

ESL-0510 (e-mail writing) (WB-18)

You want to start a campaign at your school to raise awareness of healthy eating. You have written to some major companies in the food industry to get information about the contents of their food products. Write an email telling your colleagues at school about your enquiries. In your **email**, you should explain:

- Who you wrote to and the focus of your enquiries
- What you are planning to do with the information
- The advantages you think your campaign might bring to the school
- How their help giving alternative ideas to raise awareness would be useful.

Your email should be between 100 and 150 words long. You will receive up to 6 marks for the content of your email, and up to 6 marks for the language used.

TIPS

Take care of spelling, punctuation and grammar.

Don't use abbreviations and slang such as 'u' and 'OMG'! This is an international exam, not an actual email to your friend!

Keep the tone very light and warm.

Writing a paragraph for each bullet point (given in the question) can be a good method of keeping the letter organised.

Give personal anecdotes. Add details that tell the examiner you really know each other. Try using time phrases. Eg: *shortly after that/after that/that afternoon/after dinner* etc.

Keep to the word limit. It should be at least 150 words and shouldn't exceed 200 words.

Section 1: **Directed Writing** (1123/S22/11)

You are advised to write between **200** and **300** words.

Total marks for this section: 30

- You will be awarded up to 15 marks for following the task instructions.
- You will be awarded up to 15 marks for the language you use.

Question 1 Your local council plans to make changes to a public facility in your area, for example a sports centre, a park, a health centre or any other facility. There will be advantages to these changes but some local residents are unhappy about the council's plans. You decide to write a letter to the editor of a local newspaper to explain how people feel about the possible changes.

Write your letter. You must include the following:

- which public facility it is and the changes the council plans to make

- the advantages of the possible changes and why some residents are unhappy about the plans
- what you think the local council should do in response to residents' opinions. Cover all three points above in detail. You should make your letter polite and informative. Start your letter '**Dear Editor**' and remember to supply a suitable ending.

FORMAL LETTERS

These will be written to somebody in a position of authority, usually to your school principal, the manager of a company etc. I'll give a very brief idea of how to write one.

Salutations and Signatures: use either of this format

Dear Sir or Madam..... Yours faithfully

Dear Ms Weasley.....Yours sincerely

Introduction: Dive straight into the point. Why are you writing? To appreciate, complain, suggest, request or disagree? What are you writing in regards with? A new project, a newspaper advertisement, an article or an event? Mention it. That's your introduction.

Body: This can be divided into two paragraphs

Details of situation: give previous history of event or your background or experience. Say what happened exactly if you are making a complaint, or focus directly on the text you are arguing with. This section should include specific data such as names, dates, facts and details.

Further development: Give further support to your claim or request. Summarise the current situation and why you should be given consideration. Persuade the reader.

Conclusion: Say what you wish to happen next. Suggest, firmly but politely, what may happen if you do not receive a response to a complaint. Wrap up by once again, stating your request/complaint/suggestion and politely say something along the lines of '*I hope you will consider this and take action as soon as possible*'.

TIPS

Use formal vocabulary only. Instead of 'can't wait for your reply' say '*I hope you will consider the above suggestion and take prompt action*'.

Don't use contractions like can't, won't, don't, we're etc. Use their full forms. Contractions are informal.

Don't use exclamation marks.

Your tone should be serious and respectful.

Keep to the word limit.