

Focus on Writing

letters, articles, essays, reports

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HINT BOX

- keep your note/message brief and to the point
- refer only to relevant aspects and/ or essential points
- serve several purposes including: guiding, thanking, requesting, warning etc.

1 Match each note below to its purpose. There is an extra item you do not need.

*Darling,
dinner at 8 p.m. at the
Lebanese restaurant. Wait
you there.*

Love,
Timothy

1.

*I've really enjoyed your class.
Thank you for everything.
Have a nice summer holiday.*

Albert Russell

2.

- invitation
- thanks
- request
- warning
- complaint

*Classes start at 9 a.m.
Don't be late!!! (I mean
it this time!)*

Julia

3.

*Richard,
Please, don't forget to
feed the cat TWICE a day.
Change the water daily.*

Mary

4.

2 Look at the notes above and answer the questions:

- What words have been left out?
- What is the role of the exclamation mark in note no. 3?
- What is the relationship between the people?
- When do people write notes? Name some situations. (e.g.: when they are in a hurry)
- Why are certain words in notes no. 3 and no. 4 emphasized?

- _____
- _____
- _____
- _____
- _____

3 Rewrite the notes in exercise 1 in a more formal way. Use about 20-50 words. An example has been given.

Dear Sir,
I have truly enjoyed your
class. I am grateful for
everything. I wish you a
pleasant summer holiday.
Albert Russell

4 Draw lines to match the following notes with their answers. There is one extra answer you do not need.

Honey,
Don't forget
MILK
EGGS
BREAD

1

Fancy a coffee?
Wait for you at the
café round the corner
10.15 a.m.
Bring muffins!

2

For Dad:

- Post letters
- Call Mum
- Wash the car

3

Appointment Thursday
11.00 a.m.
BE THERE!!!

4

Dinner in the fridge.
Be late.
Kisses

5

Order me a
cappuccino.
Arrive at 10.30.
No sweets this time.

c.

d.
Darling,
Paid for all.
Bread stale,
didn't buy any.

e.
Delicious as
always.
Hugs ♥♥♥

a. Notice taken.
Won't be late!

b.
For July:
Did all except
car. Maybe
tomorrow.

f.
I'll be late too.
Eat at restaurant.

5 Read the information in the table below:

I'm afraid Mrs Watson
isn't here at the moment. I can
take a message if you want."

1. Fill in the row with the
appropriate word: **notes,**
message, note.

2. How does the information
differ from one column to
the other?

3. Based on the given details,
try to explain the meaning of
the words:

Mr Taylor has phoned.
Please, call him back
at around 100



Mr Taylor.
030 - 456 789 23
1 o'clock



Mr Taylor arrives
- at 3.00
- Heathrow airport
- car rental



note _____
notes _____
message _____



6 Read the following situations and write the appropriate notes/ messages for them.

1. Someone lost his/ her wallet at the office. You take the wallet and leave a note informing the potential owner about the time and place he/she could retrieve it.
2. One of your staff is ill. He/ She phoned and left you a message about his/her health status.
3. The chef is displeased about his wage and he quits by leaving a message to the restaurant owner.
4. Your mother is in a hurry and she writes a message for you about the chores you have to do.
5. You write a note to yourself about a meeting you have next day.
6. Write a hope message.

7 You are a food critic. Read the menu below and make notes. Refer to the first course, the main course, dessert or other dishes you would definitely not choose. (10 lines)

Menu

Beverages Desserts Main Course First course

Liver pâté with toast
Smoked Salmon Nachos
Selection of Cheese
Chicken strips in spicy sauce

Grilled Tuna
Seared duck breast and braised leg
Spiced venison and grilled quail
Vegetable lasagna

Grand Marnier Soufflé
German chocolate cake in a cup
Fresh fruit salad
Sparkling water
Orange juice
Cocktails
Wine

Room: A202



2. Leaflets and Brochures

1 Read the two leaflets below and discuss the questions.

Look After Your Heart A Simple Guide To Feeling Fitter And Living Longer

A

Why do I need to look after my heart?

By looking after your heart you can feel fitter and look better – and you'll be protecting yourself against heart disease, too.

England is one of the worst countries in the world for heart disease.

It causes one in three of all deaths among 55-64 year olds.

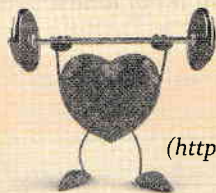
What causes heart disease?

Your heart needs a supply of oxygen that comes from the blood in its arteries. Over a number of years these arteries can get clogged up and the supply of blood to the heart can stop. This causes a heart attack.

How can I avoid getting heart disease?

The best way to avoid heart disease is:

- ✓ Don't smoke
- ✓ Eat healthily
- ✓ Take regular exercise
- ✓ Go easy on alcohol
- ✓ Avoid stress if you can



(<http://fce-writing-nadeen.blogspot.ro>)

- How does the layout differ in the two leaflets above?
- Which one offers clear information about heart diseases?
- Why has the writer used "bullets" in leaflet B?
- What is the role of the questions in leaflet A?
- Leaflet B has shorter points. Do you think this is an improvement or a deterioration in comparison with leaflet A? Explain.
- Which leaflet would you choose and why?

HINT BOX

Leaflets and Brochures

- Leaflets and brochures are intended to *inform, persuade, warn, advise*.
- The language and style depend on what you intend to do – *advise, inform, order*, and on the target audience.
- The information is easy to grasp and the layout must be clear.

B

Your Heart is Your Pump Take some advice to protect it

DOs

- Cut down on beverages and fruit juices with added sugar.
- Remove foods that have partially hydrogenated oils to reduce the fat content of your diet.
- Limit the use of condiments such as mustard, pickles and salted sauces.
- Switch to lean meat and prepare them without added fat.
- Use more of mono-unsaturated and polyunsaturated fat and avoid saturated fat.
- Use foods with low salt and try to add less salt while cooking.
- Flavour foods with herbs, spices, lemon or limejuice, balsamic vinegar or salt free seasoning blends.

DON'Ts

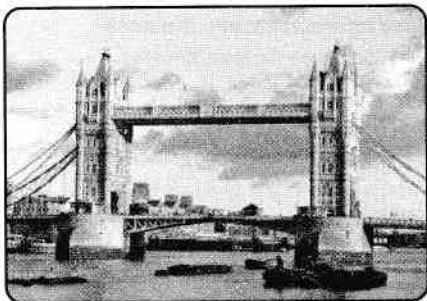
- Don't consume full cream milk and dairy products but consume semi-skimmed milk and its products.
- Don't drink alcohol or drink in moderation, preferably wine.
- Don't eat foods which have low nutrition value like, candy and fast foods
- Don't buy processed foods: avoid them as much as you can!
- Don't spend too much time in a stressful working environment.

(adapted from <http://www.medindia.net>)

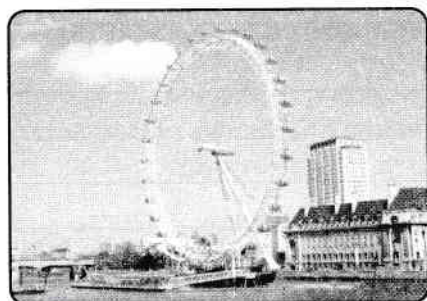
Bullets (•) are used as a graphic sign to introduce a new piece of information.



4 Read the brochure and fill in with the appropriate information.



It's never been more fun and affordable than right now to travel accross the pond



Visit London

like a local

Getting Around

Getting around London has never been easier. Whether you take The Tube underground subway, hail a taxi or catch a double-decker bus, your destination is closer than you think.

Sights to See

Activities in London where there is no shortage of things to do. Take in the sights of historic London such as Big Ben, the Tower of London, Buckingham Palace, Westminster Abbey and Kew Gardens just to name a few.

Eat, Drink & be Merry

Nightlife in London is diverse enough that whatever your pleasure, there's always somewhere to go. In one night, you can circle the West End, drop into half a dozen bars and in each one find a completely unique world. There's everything from Moulin Rouge-style lounge clubs, industrial microbreweries, velvet-dripping, drum 'n' bass clubs, to lavish Asian-themed cocktail bars.

Tourist Attractions

Means of Transport

Entertainment

Other information

5 You have been asked to write a leaflet informing students about the charity festival organised by the school. The funds will be donated to help sick children. (70-100 words)

Use these ideas to help you plan your leaflet writing!

1. Make a list of different things people need to know about the purpose of fundraising.
2. Group your ideas into categories and think of a suitable heading.
3. Decide on the layout.
4. Decide how to fit your ideas into the layout you have chosen.
5. Finally, write your leaflet!

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

6 Using the model in exercise 4 and the hint box below, design your own travel brochure about your town.

Instructions for travel brochure writing

- ✓ Determine who is your target audience
- ✓ Think about what makes your town a special place
- ✓ Add a photo that represents your town

- ✓ include information about places to eat, transportation, tourist attractions, entertainment, places to shop, prices, etc.
- ✓ use images and an appropriate vocabulary to craft the overall design
- ✓ check your material for errors

ADD YOUR PHOTO HERE

7 PROJECT WORK Design an information brochure about Romanian local customs. Before starting, make notes on the following headings – customs, good manners, bad manners, advice and recommendations to visitors. (10 lines)

Customs

e.g. *remove shoes when entering the house*

Good manners

e.g. *offering the seat to old people in the bus*

Bad manners

e.g. *taxi overcharging*

Advice/ recommendations

e.g. *don't walk alone in the street after 11.00 P.M.*

3. Advertisements

1 Look at the advertisement. What information can you identify? Tick it in the table below.

If not now...
WHEN?

Writing in Depth
Academic Writing Retreat

with
Michelle Rivera-Clonch, Ph.D. & Maurice Stevens Ph.D.

Reflect on your writing practices
Reinvigorate your writing process
Reconnect with a community of writers

June 7-10, 2012
Hope Springs Institute
Peebles, Ohio

Last Year's Retreat Sold Out!

Details/Register
www.hopespringsinstitute.org/academicwriting.html

(www.depthinsights.com)

HINT BOX

Advertisements

- Advertising is a form of **communication** for **marketing** purposes used to encourage, **persuade** or manipulate an audience.
- An advertisement is a public notice, especially one published in the press or broadcast over the air.

(Encyclopedia Britannica 2003)

- | |
|--|
| Strong words |
| Short sentences |
| Use of bullet points |
| Bold print or underlines |
| Exclamation/ question marks |
| Use of capitals throughout the entire ad |
| Urgency to act |
| Date deadline for special discounts |
| Registration and details |
| Testimonials from satisfied customers |
| ✓ Website |
| Back-up support system |

2 Fill in with the correct information from the table in exercise 1. An example has been done for you.

Use of capitals throughout the ad

WRITERS, JOIN ME FOR A
→ WRITING CONTEST!
THE WINNING STORY WILL GET TURNED INTO A SHORT MANGA!

→ DEADLINE: OCT 8 2011
THE CHALLENGE IS TO
MAKE A TWO PAGE STORY
WITH A GOOD MANGA
PLOT!

CHECK OUT THE
FLOSSANDCHAOS FORUMS
TO SEE ALL THE DETAILS!

→ GOOD LUCK WRITERS!

→ AMELIA PARRIS
WWW.FLOSSANDCHAOS.COM

→ REGISTRATION TO THE
FORUM IS REQUIRED IN
ORDER TO PARTICIPATE!



(monisawa.blogspot.ro)