

Writing for a specific purpose

COMMUNICATION

LEVEL
Upper-intermediate

NUMBER
EN_BE_3206X

LANGUAGE
English

lingoda



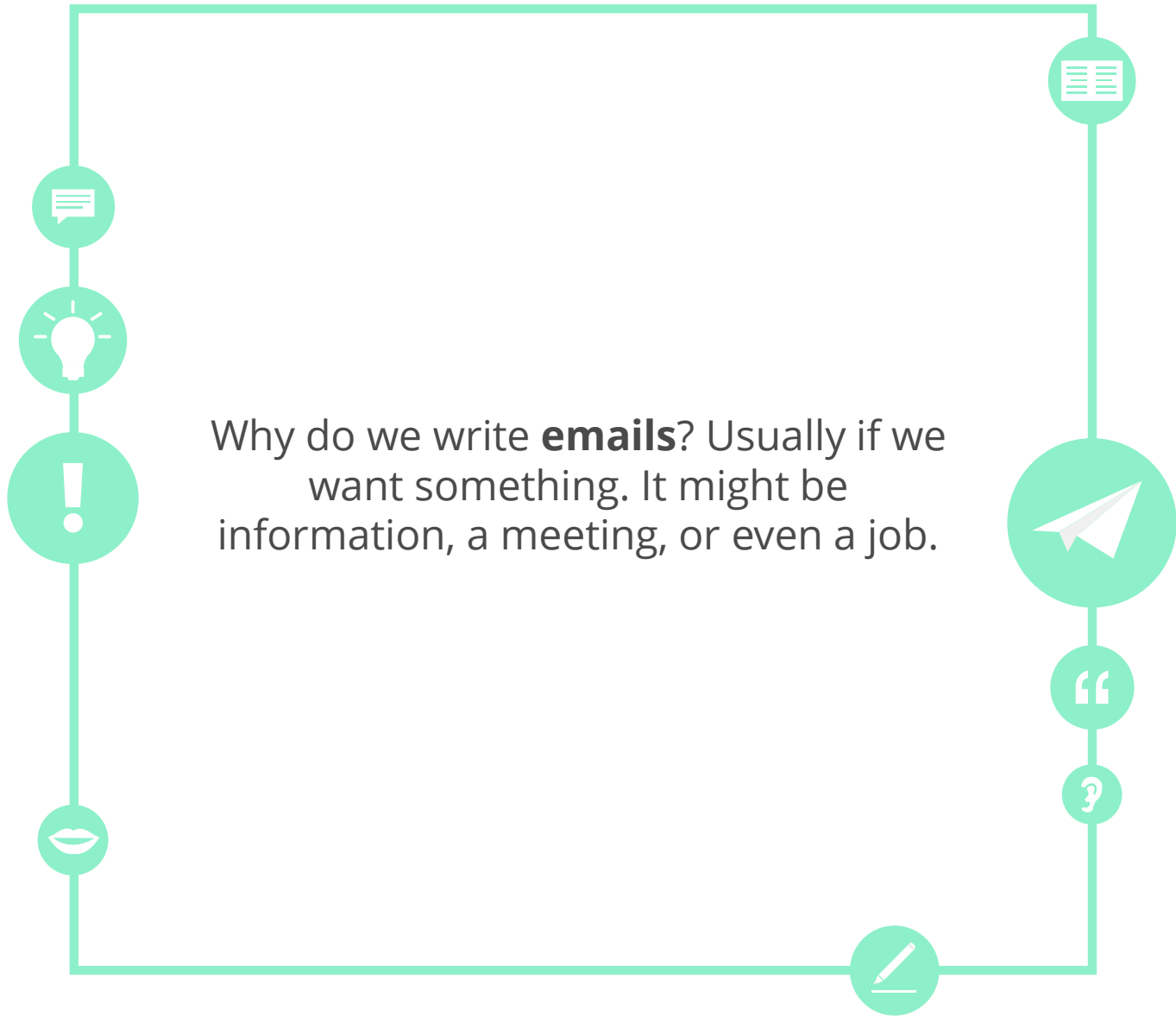


Goals

- Can recognise and understand the key differences between types of business emails
- Can use typical expressions and shortcuts to write a purpose-specific email



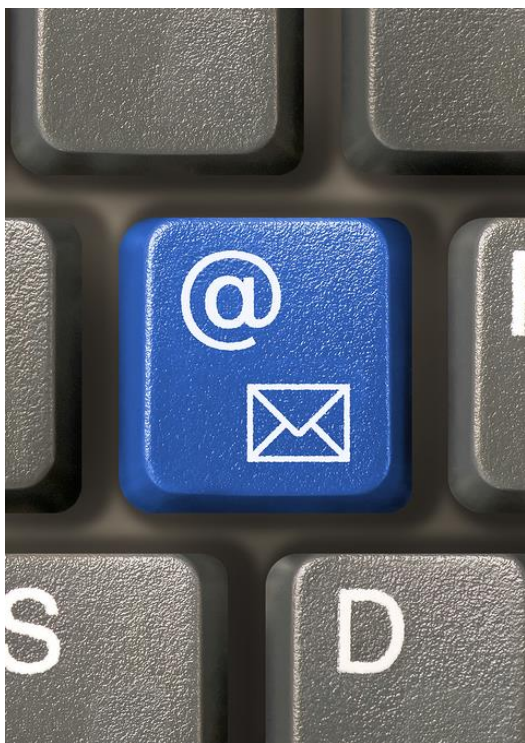
Why do we write **emails**? Usually if we want something. It might be information, a meeting, or even a job.





Remembering the layout

Talk to your teacher about what you remember about these parts of a business email. What is important to do in each of them?



The subject

Your signature

The first line

Greetings and
sign offs

The main body

Ask/action

The passive voice

In formal writing we use the **passive voice** as a way to distance ourselves from the person doing the action. We may want to communicate in a **straightforward manner** that something has happened or will happen, or we may want to make our tone more **neutral** and **less accusatory**.



The report **was not filed** on time.



The meeting **will be held** in the conference room.

Linking phrases

In the first lesson of this unit, you learned a lot of **linking phrases**. We will review some of them on the next page.



I need to do a review **because** that is the best way to learn.



Linking phrases

due to the fact that

Due to the fact that he did not notify me, I will not accept his attendance.

nevertheless,

Nevertheless, I will accept his attendance at the annual general meeting instead.

undoubtedly,

Undoubtedly, John has made great progress this year.

consequently,

Consequently, I have to object to that point.

to begin,

To begin, I would like to thank everyone for being here.

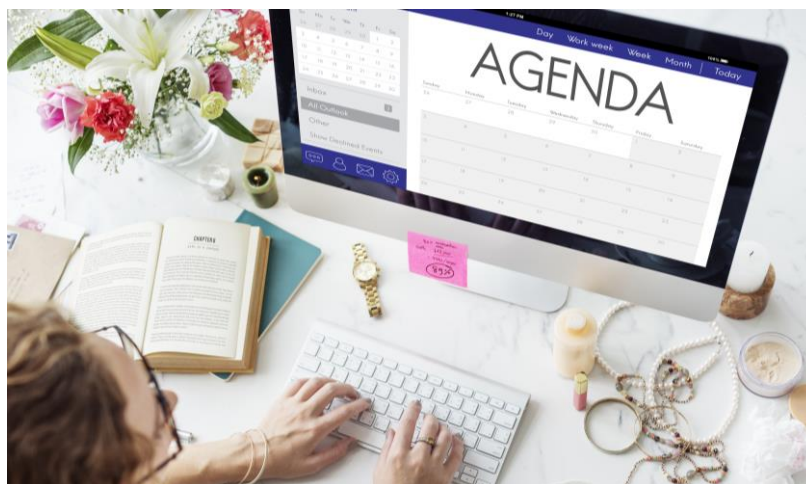
to summarise,

To summarise, there are many pressing reasons why we should move this project forward.



An email confirming or arranging a meeting

In the next few pages you are going to **review** phrases you will need for **confirming** or **arranging** meetings, read through a **sample** email, and **write a reply**.



I am writing to arrange a meeting.

Reason for writing

Reason for replying

The first line of any business email you send should refer to your **reason for writing**. You may be **starting the email conversation**, or you may be **replying** to another email. If you are replying to an email, or following up on a telephone conversation, make sure you refer to that.



I am writing **with regard** to the meeting we arranged.



I just received your email **regarding** our discussion over the phone last week...

Making arrangements

You need to **make or confirm an arrangement** politely. You can use the phrases below to help you do this.



Are you **free** next Tuesday?



I would like to **confirm** the meeting we arranged...

Confirming arrangements

When asking for confirmation of something, remember to give a **deadline**. If you leave it open, the recipient will not see any **urgency**.



Could you please confirm that **before** the end of the day?



Ending the email

At the end of the email you should **reinforce the next steps**, i.e. are you going to contact them or meet them? Do you expect a reply?

- I'm looking forward to our meeting.
- I look forward to your call.
- Thank you in advance for your quick reply.





Email sample

| | | | |
|---|---|---|---|
| | - | □ | × |
| To: eharper@redstar.com | | | |
| Subject: Meeting on Tuesday | | | |
| <p>Dear Ms Harper,</p> <p>I am writing in reference to our telephone call earlier today.</p> <p>I would like to confirm the meeting that we set up for Tuesday the 19th at 4pm at the Clarence Hotel. I additionally confirm that my colleague Ellen Barnes will also be attending. You mentioned that your team leader might also attend; could you please confirm that before Friday so I can make a reservation?</p> <p>I am looking forward to meeting you, and I thank you in advance for your quick response.</p> <p>Kind regards, Jason Bridges</p> | | | |

Read through this sample email confirming a meeting and requesting information.



Write a reply

You are going to play the role of Ms Harper. With the help of your teacher, compose a reply to Jason Bridges.

To:

Subject:



Writing an email to a colleague

Over the next few pages you are going to review how to write emails to **colleagues**, including the differences between formal and **semi-formal** business emails, as well as practising writing your own email to a colleague.



Dear Alex, I'm just writing a quick note to say...



Can you remember?

Before you begin, can you remember any differences between formal and semi-formal writing?

names

questions

contractions



Differences between formal and semi-formal writing

Here are some example sentences which you would find in **formal** and **semi-formal** writing.

| Formal | Semi-formal |
|--------------------------------------|---------------------------------------|
| Dear Sir/Madam, Dear Mr Jones, | Dear Mark, Hi Mark, (informal) |
| I will call you | I'll call you |
| It would be appreciated... | It will be great |
| Could you let me know..? | Let me know. |
| The presentation will be given at... | Ruth will give the presentation at... |



Email sample

– □ ×

To: mark@dockstreet.com

Subject: Mentoring new colleague

Dear Mark,

We've got a new team member joining us on Monday and I'm hoping that you will be his mentor.

His name is Matthew Wright and he's a new graduate. First of all, I think he will need some help with setting up his workspace – can you take care of that? Secondly, a quick tour of the office and some introductions to key colleagues would be great. Anything else you can think of?

Please confirm ASAP that you will have time on Monday morning to do all of that. I'm here for any questions.

Best regards,
Marie

Read this email from a boss to a colleague about a new team member.



Make a plan

Use this space to plan an email you are going to write. It is an email to your whole team introducing a new colleague who will start working with you. Assign some tasks to the team.





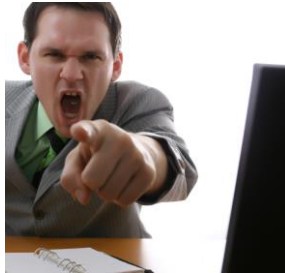
Write your email

Now, using your notes from the previous page, write your email.

The image shows a simplified email composition window. At the top is a title bar with three buttons: a minus sign, a square, and a red 'X'. Below the title bar are two input fields. The first is labeled 'To:' and the second is labeled 'Subject:'. Below these fields is a large rectangular area for the email body, containing several horizontal lines for text entry.

A letter of complaint

Very often, people prefer to write a **paper letter** of complaint rather than an email. In this way, there is **physical evidence** of the complaint. Even though the writer may be angry in this situation, it is important to write in a **formal, detached** way, as you would any business email.



I am writing to complain about...



I would like to make a complaint about...

Requesting an outcome

With any letter of complaint, you should have a **measurable outcome** that you wish to achieve. You should **clearly communicate** this outcome to the recipient.



I would like to request...



A suitable solution would be...



Structure of a letter of complaint

As well as following all of the usual conventions of the **layout** of a formal letter, a letter of complaint should have some additional items.

| What? | Why? |
|------------------------------|--|
| Introductory sentence | Why are you writing? Refer specifically to names, dates, products etc. as relevant. |
| Main body | Give more details about why you are unhappy. What reasons do you have and can you put it into a wider context? |
| Request for action | Tell the recipient what an acceptable outcome would be for you, and give a deadline. |



Reading a letter

On the next two pages you are going to read a letter of complaint written to an internet service provider. Identify the conventions of a formal letter within it, and any formal phrases used.





Letter sample 1/2

14 Karol Street
Sydney
NSW 3044

30th June 2017

Wonderful Wi-Fi Inc.
12 Gardener Street
Sydney
NSW 3006

Dear Sir/Madam,

I am writing to formally complain about the reliability of your corporate internet connection.



Letter sample 2/2

In the last month, we have been experiencing significant issues with our office Wi-Fi connection, which your company provides. These problems have escalated over past weeks, and at this stage it is normal that the connection will drop for unpredictable lengths of time up to six times a day.

As I am sure you understand, a stable internet connection is crucial to the day-to-day running of my business, and at this stage the service problems are resulting in productivity issues and, worst of all, financial setbacks. My assistant has spent a great deal of valuable time on the phone with your customer service team, only to see no resolution of the issue.

I would like to request that the problem be solved as soon as possible, and that we find some way of compensating the valuable hours lost by my business due to this gross incompetence.

Yours faithfully,
Petra Edwards

What do you think of the argument in this letter?



About you

**Have you ever had
serious problems with
a service company?**

bad service

difficult to get in
touch

interfering with
your life



Make a plan

Make a plan here for a letter of complaint you are going to write to a company which has failed to meet your business' expectations of service.

I am writing to complain about...

A suitable solution would be...

I would like to request...

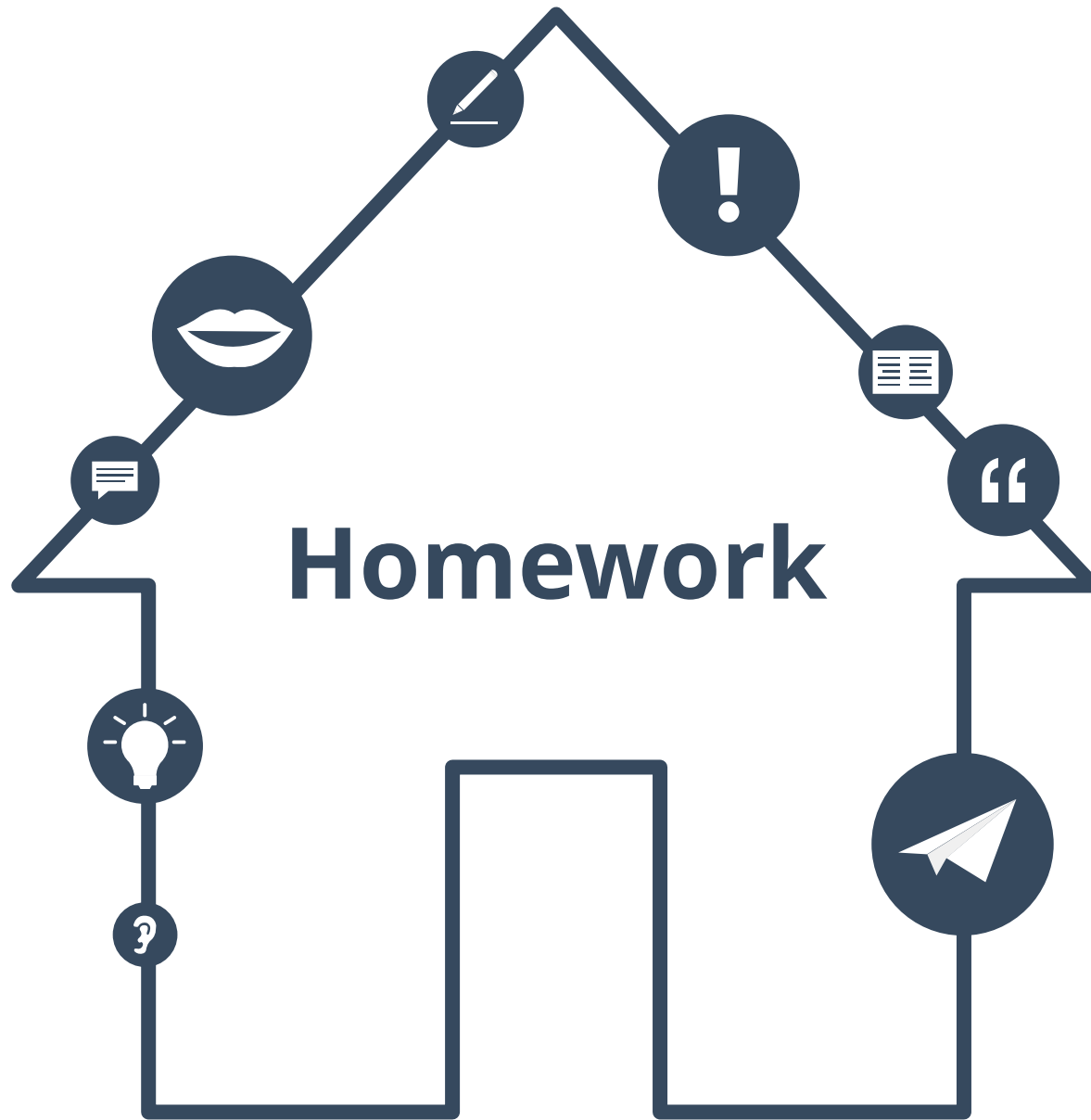
A vertical notepad with a blue binding on the left and horizontal lines for writing.



Write your letter

Using the plan on the previous page, write a letter of complaint to a newspaper. Remember to include the addresses and your contact details if appropriate.

A large rectangular box with a thin black border, intended for writing a letter. It contains several horizontal lines for text entry. The lines are arranged as follows: a single line on the right side, followed by a single line on the left side, then a block of eight lines in the center, then a single line on the left side, and finally a single line on the left side at the bottom.





Writing a reply

Choose one of the emails you wrote above. You are going to write a reply to it. On this page, make notes of the structure of your email, and any phrases which you should use.

[illegible]



Write your email

Write your email here, using the plan you made on the previous page.

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×

To:

Subject:

Dear...



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