

<b>FORMAL VS INFORMAL WRITING</b>	<b>Formal</b>	<b>Informal</b>
<b>Purpose</b>	Professional	Personal
<b>Contractions</b>	Never	Always
<b>Phrasal Verbs</b>	Rarely	Frequently
<b>Exclamation marks</b>	Never	Permitted
<b>Vocabulary</b>	Less common words	High frequency words
<b>Expressions</b>	Fixed and formal	Conversational
<b>Tone</b>	Impersonal	Friendly
<b>Linking</b>	Formal linking words	Simple linking words, linking expressions