




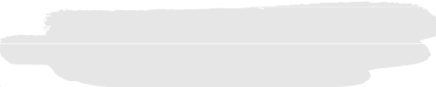

A circular wreath of various botanical illustrations surrounds a central white circle. The plants include green ferns, red maple leaves, yellow marigolds, purple cornflowers, and large green leaves. A small branch with pink blossoms is on the left. A horizontal line with a small green leaf in the center is positioned below the text.

# WRITING 5

# Learning Schedule





**Lesson 1:**  
Unit 6  
Discursive essays:  
For and Against  
essays



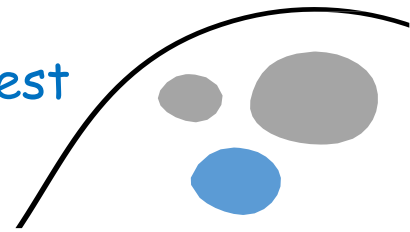


**Lesson 2:**  
Unit 6  
Discursive essays:  
Opinion essays



**Lesson 3: Unit 7**  
Letters: Letters  
of Complaint

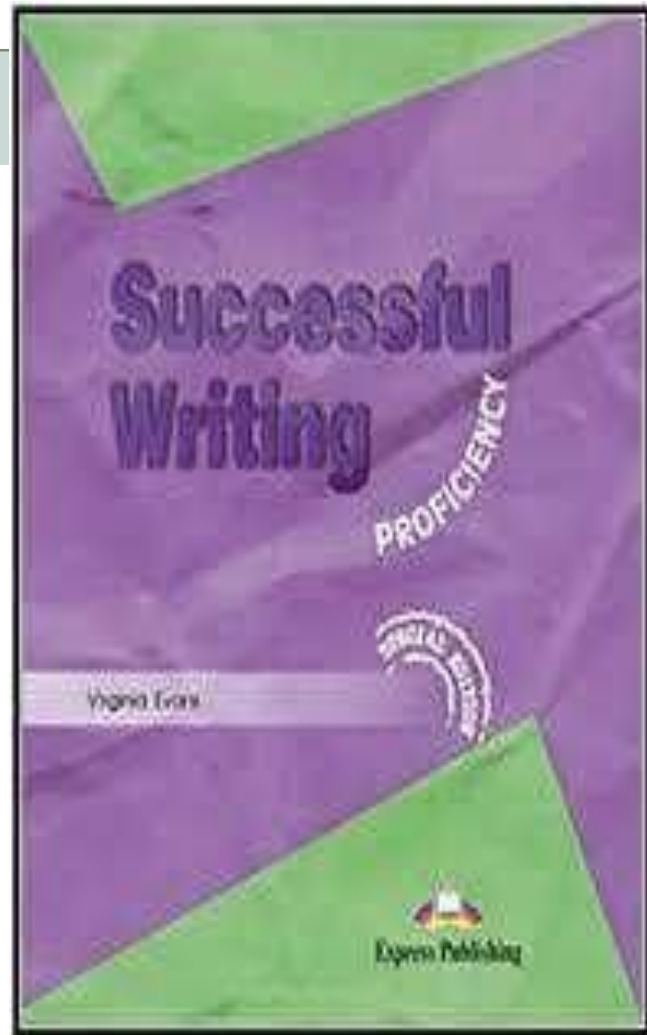


**Lesson 4: Unit 7**  
Letters: Letters  
of Application  
Practice  
& Mid-term test



Materials

Textbook



Self-study



# UNIT 6 Discursive Essays

1 🎧 You will hear four people on a radio programme discussing whether progress is good for us. Look at the following questions, then listen to the cassette and answer the questions.

- A Which speaker discusses possible solutions to a problem?
- B Which speaker gives a personal opinion on the subject?
- C Which speaker discusses various aspects (e.g. *economic, social, etc*) of the subject?
- D Which speaker presents a balanced argument discussing points *in favour of* progress as well as *against* progress?

3 Speaker 1

1 Speaker 2

2 Speaker 3

4 Speaker 4





A discursive essay is a piece of formal writing which discusses a particular issue, situation or problem.

There are three main types of discursive essays.

- i **For and against essays** present both sides of an issue, discussing points in favour of a particular topic as well as those against, or the advantages and disadvantages of a particular question. Each point should be supported by justifications, examples, and/or reasons. The writer's own opinion should be presented only in the final paragraph.
- ii **Opinion essays** present the writer's personal opinion concerning the topic, clearly stated and supported by reasons and/or examples. The opposing viewpoint and reason should be included in a separate paragraph before the closing one, together with an argument that shows it is an unconvincing viewpoint. The writer's opinion should be included in the introduction, and summarised/restated in the conclusion.
- iii **Essays suggesting solutions to problems**, in which the problem(s) associated with a particular issue or situation are analysed and possible solutions are put forward, together with any expected results/consequences. The writer's opinion may be mentioned, directly or indirectly, in the introduction and/or conclusion.

A good discursive essay should consist of:

- a) **an introductory paragraph** in which you clearly state the topic to be discussed;
- b) **a main body**, in which points are clearly stated in separate paragraphs and exemplified or justified; and
- c) **a closing paragraph** summarising the main points of the essay, in which you state/restate your opinion, and/or give a balanced consideration of the topic.

## Points to consider

- Present each point in a separate paragraph. A well-developed paragraph contains a clear **topic sentence**, which summarises the contents of the paragraph, as well as a clear **justification**, explanation or example in support of the point presented.
- Well-known quotations (*e.g. As writer Somerset Maugham once said, "It is bad enough to know the past; it would be intolerable to know the future."*), rhetorical questions (*e.g. If people today are not concerned enough about tomorrow, will the future still be there for man?*) or thought-provoking statements (*e.g. The fact is that one's future is what one makes it. There is no such thing as chance.*) are useful devices to make your composition more interesting.
- **Before** you begin writing, you should always make a list of the points you will present.
- Do not use informal style (*e.g. contracted forms, colloquial language, etc*) or very strong language (*e.g. I know, I am sure ...*)
- Use appropriate linking words/phrases to show the links between paragraph, as well as to link sentences within paragraphs.

### topic sentence

*Many people, however, prefer living in flats because they feel safer.*

### justification

*With increasing crime rates, people are afraid to live in a house, as they feel more vulnerable to burglars and other criminals. Therefore, they prefer the feeling of security that the proximity of neighbouring flats offers them.*

**2** Look at the essay plans below for the three types of discursive essays, then say what features the plans have in common and how each plan differs from the others.

## **For and Against**

### **Introduction**

#### **Paragraph 1**

state topic (without stating your opinion)

### **Main Body**

#### **Paragraphs 2 - 3**

arguments for & justifications, examples or reasons

#### **Paragraphs 4 - 5**

arguments against & justifications, examples or reasons

### **Conclusion**

#### **Final Paragraph**

balanced consideration or opinion

## **Opinion**

### **Introduction**

#### **Paragraph 1**

state the topic and your opinion

### **Main Body**

#### **Paragraphs 2 - 4**

viewpoints & reasons/ examples

#### **Paragraph 5**

opposing viewpoint and reason/example

### **Conclusion**

#### **Final Paragraph**

summarise/restate your opinion

## **Solutions to Problems**

### **Introduction**

#### **Paragraph 1**

state the problem and its cause(s)/effect(s)

### **Main Body**

#### **Paragraphs 2 - 5**

suggestions & results

### **Conclusion**

#### **Final Paragraph**

summarise your opinion



- 3** Look at the essay topics below, and say whether each topic asks for a “for and against” essay, an opinion essay or an essay suggesting solutions to problems. Then, choose *two* of the topics and make a list of the points you would include in an essay on each topic.
- 1** “Animals should be treated with the same respect as humans.” Do you agree with this view? **opinion**
- 2** “The generation gap is one which cannot be bridged.” Discuss. **For and against**
- 3** Do you believe that equality for women means that women should also do such things as military service? **opinion**
- 4** “One language spoken worldwide would lead to better international relations.” Discuss. **For and against**
- 5** Genetic engineering poses a number of worrying problems, both moral and practical. Discuss some of these problems and suggest what could be done to overcome them. **Suggesting solutions to problems**
- 6** “Celebrities should be allowed to keep their private lives private, without the invasion of the media.” Discuss. **For and against**
- 7** “Fear and ignorance are the root causes of racial hatred.” Discuss this statement and offer some possible solutions to the problem of racial prejudice. **Suggesting solutions to problems**
- 8** “The motion picture industry is threatening to destroy culture and tradition.” Do you agree? **opinion**
- 9** “Too much money is spent on sport when it could be used to help the poor.” What are your views on this issue? **opinion**
- 10** What are the advantages and disadvantages of our ever-increasing use of computer technology? **For and against**



## Formal style

- Discursive essays are written in formal style. This means you **should** use:
  - ✓ passive voice, impersonal constructions  
(e.g. ***It is argued that ...; It is a common belief that ...***)
  - ✓ a range of advanced vocabulary (verbs, adjectives, abstract nouns, etc)  
(e.g. ***heated debate concerning the controversial issue ...***)
  - ✓ formal linking words/phrases (e.g. ***furthermore, however, nonetheless***)
  - ✓ complex sentences with a variety of links, dependent clauses, etc  
(e.g. ***Although it is widely accepted that compulsory military service, which provides an army with abundant manpower, is beneficial to a country's ability to defend itself, closer analysis of military efficiency suggests that it is advanced weaponry which plays a crucial role in ...***)
  - ✓ inversion, especially in conditionals  
(e.g. ***Were this true, we would ...; Never has this been more obvious ...***)
- You should **not** use:
  - ✗ short forms (e.g. ***I'm, it's***) except when these are part of a quotation
  - ✗ colloquial expressions, phrasal verbs, idioms  
(e.g. ***lots of, put up with, be over the moon about ...***)
  - ✗ simplistic vocabulary (e.g. ***Experts say they think this is bad, ...***)
  - ✗ a series of short sentences (e.g. ***Many people think so. They are wrong.***)
  - ✗ simple linking words (e.g. ***and, but, so***) except for variety

#### 4 Read the following excerpts and find examples of each of the features of formal and informal style listed in the table above.

##### EXCERPT A

A matter of considerable controversy at present is the issue of whether works of art should remain in their country of origin, or rather the owners of such works should be allowed to sell them to collectors abroad, thus depriving the country's population of a vital part of its cultural heritage. Strong arguments exist in support of both sides of this debate, which implies that it is worth examining both points of view before reaching any conclusions.

Should such sales be permitted, it is argued that the country of origin would lose pieces of art which rightfully belong where they were created. In addition, works of art which were created to be viewed in a certain setting, or as part of a particular structure, lose a great deal of their artistic impact when removed from this context. **Venus de Milo**, an ancient statue of Aphrodite is a clear case in point: this conspicuous example of the Hellenistic sculptural tradition, carved in 150 BC and found on the Aegean island of Melos in 1820, is now decorating nothing more inspiring than a room at the Louvre Museum in Paris ...



##### Beginning and ending discursive essays

In the **first paragraph**, you should state the topic and/or your opinion, and you may include one or more of the following techniques.

- Make reference to an unusual or striking idea/scene/situation  
*e.g. Imagine millions of people coming home from school or work every day to sit staring at a wall for four hours.*
- Address the reader directly  
*e.g. You may think this is an exaggeration.* and/or ask a rhetorical question.  
*e.g. Have you ever wondered what the world would be like without cars?*
- Start with a quotation or thought-provoking statement.  
*e.g. "Television is an invention that permits you to be entertained in your living room by people you wouldn't have in your home." David Frost once said.*

In the **last paragraph**, you should state your opinion and/or give a balanced consideration of the topic, and you may include one or more of the following techniques.

- Finish with a quotation
- Ask a rhetorical question
- Give the reader something to consider  
*e.g. Perhaps then people will re-discover what it is like to actually communicate with each other.*



**5 Match the following beginnings and endings. Then, say which technique has been used in each.**

## BEGINNINGS...

- 1 You may live in a comfortable house in a clean neighbourhood with all the amenities. You would probably not be so lucky in one of the cities where urban growth has been allowed to get completely out of control. This problem is virtually destroying a number of large cities, particularly in developing countries, and a solution must be found before it is too late.
- 2 "An eye for an eye, a tooth for a tooth" is the biblical phrase we use to refer to capital punishment, the killing of criminals in order to punish them for their crimes. But whether the neat balance suggested by the phrase is reflected by the actual practice is a moot point, and whether one human has the right to kill another in any circumstances remains a much-debated question.
- 3 While most people agree that a woman has the right to work as a heavy-machine operator and a man to become a midwife, is this supposed open-mindedness being put into practice? There is plenty of evidence to suggest that workers are still being judged by their gender and not by their skills, and this is a situation which needs to be dealt with.

## ...ENDINGS

- A** On the whole, I believe that those cities suffering as a result of urban growth could solve their problems, given financial support. Sadly, however, the chances of this happening are slight, especially in developing countries. Should we not, therefore, be thinking about encouraging people to return to rural areas in order to shift the balance of populations?
- B** To sum up, gender should not be an issue in any workplace, since a powerfully-built female is just as capable of hard manual labour as a kind and gentle male is of child-care. The only obstacles are those which exist in our own minds; as the American therapist Dr F. S. Perls once said, "We have to lose our minds to come to our senses."
- C** All in all, it is easy to understand the reasons behind the continued existence of capital punishment in a number of countries. In spite of this, however, I cannot personally condone it, since to my mind the act itself is simply legalised murder, the ultimate crime.

A- address the readers directly/ asking a rhetorical question

B- asking a rhetorical question /finish with a quotation

C- start with a quotation/give the reader something to consider

**6 Look at the quotations and the essay subjects below. Which quotation would be most relevant to each of the topics, and which type of essay does each topic require?**

**A. "You're either part of the solution or you're part of the problem." (Eldridge Cleaver)**

**B. "A mother never realises that her children are no longer children." (Holbrook Jackson)**

**C. "One machine can do the work of 50 ordinary men. No machine can do the work of an extraordinary man." (Elbert Hubbard)**

**D. "Education is what survives when what has been learnt is forgotten." (B.F. Skinner)**

**E. "It is the familiar that usually eludes us in life. What is before our nose is what we see last." (Professor William Barret)**

1 "Too much emphasis is placed on educational qualifications." What are your views?

D; opinion

2 "Teenagers have an important contribution to make to society." Discuss.

B; for and against

3 "It is everyone's responsibility to protect the environment." Discuss.

A; for and against

4 "People today take material comfort for granted." Do you agree?

E; opinion

5 "As technology advances, humans are becoming redundant." Discuss the problem and suggest what might be done to remedy the situation.

C; suggesting solutions to problem






## Useful Tips for Discursive Essays

- When writing a discursive essay, you **should**:
  - ✓ use formal, impersonal style (see *Formal Style*, p. 56)
  - ✓ use topic sentences to introduce the subject of each paragraph
  - ✓ write well-developed paragraphs, giving reasons/examples
  - ✓ use generalisations (**e.g. *In most developed countries, education ...***)
  - ✓ use sequencing (**e.g. *First/ly, Second/ly, etc***) and linking words/phrases (**e.g. *however, although, etc***)
  - ✓ make references to other sources (**e.g. *Experts have proved that ...***)
  - ✓ use quotations, either word-for-word or in paraphrase, being careful to identify the source (**e.g. *As Winston Churchill said, " ... "***)
- You should **not**:
  - ✗ use short forms, informal/colloquial language, etc (see *Formal Style*, p. 56)
  - ✗ use very emotional language (**e.g. *I absolutely detest people who ...***)
  - ✗ express personal opinions too strongly (**e.g. *I know ...***); instead, use milder expressions (**e.g. *It seems to me that ...***)
  - ✗ use over-generalisation (**e.g. *All politicians are ...***)
  - ✗ refer blindly to statistics without accurate reference to their source (**e.g. *"A recent study showed ..." – which study?***)
  - ✗ use clichés (**e.g. *Rome was not built in a day.***)
  - ✗ use personal examples (**e.g. *In my school ...***)

# Q. For and Against Essays

- 1** What is genetic engineering? In what fields is it used today? What achievements do you know of that have been made in genetic engineering?
- 2**  You will hear part of a TV discussion programme about genetics. Look at the points in favour of and against genetic engineering, then listen to the cassette and tick the points which the speakers mention.

## FOR

- |  |                                     |
|--|-------------------------------------|
| <b>1</b> choosing sex of our children      | <input checked="" type="checkbox"/> |
| <b>2</b> creating ideal people for any job | <input type="checkbox"/>            |
| <b>3</b> curing diseases                   | <input checked="" type="checkbox"/> |
| <b>4</b> providing food for everyone       | <input checked="" type="checkbox"/> |
| <b>5</b> new species of plants created     | <input type="checkbox"/>            |

## AGAINST

- |  |                          |
|--|--------------------------|
| <b>6</b> morally wrong to alter humans     | <input type="checkbox"/> |
| <b>7</b> dividing world into rich and poor | <input type="checkbox"/> |
| <b>8</b> loss of national characteristics  | <input type="checkbox"/> |
| <b>9</b> unpredictable consequences        | <input type="checkbox"/> |
| <b>10</b> creating too large a population  | <input type="checkbox"/> |

**Now read the theory and the plan below and listen to the cassette again. Then, using the linking words and phrases below as well as your notes give a one-minute talk on the advantages and disadvantages of genetic engineering.**

*One major advantage of, A further advantage of, In addition, On the other hand, Moreover, Finally*

A “for and against” essay is a formal piece of writing in which a topic is considered from opposing points of view. You should present both sides in a fair way by discussing them objectively and in equal detail.

A good essay of this type should consist of:

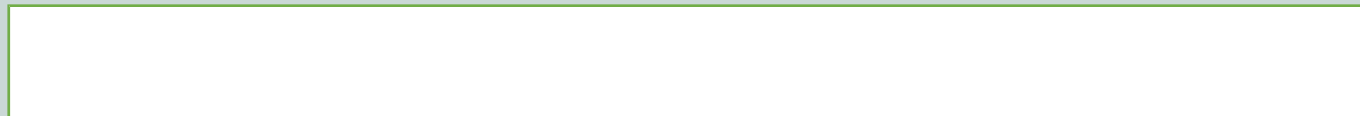
- a) an introductory paragraph** in which you clearly state the topic to be discussed, without giving your opinion;
- b) a main body** in which the points for and against along with your justifications, examples or reasons are presented in separate paragraphs; and
- c) a closing paragraph** in which you state your opinion or give a balanced consideration of the topic.

Note: Opinion words (*I think, I believe, In my opinion, etc.*) can only be used in the closing paragraph where you give your opinion on the topic.

## Points to consider

- Before you start writing your essay you should make a list of the points for and against.
- Each paragraph should start with a topic sentence which summarises the topic of the paragraph.  
*e.g. In addition, many people feel reading is a relaxing and worthwhile activity.*
- Do not use informal style (*e.g. short forms, colloquial language, etc.*) or strong language to express your opinion (*e.g. I know ..., etc.*). Express your opinion in a non-emotional way (*e.g. It seems that, I therefore feel, ..., etc.*).
- Well-known quotations relevant to the topic you are writing about will make your composition more interesting. For example, if you are writing an essay on education, a quotation you may include is: ***“Education is a progressive discovery of our own ignorance.” (Will Durant)***

Note: Although these are “balanced” arguments, if you feel that either the *for* or *against* side is stronger and should be supported, this side should be presented in paragraphs 4 & 5, thus leading the reader to your conclusion.





# **1. Introduction**

Paragraph 1

state topic (summary of the topic **without giving your opinion**)

## **2. Main Body**

Paragraphs 2 & 3

arguments for & justifications, examples, and/ or reasons

Paragraphs 4 & 5

arguments against & justification, examples, and/or reasons

## **3. Conclusion**

Final Paragraph

balanced consideration/ your opinion directly or indirectly

## Useful expressions and linking words/phrases

- **To list points:**

Firstly, First of all, In the first place, To begin/start with,  
Secondly, Thirdly, Finally

- **To list advantages:**

One/Another/A further/An additional (major) advantage of ... is ...  
The main/greatest/first advantage of ... is ...

- **To list disadvantages:**

One/Another/ A further/An additional (major) disadvantage/drawback of ...  
The main/greatest/most serious/first disadvantage /drawback of ...  
Another negative aspect of ...

- **To introduce points/arguments for or against:**

One (very convincing) point/argument in favour of ... / against ...,  
A further common criticism of ... / It could be argued that ...,

It is	often	claimed/suggested	that ...
	widely	argued/maintained/	
	generally	felt/believed/held	

some/many/ most people/experts/ scientists/sceptics/ critics	claim/suggest/argue/feel that ...	
	maintain/believe/point out/agree/hold that ...	
	advocate (+ing/noun)/support the view that ...	
	oppose the view that ...	
	are	in favour of/against ...
		of the opinion that/convinced that ...
		opposed to ...



**4** Complete the following sentences without changing the meaning of the sentence before.

**1** It is widely maintained that recycling some products reduces the amount of damage we do to the environment.

**Most people advocate** recycling some products reduces the amount of damage we do to the environment.

**2** Some people still oppose the view that mothers can be career women too.

**Some people feel** mothers cannot be career women too.

**3** One argument against nuclear testing is that it has long-lasting effects on surrounding areas.

**Sceptics point out that** nuclear testing has long-lasting effects on surrounding areas.

**4** It is generally held that harsher punishments for criminals would result in a decrease in the crime rate.

**Many people support** the view that harsher punishment for criminals would result in a decrease in the crime rate

**5** Critics often argue that the use of computers is reducing levels of literacy.

**A further common** criticism of computers is that their use is reducing levels of literacy.

# Useful expressions and linking words/phrases

- **To add more points to the same topic:**

in addition (to this), furthermore, moreover, besides, apart from, what is more, as well as, not to mention (the fact) that, also, not only ... but also/as well, both ... and, There is another side to the issue/question/argument of ...

- **To make contrasting points:**

on the other hand,	it may be said/argued/claimed that, ...	
however, still, yet,	others/	oppose this viewpoint
but, nonetheless,	many people	(strongly) disagree ...,
nevertheless, even so,		claim/feel/believe this argument is incorrect/misguided

although, though, even though, while, whilst, whereas, despite/in spite of (the fact that), regardless of the fact that

Opponents of ... argue/believe/claim that ...

The fact that ... contradicts the belief/idea that ...

While it is true to say that ... , in fact ...

While/Although ... , it cannot be denied that ...



**6 Join the sentences using the words/phrases given in brackets.**

- 1 Pets can prove to be good companions. They teach children a sense of responsibility. (**not only**)
- 2 Many people nowadays decide to open their own business. A slump in the economy has resulted in the closure of many small business. (**even though**)
- 3 Computers are time-saving devices. They can do things which people could hardly do before. (**apart from**)
- 4 Living in the countryside can be beneficial for your health. Some essentials are not so easily available in the country as in the city. (**despite**)
- 5 Voting gives you a voice in the decisions of the government. It gives you a feeling of belonging to a larger community. (**not to mention that**)

1. **Not only** can pets prove to be good companions, **but** they **also** teach children a sense of responsibility.

2. Many people nowadays decide to open their own business **even though** a slump in the economy has resulted in the closure of many small businesses. (or: **Even though** a slump ...)

3. **Apart from** being time-saving devices, computers can do things which people could hardly do before.

4. Living in the countryside can be beneficial for your health, **despite** the fact that some essentials are not so easily available in the country as in the city. (or: **Despite** the fact that some ...)

5. Voting gives you a voice in the decisions of the government, **not to mention that** it gives you a feeling of belonging to a larger community.

**7** Complete the following sentences, then replace the phrases in bold with other similar ones.

- 1 **Regardless of the fact that** country life can be much healthier than city life, .....  
Despite the fact that/eventhough/etc.
- 2 Efforts have been made to reduce discrimination between men and women; **nonetheless**, .....  
However/so/etc..
- 3 **In spite of** making some attempts to end wars worldwide, .....  
despite
- 4 Many people feel that the testing of products on animals is cruel, **while** .....  
Whereas/though

**8** Read the items below and say whether the second sentence presents an additional or contrasting point. Then, join the sentences using words/phrases from the table.

- 1 Alternative medicines treat the symptoms of a disease. Conventional medicines treat the underlying cause of a disorder.
- 2 Alternative medicine makes use of natural products rather than drugs. Alternative medicines are not tested on animals.
- 3 Conventional doctors have recognisable and respected qualifications. Conventional treatments are widely available to everyone.
- 4 People trust conventional treatments because they are tested scientifically. People are often suspicious of alternative methods which sometimes rely on a “trial and error” technique.
- 5 Alternative treatments cause few or no side-effects. Conventional treatments can cause severe side-effects.

# Useful expressions and linking words/phrases

- **To introduce examples:**

for example, for instance, such as, like, in particular, particularly, especially,

This is (clearly) illustrated/shown by the fact that...

One/A clear/striking/ typical example of (this) ...

The fact that .... shows/illustrates that ...

- **To emphasise a point:**

clearly, obviously, it is obvious, naturally, of course, needless to say, indeed

- **To express reality:**

In fact, the fact (of the matter) is, actually, in practice, it is a fact that, in effect

- **To make general statements:**

as a (general) rule, generally, in general, on the whole, by and large,  
in most cases

- **To make partially correct statements:**

to a certain extent/degree, to some extent/degree, in a way/sense, this is  
partly true (but), to a limited extent, there is some truth in (this), in some  
cases, up to a point

- **To explain/clarify a point:**

in other words, that is to say, this/which means that

**9** Fill in the gaps using words/phrases from the list. Some words/phrases can be used more than once.

*up to a point, especially, indeed, this means, needless to say, in general, in fact, the fact that, obviously, example*

- 1** ....., people have mixed feelings about the effects tourism has on a country.
- 2** Most people believe that computers always make life easier, but ....., the opposite is sometimes true since they often cause problems when they break down.
- 3** ..... testing products on animals is cruel, but it is difficult to find a suitable alternative.
- 4** A typical ..... of the benefits of country life is the fact that there is very little pollution from traffic.
- 5** ..... more and more zoos are closing down shows that fewer people agree with keeping animals in captivity and, therefore, do not want to visit them any longer.
- 6** Using public transport can be a nuisance, ..... when buses and trains are late during rush hour periods.
- 7** Advances in medical science mean that cures have been found for many diseases. .... people live longer nowadays.
- 8** ....., most people agree that more effort should be made where the recycling of materials is concerned.
- 9** More and more women are going back to work after the birth of their children and ..... they have to find someone to look after the children during the day.

**9** Fill in the gaps using words/phrases from the list. Some words/phrases can be used more than once.

*up to a point, especially, indeed, this means, needless to say, in general, in fact, the fact that, obviously, example*

- 1** Needless to say/In general/In fact/Indeed \_\_\_\_\_, people have mixed feelings about the effects tourism has on a country.
- 2** Most people believe that computers always make life easier, but \_\_\_\_\_ *in fact* \_\_\_\_\_, the opposite is sometimes true since they often cause problems when they break down.
- 3** \_\_\_\_\_ *Obviously* \_\_\_\_\_ testing products on animals is cruel, but it is difficult to find a suitable alternative.
- 4** A typical \_\_\_\_\_ *example* \_\_\_\_\_ of the benefits of country life is the fact that there is very little \_\_\_\_\_ *this means* \_\_\_\_\_ pollution from traffic.
- 5** \_\_\_\_\_ *The fact that* \_\_\_\_\_ more and more zoos are closing down shows that fewer people agree with keeping animals in captivity and, therefore, do not want to visit them any longer.
- 6** Using public transport can be a nuisance, \_\_\_\_\_ *especially* \_\_\_\_\_ when buses and trains are late during rush hour periods.
- 7** Advances in medical science mean that cures have been found for many diseases. \_\_\_\_\_ *This means (In general)* \_\_\_\_\_ people live longer nowadays.
- 8** In general/In fact/Indeed/Obviously ..., most people agree that more effort should be made where the recycling of materials is concerned.
- 9** More and more women are going back to work after the birth of their children and \_\_\_\_\_ *this means* \_\_\_\_\_ they have to find someone to look after the children during the day.



## Useful expressions and linking words/phrases

### Conclusion expressing balanced considerations/opinion indirectly

In conclusion,  
On balance,  
All things considered,  
Taking everything into  
account/consideration,  
To conclude,  
To sum up,  
All in all,  
Finally/Lastly,

it can/must be said/claimed that ...  
it seems/appears that ...  
it would seem that ...  
it is likely/unlikely/possible/foreseeable that ...  
it is clear/obvious that ...  
there is no/little doubt that ...  
the best course of action would be to ...  
achieving a balance between ... would be ...  
it is true to say that ...  
although it must be said that ...  
it may be concluded/said that ...

All things considered, the obvious conclusion to be drawn is that .../  
There is no absolute answer to the question of ...  
In the light of this evidence, it is clear/obvious/etc that ...

In conclusion, All in all, To sum up,	it is	clear/apparent plain/obvious evident	from the	above foregoing	evidence points arguments
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### Conclusion expressing opinion directly

In conclusion,  
On balance,  
All things considered,  
Taking everything into  
account/consideration,  
To conclude,  
To sum up,  
All in all,

it is my belief/opinion that ...  
I (firmly) believe/feel/think that ...  
I am convinced that ...  
I am inclined to believe that ...  
I (do not) agree that/with ...

Taking everything into account, I therefore conclude/feel/believe (that) ...  
For the above-mentioned reasons, therefore, I (firmly) believe that ...



**11** Replace the phrases in bold with other similar ones.

- 1 **All things considered, I believe that** corporal punishment should not be reintroduced into our schools as it is a cruel method of disciplining students.
- 2 **Lastly, it may be concluded that** freedom of speech is a basic right of every individual, regardless of race or creed.
- 3  all the governments of the world should embark immediately on a joint policy of total disarmament.
- 4  in the light of the many miscarriages of justice in the past, capital punishment is not ethical or humane, and should be abandoned entirely.
- 5  that school uniforms are an unfortunate necessity and therefore should not be abolished.

**11** Replace the phrases in bold with other similar ones.

- 1 **All things considered, I believe that** corporal punishment should not be reintroduced into our schools as it is a cruel method of disciplining students. **Taking everything into account, i feel that**
- 2 **Lastly, it may be concluded that** freedom of speech is a basic right of every individual, regardless of race or creed. **Finally, it may be said that**
- 3 **To sum up, i am inclined to believe that** all the governments of the world should embark immediately on a joint policy of total disarmament.
- 4 **In conclusion, it is believed that** in the light of the many miscarriages of justice in the past, capital punishment is not ethical or humane, and should be abandoned entirely.
- 5 **On balance, it is my belief** that school uniforms are an unfortunate necessity and therefore should not be abolished.

**13** Read the main body of the for and against essay below on the topic:  
*“Discuss the view that advertising promotes excessive consumerism.”*

**One of the main arguments for advertising** is that it generates wealth for a country. That is to say, taxes paid on goods sold, help governments to pay for essential services **such as** education and health care. **Moreover**, the number of jobs created for producing, marketing and servicing these goods helps to reduce the unemployment problem, which is also a great advantage for a country's economy.

**What is more**, advertising raises money for a huge number of sporting events and artistic performances which would otherwise not be held. Without sponsorship from companies who advertise their products, these events would disappear due to lack of funding. **In other words**, although consumerism is promoted through advertising, it is beneficial to **both** the consumer **and** society.

**On the other hand**, advertisements can cause

people to be dissatisfied with what they already have, and make them want more. Being exposed again and again to products which one cannot afford produces frustration and dissatisfaction. **Furthermore**, not all parents are in a position to afford the goods which their children see advertised and want to possess. This often leads to feelings of inadequacy, **especially** among the less well-off.

**In addition to this**, advertising creates materialism and causes people to place too much importance on material goods. The fact that people are prepared to work long hours, or even turn to crime **in order to** gain the goods on offer, shows that advertising persuades people to go to great lengths to keep the same standard of living as those they see around them. It is a fact, though, that neither crime nor the stress caused by overwork can benefit society.

Then read the beginnings and endings and say which of the techniques on p. 56 has been used in each one. Finally, replace the bold type words

## BEGINNINGS

- 1 Whether it is on TV, radio or hoardings at the side of the road, advertisements have become a part of our lives. advertising simply a means of informing the public or does it encourage consumers to purchase products they do not really need? asking a rhetorical question
- 2 Advertising is a powerful and persuasive medium. You may feel this is an intrusion in your daily life, and resent the pressure on you to spend money. Others, however, enjoy the variety which this highly creative industry brings to everyday life. addressing the reader directly
- 3 Advertising is an effective way of selling new products, and many people argue that its effectiveness brainwashes people into unnecessary spending. Others, however, disagree. As Jeremy Tunstall says, "Advertising can't sell any product, it can only help to sell a product the people want to buy." using a quotation

## ENDINGS

- A To sum up, it is true to say that** advertising does provide some benefits. **However,** do you not agree that the drawbacks of a greedy, materialistic society far outweigh the advantages, and we need to be careful that we do not lose sight of what is most important — a spirit of co-operation rather than competition? addressing the reader directly
- B To conclude, it must be said that,** while advertising may create jealousy and inequality in society, without it we would lose a valuable source of revenue which is used for the benefit of the majority. What would our lives be like without advertisements? asking a rhetorical question
- C In conclusion, I believe that** advertising exists to generate wealth by encouraging people to spend unnecessarily. It fosters greed and breeds dissatisfaction while distracting us from focusing on more vital things. As Marion Harper said, "Advertising is found in societies which have passed the point of satisfying the basic animal needs." using a quotation



Then read the beginnings and endings and say which of the techniques on p. 56 has been used in each one. Finally, replace the bold type words

## BEGINNINGS...

- 1 Whether it is on TV, radio or hoardings at the side of the road, advertisements have become a part of our lives. advertising simply a means of informing the public or does it encourage consumers to purchase products they do not really need?
- 2 Advertising is a powerful and persuasive medium. You may feel this is an intrusion in your daily life, and resent the pressure on you to spend money. Others, however, enjoy the variety which this highly creative industry brings to everyday life.
- 3 Advertising is an effective way of selling new products, and many people argue that its effectiveness brainwashes people into unnecessary spending. Others, however, disagree. As Jeremy Tunstall says, "Advertising can't sell *any* product. It can only help to sell a product the people want to buy."

## ...ENDINGS

- A To sum up, it is true to say that** advertising does provide some benefits. **However**, do you not agree that the drawbacks of a greedy, materialistic society far outweigh the advantages, and we need to be careful that we do not lose sight of what is most important — a spirit of co-operation rather than competition?
- B To conclude, it must be said that**, while advertising may create jealousy and inequality in society, without it we would lose a valuable source of revenue which is used for the benefit of the majority. What would our lives be like without advertisements?
- C In conclusion, I believe that** advertising exists to generate wealth by encouraging people to spend unnecessarily. It fosters greed and breeds dissatisfaction while distracting us from focusing on more vital things. As Marion Harper said, "Advertising is found in societies which have passed the point of satisfying the basic animal needs."

**14** Read the four topic sentences below and match each with the corresponding paragraph.

- a Furthermore, people who move to a foreign country may be regarded with suspicion and treated unfairly.
- b On the other hand, living abroad can be a way to escape a variety of problems presented in one's country of birth.
- c One argument in favour of staying in one's native country is that the problems of adapting to a new way of life cannot always be overcome.
- d Finally, it may be said that by living in a foreign country, people are able to establish a greater understanding between nations.

4  .....  
That is to say, by working and living among foreigners, some of the barriers between countries can be broken down, helping to create a more peaceful world. Needless to say, better diplomatic relations would be of benefit to all.

***"Living in a foreign country cannot be better than living in your own."***  
***Discuss.***

1  .....  
The fact of the matter is that, even in cases where the language is the same, there are other changes, such as cultural differences, which an outsider might find difficult to adjust to. Even the weather can force some people to return to their country of origin. For example, take an Inuit and an Amazonian Indian. They would almost certainly find it impossible to adapt to the extreme climates of each other's native homes.

2  .....  
In countries with a large number of immigrants there are often social problems, and immigrants stand out as being "different" and even inferior. As a consequence, the host country may react in a variety of ways, from open hostility and racism to depriving the immigrants of the right to equal pay.

3  .....  
For example, war, political or religious intolerance, and natural catastrophes are among the reasons for people seeking a new home in a foreign land. In such cases, people are often able to start a new life abroad with greater freedom and a higher standard of living.

**14** Read the four topic sentences below and match each with the corresponding paragraph.

- a Furthermore, people who move to a foreign country may be regarded with suspicion and treated unfairly.
- b On the other hand, living abroad can be a way to escape a variety of problems presented in one's country of birth.
- c One argument in favour of staying in one's native country is that the problems of adapting to a new way of life cannot always be overcome.
- d Finally, it may be said that by living in a foreign country, people are able to establish a greater understanding between nations.

4 ... **d** .....

That is to say, by working and living among foreigners, some of the barriers between countries can be broken down, helping to create a more peaceful world. Needless to say, better diplomatic relations would be of benefit to all.

***"Living in a foreign country cannot be better than living in your own."***  
***Discuss.***

1 ... **c** .....


The fact of the matter is that, even in cases where the language is the same, there are other changes, such as cultural differences, which an outsider might find difficult to adjust to. Even the weather can force some people to return to their country of origin. For example, take an Inuit and an Amazonian Indian. They would almost certainly find it impossible to adapt to the extreme climates of each other's native homes.

2 ... **a** .....

In countries with a large number of immigrants there are often social problems, and immigrants stand out as being "different" and even inferior. As a consequence, the host country may react in a variety of ways, from open hostility and racism to depriving the immigrants of the right to equal pay.

3 ... **b** .....

For example, war, political or religious intolerance, and natural catastrophes are among the reasons for people seeking a new home in a foreign land. In such cases, people are often able to start a new life abroad with greater freedom and a higher standard of living.

**18**  First, think of as many points for and against early retirement as possible. Then listen to the cassette and fill in the gaps in the boxes below. Were your arguments the same as those you heard? Finally, write the paragraph plan you would use if you were to write an essay on the topic:

*“Discuss the advantages and disadvantages of early retirement.”*

**FOR**

- time for ..... and .....
- opportunity to .....
- more free time ..... and friends

**AGAINST**

- people get .....
- difficult to live .....
- waste of .....

**For**

- time for **rest** and **relaxation**
- opportunity to **travel**
- more free time **for family** and friends

**Against**

- people get **bored**
- difficult to live **on a pension**
- waste of **useful/experienced people**



**ACHIEVEMENT TEST 1: Write an essay of about  
250 words on the following topic**


**“ Reality TV shows are good entertainment?”  
Discuss.**



# LESSON 2

- **OPINION ESSAYS**

## b. Opinion Essays

- 1 What are your views on the question, "Should people convicted of minor crimes do community service rather than go to prison?"
- 2  Read the viewpoints and reasons mentioned in the table below, then listen to the cassette and match each of the viewpoints with the appropriate reason. Then, identify which aspects of the Discussion Clock on p. 59 the points relate to. Finally, using the notes, give a one-minute talk on the subject, using words from the following list.

*I firmly believe*  
*The reason for this*  
*In addition*

*For example/instance*  
*Furthermore*  
*Because*

*Finally*

VIEWPOINTS	REASONS
<div>1 Community service saves taxpayers' money</div> <div>2 Benefits other members of the community directly</div> <div>3 Prison turns minor offenders into hardened criminals</div> <div>4 Minor offenders doing community service remain part of normal society</div>	<div>a Punishment includes providing care for the aged, maintaining parks, etc</div> <div>b They keep their jobs, live at home with their families, etc</div> <div>c Prisons are expensive to run, while community service costs little</div> <div>d To survive prison life, they must become like other prisoners</div>



An opinion essay is a formal piece of writing. It requires your opinion on a topic, which must be stated clearly, giving various viewpoints on the topic supported by reasons and/or examples. You should also include the opposing viewpoint in another paragraph.

A successful opinion essay should have:

- a) **an introductory paragraph** in which you state the topic and your opinion.
- b) **a main body** which consists of several paragraphs, each presenting a separate viewpoint supported by reasons. You also include a paragraph presenting the opposing viewpoint and reason why you think it is an unconvincing viewpoint; and
- c) **a conclusion** in which you restate your opinion using different words.

### **Points to consider**

- Decide whether you agree or disagree with the subject of the topic, then make a list of your viewpoints and reasons.
- Write well-developed paragraphs, joining the sentences with appropriate linking words and phrases. Do not forget to start each paragraph with a topic sentence which summarises what the paragraph is about.
- Linking words and phrases should also be used to join one paragraph with the other.
- Apply techniques presented on p. 56 to begin and end your essay.



## Useful Expressions for Giving Opinions:

- To my mind/To my way of thinking, ...  
It is my (firm) belief/opinion/view/conviction (that) ...  
In my opinion/view ...  
I (firmly) believe ...  
I am (not) convinced that ...  
I (do not) agree that/with ...  
It strikes me that ...  
My opinion is that,  
I (definitely) feel/think that ...  
I am inclined to believe that ...  
It seems/appears to me ...  
As far as I am concerned, ...

- *Introduction* -

summary of the topic -  
clear statement of opinion

- *Main Body* -

- \_\_\_\_\_  
\_\_\_\_\_
- \_\_\_\_\_  
\_\_\_\_\_
- \_\_\_\_\_  
\_\_\_\_\_
- \_\_\_\_\_  
\_\_\_\_\_

- *Conclusion* -

\_\_\_\_\_  
\_\_\_\_\_

- **Paragraph Plan**

### **Main body**

**viewpoint 1:** - Difficult for women who have children to resume career

**viewpoint 2:** - Traditional views (ie woman as housewife) unchanged

**viewpoint 3:** - Woman does two jobs = worse position

**Opposing viewpoint:** legal rights, (a few) top jobs for women

### **Conclusion**

Summary/restatement of opinion

**4 Look at the following skeleton sentences and decide whether you agree or disagree with each statement. Then, give your opinion on each, using expressions from the above table and expanding the sentences.**

- 1 television / have / negative effect / society
- 2 carry out experiments / animals / be / morally wrong
- 3 wildlife parks, if / be / managed properly, / can help / protection / certain endangered species
- 4 real problem / be / lack / public awareness / and / not / lack / recycling facilities
- 5 more responsibility / one / have / less freedom one / enjoy
- 6 only alternative / some poor people / be / steal



**4** Look at the following skeleton sentences and decide whether you agree or disagree with each statement. Then, give your opinion on each, using expressions from the above table and expanding the sentences.

- 1 **In my opinion** television has exercised, to a certain extent, a negative effect on society.
- 2 **I firmly believe that** carrying out experiments on animals is morally wrong.
- 3 **I am convinced that** wildlife parks, if they are managed properly, can help in the protection of certain endangered species.
- 4 **I am inclined to believe that** the real problem is the lack of public awareness and not the lack of recycling facilities.
- 5 **I do not agree that** the more responsibility one has, the less freedom one enjoys.
- 6 **I am not convinced** that the only alternative some poor people have is to steal.

## **5** *"It is important to follow fashion." Do you agree?*

Identify whether the arguments listed below are in favour of (F) or against (A) the statement in the essay title above. Then put a tick (✓) against each argument which you feel is convincing, and suggest a suitable justification or example. Finally, add any further arguments of your own.

- |                            |                                     |  |
|----------------------------|-------------------------------------|--|
| <input type="checkbox"/> A | <input checked="" type="checkbox"/> | <b>1</b> <i>expensive to keep up with changing fashions</i>      |
| <input type="checkbox"/>   | <input type="checkbox"/>            | <b>2</b> <i>not accepted by friends/peers unless fashionable</i> |
| <input type="checkbox"/>   | <input type="checkbox"/>            | <b>3</b> <i>certain fashions don't suit certain people</i>       |
| <input type="checkbox"/>   | <input type="checkbox"/>            | <b>4</b> <i>good clothes thrown away when fashion changes</i>    |
| <input type="checkbox"/>   | <input type="checkbox"/>            | <b>5</b> <i>fashion helps people decide how to dress</i>         |
| <input type="checkbox"/>   | <input type="checkbox"/>            | <b>6</b> <i>fashionable clothes/etc often impractical</i>        |
| <input type="checkbox"/>   | <input type="checkbox"/>            | <b>7</b> <i>dressing fashionably increases self-confidence</i>   |
| <input type="checkbox"/>   | <input type="checkbox"/>            | <b>8</b> <i>unfair to people who can't afford latest fashion</i> |
| <input type="checkbox"/>   | <input type="checkbox"/>            | <b>9</b> <i>everyone looks the same, like flock of sheep</i>     |
| <input type="checkbox"/>   | <input type="checkbox"/>            | <b>10</b> <i>creates image that doesn't show one's character</i> |

## **5** *"It is important to follow fashion." Do you agree?*

Identify whether the arguments listed below are in favour of (F) or against (A) the statement in the essay title above. Then put a tick (✓) against each argument which you feel is convincing, and suggest a suitable justification or example. Finally, add any further arguments of your own.

- |          |                                     |  |
|----------|-------------------------------------|--|
| <b>A</b> | <input checked="" type="checkbox"/> | <b>1</b> <i>expensive to keep up with changing fashions</i>      |
| <b>F</b> | <input type="checkbox"/>            | <b>2</b> <i>not accepted by friends/peers unless fashionable</i> |
| <b>A</b> | <input type="checkbox"/>            | <b>3</b> <i>certain fashions don't suit certain people</i>       |
| <b>A</b> | <input type="checkbox"/>            | <b>4</b> <i>good clothes thrown away when fashion changes</i>    |
| <b>F</b> | <input type="checkbox"/>            | <b>5</b> <i>fashion helps people decide how to dress</i>         |
| <b>A</b> | <input type="checkbox"/>            | <b>6</b> <i>fashionable clothes/etc often impractical</i>        |
| <b>F</b> | <input type="checkbox"/>            | <b>7</b> <i>dressing fashionably increases self-confidence</i>   |
| <b>A</b> | <input type="checkbox"/>            | <b>8</b> <i>unfair to people who can't afford latest fashion</i> |
| <b>A</b> | <input type="checkbox"/>            | <b>9</b> <i>everyone looks the same, like flock of sheep</i>     |
| <b>A</b> | <input type="checkbox"/>            | <b>10</b> <i>creates image that doesn't show one's character</i> |



**6** *"Traditional values are irrelevant to modern society." Do you agree?*

Look at the following beginnings and endings for the essay, and say which have been taken from an opinion essay and which from a for and against essay. In what ways do they differ?

## **BEGINNINGS...**

- 1 Has modern society changed so much that the values of the past no longer have any place? In my view, society will always need values, and the society we live in today would function better if traditional values were retained.
1. b - taken from an opinion essay.
- 2 Imagine you were given the chance to step back in time. You would probably be struck by the difference in values between then and now. On the one hand it could be said that those values belong to a bygone age. There are those, however, who feel that society today would benefit from the application of some of those values.

The writer's opinion is stated in the beginning and ending of the opinion essay.

## **...ENDINGS**

- a) To conclude, traditional values are clearly necessary for the proper functioning of society. However, it cannot be denied that society is evolving, and values should also change with the times. If this were to happen, perhaps people would no longer look back nostalgically to the past and talk about the "Good old days."
2. a - taken from a for and against essay
- b) To sum up, I strongly believe that, whatever changes may occur in society, we must fight to maintain our traditional sense of right and wrong. As Pope Paul VI said: "We must see to it that enthusiasm for the future does not give rise to contempt for the past."

The beginning and ending of the "for and against" essay do not contain the writer's opinion, just reference to opposing viewpoints concerning the topic.



**7** Read the main body of the essay below on the topic: *"State benefits should be available to all."* Do you agree? Then, read the beginnings and endings and say which of the techniques on p. 56 has been used in each one. Next, list the viewpoints presented and the justifications or examples given for each. Finally, replace the bold type words or phrases with other synonymous ones.

**In the first place, I think** it is wrong to deny state benefits to any person in need. **It seems to me** totally unfair that a homeless person should be denied state benefits simply because he or she has no fixed address. **In effect**, the homeless person is being punished for being homeless, **whereas** state benefits would allow that person to find and maintain a home.

**In addition**, it is not only the homeless who suffer from lack of state aid but the handicapped are also neglected. **Although** all disabled people are entitled to state benefits, many are unaware of the range and variety of benefits they could be receiving in order to improve the quality of their lives. **This is a result of** the complexity of the state system and the lack of clear information about benefits. **It appears that** these people are suffering for the simple reason that the state does not care enough to make information freely available to those who are **clearly** in need of financial help.

**Furthermore**, the elderly are another sector of society who suffer both from lack of information and lack of concern. It is often the case that medical benefits are denied simply because a person is not visibly or dramatically ill, **whereas** in fact this person is in need of additional benefits **in order to** maintain a reasonable level of health. Such people **obviously** deserve to receive all the benefits they are entitled to.

**There are those who argue, on the other hand**, that many people receive state aid although they do not deserve it. **It is true that there** is such a problem. Certain people take advantage of the system by registering for benefits in more than one country, or claim to have dependents who do not even exist. **It is my belief that** it is the responsibility of the state to impose tighter controls so that only those who are truly in need of benefits receive them.

## BEGINNINGS...

reference to unusual/striking scene

- 1 A man wakes up and sees well-shod feet rushing by within inches of his face. His filthy sleeping bag is damp, and the sodden cardboard box which shelters him is about to collapse. Yet, he cannot afford a real home and state benefits are not available to him. This situation is not uncommon although, in my opinion, such unfortunate people should all be eligible for financial aid.

addresses reader directly

- 2 Have you ever wondered what it must be like to wake up on a cold pavement, knowing that you will have to spend the day wandering from place to place, penniless, and hungry? For thousands of people in the western world this is an everyday experience - although in my opinion, it does not have to be that way if the state administers benefits properly and fairly.

use of quotation

- 3 George Bernard Shaw once wrote, "The greatest of evils and the worst of crimes is poverty." The question is why the homeless, the disabled and the elderly should be treated like criminals by the state rather than be given the help and services they rightfully deserve. I believe that all people in need should be given help and support by the state.

summarises/restates opinion

## ...ENDINGS

- A While it cannot be denied that state benefits are sometimes wasted on those who do not deserve them, it is my firm belief that, with proper controls, all those who are truly in need should receive financial help from the state. I believe that the homeless, the disabled and the elderly should all be given the chance to lead productive and healthy lives.

rhetorical question

- B All in all, I believe that all deserving people should receive state benefits so that they have the chance to lead productive and healthy lives. If you suddenly found yourself out of work and homeless, wouldn't you expect the state to help you get back on your feet again?

give reader sth to consider

- C To sum up, it would seem that benefits should be available to all who deserve them, and that clear information should be made available to all who may be in need of help. It is the responsibility of the state to give all its citizens the chance to lead productive and healthy lives.

### **Viewpoints and justifications/examples**

**viewpoint 1:** unfair a homeless person is denied state benefits

**justification:** the homeless person is being punished for being homeless

**viewpoint 2:** the disabled are entitled to state benefits

**justification:** if they were aware of benefits they could be receiving they would improve the quality of their lives

**viewpoint 3:** the elderly are entitled to state benefits

**justification:** they would maintain a reasonable level of health

**opposing viewpoint:** many people receive state aid although they do not deserve it

**justification:** they register for benefits in more than one country or claim to have dependants who do not even exist

**8** Read the following extracts and the table of “Do’s” and “Don’ts”. Find an example of each point in the extracts, and write this in the table.

*“The mass media have an adverse effect on moral standards.”*  
*Do you agree?*

## DO’S

formal style

.....

introduction states topic clearly

.....

clear topic sentences

.....

well-developed paragraphs

.....

linking words & phrases

.....

generalisation

.....

quotation

.....

examples

.....

## DON'TS

informal style

a) colloquial expressions

b) short forms

.....

introduction fails to state topic clearly

.....

unclear/irrelevant topic sentences

.....

emotive vocabulary

.....

over-generalisation

.....

blind use of statistics

.....

personal examples

.....

use of clichéd expressions

.....



**8** Read the following extracts and the table of “Do’s” and “Don’ts”. Find an example of each point in the extracts, and write this in the table.

***“The mass media have an adverse effect on moral standards.”***  
***Do you agree?***

### DO's

**formal style:** (A)

**introduction states topic clearly:** "While radio seems ... serious decline in moral standards." (A)

**clear topic sentences:** Perhaps the most serious offender is television ... (A)

**well-developed paragraphs:** "Newspapers, ... evasions ...". (A)

**linking words and phrases:** on the other hand, While, Furthermore, In contrast, etc. (A)

**generalisation:** "The news and documentaries ... in a responsible manner." (A)

**quotation:** "They are full of a corrupt brightness, of improper appeals and moral evasions ..." (A)

**examples:** "This is more than apparent in the films and programmes ..." "Similarly the news "informs" us ..." "It is commonplace nowadays to see, for instance ..." etc. (A)

### DON'Ts

**informal style:** a) "there are many reasons why", "we can see the injured people", "but then ...", "This of course is bad", b) "it's", "shouldn't", etc. (B)

**introduction fails to state topic clearly:** "I definitely agree with ... many reasons why." (B)

**unclear/irrelevant topic sentences:** In my opinion there are numerous examples. (B)

**emotive vocabulary:** "horrible, bloody scenes", "I find this extremely appalling and disgusting" (B)

**overgeneralisation:** "nobody likes being shocked or horrified", "A lot of stars have problems too.", "and of course everybody is interested in them ... popular", etc. (B)

**blind use of statistics:** "According to statistics, at least ... pretty shocking", etc. (B)

**personal examples:** "I also like comedies and cartoons", "My little brother was watching ... nightmares." (B)

**use of clichéd expressions:** everything in life has its price (B)



“Too much money is spent on sports when it can be used to help the poor.” What are your views on this issue?

# **UNIT 7: LETTERS FORMAL VS INFORMAL LETTERS**

## **UNIT 7D: LETTERS OF COMPLAINT**

There are various types of letters, such as:

a) **letters of request**; b) **letters giving information**; c) **letters of advice**; d) **letters making suggestions/recommendations**; e) **letters of complaint**; f) **letters of apology**; g) **letters of application**; h) **letters to the editor/authorities** (expressing an opinion and/ or providing solutions/suggestions); i) **transactional letters**, etc.

A successful letter should consist of:

a) **an appropriate greeting**:

e.g. ***Dear Ms Crawley, Dear Mr and Mrs Jones, Dear Sir/Madam, Dear Tony;***

b) **an introductory paragraph** which clearly states your reason for writing;

c) **a main body** in which you develop the subject, and deal with the additional objective(s) of the letter if necessary,

d) **a conclusion** in which you summarise the subject; and

e) **an appropriate ending** e.g. ***Yours faithfully/sincerely + full name, Best Wishes + first name***



## Style in Letters

The style of the letter varies depending on who it is addressed to . For instance, a letter to someone you do not know requires a formal style, a letter to someone you know but are not intimate with requires a semi-formal style, while a letter to a friend requires an informal style.

**Formal** letters contain:

- formal greetings and endings;
- formal language i.e. complex sentences (*Having spoken to the manager in person, I still feel my requests have not been satisfied.*), non-colloquial English (*Please keep me informed regarding any further developments.* NOT: ~~*Please keep me posted about what's happening.*~~), frequent use of the passive (*A two-week package holiday to the picturesque village of St Martin's is being offered by our agency for only £3,600.*), and advanced vocabulary (*I feel it is appropriate to explain to you some of the practices which are enforced throughout all of our branches.*);
- no abbreviated forms.

**Informal** letters contain:

- informal greetings and endings;
- informal language and style i.e. idioms (*It was a blessing in disguise that I didn't apply for the job as that company is now in deep financial trouble.*), phrasal verbs (*I'll look you up next time I'm in Brussels.*), colloquial English and omission of pronouns (*Hope to see you soon!*);
- abbreviated forms.

**Semi-formal** letters contain:

- formal greetings (*Dear Mr and Mrs Smith*);
- informal endings (*Best Wishes/Yours + full name*);
- a respectful tone, depending on the relationship you have with the recipient of the letter. Also, pronouns should not be omitted and idioms should be carefully used.

**LETTER LAYOUTS: WHICH ARE USED TO WRITE  
A FORMAL, SEMI-FORMAL AND INFORMAL  
LETTER**

(A)

Dear Margot,

informal letter

Love,  
Chris

(B)

Dear Mr and Mrs Connelly,

semi-formal letters

Best Wishes,  
Alberto Ponti

(C)

Dear Mr Ford,

Yours sincerely,  
formal letters  
*Adam Clayton*  
Adam Clayton

(D)

Dear Sir/Madam,

formal letters

Yours faithfully,  
*Helen Perkins*  
Helen Perkins

(E)

Dear Sirs,

formal letters

Yours faithfully,  
*Jessica Collins*  
Jessica Collins

**2** Read these extracts and say which is a) informal, b) semi-formal and c) formal. Then, underline the characteristics which indicate the style in each extract. What is the purpose of writing these letters? Who are the letters addressed to?

Formal

**A** Regarding the future opportunities in your field of work, I would recommend that you consider trying to find a position of greater seniority. You have already proved yourself to be a highly competent and effective member of your company, and I believe that you now possess sufficient skills and experience to tackle the challenge of additional responsibility. formal

On the matter of further training, I would suggest that you might try to upgrade your IT skills to enable you to take advantage of the full range of modern technology available. There are some very well-run and useful courses operating locally, at least one of which you should find appropriate to your needs.

**B** If you really hate living in Winkleborough that much, I'd say do yourself a favour and leave. Don't hang about either. If you come back here soon, I'm sure you can find a job without any problem, and you know you can stay with me until you find yourself a place to live.

Why don't you pull yourself together and get on with building a better life back here where you belong? It's high time you took a few risks again, like when you were a kid. Get a new job, find some other stuff to fill your time. Move back here and go for it!

informal letter

**C** Of course, it will be a big change going to live in a different part of the country, away from your family and all your old friends, but it need not be as difficult as you seem to think. Why not apply for a room in a university hall of residence? Everything is provided, and because you live with a lot of other students, it is easy to make new friends. semi-formal

As far as the course goes, I am sure you will manage very well. The work is at a higher level, but I am certain you'll enjoy the challenge. In fact, I think you will enjoy the opportunity to study your subject in depth, so I really think you should give it a try.

### Paragraph Plan for Letters

#### Introduction

#### Paragraph 1

reason(s) for writing

#### Main Body

#### Paragraphs 2-3-4\*

development of the subject

#### Conclusion

#### Final Paragraph

closing remarks

(Full) name



**3 Read the following writing task instructions and say what type of letter you would be expected to write in each case.**

**1** You are moving to China for a year and have arranged with an agency to exchange houses with a Chinese family who are moving to your country for the same period of time. Write a letter to the Wong family to welcome them to your home. Include information about the house and neighbourhood which they might find useful and make a few suggestions that might make their stay more pleasant and interesting.

semi-formal letter giving information and making suggestions

**2** You have read a magazine article which you believe is inaccurate and offensive towards people of your profession. Write a letter to the editor expressing your opinion on the subject, and suggesting ways to make amends.

formal letter of complaint (expressing an opinion and making suggestions)

**3** You are a member of a famous pop group. You are about to visit your home town as part of a tour. Write a letter to an old schoolfriend informing him/her of the event and describing the ways in which your life has changed since you were at school.

informal letter giving information

formal letter making suggestions

**4** A new community centre for disabled people is to be built in your town. The local authorities have invited the public to give their views on the a) location, b) opening hours, c) value to the community and d) facilities and services that should be provided. Write a letter to the local authorities stating your views on these points.

**5** You want to open a small business but do not have sufficient finances. Write to the New Community Enterprise Programme giving reasons why you think they should provide you with financial assistance. You should include details of the type of business it will be, where it will be located and explain why you think it will be successful.

formal letter of request

**6** You recently spent the weekend at your employer's cottage. Write a letter to him/her, outlining what you enjoyed most about your visit and inviting him/her to visit you at your own house in the near future.

semi-formal letter expressing thanks and including an invitation



**4 Put an F for formal and an I for informal language. Give reasons.**

- |  |   |
|--|---|
| 1 Thank you very much for your cooperation in this matter.   | 12 I would like to inform you about the proposed changes due to take place over the coming months.  |
| 2 It'll be great to see you again after so long!   | 13 Sorry I haven't written for ages, but I've been up to my ears in work.   |
| 3 My husband and I request your presence...  | 14 We thought we'd have a get-together in the near future and wondered if you'd like to come.   |
| 4 It is with deep regret that I must inform you ...  | 15 It appears that our records are out of date so it would therefore be most helpful if you could forward the information requested overleaf. |
| 5 Hope this advice will be of some help to you.  | 16 I look forward to receiving the information requested.   |
| 6 Would it be possible to get together over lunch sometime soon?   | 17 I am writing in response to the advertisement concerning ..  |
| 7 I sympathise completely with your predicament but unfortunately no further action can be taken at this time. | 18 I am writing in my capacity as chairman of ...   |
| 8 I am writing to complain about the service we received ...   | 19 I would be most grateful if you could offer some advice ..   |
| 9 I'm looking forward to seeing you both on Saturday.  | 20 I'll be more than happy to put you up for a few days.  |
| 10 On behalf of our company, I would like to apologise for ...   |   |
| 11 I'm really sorry about the misunderstanding and I'm sure it won't happen again.                             |   |

1. F  
2. I  
3. F  
4. F  
5. I  
6. I  
7. F  
8. F  
9. I  
10. F  
11. I  
12. F  
13. I  
14. I  
15. F  
16. F  
17. F  
18. F

5. Match the beginnings and endings below, and identify the purpose of writing the letter from which each pair of paragraphs is taken.

1. C- letter of application

2.B- letter giving information

3.D- letter of complaint

4.E- letter of request

5.A- letter giving information


## BEGINNINGS...

- 1 I am writing in response to your advertisement in yesterday's *Daily Scope* concerning a vacancy in your sales department.
- 2 I am writing in reply to your letter requesting information about our products.
- 3 I am writing in my capacity as chairman of the residents' association to draw your attention to the problem of excessive noise levels in our neighbourhood.
- 4 I am writing to request permission to use the company premises for a meeting which will be held during the holidays.
- 5 I am writing to advise you of the changes in the schedule for the forthcoming seminar on "Safety in the Home."

## ...ENDINGS

- A I hope that these changes will not cause you too much inconvenience and that you will still be able to attend.
- B We feel confident that you will find something in our range that meets your requirements and look forward to receiving your order.
- C I am available for interview any weekday between 9 am and 5 pm, and I look forward to meeting you in person to discuss the possibility of my employment.
- D We trust that you will give this matter your urgent consideration and look forward to receiving any suggestions you might have to help overcome the problem.
- E We would be extremely grateful if you were to allow us to use the facilities for the duration of our meeting. Thank you in anticipation of your kind cooperation.

# LETTERS OF COMPLAINTS

**1**  You will hear two people discussing a letter which one of them is going to send. Listen to the cassette and answer the questions below.

- a) What is the main purpose of the letter?
- b) What complaints does Cathy make in her letter?
- c) What does Cathy want the manufacturer to do?
- d) What is Cathy going to do if her letter is ignored?



- a. To complain about a cassette player.
- b. It doesn't play and there is no guarantee.
- c. To give her her money back.
- d. She will take the matter further.

A formal letter of complaint is written to complain about a problem which has arisen (**e.g. faulty merchandise, rude staff, inaccurate information, etc**). It should explain the reasons for the complaint, and usually includes a suggestion/request/ demand concerning what should be done (**e.g. refund, compensation, etc**).

- Mild or strong language can be used depending on the writer's feelings and the seriousness of the complaint, but abusive language must never be used.

**e.g. Mild Complaint:**

*I am writing to complain about a factual error in yesterday's newspaper.*

*I hope that you will give this matter your prompt attention.*

**Strong Complaint:**

*I am writing to express my strong disapproval concerning the offensive behaviour of an employee at your company's Winchester Road branch.*

*I demand a full, written apology or I will be forced to take legal action.*

- The nature of the complaint should be clearly stated in the first paragraph. Each aspect of the topic should be presented in a separate paragraph containing a clear topic sentence. Each complaint should be supported by clear justification.



# Useful Language

## ● To begin letters:

### Mild complaint

I am writing to | complain about/ draw your attention to (the problem of )...  
| express my disappointment/dissatisfaction with ...

### Strong complaint

I am writing to express my annoyance/extreme dissatisfaction with /anger at /protest about

I regret to/feel I must inform you how appalled/shocked I was ...

## ● To end letters:

### Mild complaint

I hope/trust this matter will | be dealt with/resolved as soon as possible.  
| receive your immediate attention.  
| not be treated lightly.

I feel that you should .../I am entitled to compensation/a refund/a replacement.

### Strong complaint

I (must) insist on .../insist (that)/demand .../warn you that ...

Unless this matter is resolved .../Unless satisfactory compensation is offered ...

I will have no choice but to/I will be forced to take further/legal action.

## Useful Language for Letters of Complaint

	Mild	Strong
<b>Opening Remarks</b>	I am writing to complain about/regarding/on account of/ because of/on the subject of / I am writing to draw your attention to / I am writing to you in connection with, etc	I was appalled at / I want to express my strong dissatisfaction with / I feel I must protest/ complain about, etc
<b>Closing Remarks</b>	I hope/assume you will replace / I trust the situation will improve / I hope the matter will be resolved / I hope we can sort this matter out amicably, etc	I insist you replace the item at once / I demand a full refund / I hope that I will not be forced to take further action, etc

**2** Read the instructions and the model letter below and find the topic sentence of each paragraph. Then, underline any phrases which you feel are too informal for a letter of this kind, as in the example. (The numbers in circles indicate the lines which contain the informal phrases.) Replace these with the phrases from the list below.

a) compensate me for, b) otherwise I will be forced to, c) I am writing to express my extreme dissatisfaction with, d) I insist that you, e) Despite my objections, f) Having no other alternative, g) I therefore request that you, h) Contrary to what I had been told

You recently hired a car for a part of your holiday. However, there were several problems with the arrangements. Write a letter of complaint to the manager/manageress explaining the problems and requesting compensation.

Dear Sir/Madam,

- ① I am writing to express my extreme dissatisfaction the service I received when I rented one of your cars on 20th July.

Firstly, I had specifically requested a four-door model. However, I was given a smaller two-door version which, apart from being too small for

- ② my needs, was clearly in need of extensive repair. Despite my objections

- ③ your employees informed me that it was the only car available and assured me that it was in perfect order. Having no other

- ④ I accepted the vehicle. alternatives

Contrary to what I have been told, there were, in fact, several things wrong with the car. Despite the fact that I had driven it for only one hour, I was forced to stop when the engine showed signs of overheating. Having added two litres of water to the radiator, I was able to continue, although during the course of my journey a knocking sound from the engine became increasingly persistent and the windscreen wipers stopped working.

My subsequent journey was most uncomfortable. Not only did I have the worry of driving a car which was not roadworthy, but I also had to stop on three occasions to refill the radiator. Finally, I had no choice but to leave the car at your Oxford branch and continue my journey using public transport.

5. I therefore request that you

- ⑤ I feel that your employees acted irresponsibly in issuing a car which was not safe to drive, and I believe I am entitled to compensation for the interruption to my holiday. So I want you to send me the sum of
- ⑥ £200 to cover the cost of my train ticket and to Compensate me
- ⑦ after the distress I was forced to suffer as a result of your negligence. Otherwise I will force to

- ⑧ I insist that you give this matter your urgent attention
- ⑧ will have to take legal action.

Yours faithfully,  
*S. Mallison*  
Mr S. Mallison



**3 Match the complaints and justifications below, then join them using appropriate linking words/phrases.**

**Complaints**

- 1 The goods we ordered have not been received yet.
- 2 Our wooden floors have become dull.
- 3 The batteries died after a few hours.
- 4 The hotel was an hour's drive from the beach.
- 5 The film was too long and very boring.
- 6 The knife became blunt after only a month's use.
- 7 The mascara made my eyes water.
- 8 My daughter's watch stopped after she swam with it on.

**Justification**

- a The label on the packet claims they are long-lasting.
- b We were told they would not lose their shine.
- c They were shipped a month ago.
- d We were told it was within walking distance.
- e The manufacturer claims it is hypoallergenic.
- f The trailer said it would keep me on the edge of my seat.
- g The package label states that it is waterproof.
- h You said it was guaranteed to stay sharp for five years.

- |      |      |      |      |
|------|------|------|------|
| 1. c | 3. a | 5. f | 7. e |
| 2. b | 4. d | 6. h | 8. g |

### Complaints

- 1 The goods we ordered have not been received yet.
- 2 Our wooden floors have become dull.
- 3 The batteries died after a few hours.
- 4 The hotel was an hour's drive from the beach.
- 5 The film was too long and very boring.
- 6 The knife became blunt after only a month's use.
- 7 The mascara made my eyes water.
- 8 My daughter's watch stopped after she swam with it on.

### Justification

- a The label on the packet claims they are long-lasting.
- b We were told they would not lose their shine.
- c They were shipped a month ago.
- d We were told it was within walking distance.
- e The manufacturer claims it is hypoallergenic.
- f The trailer said it would keep me on the edge of my seat.
- g The package label states that it is waterproof.
- h You said it was guaranteed to stay sharp for five years.

1. The goods we ordered have not been received yet **despite the fact that** they were shipped a month ago.
2. Our wooden floors have become dull **although** we were told they would not lose their shine.
3. The batteries died after a few hours **in spite of the fact** that the label on the packet claims they are long-lasting.
4. The hotel was an hour's drive from the beach. **However**, we were told it was within walking distance.
5. The film was too long and very boring **but** the trailer said it would keep me on the edge of my seat.
6. The knife became blunt after only a month's use, **although** you said it was guaranteed to stay sharp for five years.
7. The mascara made my eyes water **although** the manufacturer claims it is hypoallergenic.
8. My daughter's watch stopped after she swam with it on. **Nevertheless**, the package label states that it is waterproof.

- 4** Read the instructions and model letter, and complete the paragraph plan on the right, identifying the topic of each paragraph. Then, fill in the blanks in the letter with the words and phrases below, as in the example. Some of the words can be used more than once.

*in the meantime, therefore, not only ... but also, while, nevertheless,  
thus, furthermore, as a result, although, since*

You are a regular customer of a local restaurant. The last time you ate there, however, you felt that the standards had dropped slightly. Write a letter explaining why you were disappointed and suggesting what could be done to improve the situation.

**Main Body**

**Para 2:** complaint concerning food and justification

**Para 3:** complaint concerning service and justification

**Para 4:** suggestions for improving food

**Para 5:** suggestions for improving service

**Conclusion:**

**Para 6:** closing remarks

\* *Introduction*

reason for writing

\* *Main Body*

\* .....

.....

\* .....

.....

\* .....

.....

\* .....

.....

\* *Conclusion*

.....

.....

Dear Mr Seward,

It is with regret that I feel I must write to express my disappointment at the quality of food and service I received at your restaurant yesterday evening.

(1) ..... Although ..... your food is usually of a very high standard I felt that, on this occasion, the meal left a lot to be desired. The preparation and presentation seemed hurried and careless. (2) ..... As a result ..... , neither my guest nor I felt inclined to finish our meal.

(3) ..... Furthermore ..... , the service was not what I have come to expect from your establishment. Our waiter was rather inattentive and slow, (4) ... **not only** ... in taking <sup>ir</sup> order ... **but also** ... in bringing the dishes. (5) ..... Since ..... the reason for my visit was to entertain a client, I was somewhat disturbed at the apparent fall in standards. On the basis of my previous experience of your restaurant, I had promised my guest an especially memorable dinner, and was (6) ..... **thus** ..... deeply embarrassed to be proved entirely wrong.

Might I suggest that, as the manager, it would be advisable for you to oversee the preparation of food personally. (7) ..... While I realise the work involved in running a restaurant is very demanding, I (8) ..... nevertheless feel that the standard of the food served is of utmost importance. I would recommend, (9) ..... therefore that you give this matter your urgent attention.

Regarding the service, I would suggest that you speak to the waiter concerned to ensure that other customers are not similarly inconvenienced. This would help your restaurant maintain its well-deserved reputation.

I look forward to hearing from you as soon as possible. (10) ..... In the meantime , I hope you will take my comments into consideration.

Yours sincerely,  
*P. A. Hogan*  
P.A. Hogan



**5** Read the instructions below and the beginnings and endings from letters of complaint. Then match the beginnings and endings and say whether the language in each pair is mild, strong or abusive. Which level of language would be most appropriate for the situation described?

You recently travelled by coach and were very disappointed with the service provided by the staff, and the delays you encountered. Write a letter to the company to complain and to demand compensation.

## **BEGINNINGS...**

- 1** I am writing to express my total dissatisfaction with the appalling service I experienced on one of your coaches from Cardiff to Coventry on 24th May.
- 2** I am writing to complain about the poor quality of the service I experienced on one of your coaches from Cardiff to Coventry on 24th May.
- 3** I am writing to draw your attention (if you have any, which I doubt) to the fact that the staff who 'served' us on your Cardiff-to-Coventry coach on 24th May are incompetent, idle fools.

## **...ENDINGS**

- A** I hope that you will look into this situation as a matter of some urgency, and that the service offered by your company will improve.
- B** Organise your pitiful company efficiently and stop cheating the public by charging outrageous prices for fifth-rate service.
- C** I insist that my wife and I receive a full refund of the price of our tickets, and must warn you that unless this matter is resolved at once I will not hesitate to take legal action.

1. C- strong language- this language is most appropriate
2. A- mild language
3. B- abusive language

**7** Look at the following writing task instructions and then answer the questions below. The questions apply to both tasks.

**a) *You are the manager of a supermarket which is losing customers because employees of the company next door park their cars in the supermarket parking area. Write a letter of complaint to the company and suggest what should be done.***

**b) *You have noticed that students at your son's school are often left unattended. Write a letter of complaint to the headmaster and ask him to ensure that the situation does not continue.***

- What greeting would you use?
- What is the main purpose for writing the letter?
- What is the additional purpose?
- What paragraph plan would you use?
- What useful expressions could you use as opening and closing remarks?
- How would you sign the letter?






- a) • Dear Sir/Madam,
- To complain about employees parking their cars in your car park with the result that you have been losing customers.
  - To suggest what should be done to resolve the situation.
  - **Suggested Paragraph Plan**  
**Para 1:** reasons for writing  
**Para 2:** complaint and justification (e.g. several employees seen parking there repeatedly; convenience of free parking attracts customers - several regulars go elsewhere; have received complaints from customers about lack of parking, etc)  
**Para 3:** suggested action (e.g. company to hire parking space for employees; manager to speak to employees personally about problem; etc)  
**Para 4:** closing remarks
  - e.g. I am writing to draw your attention to the fact that ...  
e.g. I trust this matter will not be treated lightly.
  - Yours faithfully, + full name

- b) • Dear Mr + surname,
- To complain about the fact that students at your son's school are often left unattended.
  - To request assurance that the situation will not continue.
  - **Suggested Paragraph Plan**  
**Para 1:** reason for writing  
**Para 2:** complaint and justification (e.g. children in playground, no adult present; football practice - teacher starts game and goes indoors; no supervision as students leave school and cross busy road)  
**Para 3:** request assurance that situation will not continue (e.g. ask for promise that teachers will be put on duty in playground/at school gates, football coach reprimanded, headmaster will personally look into matter, etc)  
**Para 4:** closing remarks
  - e.g. I am writing to express my anger at the fact that my son and his fellow students are often left unattended during school hours.  
e.g. I must insist that you give this matter your immediate attention.
  - Yours sincerely, + full name



A circular wreath of various botanical illustrations surrounds a central white circle. The plants include green ferns, red maple leaves, yellow marigolds, purple cornflowers, and large green leaves. A horizontal line with a small green leaf in the center is positioned below the title.

# LETTERS OF APPLICATION



A formal letter of application is written when applying for a job or a place on an educational course. A job application usually includes educational/professional **qualifications**, details of previous **experience** as well as the applicant's qualities and skills. Previous experience should be presented in a clear order using linking words such as: *currently, before this, subsequently, prior to this, following, whereupon, etc.*

## Useful Language: Applying for Jobs

- **To begin letters:**

I am writing to apply for the post/position of ... advertised in yesterday's ...

I am writing in connection with/with regard to the vacancy in your Sales Department,  
as advertised in *The Times* on/of 14th October.

- **Experience/Qualifications:**

I am currently/At present I am employed/working as ...

I was employed as (*position*) by (*company*) from (*date*) to (*date*) ...

During this time, I held the position of .../was responsible for .../my duties included ...

I have received training in .../completed an apprenticeship, etc ...

My qualifications include .../I am presently studying/attending a course ...

I am due to take my final examinations in June ...

I have/hold/obtained/was awarded a degree/diploma/certificate in ...

I have successfully/recently completed a course in (*subject*) at (*place*).

- **To end letters:**

I enclose/Please find enclosed my CV/references from ...

I would appreciate a reply at your earliest convenience/as soon as possible.

I would be available for an interview at any time/until the end of June/etc.

I would be pleased/happy to supply you with any further information/details ...

Please contact me should you have any further questions/queries.

## Introduction

### Paragraph 1

state reason(s) for writing

## Main Body

### Paragraphs 2-3-4-5\*

education & qualifications,  
previous experience,  
personal qualities,  
suitability

## Conclusion

### Final Paragraph

closing remarks

### Full name

\* *The exact number and division of paragraphs and the order of presenting information will depend on the specific instructions for each letter-writing task.*

**2** Read the advertisement, instructions and model below, then look at the CV on the right. Say which information in the CV has not been included in the letter, and why. Finally, suggest alternative beginnings and endings to this letter.

- date of birth
- subjects taken at GCSE and 'A' level
- driving licence details and personal interests
- references

You have decided to apply for the job advertised above. Write your application, stating clearly why you think you are suitable for the job.

## **CURRICULUM VITAE**

**Name:** Steven Bradley

**Date of Birth:** 6 December 1964

**Address:** 21, Tiffen Avenue, Gloucester

### **Education/Qualifications:**

1976-1983

Riverside Secondary School, Gloucester

GCSEs: Maths, Economics, English,  
Computing, History, Political  
Science, Japanese, Asian  
Studies

'A' Levels: Maths (B), Economics (B),  
General Studies (B),  
Business Studies (B)

1983-1987

B.Sc in Business Studies —  
University of Wales

### **Work Experience:**

April 1993 - Sept 1997

Assistant Managing Director, Melton  
Enterprises, London

Sept 1989 - April 1993

Market Researcher, BLD Services,  
Oxford

June 1987 - Aug 1989

Trainee Market Researcher, The Yen  
Company, Tokyo

### **Other Information:**

- Basic Japanese
- Full, clean driving licence
- Interests: sailing, cooking, jogging, karate

### **Referees:**

Carl Spencer (President)  
BLD Services  
2, Downing St,  
Oxford

Susan Marcus (Managing Director)  
Melton Enterprises  
42, St Catherines St,  
London

**2** Read the advertisement, instructions and model below, then look at the CV on the right. Say which information in the CV has not been included in the letter, and why. Finally, suggest alternative beginnings and endings to this letter.

Dear Mrs Lloyd,

I am writing to apply for the position of Marketing Manager in your Tokyo office, as advertised in last week's Guardian newspaper on 9th October.

As outlined in my curriculum vitae, which I have enclosed, I attended Riverside Secondary School in Gloucester where I completed my GCSE and 'A' Level studies. In 1987, I graduated from the University of Wales with a BSc in Business Studies and Marketing.

After graduation, I moved to Tokyo where I trained as a market researcher for the Yen Company for two years. On my return to England, I continued working as a market researcher until 1993 when I obtained my present position.

I am currently employed as Assistant Managing Director at Melton Enterprises, where my duties include the organisation of staff and stock, as well as the allocation of budget within the sales department. I am also responsible for overseeing the whole business, and am generally noted for my good organisational and managerial skills.

I believe that I would be an ideal candidate for the position you have outlined, as I have had extensive marketing training with a well-known Japanese marketing and public relations firm. My time spent living in Tokyo also ensured that I obtained a valuable insight into Japanese culture and working practices. I also have a number of very good business contacts in Tokyo, as well as a basic understanding of the Japanese language which is necessary if one is to be able to work effectively. Finally, I am willing and able to relocate at short notice, which I understand to be a requirement of the position.

I enclose my curriculum vitae and photograph as requested, and I would be happy to supply you with further details should they be required. I thank you for considering my application and am willing to attend an interview at any time.

Yours sincerely,  
*Steven Bradley*  
Steven Bradley



### **Alternative beginnings:**

With reference to your advertisement in the Guardian of 9th October, I am writing to apply for the position of Marketing Manager.

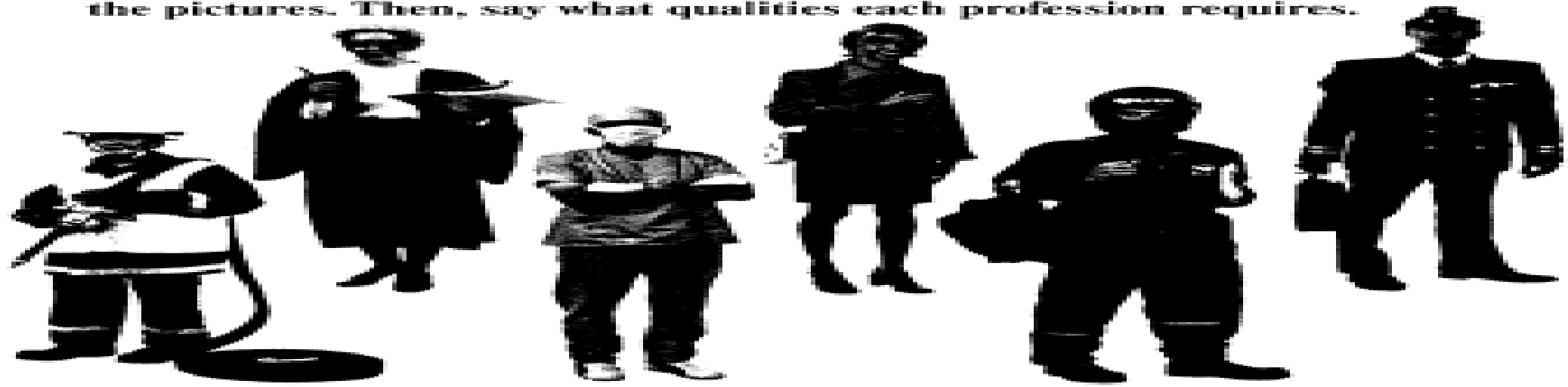
I am writing in connection with the vacancy for a Marketing Manager advertised in the Guardian on 9th October.

### **Alternative endings:**

Please find enclosed my curriculum vitae and photograph. Do not hesitate to contact me should you require any further information.

I hope you will consider my application favourably. I look forward to your early reply.

- 3** Fill in the gap in each extract with the correct profession as shown in the pictures. Then, say what qualities each profession requires.



- 1 While working as a(n) ....., I had to drive carefully so that deliveries were transported safely and on time. My boss must have believed I was reliable and trustworthy to give me a position in which I handled goods worth thousands of pounds.
- 2 There was always complete silence in the operating room as I had to concentrate on every move I made. When I first became a ..... I used to be nervous before an operation but eventually I learned to cope with the stress that came with being responsible for people's lives. Although I worked long hours and neglected my family sometimes, saving people's lives was definitely worth the sacrifice.
- 3 When I worked as a(n) ..... for a major airline, I had to get accustomed to working unsociable hours. As I was in control of a large aircraft carrying up to 300 passengers, I had to find ways to deal with stress, especially in emergency situations. I realised over the years that those who were best at the job were level-headed and able to remain calm during a crisis.
- 4 When I made my living as a(n) ..... I had to be alert. I managed to be ready even at a minute's notice when a story broke out. My job also entailed having good communication skills and being innovative and persistent. I loved the challenge of being the first one to report a new and exciting story.
- 5 As a(n) ....., I quickly learnt to work under pressure. My job involved being brave as I had to take risks. I was given an award for courage in 1992 in recognition of my dedication to duty.
- 6 While working as a(n) ....., I looked forward to the challenges I faced in proving my clients' innocence. Although it was difficult to be objective, I always managed not to allow my personal feelings to interfere. It was extremely rewarding to win a case and to know that I had saved an innocent client from prison.



Thank you

