

FOCUS ON *writing*

• letters • e-mails • diaries • reports • reviews • articles • essays

TABLE OF CONTENTS

Part I (level A2)

1. Notes and messages	3
2. Leaflets and brochures	7
3. Advertisements	11
4. E-mails.....	15
5. Summaries	18
6. Diaries	21
7. News articles	25
8. Informal letters	28

Part II (level B1)

1. Formal letters	32
2. CVs and cover letters	36
3. Reports	43
4. Reviews	48
5. Guidebook entries	53
6. Competition entries	57
7. Proposals	62
8. Articles	66
9. Essays	70
9.1. Descriptive essays	71
9.2. Argumentative essays	79
Key answers	87

Notes and Messages

HINT BOX

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

- thanks
- invitation
- request
- warning
- complaint

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

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

Albert Russell

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

Julia

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

Mary

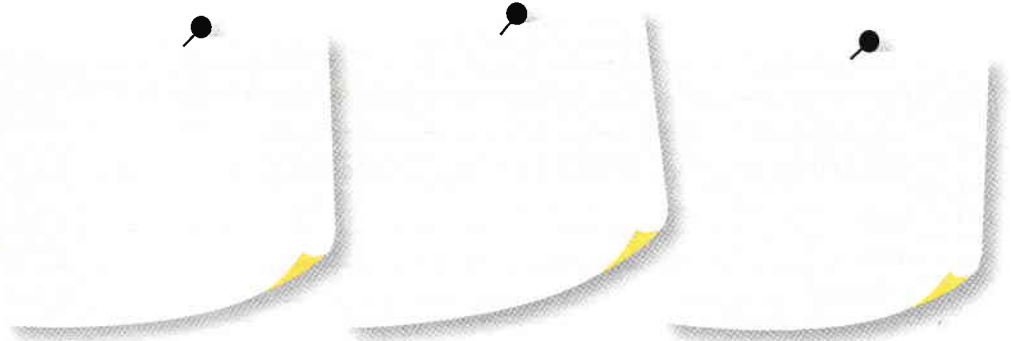
2 Look at the notes above and answer the questions:

1. What words have been left out?
2. What is the role of the exclamation marks in note no. 3?
3. What is the relationship between the sender and recipient in each note?
4. When do people write notes? Name some situations. (e.g.: *When they are in a hurry.*)
5. Why are certain words in notes no. 3 and no. 4 emphasized?

1. _____
2. _____
3. _____
4. _____
5. _____

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 to 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.
Enjoy!
Kisses

5

a. Notice taken.
Won't be late!

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

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

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

e. Delicious as always.
Hugs ♥♥

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

5 Read the information below, then complete the table:

Situation: Someone calls Mary's boss, and she answers by saying:

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

1. Mary has three ways to pass the information along to her boss. Fill in each row with the appropriate word: notes, message, note.

*Mr Taylor has phoned.
Please, call him back
at around 1.00*

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

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



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:

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 message of hope.

7 You are a food critic. Read the menu below and make notes. Refer to each category (first course, main course, desserts, beverages). Indicate what you would recommend and what you would not. (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

- 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>)

1. How does the layout differ in the two leaflets above?
2. Which one offers clear information about heart diseases?
3. Why has the writer used "bullets" in leaflet B?
4. What is the role of the questions in leaflet A?
5. Leaflet B has shorter points. Do you think this is an improvement or a deterioration in comparison with leaflet A? Explain.
6. 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.
- Bullets (•) are used as a graphic sign to introduce a new piece of information.

B

Your Heart is Your Pump Take some advice to protect it

DO's

- 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>)

2 What is the purpose of the following leaflets? Choose from *to warn, to persuade, to inform*. Justify your answer by referring to the layout, the target audience, the language and the style used.

1 _____

Other possible side effects
 If any of the following side effects get serious or concerns you, or you notice any side effects not listed in this leaflet, stop taking the tablets and tell your doctor or pharmacist.

- Headache, nervousness and tiredness in children aged 2 - 12 years.
- Drowsiness, headache, increased appetite and difficulty sleeping in adults and children over 12.
- Very rare side effects are severe allergic reactions (difficulty in breathing, wheezing, itching, hives and swelling), dizziness, rapid heartbeat, palpitations, feeling sick (nausea), dry mouth, upset stomach, changes in liver function, rash, hair loss and tiredness.

3 _____

(www.delyeswoodwebdesign.co.uk)

3 Write the words from the list in the appropriate category. Some words do not fit anywhere. Create headings for them, too.

ancient monuments, botanical gardens, museums, trendy shops, night clubs, art galleries, local restaurants, exquisite cuisine, fashionable boutiques, stylish hotels, breathtaking landscapes, quaint houses, hospitable locals, dance clubs

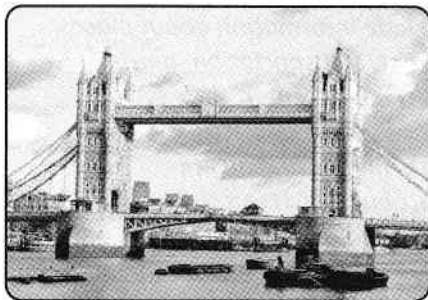
Tourist Attractions

Places to shop

Entertainment



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



It's never been more fun and affordable than right now to travel accros 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

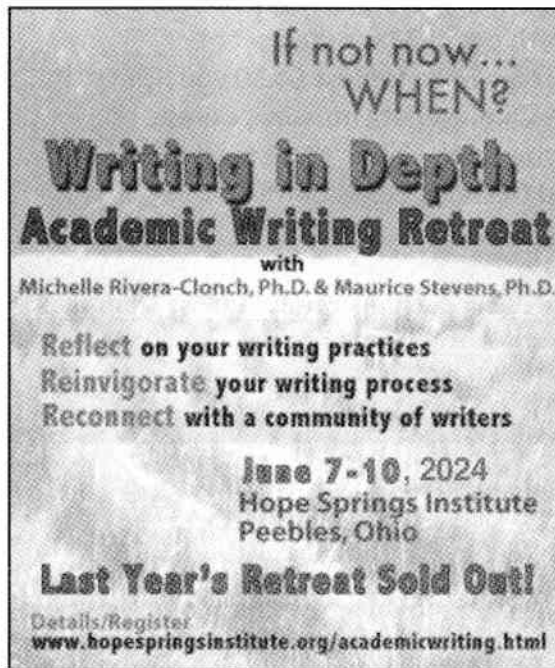
Other information

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!

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



(www.depthinsights.com)

HINT BOX

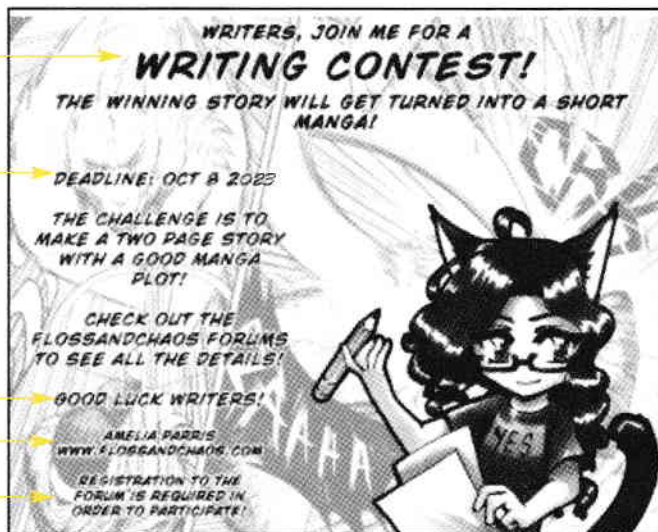
Advertisements

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

- 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
- Deadline date for special discounts
- Registration and details
- Testimonials from satisfied customers
- Website

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



(monisawa.blogspot.ro)