Proposal

Audience + Purpose

- The audience of a proposal can vary depending on the context or the scenario prompt in the writing exam.
- The proposal aims to persuade the target audience to accept, support, or implement a specific idea, plan, or action. Identification of the problems, provision of potential advantages and disadvantages, discussion of the potential solutions ought to appear in the proposal to convince the target audience.

Register + Tone

- The register can be formal or semi formal, depending on the target audience to the proposal. So absence of slang, contractions, and overly casual language is required. The tone ought to be convincing, persuasive, polite, confident but cautious. So absence of aggressive, flippant and satiric tone is required.

Conventions

- The well-structured layout:
- Title~introduction~Problems/Background~Proposed solutions~Benefits and potential drawbacks~potential solutions(mitigation of severity)~conclusion
- Subtitles, Use of modal verbs, Passive voice, Linking phrases, Numbering/Bullet points

Useful Language

Introduction: The objective of this proposal is to... This document sets out to explore possible improvements in... The following proposal outlines a strategy to address...	Problems: A number of concerns have been raised about... There is growing awareness of the problems related to... The current system/policy fails to address...	Benefits and potential drawbacks: This initiative would lead to... Such a measure would result in... Not only would this help to..., it would also...	Mitigation of Potential Drawbacks: To minimize this drawback, it is suggested that... This issue could be addressed by... To overcome this challenge, we propose...	Conclusion: If adopted, these measures could significantly improve... We urge the relevant authorities to consider the implementation of this plan.

How to Choose in English B?

It is important to understand the task's purpose and audience. When you are asked to suggest solutions or improvements for a problem, the task usually requires writing a proposal. Common prompts include phrases like "write a suggestion," "propose improvements," or "submit a proposal to the school committee." The prompt often outlines a problem that needs solving, indicating your response should include a clear plan or recommendation. The tone of a proposal is typically formal and persuasive, supported by facts and logical reasoning.

If you are asked to explain the problem, suggest feasible solutions, and discuss advantages and disadvantages to convince the audience, it is almost certainly a proposal.

Proposal

- Exemplar

Proposal to Introduce a School Recycling Program

Introduction

This proposal aims to address the growing issue of waste management at our school by introducing a comprehensive recycling program. With increasing awareness of environmental sustainability, it is essential for our school community to take responsibility for reducing waste and promoting eco-friendly practices.

Problems / Background

Currently, the school produces a significant amount of non-recycled waste, including plastic bottles, paper, and food containers, which all end up in general waste bins. This not only harms the environment but also misses an opportunity to educate students about sustainable living. Surveys have shown that over 70% of students and staff support environmental initiatives, yet there is no formal system in place to facilitate recycling.

Proposed Solutions

It is recommended that the school install clearly labeled recycling bins in all classrooms, the cafeteria, and common areas. These bins should be accompanied by informative posters explaining what materials can be recycled. Additionally, the school could organize workshops to educate students and staff about recycling's importance and proper sorting methods. Collaborating with local waste management services would ensure regular collection and proper disposal of recyclable materials.

Benefits and Potential Drawbacks

Implementing a recycling program would significantly reduce the school's waste footprint, promote environmental awareness, and foster a culture of responsibility among students. It could also enhance the school's reputation as an environmentally conscious institution. However, potential drawbacks include initial costs for purchasing bins and educational materials, as well as the risk of improper sorting leading to contamination of recyclables.

Potential Solutions (Mitigation of Drawbacks)

To minimize costs, the school could seek sponsorship from local businesses or apply for environmental grants. Clear and consistent communication, along with ongoing monitoring, would help reduce contamination. Assigning student volunteers or eco-clubs to oversee the recycling bins could ensure proper use and maintenance.

Conclusion

In conclusion, introducing a school recycling program offers a practical and sustainable way to tackle waste management challenges while educating the school community. With careful planning and support, this initiative could greatly benefit both the environment and the school's culture. It is strongly recommended that the school take immediate action to implement this program.