

1 Informal email

What is an informal email?

How to write 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:

- your and the recipient's address
- date
- reference/subject line
- salutation
- main body (*divided into paragraphs*)
- closing
- signature
- additional elements (*enclosures*)

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.*).

Phrases for writing an informal email

Starting an informal email

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

Opening lines

How have you been?

I've been really busy recently, that's why ...

I just thought to drop you a line.

Sorry it has taken me so long to write back.

Commenting on previous email

Thanks for your email, I was happy to ...

Glad to hear that .../read about ...

Moving on to the next topic

By the way, have you heard about ...?

The reason why I'm writing is ...

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

Closing phrases

Well, time to go!/Got to go now!

That's all for now!

Drop me a line if you have time.

Write me back when you can, it would be great to hear from you.

Keep in touch!

Finishing off an informal email

Best / Best wishes

All the best

Bye for now



Sample task In your last summer holidays you met Johan, a 16-year old Swedish teenager. As you haven't heard anything from him for quite a while you decided to write an email.

In your informal email you should

- inform Johan about what it is like to be back at school
- tell him what is going on in your life right now
- outline your plans for the upcoming weeks.

Write about 180 words.

Sample informal email

From: robin.p@hotmail.com
To: johan_patterson@gmail.com
Subject: Update

Dear Johan

How have you been? I haven't heard from you in a while, so I thought I'd send you an update. At the moment, I'm back in school and am really busy with tests and assignments, but enjoying getting to see my classmates again after the summer.

My life has also become a bit busy. My family got a dog two weeks ago, and most of my time when I'm at my parents' house is taken up by playing with him. His name is Taz, and he's black and white. My grandmother was also visiting last week, and I talked to her a lot. She seems to like having discussions with me, even if I don't get as interested in politics as she does.

In the next few weeks, I'll be working to finish a school project with two other classmates, and planning a trip to visit a friend in the United States next year. Who knows? Maybe my entire family will go. I'm excited just thinking about it; I can't wait to travel more.

Well, time to go! I have to take Taz for a walk. Write me back when you can, it would be great to hear from you.

Best
Robin

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
- the publishing date and time
- 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.

Phrases for writing a blog entry

Title: ...

Username: ...

Date and time: ...

Addressing your readers

Hi ...!/Hi everyone!/Hey guys!

Introducing the topic

I haven't been around much ...

Is it just me who thinks that ...?

This blog will focus on/give you an idea how to ...

I've recently come across an interesting article/survey on ... (*topic*) and would like to share the most important findings with you.

Structuring the main part

Do you guys also have troubles with that?

Regarding ... (*topic*), I can only say that ...

For example, ...

Don't get me wrong, but ...

Considering the fact that ..., it is safe to say that ...

What would you say if I told you that ...?

Another point I'd like to mention is ...

Closing phrases

What do you think about that?

Looking forward to seeing other comments on that topic!

Leave a comment and tell me how you feel about/deal with ...

Sample task You are running your own blog about various topics that are interesting to you. Today's blog is about music.

In your blog entry you should

- point out which music genre(s), band(s), singer(s) are your favourites
- comment on the importance of music in your life
- recommend a song to your readers.

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

**Sample
blog entry**

Music to my ears!

by *djralf_88*

August 5, 10:37 am

Hey everyone!

Have you ever listened to a song that gave you goose bumps? Or put you in a completely different mood, instantly? Music can have so much power over us. Am I the only one who thinks this? Some of my favourite genres are electro music, classic rock, and modern alternative pop. There are too many artists and bands that I really enjoy for me to list them all here, but my all-time favourites (in no particular order!) are Parovoz, *Glass Animals*, *Queen*, and Lizzo.

Music plays such a big role in my life. I have a song or artist for almost any mood, and songs can remind me of past experiences so quickly. There are songs that immediately take me back to my childhood, or back to amazing times with friends. Do you guys have songs that always make you feel a certain way? What are they?

If I were to recommend one song to you guys, I would tell you to listen to *Tokyo Drifting* by *Glass Animals*. It's a great combination of alternative pop and rap, and I'm a big fan.

Leave a comment and tell me how you're influenced by music! Looking forward to hearing from you.

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
- the publishing date and time
- 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 and readership.

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

I've never really cared about ..., but your blog entry has made me think. That's why I decided to share my thoughts.

I've recently come across your blog and couldn't believe that ...

Thanks, ... (*name of author*), for a really cool blog entry/for bringing up this point.

Structuring the main part

First of all, ...

What's different, though, is that ...

This is why I/you ...

Like you, my friends/my parents ...

Considering/Regarding the fact that ...

I'd suggest ...

Closing phrases

What about you? Leave a comment about ...

But enough about me. How about you?

Leave a comment and tell me how ...

What do others think? Looking forward to discussing this further.

Sample task You came across the following entry in a personal blog.

Are you active?

by Hollie

May 5, 8:15 pm

People often talk about changing their lives. I asked friends and family what they want to change. Almost all of them want to be more active. But they don't do it. Why do people want to be more active but only a few actually do something about it?

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

- outline what your definition of being active is
- explain why many people find it hard to change their habits
- suggest ways to help people be more active.

Write about 200 words.

Sample blog comment

by timmcgovern67

January 18, 6:08 pm

Thanks, Hollie, for bringing up this point. Like you, I find it interesting and sometimes a bit frustrating that people talk about what they want to change all the time and then don't do it. I wanted to comment because I think the answer is pretty complex.

First of all, I think it depends on what your definition of being active is. For me, this means consciously doing more activities every day that make you move your body. For other people it could mean that they start a specific exercise programme, or train for a race.

The more extreme the change in daily life, the more difficult it is to do, in my opinion. Many people get used to their routines and habits, and are successful in changing themselves for perhaps a week or two, then fall back to what they're used to.

I'd suggest that people make small changes instead of trying to chase the perfect version of themselves immediately. Like riding their bike to the grocery store instead of taking the car or public transport, or stopping to do 10 push-ups while they're walking through the park.

What do others think? Looking forward to discussing this further.

4 Report

How to write a report

What is a report?

Reports are widely used in working life. The aim of a report is to present and/or summarise information in a short, precise and objective way.

What about structure and layout?

A report usually contains the following elements:

- information about the recipient, the writer, the date/time and the subject/title
- introduction (*stating the aim of the report*)
- paragraphs and subheadings
- conclusion (*giving suggestions or recommendations*)

Please note: Do not use the personal 'I' in a report, instead passive constructions are used.

What about register / formality?

A report is a formal piece of writing that should be clear, factual and neutral. Do not use informal language (e.g. *short forms, colloquial language, generalisations, etc.*).

Phrases for writing a report

From: ...
To: ...
Date: ...
Subject: ...

Introduction

The report aims to analyse/summarise/discuss/inform about ...
 The purpose/main aim of this report is to ...
 The survey was conducted by ... (*name of source*) in/on ... (*year/date*).
 The results are presented below.

Main findings

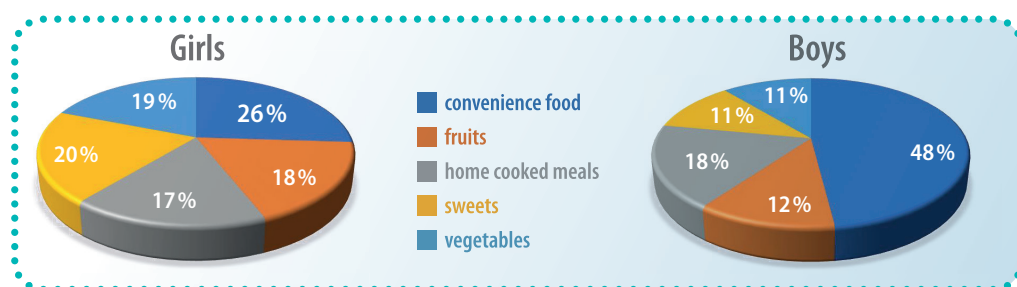
The bar chart/pie chart/graph/infographic/statistics ... shows ...
 ... is/are on top of the list with ... per cent.
 ... ranked lowest with only ...
 While ... per cent claimed ..., almost half of the interviewed ...
 The majority/minority says/said that ...
 One out of four/A quarter/One third ... feels/felt that ...
 Half of the interviewed claim/claimed that ...
 Fifty per cent/Twenty-five per cent state/stated that ...

Conclusion and recommendations

The results of the survey clearly show that ...
 Based on the findings, it can be suggested/ concluded that ...
 All in all, ...

Sample task

You are doing an internship at the *European Food Agency (EFA)*. Your department conducted a survey among students of European secondary vocational schools and the food they eat on an average school day. Your boss has asked you to write a report about the most important findings.



Source: EFA, 2020

In your report you should

- present the most important information from the charts
- point out the advantages of a healthy diet for students
- suggest possible changes to make the choice of food at secondary vocational schools healthier.

Divide your report into sections and give them headings. Write about 200 words.

Sample report

From: Maritta Huber

To: Paul Simons

Date: May 29, 20__

Subject: Nutritional habits of European secondary school students

Introduction

The purpose of this report is to summarise the eating habits of students attending secondary vocational schools in Europe. The survey was conducted by the *European Food Agency (EFA)* in 2020 in which students were interviewed to find out what kinds of foods they ate on an average school day.

Students' eating habits – results of the survey

The main results of the survey showed a clear difference between what male and female students chose to eat. While 26 per cent of female students ate items that fell under "convenience foods", almost half of male students ate those types of foods. Another noticeable difference was that female students ate more sweets than their male classmates, with 20 per cent reaching for something sweet in comparison to 11 per cent of male students.

Benefits of a healthy diet

A healthy diet allows students to perform better on tests and assignments, as well as gives them enough energy to pursue their individual hobbies outside of school. To encourage this, more vegetables and fruit should be available in the school's food court, if it has one.

Recommendation

Based on the findings, it can be concluded that students should be encouraged to eat more nutritious meals or bring their own food rather than to rely on sweets or convenience foods to get them through the day.

5 Formal email

How to write a formal email

The following structure and phrases can be used for most formal emails (e.g. *email of application, email to the editor, email of inquiry/request, etc.*).

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, etc.*).

Please note: Continue with a capital letter after the salutation.

What about register / formality?

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

5.1 Email of application

How to write
an email of
application

What is an email of application?

An email of application is a formal piece of writing and expresses interest in applying for a certain job/position. You give information about your educational background, your professional skills and qualifications, your work experience and your personal skills. (> Formal email, p. 200)

Phrases for writing an email of application

Starting an email of application

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)*

To Whom It May Concern *(if you're writing to a company's general email box and aren't sure who will be receiving your email)*

Opening lines

I am writing to apply for ... advertised in ... *(name of newspaper)* / on your website ... on ... *(date)*.

I saw the flyer / job advertisement at school / online and thought that doing this internship / applying for this (summer) job would be an amazing opportunity for me.

As requested, I am enclosing my certification / my CV/résumé ...

Structuring the main part

Personally, I am ...

I would love to improve my skills and qualifications because ...

I am a competitive candidate for this position because ...

The position presented in your job advertisement is very interesting for me, and ...

I believe my technical experience and education will make me a very competitive candidate for this position.

The key strengths that I possess are ...

Because ..., I believe I would be a great asset to have on your team.

Closing phrases

I would love to hear more about ... in an interview.

Please contact me if you need any further information.

I can be reached anytime via email at ... or my smartphone ... *(smartphone number)*.

My contact number is ...

Thank you for your time and consideration.

Finishing off an email of application

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 saw the following job advertisement on *www.whatchado.com*.

Do you want to earn some extra money playing video games and testing apps?

We are looking for teenagers who are willing to play video games and test smartphone apps.

Besides playing video games and testing apps, we want you to give us feedback on our products.

Interested? If yes, send your application to: gamestester@videogames.com

You have decided to apply for this job offer. In your email of application you should

- describe your personal skills and qualifications
- point out what makes you a strong candidate
- inform the reader about your gaming behaviour and which apps you use.

Write about 180 words.



Sample email
of application

● ● ●	From: jonas.kastenhofer@gmail.com
	To: gamestester@videogames.com
	Subject: Application as game tester

Dear Sir or Madam

I am writing to apply for the position of video game and app tester, which I saw advertised on *www.whatchado.com*. I was thrilled to see this advertisement, because playing video games is not only something that I feel passionate about, but something that I am also quite good at.

My family and friends describe me as an outgoing, kind person who often asks too many questions. I am good at working in teams, and I would be honoured to improve my skills and give feedback for apps on the cutting edge of smartphone technology. I am enclosing my résumé for reference of the work experience I have already had.

Because I currently play or use most games and apps that are popular at the moment, I believe I would be a great asset to have on your team. I would love to hear more about how the company tests games and apps in an interview, and look forward to hearing from you. My contact number is +43 676 123 456 789.

Thank you in advance for your time and consideration.

Yours faithfully
Jonas Kastenhofer

5.2 Email to the editor

How to write
an email to
the editor

What is an email to the editor?

An email to the editor is a formal piece of writing and is sent to a newspaper, magazine or any other printed publication. You write in favour of or against an issue and/or give information about an issue. Usually facts and emotions / the writer's personal opinion are combined.

(> Formal email, p. 200)

Phrases for writing an email to the editor

Starting an email to the editor

Dear Editor *(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 to you after reading the article about ... from ... *(date)*.

I read your article about ... and would like to state my personal opinion on that issue.

Referring to the newspaper/magazine article ... *(title of article)*, I would like to state my personal opinion.

My name is ... and I am affected by ... as well/I live in the area where .../I am a student myself ...

Structuring the main part

The article says that according to experts/scientists ...

I am sure that many teenagers/adults ... can see my point when I say that ...

My first/second ... argument is ...

Moreover, we should bear in mind ...

However, after considering all these advantages/disadvantages, we all should/we need to/it would be a good idea to ...

I agree/disagree with the author's opinion on ... because/as ...

I approve of the author's belief in ...

For me personally, ...

In addition to this, ...

To sum up, ...

All in all, ...

Closing phrases

I hope my comments/suggestions will be taken into consideration.

I truly hope that the government/politicians/we ...

I hope that something will be done about this quickly/promptly!

Finishing off an email to the editor

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 came across the following newspaper article on *www.bbc.com* and have decided to write an email to the editor.

Smartphone 'addiction': Young people 'panicky' when denied mobiles

by Sean Coughlan,

BBC News family and education correspondent

September 9

1 Almost a quarter of young people are so dependent on their smartphones that it becomes like an addiction, suggests research by psychiatrists. The study, from *King's College London*, says such
5 addictive behaviour means that people become "panicky" or "upset" if they are denied constant access. The youngsters also cannot control the amount of time they spend on the phone. The study warns that such addictions have "serious
10 consequences" for mental health. The research, published in *BMC Psychiatry*, analysed 41 studies involving 42,000 young people in an investigation into "problematic smartphone usage".

15 The study found 23% had behaviour that was consistent with an addiction – such as anxiety over not being able to use their phone, not being able to moderate the time spent and using mobiles so much that it was detrimental to other activities.

"Here to stay"

20 Such addictive behaviour could be linked to other problems, says the study, such as stress, a depressed mood, lack of sleep and reduced achievement in school.

25 "Smartphones are here to stay and there is a need to understand the prevalence of problematic smartphone usage," says one of the report's authors, Nicola Kalk, from the *Institute of Psychiatry, Psychology and Neuroscience at King's College London*.



"We don't know whether it is the smartphone 30 itself that can be addictive or the apps that people use," said Dr Kalk. "Nevertheless, there is a need for public awareness around smartphone use in children and young people, and parents should be aware of how much time their children spend on
35 their phones."

Co-author Samantha Sohn warned that addictions "can have serious consequences on mental health and day-to-day functioning, so there is a need for further investigation into problematic smartphone
40 usage".

But Amy Orben, research fellow at the *MRC Cognition and Brain Sciences Unit at the University of Cambridge*, warned against assuming there were causal connections between problematic
45 smartphone use and outcomes such as depression. "It has been shown previously that smartphone effects are not a one-way street, but that mood can impact the amount of smartphone use, as well,"
50 said Dr Orben.

In your email to the editor you should

- comment on the results of the study
- reflect on your own smartphone use
- suggest ways that teenagers could use their smartphones responsibly.

Write about 200 words.

Sample email
to the editor

● ● ●	From: sandro.miller@hotmail.com
	To: sean.coughlan@BBCnews.uk
	Subject: Reaction on article on smartphone addiction

Dear Mr Coughlan

Referring to the article *Smartphone 'addiction': Young people 'panicky' when denied mobiles*, I would like to state my personal opinion. I find it extremely worrying that many teenagers, as the article states, are unable to regulate how much time they spend on their phones and are therefore addicted to them.

For me personally, I use my mobile multiple times a day, but often purposefully turn it off to take a break from being online. I do think, however, that certain apps allow me to waste endless amounts of time on them, like *Instagram*, *Reddit*, and gaming apps, and that I tend to fall into the habit of checking them even when it is not necessary.

I think teenagers can use their smartphones more responsibly by only allowing themselves to check the most "addictive" apps at a certain time of the day, for a limited amount of time. In addition to this, they should try to have the majority of their social interactions be in person, so that they are forced to stay away from their phones more. I hope this article and email inspire my peers to be a bit more critical of their smartphone habits!

Yours sincerely
Sandro Miller

5.3 Email of inquiry / request

How to write
an email of
inquiry / request

What is an email of inquiry / request?

An email of inquiry/request is a formal piece of writing and expresses interest in a specific matter. You would like to get some information about a product or service. (> Formal email, p. 200)

Phrases for writing an email of inquiry / request

Starting an email of inquiry / request

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 to express my interest in .../to inquire about .../because I would like to know more about ...

My name is ... and I was encouraged by ... to contact you about ...

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

Structuring the main part

I would like to hear more about the concrete details of ... (*name of product/service ...*)

I would be grateful if you could send .../give me some information about ...

I was wondering whether .../if you ...

Could you please tell me ...?

Closing phrases

Sorry for asking so many questions, but I am so excited about ... (*name of product/service ...*)

I look forward to your response.

I look forward to receiving the requested information.

Finishing off an email of inquiry / request

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 came across the following advertisement on *Instagram*. You are interested in signing up for the online course and have decided to write an email of inquiry/request to ask for more information about the course. Read the advertisement and the notes you have made. Then write an email of inquiry/request to *registration@studyskillscourse.com*.

**Study skills course: Get good grades.
Be ready for college.**

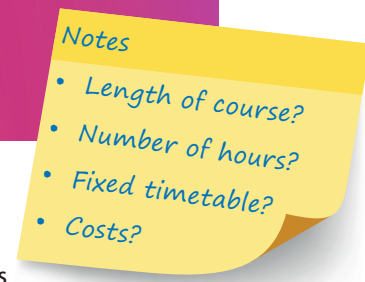
Do you wish you could concentrate better when doing schoolwork?

Is it a hassle to motivate yourself to do homework?

You are taught core subjects at school. History and Biology. English and Physics. But you don't get a study skills course. Nobody teaches you how to digest difficult material, how to plan your study time efficiently, how to take ownership of your learning.

In our online course you can learn how to study more effectively, how to tackle schoolwork on your own and how to grasp difficult concepts.

Interested? If yes, sign up today at registration@studyskillscourse.com



In your email of inquiry/request you should

- give reasons why you are motivated to sign up for the online course
- point out your difficulties when doing schoolwork or studying for tests
- ask for further information (see **Notes**).

Write about 200 words.

Sample email of inquiry/request

● ● ●	From: alessio.schwarz@gmail.com To: registration@studyskillscourse.com Subject: Further information about study skills course
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Dear Sir or Madam

I am writing to express my interest in your online study skills course. I have always wanted to learn better ways to study and understand class material, but have not had that opportunity until now. The online course appeals to me because it sounds like a flexible way to get the information I know I need.

When I have to study for a test or learn new material, I always feel lost because I do not know where to begin. This has happened to me in almost every school subject at one time or another. I particularly have trouble seeing the real-life importance of the information I am required to know, because classwork generally just talks about theory.

I came across your advertisement on *Instagram*, and have a few questions regarding the programme. Could you tell me how long the course is? Are there a set number of hours in the week at specific times, or does each student determine the pace and timing? And finally, it would be interesting for me to know how much the course will cost.

I look forward to receiving the requested information. I am very excited at the idea of finally gaining these skills I have been missing.

Thank you in advance!

Yours faithfully
Alessio Schwarz