



1 Article

What is an article?

How to write an article

An article is a piece of writing about a particular subject, published in print or electronically (e.g. in newspapers, magazines, journals, etc.).

What about structure and layout?

An article should

- have a catchy title
- have a clear text structure
- be objective and provide facts
- address the readers and inform them about a certain topic
- summarise the main points in the conclusion.

What about register / formality?

An article can either be formal or informal depending on the readers. If you are writing an article for a school/teen magazine or the website of your school (*targeting people your age*), the style will be more informal. If you are writing an article about a serious topic for an audience you do not know, the language has to be formal.

Phrases for writing an article

Addressing your readers

- Have you ever thought about ...?
- What is your view on ...?
- Has it ever happened to you that ...?
- Have you ever found yourself ...?

Stating your point of view / Describing a personal experience

- Why is it ...?/Isn't it ...?/Hasn't it always been ...?
- In fact, it seems to be ...
- I take the view/position/standpoint that ...
- I firmly believe that .../I think it is advisable to/best to do ...
- ... but it seems to me, however, ...
- The occasion I have in mind ...
- I will never forget ...

Making suggestions

- I'd rather .../I'd suggest ... (verb + -ing) ...
- Keeping in mind ... it's maybe best to ...
- Considering ... it's advisable to ...

Concluding

- So, whatever you ...
- On the whole, ...
- Let me end this article with a famous quote: ...

Sample task

A team of teachers and pupils at your school has introduced a mentoring system to make the first year easier for new students. Older students help younger students to get used to the environment at their new school.

As you are part of the team, your English teacher has asked you to write an article on this topic for the international page of your online school magazine.

In your article you should

- comment on the challenges young students face at a new school
- outline how mentors can help new students
- suggest what new students can do to succeed at your school.



Give your article a title. Write about 220 words.

Sample article

Working together, adapting together

A new mentoring system allows younger students to learn from older peers.

Many younger students have trouble with organisation, picking classes, and completing homework.

First year students often struggle with balancing school and social life, but there's an easier way to deal with this common problem than to just "get through it". The "Rise Up" mentoring system pairs first-year students with those in their final year of high school. The idea is that younger students will use advice they get from peers more effectively. In fact, it seems to be that students are actually eager to talk to older peers and listen to what they have to say.

With the many distractions that come with entering a new learning environment often leading to students focusing on new activities and forgetting their responsibilities, mentoring can help keep students on task. Research has shown that students who do not properly prepare for their first year



of secondary school often feel the effects during the rest of their academic careers. Mentors also help students pick classes, create good study habits, and act as positive role-models.

On the whole, new students should consider taking advantage of this opportunity to talk to someone. I firmly believe it will give them the advantage they need to begin their school experiences in the best possible way!

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 ...

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?

Considering/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 Alex, an American friend of yours, has a blog for cinema lovers and wants to include blog entries about films from other countries all over the world. Alex has asked you to write a post about Austrian films.

In your blog entry you should

- describe your preferences when it comes to films
- suggest an Austrian film that Americans may enjoy
- comment on the differences between Austrian and American films.



Give your blog entry a title. Write about 220 words.

Sample blog entry

Cynical cinematics

Philm_Riss55

May 13, 8:45 am

Hi everyone!

My good friend Alex needed a break from writing about movies, so he called his friends from around the world – and here I am. This week's edition: Austrian films.

My movie preferences tend to be on the more intellectual side – I love detective movies, thrillers, even some horror movies if they have a good plot. Is it just me who thinks this? That even horror movies need some kind of story?

Anyway, I would suggest that you watch Stefan Ruzowitzky's *The Counterfeiters*. It's based on historical events, has a lot of mystery, and explores moral values in a way that not many American movies (in my opinion!) have managed to do. And, I mean, it won an *Oscar* in 2008, so it's got to be at least a little bit good.

I'd say Austrian films are often pretty depressing and cynical in comparison to American films – they often deal with subject matters that can seem pretty sad or weird to the average person who likes to watch romantic comedies. In my view, American films tend to focus on extreme emotions and happy endings, whereas Austrian films deal with everyday life and real people with real problems.

Let me know what you guys think about this comparison. If you watch the film, give me a shout in the comments!

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 post/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 *betterfood.com* is an online platform where people post their ideas about food options at schools. This is what a young woman from Britain writes:

School food matters

by Jessica Miller

March 10, 12:30 pm

I still remember the days when I carried my lunchbox to school, but I can't remember what was inside. Maybe I can't remember because it was the same as everyone else's food. And with school cafeterias the variety of food offered at school didn't get any better.

Why is it that we do not care about the food that is offered at school? What's it like in your country, at your school?

Your country?



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

- describe the food situation at your school
- suggest what kind of food should be offered at schools
- discuss if schools are responsible for teaching pupils about food.

Write about 220 words.

Sample blog comment

by Simon345

June 6, 4:15 pm

Thanks, Jessica, for your post about school lunches! I've never really cared about what I eat at the school cafeteria very much, but your post made me think. First of all, at my school, we have a small area where we can buy meals and drinks during the day. We have a time window when we can go. Most of the meal offerings aren't my idea of delicious food – there are a lot of fried things and the drinks have a ton of sugar in them.

Like you, I don't really remember much about what they normally serve. I think more nutritious food should be available – things like sandwiches with lots of vegetables and some kind of fruit as a snack.

It's difficult to concentrate on your work if you have a sugar high, which is why I'd suggest that school cafeterias stop offering soft drinks. Schools are not the only ones responsible for teaching students about what foods are better for them, but they can help educate pupils. They should give them the option to choose healthier food, and have more variety of options that are both healthy and that taste good.

But enough about my opinions; what about others? Is this idea even realistic? Looking forward to discussing this further.

4 Formal email

How to write
a formal email

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

What about register / formality?

A formal email should be polite and factual. Do not use informal language (e.g. *short forms, question tags, etc.*). After the salutation always continue with a capital letter.

4.1 Email of application / motivation

How to write
an email of
application/
motivation

What is an email of application / motivation?

An email of application/motivation 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.

Please note: An email of application serves simply to express initial interest in a job and gives a short summary of one's skills, whereas an email of motivation explains the applicant's specific skills and reasons (motivations) for applying to a particular position. (> Formal email)

Phrases for writing an email of application / motivation

Starting an email of application / motivation

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 qualifications/certification/my résumé ...

Structuring the main part

Personally, I am ...

I would love to improve my skills and abilities in ... (*subject/job field*) 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 ... (*phone 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

The principal of your school has forwarded the following advertisement to all 3rd year students:



Apply for an internship abroad now!

The EU makes it possible for students of technical colleges to gain work experience in other EU countries.

ETS (European Training Services) will forward your application to partner companies in the EU countries of your choice.

Tell us why you should be given such a chance!

Send your application to: office@ets.eu

You would like to gain work experience in another EU country. In order to apply, you need to write an email of motivation.

In your email you should

- explain why it is important for you to gain work experience in another country
- present the relevant features of your educational background
- persuade *ETS* why you should be given a chance.

Write about 220 words.

Sample email of application/motivation

● ● ●

From: Sophia_Moser@gmx.at

To: office@ets.eu

Subject: Application for internship abroad

To Whom It May Concern:

I saw the advertisement for an internship position in the EU and thought that applying would be a great opportunity for me. In today's globalised world, it is very important to have experience with international clients, and I would be very grateful to have the chance to test my skills while abroad.

I believe my technical experience and education will make me a very competitive candidate for this position. I have a great deal of experience working on job sites, making calculations for structural engineering projects and I am used to working on a team. Additionally, my language skills allow me to explain technical concepts and ideas that I have learnt in my home country in ways that anyone can understand. I would love to improve my abilities in talking to customers and working on project concepts. I am a highly motivated and curious learner, and working

abroad would be an incredible chance for me to prepare myself for the real world and the future job market.

I would love to hear more about the different possibilities for internships in an interview. Please contact me if you need any further information. Thank you for your time and consideration.

Yours faithfully

Sophia Moser

4.2 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. 191)

Please note: Use indirect questions in an email of inquiry/request (> p. 12).

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 .../as 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 ...

Is there any chance of ... (verb + -ing)?

Would you mind telling me ...?

I was wondering if/whether ...

Additionally, it would be great to know if ...

Would it be possible to ...?

Closing phrases

Thank you for reading .../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 want to do a language course abroad to improve your English skills. You had a look at the website of an organisation offering language courses in the EU. You have some questions you need to ask. In your email of request you should

- explain why you are writing
- give information about the course you want to take (*title of the course, level of English, when, for how long, etc.*)
- ask for further information (see *Notes*).

Write about 200 words.

My notes

- group size
- focus on spoken/written English
- price
- accommodation (hotel, host family, hostel)
- sightseeing and afterclass activities

Sample email of inquiry/request

● ● ●	From: julian_bauer@gmail.com
	To: office@languageschoolabroad.eu
	Subject: Information about language course

Dear Sir or Madam

I am writing to express my interest in the English language courses listed on your website. I was specifically looking at your course offerings in the EU and have a few questions about them. I am interested in taking the B1 English course that lasts for two weeks, starting in August. I would like to hear more about the concrete details of the programme, and was wondering if you could give me more information about this particular offer.

First of all, I would like to know how large the group of students who participate in the course would be, since I often learn better in a small group. Additionally, it would be great to know if the language lessons focus more on spoken or written English. I would also appreciate more information about opportunities to go sightseeing and do other after-class activities, if that would be possible.

Finally, I would like to know what types of accommodation are offered, as well as the different prices for each type of programme or course.

I look forward to receiving the requested information and continuing my language journey abroad! Thank you very much in advance.

Yours faithfully
Julian Bauer

4.3 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. 191)

Phrases for writing an email to the editor

Starting an email to the editor

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

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

In response 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 urgently!

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 article on www.teenvogue.com.

Sunrise Movement's Gulf coast trek highlights need for a civilian climate corps

by Chanté Davis

June 3

I have borne witness to some of the most extreme and devastating climate disasters that have wreaked havoc on our country. When I was very young, Hurricane Katrina hit my community in New Orleans. My mom packed our family's belongings into her minivan, saying she felt the severity of the coming storm deep in her bones and that we needed to flee. So, like thousands of others, we left. Mom abandoned her stable job, our home, our entire world. I will never forget the pictures I later saw of my old house submerged under water.

I am only 17 years old, and I have lived through the kind of climate disasters that I know are not going to stop. I often wonder what the next 17 years will bring. Who's going to help us? Will I have to relocate again?

The climate disasters I've survived are the result of greedy fossil fuel executives and the inaction of career politicians who have neglected the climate crisis for years. With every passing year, we will see more extreme weather, more displaced families, more death and destruction.

I joined the *Sunrise Movement* some months ago and right now, along with the organizers, I am marching 400 miles from my old home, New Orleans, to the city where I now live, Houston.

Why? Because we're scared. And because we're angry. We're angry that the government has not done more to combat the imminent threat of climate change. We are angry that we are being neglected at a time when many of us are under- or unemployed. We are marching because right now, we have an economy that places profits over the well-being of black and brown communities. We are marching through the sweltering summer heat because we need good jobs and real solutions to save our planet. We are rising up like the individual flames of a generation on fire.

You have decided to comment on the article. In your email to the editor you should

- comment on the author's views mentioned in the article
- explain how you feel about the climate crisis
- evaluate the effectiveness of movements like the *Sunrise Movement* or *Fridays for Future* to bring change.

Write about 200 words.

Sample email to the editor

From: rohan.wood@yahoo.com
 To: opinion@teenvogue.com
 Subject: A teen's opinion on youth climate movements

Dear Editor

In response to the newspaper article "*Sunrise Movement's Gulf coast trek highlights need for civilian climate corps*," I would like to state my personal opinion. I thought it was extremely meaningful that the author wrote about her personal experience with natural disasters; in this case, Hurricane Katrina. The tone of the article seemed very angry and accusatory, as the author blames fossil fuel companies and politicians for the climate crisis.

For me personally, I think that young people are being forced to deal with the consequences of climate change, and I completely agree that something has to be done to support people and communities threatened by natural disasters. In addition to this, though, I think it is important to not see the problem as something only politicians are responsible for, because we all participate in the system that has caused climate change.

Various youth movements can definitely help to raise awareness and force executives and politicians to pay more attention to the truth, even if it seems like an issue that people are sick of hearing about. I truly hope that the government will see that taking action will also benefit them, and that young people are not just following a trend, but trying to improve their futures.

Yours faithfully
Rohan Wood

4.4 Circular email

How to write
a circular
email

What is a circular email?

A circular email is used when a company needs to inform all its customers/staff about a change or an important happening in the company/organisation. (> Formal email, p. 191)

Phrases for writing a circular email

Starting a circular email

Dear valued customers/clients

Dear staff/colleagues

Opening lines

My name is ... and I work in ... (*name of department*).

I am writing to inform you about ...

Structuring the main part

I am/We are excited to announce ...

The purpose/aim/main reason(s) for ... is/are ...

Let me tell you a bit about the new product/the launch/the workshop ...

The event/workshop/product launch will take place/start on ... (*date*).

Closing phrases

I/We would love to show you/inform you ... and hope to see you/hear from you.

I/We look forward to hearing from you.

Please let me/us know ...

Thank you in advance.

Finishing off a circular email

Best wishes/Kind regards

Sample task

You are doing an internship at an international company in your field of specialisation. The management wants to install CCTV cameras. The Human Resources manager wants to know what employees think about this and has asked you to write a circular email to the staff. In your email you should

- clarify why the management wants to install CCTV cameras
- explain where cameras will be installed
- inform employees about how they can share their opinions about this action.

Write about 200 words.



Sample
circular email

● ● ●	From: streisand_d@company3.at
	To: All staff
	Subject: Information about CCTV cameras

Dear staff

My name is Dylan Streisand, and I work as an intern in the Media Department. I am writing to inform you about the potential installation of CCTV cameras at our company facility, and ask for your feedback regarding this matter.

The management would like to install these cameras in order to increase the security of our company, and to improve our ability to track any potentially suspicious activity within company doors. In the event of an emergency, camera footage can help identify a suspect or help us identify an intruder.

The cameras would be installed at all entrances, as well as the back garage normally used for deliveries, starting next month. Of course, no cameras would be located in areas where employees normally do daily tasks or eat lunch, use company rooms, etc., to protect everyone's privacy.

Human Resources would love to get your feedback on this new development. If you have thoughts to share or additional questions, you can fill in our online feedback form at www.CCTV/company3.at or get in touch with management located in the office on the second floor.

Thank you in advance for your feedback; we look forward to hearing from you!

Kind regards
Dylan B. Streisand

5 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.

Paragraph plan
> page 160

What about register / formality?

A leaflet can either be 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

Top tips to ...
How to make the best of ...
Why you should ...
The solution for ...

Structuring the main part

Headline 1

... may be ..., but ...
One of the greatest challenges/highlights of ... is ...
We all know how important it is to ...
Don't miss out on .../Don't forget to ...

Headline 2

Apart from that, we also ...
Another vital topic is ...
Anyone who loves to ... should be aware that ...

Headline 3

If you don't ..., you might regret it.
Don't make the mistake and .../hesitate to ...
... is also included in our offer/price/service.
We can all make a difference!/Together we can make the world a better place!
So go and ...!

Closing phrases

If you require/would like 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 work in the marketing department of your local tourist office. You have been asked to create a *going green* leaflet for English-speaking tourists who come to visit your area.

In your leaflet you should

- explain why it is important to protect the environment in your area
- advise tourists on how to save resources on their holiday
- encourage tourists to use local products and services.

Divide your leaflet into sections and give them headings. Write about 250 words.

Sample leaflet

Going green

How green is Vienna?

Vienna may be a big city, but the people here have a strong awareness of environmental protection and the local government has implemented a lot of ideas to encourage people to take an active part in protecting our environment, such as providing efficient and cheap public transport to reduce car exhaust pollution levels. And, with a population of about 2 million people, environmentally-friendly waste disposal in the city is also important. Much of Vienna's waste is recycled and the city is proud of its system of incinerating waste and using the heat from this to produce heating for homes and offices.

What can I do while I am here?

As a tourist, you can also participate in keeping Vienna 'green': from taking public transport or walking when sightseeing, to staying in one of the many eco-friendly hotels. If you choose

to arrive by train rather than by plane, you will reduce your carbon footprint, too. In your hotel, do not ask for your towels to be changed every day and turn off the lights and air conditioning when you leave your room.

Go local!

We can protect our environment by using sustainable local resources. Eat at local restaurants that use food grown in the area. This contributes to the local economy and cuts down on greenhouse gas emissions since the food is not transported long distances by lorry or plane. Enjoy your stay in Vienna and help us keep it clean and green for future generations!

For further information visit our website: www.vienna-goinggreen.at.



6 Memo

How to write
a memo

What is a memo?

A memo is a short official note that is sent by one person to another. It is used for internal communication within a company or institution.

What about structure and layout?

A memo usually contains the following elements:

- information about the recipient, the writer, the date and the subject/title
- clear structure and layout
- a call to action at the end, if relevant

Please note: Do not use a formal salutation. State the purpose of the memo at the beginning of the first paragraph. If you are sending a memo to the entire staff, you might write: "To: All employees/To: All staff".

Additionally, memos do not traditionally include a farewell. If you do include one due to the individual company's style, make it brief.

What about register / formality?

A memo can either be formal or informal depending on the purpose, the culture of the organisation/institution and the recipient. As with any business document, always remain professional and polite, even if you have to address a negative topic. An official memo is no place to single someone out in a critical way, so focus on facts.

Phrases for writing a memo

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

Reason for writing

As requested, here is/are the results of the workshop session/the summary of the last meeting ...



Main part

We discussed facts about ..., here are the most interesting ones:

- ...
- ...
- ...

Moreover, we also spoke about ...

The most debated/discussed/surprising examples/important information ... is/are presented below:

- ...
- ...
- ...

Ways to improve the situation/the sales figures/customer satisfaction ...

- ...
- ...
- ...

Closing phrases

I believe that ...

It is recommendable to .../I strongly recommend ...

Last but not least, ...

Sample task In your internship you have been asked to help analyse the company's corporate image on a popular social network site.

You have decided to write a memo to your managing director informing him/her about your ideas.

In your memo you should

- list the weaknesses of the current corporate image
- make suggestions for improvement
- evaluate in what way these changes could benefit the company.

Write about 200 words.



Sample memo

To: Jake Patterson

From: Elisabeth Schnitzer

Date: 26 July 20__

Subject: Our company's corporate image

Following my recent analysis of our corporate image, I can identify several weaknesses that require attention:

- We are only represented on one platform, *Facebook*, which makes our social media presence much smaller than that of our competitors.
- On *Facebook*, we mainly post news about specific products, but there is little focus on the company's activities, which weakens our company brand.
- Posts are factual and informative, and written in formal style, which makes the company seem a little boring and old-fashioned.

In order to improve this situation, I would recommend the following changes:

- Expand our presence on social media to include *Twitter* and other appropriate sites.
- Publish posts/tweets on the company's involvement in the community (*sponsoring events, etc.*), as well as our environment-friendly policy (*e.g. recent investments to reduce pollution*)
- Adapt our posts/tweets to create a younger and more modern image by using a more informal style to encourage more interaction with our followers.

I believe these changes would bring our old-fashioned image up to date and attract larger segments of the public to our social media sites, especially younger people. I strongly recommend making these changes as soon as possible.

7 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

This brief 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/depicts ...

... is/are on top of the list with ... per cent.

... ranked lowest with only ...

While ... per cent claim/claimed ..., almost half of the interviewed ...

The majority/minority (of people, of those surveyed, etc.) said/answered 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 ...

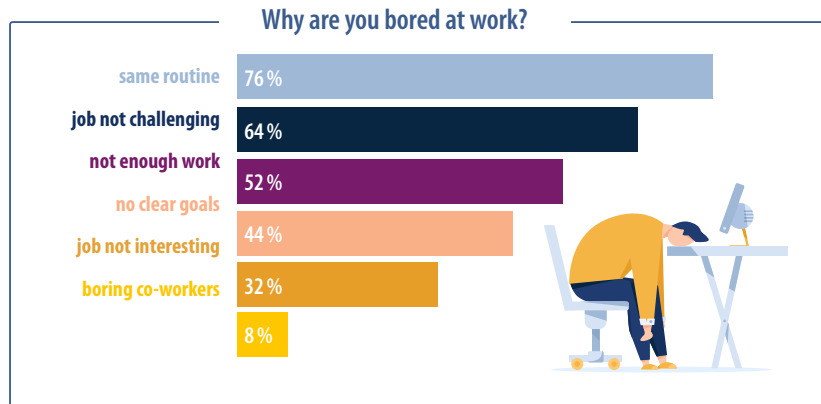
Based on the findings, it can be suggested/concluded that ...

All in all, ...

>

Sample task You are doing an internship in an international company with a group of other interns. 34 of the 42 interns say that they are bored at work. Your department head has asked you to do a survey of all interns and write a report about your findings.

Here are the results:



In your report you should

- analyse the findings of your survey
- give examples of the possible effects of boredom at work
- recommend ways to give interns more responsibility.

Divide your report into sections and give them headings. Write about 220 words.

Sample report

From: Marguerite Roberts
To: ... (name of boss)
Date: 16 October 20__
Subject: Report on boredom at the workplace

Introduction

This brief report aims to summarise the results of a survey among interns at this company. All interns were asked the same question: *Why are you bored at work?* The results are presented below.

Results

A total of 34 out of all 42 interns reported being bored at work. The bar graph depicts the top reasons for this common answer. Over 75 per cent of those surveyed answered that the same routine was what caused their boredom, and over 50 per cent stated that the reason was 'job not challenging' or that there was 'not enough work'. The least common reason was the presence of 'boring co-workers,' so at least the majority of interns were happy to be around each other.

Effects

Boredom can have several damaging effects on the work environment. Firstly, boredom often leads to disinterest, which can be dangerous if you are completing more difficult tasks. Not being challenged can also lead to laziness. This means that bored people who are capable of great things could end up accomplishing much less.

Conclusion and recommendations

Based on the findings, it can be concluded that interns need to feel like they play a vital role in the workplace, even if it is a small role. Giving them tasks that actually relate to the projects the company is working on instead of making them run errands can help a great deal.