everyone laughed about it, though.

It's really nice to celebrate with the whole group after working so hard together during the year. You can see what people are really like outside the classroom and strengthen your friendships with them. During a school day you only get to know one side of a person.

Write me soon and tell me what's been happening with you!

Take care  
Mika

## 2 Blog entry

How to write a blog entry

### What is a blog entry?

*Blog* is a short form of the word *weblog*. A blog entry is a frequently updated online personal journal/diary. It is used to share your thoughts, experiences and interests, and/or to promote and to advertise a business/product.

### What about structure and layout?

A blog entry usually contains the following elements:

- a catchy title
- a (user)name
- paragraphs (*introduction, main body, ending*)

***Please note:*** Try to address the readers directly and motivate them to comment on your opinions and arguments.

### What about register/formality?

A blog entry can either be formal or informal depending on the purpose and the readership.

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## Phrases for writing a blog entry

**Title:** ...

**Username:** ...

### Introducing the topic

Did you know that ...?

Have you heard of ...?

Lately I've been thinking about the topic of ... and would like to share some thoughts with you.

I recently came across ... and couldn't believe that ...

A topic that has gone viral recently is ...

### Structuring the main part

Do you have any experience with ...?

Shouldn't we ...?

One the one hand, ... but on the other hand, ...

On top of that, ...

What's it like in your home country/school/family ...?

Apart from that, ...

In addition, ...

What would you think if ...?

Frankly speaking, .../To be honest (with you) ...

### Concluding

What about you?

What are your thoughts on this topic?

I can't wait to read about your view on that.

Leave a comment (and let me know what you think)!

Looking forward to reading your comments!

**Sample task** As a teenager you like to be cool and respected by your peers. You are very interested in this topic and decided to write a blog entry on your blog [www.myteenlife.com](http://www.myteenlife.com).

In your blog entry you should

- give reasons why it is important for teens to be popular
- outline problems teens are facing on social media
- suggest what teens can do to not become a victim of bullying.

Give your blog entry a title. Write about 200 words.

**Sample blog entry**

### The price of popularity

*mrkperry94*

Lately, I've been thinking about the topic of popularity, and I'd like to share some thoughts with you.

As influencers and online personalities have become more common, lots of teenagers, including me, have been under more pressure to be well-liked and considered cool by our peers. Think about it: What do we expect to get in return when we post something on social media? Likes, comments, approval.



We want to be popular because it gives us a feeling of importance and makes us feel like we're supported by a large group of people. On the one hand, this can be great, but on the other hand, if we rely on this too much, there are some problems that can come up, like people making mean comments, pretending to be someone they're not, or bullying others online.

In order to prevent this, we need to be honest with both ourselves and our friends if we're being hurt online, and make the choice to distance ourselves from social media for a while and focus on real-life relationships that are fulfilling.

Do you guys feel like you struggle to seem popular on social media? What do you do when you're faced with unfriendliness online? Leave a comment and let me know what you think!

## 3 Blog comment

How to  
write a blog  
comment

### What is a blog comment?

A blog comment is a written statement that expresses an opinion about someone or something (e.g. an article, a blog entry, etc.).

### What about structure and layout?

A blog comment usually contains the following elements:

- a (user)name
- an email address
- paragraphs (*introduction, main body, ending*)

#### *Please note:*

- Use convincing arguments to support your point of view.
- Try to address your readers directly and motivate them to comment on your opinions.

### What about register/formality?

A blog comment can either be formal or informal depending on the purpose and the readership.

### Phrases for writing a blog comment

#### Introducing your comment

Thanks for bringing up this topic, ... (*name of the author*)!

First off, thanks for your post. I couldn't agree with you more.

I absolutely enjoyed reading your blog entry!

#### Structuring the main part

It seems like your post was a bit critical of .../ mainly aimed at .../a hit ...

I can see your point when you say that ...

One thing I totally agree/completely disagree with is that ...

You might be right with ..., but don't forget to think about ...

As I see it, ...

On top of that, ...

Furthermore, ...

However, ...

Just like you, I ...

#### Concluding

Well, that's just how I think about ...

Can't wait to read other comments.

I would welcome more comments on this topic!

Looking forward to reading more of your posts!

#### Sample task

You came across the following blog entry on [www.techblog.com](http://www.techblog.com).

### The importance of WiFi for your young people

CelineR

Have you been to a restaurant lately or have you ever watched what many young people do first when sitting down in a restaurant? No? Let me tell you: They don't order food and drinks. Nope, what they first do is ask for the WiFi password!

How important is WiFi in restaurants to you? Let me know in the comments!



You have decided to comment on this blog entry. In your blog comment you should

- explain why WiFi is so important for many young people
- give examples of young people's reactions when free WiFi is not offered
- inform readers about the dangers of public WiFi.

Write about 200 words.

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Sample blog  
comment

Sierra56  
si-er-56@gmail.com

Thanks for bringing up this topic, Celine! First of all, I agree that it's definitely become more common for young people to seek out WiFi at restaurants. Many apps used for communication also use a lot of data, and teens often don't want to use their phone plans to access the Internet if they need to talk with friends, so they look for free WiFi hotspots.

It seems like your post was a bit critical of young people who prioritise Internet connections over food or drinks, which I understand. Often when a restaurant or café doesn't offer free WiFi, young people will leave and find one that does, which can come across as pretty rude to some café owners. However, teens are just trying to spend time with friends and form social connections using the tools they know.

Even though public Internet connections can seem like a necessity, they can also be dangerous. Data theft, especially theft of sensitive personal information, can happen over public WiFi, because the connections aren't very well protected. The cons of using public Internet access can definitely begin to outweigh the pros, but that doesn't stop young people from asking for WiFi.

I would welcome more comments on this topic!

## 4 Leaflet

How to write  
a leaflet

### What is a leaflet?

A leaflet is a printed sheet of paper containing information or advertising. Leaflets can either be printed, they are then inserted in newspapers or magazines, or they are distributed online by email or newsletter.

### What about structure and layout?

A leaflet should

- be rather memorable, interesting and informative
- contain subheadings
- contain rhetorical questions
- give factual details
- use persuasive language
- keep sentences short and simple
- give contact details.

### What about register/formality?

A leaflet can be either formal or informal, depending on the readership. If you are writing a leaflet for people your age, the style will be more informal. If you are writing a leaflet about a serious topic for an audience you do not know, the language has to be formal.

### Phrases for writing a leaflet

#### Title

Six reasons why you .../How to make the most of .../Why you should ...

#### Structuring the main part

##### Headline 1

If you want to ..., then you should ...

One of the greatest highlights of ... is ...

You will never forget ...

... is definitely worth a visit.

##### Headline 2

Apart from that, there is also ...

One of the greatest highlights of ... is ...

Anyone who loves to ... should ...

#### Headline 3

We are excited to offer a great package deal for you.

It is especially interesting for ....

Don't hesitate to ...

... is also included in our offer/price/service.

So, what are you waiting for?

Go and book your deal online today.

#### Closing phrases

If you require more information, contact us via .../go to www...

For more/further information visit us on www...

We are also available on ... (name of social network).

## Sample task

You are doing an internship at *ATTENTION*, a marketing agency. Your client wants to promote your region to attract young international holiday makers. In your leaflet you should

- explain why your region is worth a visit
- describe some sights in more detail
- offer a special one-week package for young holiday makers.

Divide your leaflet into sections and give them headings. Write about 180 words.

## Sample leaflet

### Why you should visit Prague

Discover the charm of this unique city where history meets elegance and modernity!

#### Amazing sights!

One of the greatest highlights of Prague is all the spectacular history on display. You will never forget your visit to the famous St. Vitus Cathedral or the beautiful, nearly unchanged city centre.

#### History you can touch

One of Prague's must-see sights is Vyšehrad, a fort that dates back to the Medieval period. Once a place to defend the city, now it is for people to walk along its stone walls and look out at the surrounding area. Within the fortress lies the rotunda of St. Martin, one of the oldest buildings in the Czech Republic! Whether you are a fan of architecture or a good hike, these places are definitely worth the visit.



#### An experience you can afford

We are excited to offer a great package deal for you:

- ✓ a week-long trip to Prague
- ✓ your very own professional tour guide
- ✓ tickets for tourist buses included
- ✓ drinks and snacks included

The full service comes out to just 400 Euros. It is a fun time for anyone, but especially interesting for lovers of history. So, what are you waiting for? Go and book your deal online today.

For more information, visit us on [www.pragueguide.com](http://www.pragueguide.com). We are also available on *Instagram*.

## 5 Formal email

### How to write a formal email

The following structure and phrases can be used for most formal emails (e.g. *introductory email, reminder email, reply email, general interest email, email of application, email of inquiry/request, confirmation email*, ...).

#### What about structure and layout?

A formal email usually contains the following elements:

- your and your recipient's email address
- date
- reference/subject line
- salutation
- main body (*divided into paragraphs*)
- closing
- signature
- additional elements (e.g. *enclosures, documents*, ...).

**Please note:** Continue with a capital letter after the salutation and start with the reason for writing.

#### What about register and formality?

A formal email should be polite and factual. Do not use informal language (e.g. *short forms, question tags*, ...).

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## Phrases for writing a formal email

### Starting a formal email

Dear Sir or Madam (*if you do not know the name of the recipient*)

Dear Mr .../Dear Ms ... (*if you know the name of the recipient*)

### Opening lines

I am writing with/in regard to ...

I am writing because I would like to know more about ...

I came across your products/services online and would be interested in ... (*verb + -ing*)

With reference to your last email, I am writing to let you know/inform you about ...

Thank you for bringing this issue to my attention.

### Structuring the main part

#### – Request

I am writing to ask ...

I was wondering if I could please ...

Would it be possible ...

#### – Giving information

I am writing to let you know that .../inform you about ...

#### – Asking for information

I would kindly ask you ...

Could you please tell me ...?

### Closing phrases

I look forward to hearing from you.

Do not hesitate to contact me if you have any questions.

Thank you for your help.

### Finishing off an email

Yours faithfully (*if you do not know the name of the recipient*)

Yours sincerely (*if you know the name of the recipient*)

**Sample task** You have just returned from an English summer camp where you had English classes and engaged in daily leisure activities. The leader of the camp has asked you to send her an email about your experiences. In your formal email you should

- give general information about the camp (*location, duration, activities*)
- explain what you liked/disliked about the camp
- suggest ideas for improvement.

Write about 180 words.



### Sample email

From: lucia.henderson@gmail.com  
To: e.primrose@camp-fawkes.com  
Subject: My summer camp experience

Dear Ms Primrose

I am writing in regard to your request for information about my experience at Camp Fawkes.

Overall, I enjoyed being in the Surrey countryside, and living there for a month was really pleasant. I attended English language lectures, played cooperative games in English and practised speaking with the other people in the camp.

From my experience, I would certainly recommend the camp to other students of English. The staff were kind and helpful, and they knew a lot about English. Unfortunately, I did have some issues with where I stayed, because the beds were not at all comfortable and the doors did not lock very well.

I think some changes would really improve the camp experience overall. Would it be possible to fix the rooms so that they are more relaxing? Some updated equipment would do a lot of good. Additionally, it would be great if there were also vegetarian food options as more and more teenagers nowadays do not eat meat.

I have some friends who are interested in attending the camp, so I look forward to hearing from you regarding any changes.

Yours sincerely  
Lucia Henderson