



1 Article

How to write an article

What is 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 be either, 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

- Can you see yourself ...?
- Have you ever thought about ...?
- Has it ever happened to you that ...?
- Have you ever found yourself ...?

Stating your point of view / Describing a personal experience

- I firmly believe that ...
- I think it is advisable to/best to ...
- Whereas ...
- Not only ... it also ...
- As ... it is (not) ...
- Research shows ...
- ... but it seems to me, however, ...

Making suggestions

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

Concluding

- So, whatever you do/have heard about/ think about ...
- On the whole, ...
- In conclusion, may I reiterate ...
- In summary, I would like to say ...
- Let me end this article with a famous quote: ...

Sample task

You have read this announcement in the American magazine *The World of Tourism*. The publication team is planning to publish a special edition on international internships and wants to know what its readers have to say about this topic.

How about an international internship?

International internships are often said to give you countless opportunities and invaluable preparation for a career in the 21st century globalised job market. Tell us what you think about doing an internship abroad. Send us your article and win free magazines for a year.



You have decided to send an article to the magazine. In your article you should

- compare an international internship to an internship in Austria
- outline the opportunities of an international internship for your future career
- consider important issues before applying for an international internship.

Give your article a title. Write about 250 words.

Sample article

Go international!

Can you see yourself working in an architect's office in London? Or programming apps in California? International internships give you the chance to get a glimpse of everyday life beyond your own borders and to enhance your CV at the same time.

Whereas an internship in your home country may help you establish important contacts and discover the ins and outs of a working environment you could later find yourself working in, an international one offers valuable benefits that will broaden your horizons at a crucial stage in your life.

Not only does living and working in a foreign country give your foreign language skills a huge boost, it also provides the opportunity to develop your intercultural awareness. You can discover how people in your host country deal with hierarchical systems, for example, what it means to work in international teams and how management styles can differ from country to country. Whatever your experience abroad, it can make your CV stand out from the crowd when you later apply for a permanent job.

Research shows that interns who have invested time and effort in getting ready for their stay abroad get the most out of the experience. As you will be working most of the time – it is not a holiday! – remember to choose a field that genuinely interests you or will at least be appreciated by a future employer. Polish up your language skills before you leave, read up on the country and people, and talk to others with experience of that country.

So, whatever you do and wherever you end up, throw yourself wholeheartedly into the experience – the more you invest, the greater the benefits!

2 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

Username: ...

Date and time: ...

Introducing your comment

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

I wholeheartedly agree with ...

For me personally, ...

Structuring the main part

As far as ... is concerned, ...

I'm convinced that ...

This is why I/you ...

Like you, my friends/my parents ...

On the one hand, ...

On the other hand, ...

As I see it, ...

Closing phrases

It strikes me that ...

Thanks, ... (*name of the blogger/author*), for getting everyone thinking about this topic!

So, what's your take on ...?/I'd love to know what you/others think.

Let me know in the comments./Leave a comment below.

Sample task You came across the following blog entry written by a young travel journalist.

Coffee shop bans laptops and tablet computers

by Patricia Smith

May 2, 3:33 pm

The other day, my friend and I went to a local coffee shop, ordered a couple of cappuccinos and couldn't find a seat. Every last table was taken by someone working on a laptop – and most of them didn't even have drinks or food!

If you've ever been in that situation you might be interested to hear that a popular high-street coffee shop in London has recently banned laptops and tablet computers.

What do you think about this decision?



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

- state your opinion on the decision
- discuss any effects of the ban on business
- suggest alternatives to banning computers.

Write about 250 words.

Sample blog comment

by Jim Collins

June 12, 8:30 am

I wholeheartedly agree with the decision to ban laptops and tablets from coffee shops if people are using the place as an office. For me, a coffee shop is a place of communication, but real communication between people who are actually present and talking to each other. These days we spend far too much time exchanging minimalist text messages, so I'm convinced we should protect those environments where face-to-face communication can take place.

As far as the coffee shop is concerned, it cannot be good for business if people occupy a table for ages when other paying customers can't find seating. The purpose of a coffee shop is surely to sell coffee and snacks to make a profit, not to provide free WiFi and office space. On the other hand, I can certainly understand that it can be harmful PR if a coffee shop chain is criticised for being intolerant of today's communication trends.

As I see it, there are alternatives to banning computers altogether: first of all, the coffee shops could give customers time-limited passwords on tickets each time they buy something. This would require more

technical support than just a freely accessible WiFi network but would be worth the investment if it increased turnover. A second possibility could be banning laptops but allowing smartphones, as it is more difficult to work for a longer time on such a small screen.

It strikes me that something will have to be done – thanks, Patricia, for getting everyone thinking about this topic!

I'd love to know what others think! Leave a comment below!

3 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

Have you been ...?

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

First of all, ...

Without a doubt, this is ...

Talking about ... I can only say that ...

It must be said, however, ...

Don't get me wrong, but ...

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

Closing phrases

What do you think about ...?/What about ...?

Looking forward to seeing other comments on that topic!

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



Sample task *The British Council* runs a magazine section on their webpage where learners of English are asked to write blog entries on various topics and share their experiences with others. You have decided to write a blog entry for the *Life Around the World* section.

In your blog entry you should

- describe one of Austria's cultural celebrations in detail
- compare it to celebrations in other countries
- outline the importance of being open-minded in today's world.

Give your blog entry a title. Write about 250 words.



Sample blog entry

Krampus and St Nicholas

by Steven Perry

May 5, 5:20 pm

Have you been good all year? If you have, then you have nothing to worry about. But if not, beware: as Christmas approaches, people in Austria celebrate two traditional customs: "Krampustag" and St Nicholas' Day.

First of all, on 5th December, young men in some rural parts of Austria dress up in elaborate fur-covered costumes and devilish masks, armed with oxtails and branches. Then they storm through the village, amusing and terrorising everyone with their loud noises and home-made weapons. This is, without a doubt, nothing for the faint of heart!

On the next day, children traditionally get a visit from St Nicholas or Krampus. St Nicholas is a kind of Santa Claus figure, a kind old man with a white beard, who brings well-behaved children small gifts of fruits and nuts or sweets. Krampus, on the other hand, is yet another devil-like scary creature who threatens to punish naughty children. It goes without saying that nothing really nasty happens, but it certainly keeps children quiet for a while.

These Austrian customs can sometimes shock visitors from other countries, who are not used to such unpleasantness around Christmas. Their Santa is a jolly, gentle old guy whose main purpose in life seems to be to make children happy. Nothing scary or intimidating about him!

It must be said, however, that these differences in customs can give us a fascinating insight into how diverse cultures can be. And as we know, tolerance of difference is the foundation of an open-minded society.

What about popular cultural celebrations in your home country? Looking forward to reading about it in the comments!

4 CV

How to write a CV

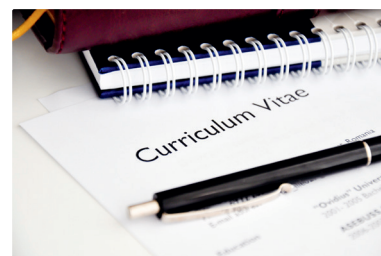
What is a CV?

A CV (*curriculum vitae*) gives personal details, information about your educational background, your professional skills and experience, and your interests and achievements, etc.

Please note: CV – résumé

CV (= *curriculum vitae*): an in-depth document that can be laid out over two or more pages; it contains a high level of detail about your achievements, education and other accomplishments

résumé: usually not longer than one page; its goal is to make an individual stand out from the competition, it does not have to cover your whole career



What about structure and layout?

A CV usually contains the following elements:

- personal details and contact information
- education and qualifications
- work experience/internships
- relevant skills for the job
- interests and achievements
- references

What about register / formality?

A CV is a formal piece of writing that should be clear, concise and up-to-date with current educational and employment information. Give relevant information only. Do not use informal language (e.g. *short forms, colloquial language, generalisations, etc.*).

Please note: Using bullet points rather than full sentences could help structure your CV well.

Sample CV

Noel Schmitt



Profile

Highly motivated Technical College graduate with expertise in software development projects, able to work both independently and as a supportive team member. Wide-ranging experience in IT and business. Versatile and able to assess situations quickly. Articulate and confident when dealing with people.

Education and qualifications

- 2017–2022 Higher Technical College for Informatics, Graz, Austria
 School-leaving qualification: *Matura* (Austrian equivalent of A-levels)
 Key vocational subjects: Software Engineering, Database Management, Network Technology; Accounting, Business Management; Project Development, System Planning
 Final year project: developing a mobile device application for exploring a new town or city, using GPS to play hide-and-seek, combining sightseeing with gaming. As team leader, I coordinated the design, development and implementation of the software.
- 2013–2017 Grammar School, Graz, Austria. Special interest: natural sciences

Work experience

- Jul.–Aug. 2021 Trainee at *ICT Datenverarbeitung GmbH*, Graz, Austria:
 handling software/hardware administration, server patching – working independently and keeping meticulous records
- Feb.–Dec. 2019 Part-time crew member at *McDonald's*, Graz, Austria:
 job rotation in production, service and sales – working efficiently in a team, dealing tactfully with customers
- Jul.–Aug. 2018 Trainee at *Steiermärkische Landesbahnen*, Graz, Austria:
 IT support, software/hardware management – assessing needs and providing support

Interests and achievements

- Various team sports: ice hockey; goalkeeper in the local football team
- As scout leader in my local scout group, I had to set a positive example and take responsibility for the younger members of the group.
- I particularly enjoy computer games of strategy because they make you think, not just react.
- My interests also include travelling: I plan to visit every European capital before my 21st birthday.



Further information

- Mother tongue: German
- Foreign language skills: English (B2/C1); Spanish (A2/B1)
- Computer skills: Good working knowledge of *Microsoft Office* tools, *Windows* and *Linux* operating systems; good developing skills in Java, C#, C, HTML, Android; basic knowledge of graphic design applications
- Clean car driver's licence

References

Ms Barbara Pangratz, Head Teacher, HTL Wienerstraße, 8051 Graz, Austria
Other references available on request

Contact details

Noel Schmitt, Laudongasse 89/1/3, 8020 Graz, Austria. Tel. (+43) 656 4307777
noel.schmitt@gmail.com

5 Formal email

How to write
a formal email

The following structure and phrases can be used for most formal emails (e.g. *circular email*, *email of application*, *email of motivation*, *email of complaint*, *email of inquiry/request*, *email to the editor*, 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*, *colloquial language*, *question tags*, etc.). After the salutation always continue with a capital letter.

5.1 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*, above)

Phrases for writing a circular email

Starting a circular email

Dear valued customers/clients
Dear staff/Dear all

Opening lines

My name is ... and I work in ... (*name of department*).
As you know, our company/organisation ...
I am writing to inform you about ...

Structuring the main part

For this reason, we plan ...
 The purpose/aim/main reason(s) for ...
 is/are ...
 Let me tell you a bit about ...
 We strongly urge you to ...
 The training/workshop ... is provided free of
 charge ...
 The event/workshop/product launch will
 take place/start on ... (date).

Closing phrases

If you would like to take part ...
 Please let me know if ...
 Thank you in advance./Hope to see you ...

Finishing off a circular email

Best wishes/Kind regards

Sample task

You work in the Human Resources Department of a US toy producer. Your company has recently merged with an Indian business and is now organising a series of cross-cultural workshops. Your boss has asked you to write an internal email to staff about these workshops.

In your circular email you should

- explain the purpose of the workshops
- point out the importance of cross-cultural skills
- encourage staff to attend the workshops.

Write about 250 words.



Sample circular email

● ● ●	From: LindnerA@toy1.us
	To: All staff
	Subject: Cross-cultural workshops

Dear all

As you know, our company has recently merged with the Indian company *Funskool*, giving us access to new markets and helping us to expand our range of products. As a result of this merger, many of you will now find yourselves dealing with our Indian colleagues or maybe even travelling to India on business trips.

Obviously there are some cultural differences between the way people interact and do business here and in India. For this reason, we plan to hold a series of cross-cultural workshops to ensure better cooperation between employees of both companies.

Cross-cultural skills are a vital part of working in a globalised economy, in which we do business with people from a wide range of different cultures. We need to be aware of the kinds of differences to expect, to learn to be open and tolerant of that difference, and to develop strategies for dealing with any tricky business situations.

We strongly urge you to attend at least one of these workshops. The skills you will learn there will make your working life easier and help our company to move into the next stage of its development. Moreover, these workshops will have a strong teambuilding effect. This training is provided free of charge and can be attended during your working hours.

If you would like to take part in a workshop, you only need to get permission from your supervisor and to register with the training department.

Hope to see you at our next cross-cultural workshop.

Kind regards
 Alexander Lindner

5.2 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. An email of application serves to express initial interest in a job/position and gives a short summary of one's skills.

(> *Formal email*, p. 270)

Please note: Email of application – Email of motivation

Email of application: technically refers to the accompanying email you use when applying for a job (*usually with your CV*). It serves to express your interest in a job and gives a short summary of your skills.

Email of motivation: explains the applicant's specific skills and reasons (motivations) for applying to a particular position. It serves to persuade an HR Manager that you are the most suitable candidate for a given position (*e.g. applying to university or a non-paid position*).

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 the position of ... 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 CV/my résumé ...

Structuring the main part

As a graduate of a ... (*type of school*), I am looking for a summer job ...

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 experience with children/technical experience and education will make me a very competitive candidate for this position.

The key strengths that I possess are ...

I am ... and therefore very used to ... (*verb + -ing*).

In addition to, ...

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 considering my application.

I enclose my CV/my résumé and look forward to the opportunity of meeting you for a personal interview.

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 advertisement in an English online newspaper.

Children's host wanted for summer camp!



Tasks:

- look after children ← no problem because ...
- play sports and games ← I'd suggest ...
- paint pictures and make things ← more details?

Do you love children?

Do you have time in July / August? ← yes, because ...

Do you speak English well? ← yes, because ...

Then this is the job for you!
Apply to:
vanessa.leigh@topjob.uk

You have decided to write an email of application to the HR Manager. In your email you should

- explain why you are writing
- highlight your qualifications for the job
- persuade the HR Manager that you are the right person for the job.

Use all the notes you have made so far. Write about 250 words.

Sample email of application

● ● ● **From:** lisa.hoffmann@gmail.com

To: vanessa.leigh@topjob.uk

Subject: Application as children's host in summer camp

Dear Ms Leigh

I am writing to apply for the position of children's host at a summer camp, as advertised on www.topjob.co.uk. As a graduate of a Secondary Vocational College, I am looking for a summer job before I begin my voluntary social year at a local nursing home in September. As I love working with children and being outdoors in the summer, I believe I would be well suited to this position.

I am the oldest of six children in our family and therefore very used to looking after younger children. Moreover, I have been a member of the *International Scout Movement* for seven years and I often take groups of young scouts on camping holidays abroad. My good knowledge of English is particularly useful on these trips.

In addition to this experience with children, I am also an excellent swimmer and a certified lifesaver, and an amateur rock-climbing coach. Therefore, I would suggest organising open-water swimming lessons, as well as some easy rock-climbing experience for beginners.

I would also be happy to arrange for more creative activities indoors, such as sketching and painting, making gifts from wood for relatives and friends back home, or organising an end-of-camp talent show.

To sum up, my understanding and experience of working with young people would certainly enable me to contribute quickly as an enthusiastic and resourceful member of your summer camp team.

Thank you for considering my application. I enclose my CV and look forward to the opportunity of meeting you for a personal interview.

Yours sincerely
Lisa Hoffmann

5.3 Email of motivation

How to write
an email of
motivation

What is an email of motivation?

An email of 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. An email of motivation explains the applicant's specific skills and reasons (motivations) for applying to a particular position.

(> *Formal email*, p. 270)

(> *Email of application vs. Email of motivation*, p. 272)

Phrases for writing an email of motivation

Starting an email of 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 with regard to your advertisement for ...

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

I saw the advertisement for an internship opportunity/volunteer job ... and thought that applying would be a great opportunity for me.

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

Structuring the main part

I am extremely interested in doing an internship abroad/participating in such a project ... because ...

I feel that doing an internship abroad/voluntary work abroad ... would be the ideal way to ...

As a graduate of a Higher Technical/Vocational College in Austria, I believe I am a strong candidate for ...

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

You specify that you are especially looking for ..., which is ideal for me as I ...

My knowledge of English may also be useful ...

In addition to the above-mentioned work skills and experience, I believe I am well-suited to this kind of work, as ...

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 motivation

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 found the following advertisement in a tech magazine:

VOLUNTEERING ABROAD



Take part in voluntary engineering opportunities with *HELP PRO*.
We are based in developing countries in Africa and provide poor communities with:

- » drinking water «
- » electricity«
- » housing and school buildings «

Volunteer engineers play an important role in our work. Whatever your skills, experience or background, please come and support us.
To join *HELP PRO*, send us your email of motivation.

You have decided to apply. In your email of motivation you should

- give reasons why you want to participate
- outline the engineering skills you have
- convince *HELP PRO* that you have the right personality for the job.

Write about 250 words.

Sample email of motivation

● ● ● From: daniel.brunner@gmail.com

To: office.helppro@co.uk

Subject: Application for volunteering in Africa

To Whom it May Concern:

I am writing with regard to your advertisement for volunteer engineers in Africa. I am extremely interested in participating in such a development project because I feel that voluntary work would be the ideal way to combine my interest in helping others and an opportunity to gain useful experience for my future career.

As a graduate of a Higher Technical College in Austria, I believe I am a strong candidate for working in one of your projects as I am well-trained in a wide range of technical skills. You specify that you are especially looking for people to work in projects providing housing and school buildings, which is ideal for me as I attended a college with a special focus on structural engineering and have been involved in several building projects as part of my internship in Bristol, UK. In my final project at college, I helped design living units made from shipping containers as a resourceful way of providing cheap housing. My knowledge of English and French may also be useful in certain parts of Africa.

In addition to the above-mentioned work skills and experience, I believe I am well-suited to this kind of work as I am highly motivated and committed to helping others. As a volunteer firefighter in my home town, I am used to being part of a team and am considered hard-working and resourceful.

I look forward to hearing from you and to meeting you for a personal interview.

Yours faithfully
Daniel Brunner

5.4 Email of complaint

How to write
an email of
complaint

What is an email of complaint?

An email of complaint is a formal piece of writing that should be polite and factual. You make a complaint regarding a person, product, service or any other incident you were not satisfied with. You give information about all the factors you are dissatisfied with, mention the inconvenience you have faced and the necessary action which you expect to be taken. (> *Formal email*, p. 270)

Phrases for writing an email of complaint

Starting an email of complaint

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 with regard to ...

I am writing in connection with my order ... (*order number*), which arrived this morning/
yesterday ...

I am writing to complain about the quality of the product I bought from your website/the poor
service I received from your company.

I am writing to draw your attention to ...

Structuring the main part

First of all, I have to say that ...

In general, I was satisfied with many aspects of the programme/service ..., but I would like to
complain about several things that went wrong.

I was (also) given the information ...

However, it must be said that several things were unsatisfactory, for example ...

More importantly, the quality of ... was unacceptable.

The goods were faulty/damaged/in poor quality ...

The product I received was well below the standard I expected.

The product I ordered has still not been delivered.

To make matters worse, ...

Closing phrases

As you will appreciate, considering the problems I faced during my stay/with the product sent ...,
I would be grateful if you could give me a refund of part of the price/send a new product ...

I must insist on full refund/immediate replacement ...

Furthermore, may I suggest ...?

I hope that you will deal with this matter promptly, as it is causing me considerable inconvenience.

Finishing off an email of complaint

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

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

Sample task

CALIFORNIA CALLING

Kennedy College Summer School • Santa Monica, California



- ✓ welcome party
- ✓ all meals included for four weeks
- ✓ academic summer course of your choice
- ✓ free Internet access – WiFi on campus
- ✓ free use of sports grounds
- ✓ surfing at Venice Beach
- ✓ Los Angeles sights

You took part in the summer course described in the advertisement in Los Angeles, California. Some things were great but others did not work out as you had hoped. You have decided to provide feedback to the company that organised the programme.

In your email you should

- explain what you liked about the camp
- illustrate what went wrong
- suggest what could be changed.

Write about 250 words.

Sample email of complaint

● ● ●

From: sarah.huebner@gmx.at

To: kenncoll_summer@kennedy.us

Subject: Summer Camp_feedback

Dear Sir or Madam

I am writing with regard to the summer school I attended at *Kennedy College* in Santa Monica last August. In general I was satisfied with many aspects of the programme, but I would like to complain about several things that went wrong while I was there.

First of all, I have to say that the campus was really pleasant and the staff were very helpful. I was also given all the information I needed to choose the most appropriate courses for me. Free use of the sports grounds was also an advantage, as I am very interested in sports.

However, it must be said that several things were unsatisfactory, for example the welcome party mentioned in the advertisement consisted only of one welcome drink on arrival. More importantly, the quality of the meals provided during the four-week programme was unacceptable. Most meals consisted mainly of hamburgers and fries and cola, hardly a balanced diet. I suffered from stomach problems during and after my stay.

As you will appreciate, considering the problems I faced during my stay, I would be grateful if you could give me a refund of part of the price of the programme.

Furthermore, may I suggest employing a student advisor who is available to deal immediately with any problems and complaints on the campus? This way your company would not have to deal with so many requests for refunds after the programme has finished and the quality of service could be improved without delay.

Yours faithfully
Sarah Hübner

5.5 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.

Please note: Use indirect questions in an email of inquiry/request.

(> *Formal email, p. 270*)

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)*

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/We are writing in reference to ...

I am/We are writing to express my/our interest in .../to inquire about .../as I/we would like to know more about .../to request your help following a change in my/our circumstances.

I am/We are writing in connection with ...

Your name was given to me/us by ...

I/We have a number of questions which I/we hope you could answer.

I/We would be grateful for some information about ...

Structuring the main part

First of all, could you please provide me/us with information about .../an update about ...?

I/We would also appreciate if you could ...

Could you (also) please ...?

In particular, I/we would like to know ...

And lastly, I/we would be grateful if you could ...

Please send me/us full details of your prices/discounts/terms of payment/delivery times ...

I/We require this information as soon as possible because ...

Closing phrases

I/We would like to request ...

I/We would be grateful if you could ...

Could you (also) please confirm ...?

I/We would really appreciate if you could deal with these matters urgently.

I/We would also appreciate it if you could forward this to us as soon as possible/by ... *(date)*.

Thank you in advance for your patience/help in this matter.

An early reply would be greatly appreciated.

I am/We are looking forward to hearing from you.

Thank you in advance.

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 help your friends go heli-skiing in Canada with the *Whistler Heli-Skiing* company. Their website does not include much information but does have an email address. In your email to *Whistler Heli-Skiing* you should

- explain why you are writing
- ask about the company's different health and safety procedures
- discuss price details.

Write about 200 words.



Sample email of inquiry/request

● ● ●	From: oliver.bach@gmx.at
	To: office@whister_heli-skiing.ca
	Subject: Information about heli-skiing

To Whom it May Concern:

I am writing to express my interest in your heli-skiing opportunities. My friends and I would be grateful for more information about the different trips and services you offer through your company, as we have been trying to find a way to go heli-skiing in Canada for some time now. In particular, we are looking for descents with plenty of powder that would be able to be skied as a group (more open slopes rather than dense forest glades).

First of all, could you provide me with information about the types of different health and safety measures in place to make sure everyone stays safe? I would like to know if you have specific waivers or forms that we would need to sign in advance as well. We require this information rather quickly, as my friends and I would be visiting from Austria and would be considered foreign nationals in Canada. And lastly, we would be grateful if you could also explain the procedures if someone gets hurt or stuck.

Additionally, we would love to know the different pricing options for the heli-skiing trips. Please send me full details of your prices, along with any possible discounts available.

I look forward to hearing from you. We are very excited to visit Canada and realise our heli-skiing dreams.

Yours faithfully
Oliver Bach

5.6 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. 270*)

Phrases for writing an email to the editor

Starting an email to the editor

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

Dear Editorial Board of ... *(newspaper/magazine)*

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

Opening lines

I read your recent article ... *(title of article)* with interest and would like to state my personal opinion/to congratulate you on your progressive view on .../disagree with you/with your presentation of this issue.

I am writing about the recent article ... *(title of article)* in your newspaper/magazine ... regarding ...

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

I have just read your article ... *(title of article)* and would like to express my support for/ (dis)approval of ...

>

Structuring the main part

First of all, I would like to approve of/criticise ...

It is mentioned in the article that ...

In my opinion, this is an excellent idea .../a highly controversial topic ... and ...

The article says that ...

You have a point in saying that ...

However, it could also be argued that ...

Moreover, I would like to add/rectify that ...

I oppose the author's opinion on ... because ...

In my point of view, ...

I am certain that ...

Yet, it is clear that the benefits/drawbacks outweigh the drawbacks/benefits.

Therefore, I truly hope/it is a must/we should all ...

Closing phrases

But in the end, what matters most is ...

I think that decision-makers/politicians/the local council ... should ...

Issues like that could be solved by ...

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 read the following article on www.telegraph.uk.

Apps to make life easier: Education and learning

With the popularity of smartphones and tablets continuing to rise, more and more tech-savvy students are using their phones to revise, learn and study for challenging exams. In this week's episode of 'Apps to make life easier', we round up a selection of the best educational apps allowing you to learn and store revision material on the go.

These range from apps such as *Gojimo* – allowing you to review for exams, get feedback and be able to share your learning progress with friends – to apps such as *TED* that give you access to educational talks and conferences through an extensive video library. Another helpful app is *AudioNote*, a combination of a voice recorder and notepad that captures both audio and notes for student collaboration.

The good news is that these new tools and apps are available today and can help facilitate students' learning.

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

- point out why you felt inspired to react to the article
- give examples of learning apps students currently use
- evaluate your personal learning experience and outcomes using learning apps.

Write about 250 words.



Sample email to the editor

● ● ●	From: Seline_Tremml@hotmail.com
	To: opinion@telegraph.co.uk
	Subject: Comment on article "Apps make life easier"

Dear Editorial Board of *The Telegraph*

I read your recent article *Apps to make life easier: Education and learning* with interest and would like to congratulate you on your progressive view of students' learning. It seems to me that our educational system is, in general, a little slow to react to new developments in learning, especially those which involve new technology.

Personally, I have worked with the apps you mention in your article and strongly agree with you that the *Gojimo* app can be a great help in preparing for an exam, especially the function where you receive feedback on your performance. I also support your view that *AudioNote* can help people prepare for exams because you can listen again and again to your own notes on your headphones while you do other things.

However, I must point out that, in my opinion, the *TED Talks* app is more of a stimulating source of infotainment rather than an educational study aid. Having said that, I do really enjoy watching many of the talks and do learn a lot from them.

All in all, I can say that my own learning experience with apps has been very positive. Since I started using *AudioNote*, for example, my grades have improved considerably. I am more able to remember the facts because I have entered them into the app myself and I have read and listened to them many times.

But in the end, what matters most is whatever works for you – be it a smartphone app or good old-fashioned paper and pen!

Yours faithfully
Seline Tremml

6 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 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

<p>Title</p> <p>How to make the best out of .../improve .../reduce ...</p> <p>Coming to the ... (<i>name of event, e.g. charity event, shoreline clean-up, etc.</i>)?</p> <p>What is the best way to ... ?</p> <p>Why not ...?</p> <p>Structuring the main part</p> <p>Headline 1</p> <p>... affects many people and ...</p> <p>We know how important it is to ...</p> <p>It seems to ...</p> <p>There are many good reasons to be part of the event/take part in .../think about ...</p> <p>Today, more than ever before, ...</p> <p>Headline 2</p> <p>... is very common, but why?</p> <p>Apart from that, we also ...</p>	<p>Anyone who loves to ... should ...</p> <p>If you are looking for ...</p> <p>The purpose of ... is ...</p> <p>Headline 3</p> <p>We want everyone to ...</p> <p>We need you to ...</p> <p>... is also included in our package/offer/service.</p> <p>Go and ..., we are sure you will not regret it!</p> <p>So what are you waiting for? Get out/Take your smartphone/Sign up for ... and ...!</p> <p>Closing phrases</p> <p>How to find us: <i>www...</i></p> <p>Find out more, visit: <i>www...</i></p> <p>Get in touch with us: <i>www...</i></p> <p>Find us on <i>Instagram</i>.</p> <p>If you require more information, contact us via .../go to <i>www...</i></p>
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Sample task

You are on the school ball organising committee. The school ball wants to raise money for a refugee home in your town this year: All the money from the ball and its lottery will go to the refugee home. To make sure that everyone knows about this ball, you have been asked to create a leaflet.

In your leaflet you should

- inform readers about the ball
- explain how the ball will help refugees
- persuade readers to donate prizes for the lottery.

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

Sample leaflet

COMING TO THE DANCE?

THE MOMENT YOU HAVE ALL BEEN WAITING FOR HAS ARRIVED:

THIS YEAR'S SCHOOL BALL WILL TAKE PLACE ON SATURDAY 28 JUNE IN THE BALLROOM OF THE HOTEL REGIA.

"YOU SHALL GO TO THE BALL, CINDERELLA"

There are many good reasons to be part of this event: all kinds of entertainment will be provided, including live music from the local band *Flakturm*, plus the famous DJ Jackie Brown will be playing great tunes to keep you dancing until the early hours of the morning. Delicious food and drinks will be provided by a local catering firm.

ALL FOR A GOOD CAUSE

The purpose of the ball is undoubtedly to have a great time, but we also want to spare a thought for those people in our community who need our help. The profits from this year's ball will be donated to the local *Don Bosco* home, where they will be spent on buying new kitchen equipment to enable the refugees living there to cook for themselves.

TRY YOUR LUCK IN THE LOTTERY

This year we will be holding a lottery to raise money. We need you to donate good quality prizes that will motivate people to buy tickets. Maybe you can get together with others to contribute something attractive or useful? If you are not able to donate anything yourself, why not try asking local firms to sponsor the lottery?

So what are you waiting for? Get out your evening dress and dancing shoes, and reach into your pocket for a good cause!

For further information please visit our website: www.schoolball.org



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 – except for work reports (> p. 99).

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, generalisation, etc.*).

Phrases for writing a report

From: ...

To: ...

Date: ...

Subject: ...

Introduction

The main aim/purpose of this report is to ...

This (brief) report aims to analyse .../informs about .../summarises the results of a survey among ...

All interns/smartphone users/students/employees ... were asked the same question: ...

The survey was conducted/provided by ... (*source*) in/on ... (*year/date*).

The survey has been carried out in our department.

... (*number of people*) teenagers/adolescents/smartphone users, etc. aged ... were interviewed/asked.

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 mentioned that ..., almost half/one third/75 per cent of the interviewed ...

The minority/majority (of the people/of those surveyed, etc.) said/mentioned that ...

One third/A quarter/Two thirds ... feels/feel that ...

Over one third/half ... of the respondents expected/mentioned ..., while slightly less than/slightly more than half/one third ... expected/mentioned ...

The top reason for ... is ...

The most common response was ...

Ranked first/second/third, there is/are ...

Conclusion / Recommendation

Based on the findings, it can be concluded that .../it needs to be mentioned that ...

The following action is recommended to improve .../enhance .../raise ...

All in all, ...



Sample task You work in the Customer Service Department of the Austrian branch of *Al Fresco's*, an international supermarket chain. Customers have repeatedly complained about various aspects of the store. Your department decided to carry out a customer survey, about what customers want from a supermarket.

Here are the results:



You have been asked to write a report on the results of the survey for the company's headquarters in Great Britain.

In your report you should

- discuss the reasons for the current problems
- summarise the results of the survey
- suggest measures to increase customer satisfaction.

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

Sample report

From: Jasmina Korvedic
To: *Alfresco's* headquarters
Date: 24 July 20__
Subject: Recent report on customer expectations

Introduction

A survey was conducted to analyse different customer expectations at *Al Fresco's* Austrian branch. The main aim of this report is to present the underlying reasons for current issues, and present solutions to promote higher customer satisfaction. The findings are illustrated below.

Current problems

One main reason for recent complaints could be that the Austrian branch of *Al Fresco's* has recently experienced various supply-chain issues with our fresh fruit and vegetable shipments, which could potentially have resulted in a temporary shortage of fresh produce. Some customers also expressed dissatisfaction with the level of service and shelf organisation.

Customer expectations

According to the results of the survey, the most frequently mentioned expectation was product freshness, with 87% of customers voting for this option, closely followed by the cleanliness of the store, at 74%. Over half (56%) of the respondents expected speed and efficiency, while slightly less than half (45%) expected polite, friendly staff members. Other less popular expectations included competitive prices (39%), vouchers and discounts (32%) and selection of products (21%). Ranked lowest, with only 16% of customers expecting this, were superior products.

How to meet customers' expectations

To increase customer satisfaction, it would thus be most helpful to focus on the orderliness of the store itself and ensure that supply chains function well enough to guarantee a steady supply of fresh products.

Conclusion

Based on the findings, it can be concluded that the cleanliness of the space and the freshness of the products are of great importance. However, superior products were not necessarily a top priority for customers.