

# Writing reference

The B2 assessment scale is used to assess your written performances based on four main criteria.

Dip 4 school MCA

181014

p. 187

| B2 Assessment Scale  |   |   |  |
|--|---|---|--|
| Task achievement   | Organisation and layout   | Lexical and structural range  | Lexical and structural accuracy  |
| In your text you should  |   |   |  |
| <ul style="list-style-type: none"> <li>■ include typical criteria of the text type (e.g. title, headings, subheadings ...)</li> <li>■ address all the content points (= bullet points) with supporting details</li> <li>■ pay attention to the operating verbs used in the bullet points (e.g. <i>discuss, mention, suggest, evaluate, ...</i>)</li> <li>■ complete the task within the required number of words (+/- 10%).</li> </ul> <p><b>Please note:</b><br/>If you completely fail to address the task (receiving 0 points), the other criteria will not be assessed at all.</p> | <ul style="list-style-type: none"> <li>■ use clear structures (introduction, body paragraphs, conclusion)</li> <li>■ organise your ideas logically and link them well within the text (use appropriate linking devices)</li> <li>■ use paragraphs meaningfully</li> <li>■ be aware of different layout conventions for different writing tasks/text types.</li> </ul> | <ul style="list-style-type: none"> <li>■ use a wide range of vocabulary and structures</li> <li>■ avoid repetition</li> <li>■ pay attention to the correct register (formal/informal).</li> </ul> | <ul style="list-style-type: none"> <li>■ use grammar and vocabulary correctly and accurately</li> <li>■ use linking devices correctly</li> <li>■ spell words correctly</li> <li>■ meet punctuation standards.</li> </ul> |

|                                      |     |
|--------------------------------------|-----|
| 1 Article .....                      | 270 |
| 2 Blog post/Blog entry .....         | 271 |
| 3 Blog comment/Comment .....         | 272 |
| 4 Leaflet .....                      | 274 |
| 5 Report .....                       | 275 |
| 6 Proposal .....                     | 277 |
| 7 CV (Curriculum Vitae) .....        | 278 |
| 8 Letter/E-mail of application ..... | 280 |
| 9 Letter/E-mail of motivation .....  | 282 |
| 10 E-mail of complaint .....         | 284 |
| 11 Circular e-mail .....             | 285 |
| 12 Business e-mail .....             | 287 |
| 13 E-mail to the editor .....        | 288 |



# Writing reference

## 1) Article

### How to write an article

#### What is an article?

An article is a piece of writing about a particular subject, published in print or electronically (e.g. in newspapers, magazines, journals, ...).

#### What about structure and layout?

An article should

- have a catchy title
- have a clear text structure
- be objective and provide facts
- address readers and inform them about a certain topic
- summarise the main points in the conclusion.

#### Is it formal or informal?

An article can be either, depending on the readers. If you are writing an article for a school/teen magazine or the website of your school (targeting people your age), the style will be more informal. If you are writing an article about a serious topic for an audience you do not know, the language has to be formal.

### Sample task

You have read this announcement in the American magazine *The World of Tourism*. It is planning to publish a special edition on international internships and wants to know what its readers have to say about this topic.

#### **How about an international internship?**

*International internships are often said to give you countless opportunities and invaluable preparation for a career in the 21<sup>st</sup> century globalised job market.*

*Tell us what you think about doing an internship abroad. Send us your article and win free magazines for a year.*

You have decided to send an article to the magazine. In your **article** you should

- contrast an international internship to an internship in Austria
- outline the opportunities of an international internship for your career
- consider important issues before applying for an international internship.

Give your article a **title**. Write about 300 words.

### Sample Article

#### **Go international!**

Can you see yourself working in an architect's office in London? Or programming apps in the California? International internships give you the chance to get a glimpse of everyday life beyond our own borders and to enhance your CV at the same time.

So what is so special about going abroad to get some work experience? An internship in your home country may help you establish important contacts and discover the ins and outs of a working



environment you could later find yourself working in, but an international one offers valuable benefits that will widen your horizons at a crucial stage in your life.

Not only does living and working in a foreign country give your foreign language skills a huge boost, it also provides the opportunity to develop your intercultural awareness. You can discover how people in your host country deal with hierarchical systems, for example, what it means to work in international teams and how management styles can differ from country to country. Whatever your experience abroad, it can make your CV stand out from the crowd when you later apply for a permanent job.

Research shows that interns who have invested time and effort in getting ready for their stay abroad get the most out of the experience. As you'll be working most of the time – it is not a holiday! – remember to choose a field that genuinely interests you or will at least be appreciated by a future employer. Polish up your language skills before you leave, read up on the country and people, and talk to others with experience of that country.

Above all, whatever you do and wherever you end up, throw yourself wholeheartedly into the experience – the more you invest, the greater the benefits!

## 2) Blog post / Blog entry

### How to write a blog post/blog entry

#### What is a blog post/blog entry?

*Blog* is a short form for the word *weblog*. A blog post / blog entry is a frequently updated online personal journal or diary. It is used to share your thoughts, experiences and interests and/or to promote and to advertise a business/product.

#### What about structure and layout?

A blog post/blog entry usually contains the following elements:

- a (user) name
- the publishing date
- a catchy title
- paragraphs (introduction, main body, ending).

**Please note:** Try to address your readers directly and motivate them to comment on your opinions and arguments.

#### Is it formal or informal?

A blog post/blog entry can be either formal or informal depending on the purpose and the readership.

### Sample task

*British Council* runs a magazine section on their webpage (<http://learnenglish-teens.britishcouncil.org/magazine>) where learners of English are asked to write blog posts on various topics and share their experiences with others.

You have decided to write a blog post for the *Life around the world* section.



# Writing reference

In your blog post you should

- describe one of Austria's cultural celebrations in detail
- compare it to celebrations in other countries
- outline the importance of being open-minded in today's world.

Write about 250 words.

## Sample blog post

### Krampus and St Nicholas

by Steven Perry

May 5, 5:20 pm

Have you been good all year? If you have, then you have nothing to worry about. But if not, beware: as Christmas approaches, people in Austria celebrate two traditional customs: "Krampustag" and St Nicholas' Day.

First of all, on 5<sup>th</sup> December, young men in some rural parts of Austria dress up in elaborate fur-covered costumes and devilish masks, armed with oxtails and branches. Then they storm through the village, amusing and terrorising everyone with their loud noises and home-made weapons. Without a doubt this is nothing for the fearful!

On the next day, children traditionally get a visit from St Nicholas or Krampus. St Nicholas is a kind of Santa Claus figure, a kind old man with a white beard, who brings well-behaved children small gifts of fruits and nuts or sweets. Krampus, on the other hand, is yet another devil-like scary creature who threatens to punish naughty children. It goes without saying that nothing really nasty happens, but it certainly keeps children quiet for a while.

These Austrian customs can sometimes shock English-speaking visitors, who are not used to such unpleasantness around Christmas. Their Santa is a jolly, gentle old guy whose main purpose in life seems to be to make children happy. Nothing scary or intimidating about him!

It must be said, however, that these differences in customs can give us a fascinating insight into how diverse cultures can be. And as we know, tolerance of difference is the foundation of an open-minded society.

## 3) Blog comment / Comment

### How to write a blog comment/comment

#### What is a blog comment/comment?

A blog comment/comment is a written statement that expresses an opinion about someone or something (e.g. an article, a blog post/blog entry, ...).

#### What about structure and layout?

A blog comment/comment usually contains the following elements:

- a (user) name
- the publishing date
- a catchy title
- paragraphs (introduction, main body, ending).

#### Please note:

- Use convincing arguments to support your point of view.
- Try to address your readers directly and motivate them to comment on your opinions and arguments.



## Is it formal or informal?

A blog comment/comment can either be formal or informal depending on the purpose and the readership.

## Sample task

You came across the following blog entry written by a travel journalist:

### Coffee shop bans laptops and tablet computers

by Patricia Smith

May 2, 3:33 pm

The other day, my friend and I went to a local coffee shop, ordered a couple of cappuccinos and couldn't find a seat. Every last table was taken by someone working on a laptop – and most of them didn't even have drinks or food!



If you've ever been in that situation you might be interested to hear that a popular high-street coffee shop in London has recently banned laptops and tablet computers.

What do you think about this decision?

You have decided to comment on this blog post. In your comment you should

- state your opinion on the decision
- discuss any effects of the ban on business
- suggest alternatives to banning computers.

Write about 250 words.

## Sample blog comment

### Banning laptops and tablet computers from coffee shops?

by Jim Collins

June 12, 8:30 am

I wholeheartedly agree with the decision to ban laptops and tablets from coffee shops if people are using the place as an office. For me, a coffee shop is a place of communication, but real communication between people who are actually present and talking to each other. These days we spend far too much time exchanging minimalist messages, so I'm convinced we should protect those environments where face-to-face communication can take place.

As far as the coffee shop is concerned, it cannot be good for business if people occupy a table for ages when other paying customers cannot find seating. The purpose of a coffee shop is surely to sell coffee and snacks to make a profit, not to provide free Wi-Fi and office space. On the other hand, I can certainly understand that it can be harmful PR if a coffee shop chain is criticised for being intolerant of today's communication trends.

As I see it, there are alternatives to banning computers altogether: first of all, the coffee shops could give customers time-limited passwords on tickets each time they buy something. This would require more technical support than just a freely accessible Wi-Fi network but would be worth the investment if it increased turnover. A second possibility could be banning laptops but allowing smartphones, as it is more difficult to work for a longer time on such a small screen.

It strikes me that something will have to be done – thanks, Patricia, for getting everyone thinking about this topic!



# Writing reference

## 4) Leaflet

### How to write a leaflet

#### What is a leaflet?

A leaflet is a printed sheet of paper containing information or advertising. Leaflets can either be printed, they are then inserted in newspapers or magazines, or they are distributed online by e-mail or newsletter.

#### What about structure and layout?

A leaflet should

- be rather memorable, interesting and informative
- contain subheadings
- contain rhetorical questions
- give factual details
- use persuasive language
- keep sentences short and simple
- give contact details.

#### Is it formal or informal?

A leaflet can be both, depending on the readership. If you are writing a leaflet for people your age, the style will be more informal. If you are writing a leaflet about a serious topic for an audience you do not know, the language has to be formal.

### Sample task

You are on the school ball organising committee. The school ball wants to raise money for a refugee home in your town this year: All the money from the ball and its lottery will go to the refugee home. To make sure that everyone knows about this ball, you have been asked to create a leaflet.

In your leaflet you should

- inform readers about the ball
- explain how the ball will help refugees
- persuade readers to donate prizes for the lottery.

Divide your leaflet into sections and give them headings.  
Write about 250 words.





## Sample leaflet

### Coming to the dance?

The moment you have all been waiting for has arrived: this year's school ball will take place on Saturday 28 June in the ballroom of the *Hotel Regina*.

#### **"You shall go to the ball, Cinderella"**

There are many good reasons to be part of this event: all kinds of entertainment will be provided, including live music from the local band *Flakturm*, plus the famous DJ Jackie Brown will be playing great sounds to keep you dancing until the early hours of the morning. Delicious food and drink will be provided by a local catering firm.

#### **All in a good cause**

The purpose of the ball is undoubtedly to have a great time, but we also want to spare a thought for those people in our community who need our help. The profits from this year's ball will be donated to the local *Don Bosco* home, where they will be spent on buying new kitchen equipment to enable the refugees living there to cook for themselves.

#### **Try your luck in the lottery**

This year we will be holding a lottery to raise money. We need you to donate good quality prizes that will motivate people to buy tickets. Maybe you can get together with others to contribute something attractive or useful? If you are not able to donate anything yourself, why not try asking local firms to sponsor the lottery?

So what are you waiting for? Get out your evening dress and dancing shoes, and reach into your pocket for a good cause!

## 5) Report

### How to write a report

#### **What is a report?**

Reports are widely used in working life. The aim of a report is to present and/or summarise information in a short, precise and objective way.

#### **What about structure and layout?**

A report usually contains the following elements:

- information about the recipient, the writer, the date/time and the subject/title
- introduction (stating the aim of the report)
- paragraphs and subheadings
- conclusion (giving suggestions or recommendations).

#### **Is it formal or informal?**

A report is a formal piece of writing that should be clear, factual and neutral. Do not use informal language (e.g. short forms, colloquial language, generalisations, ...).

**Please note:** Do not use the personal 'I' in a report, instead passive constructions are used.

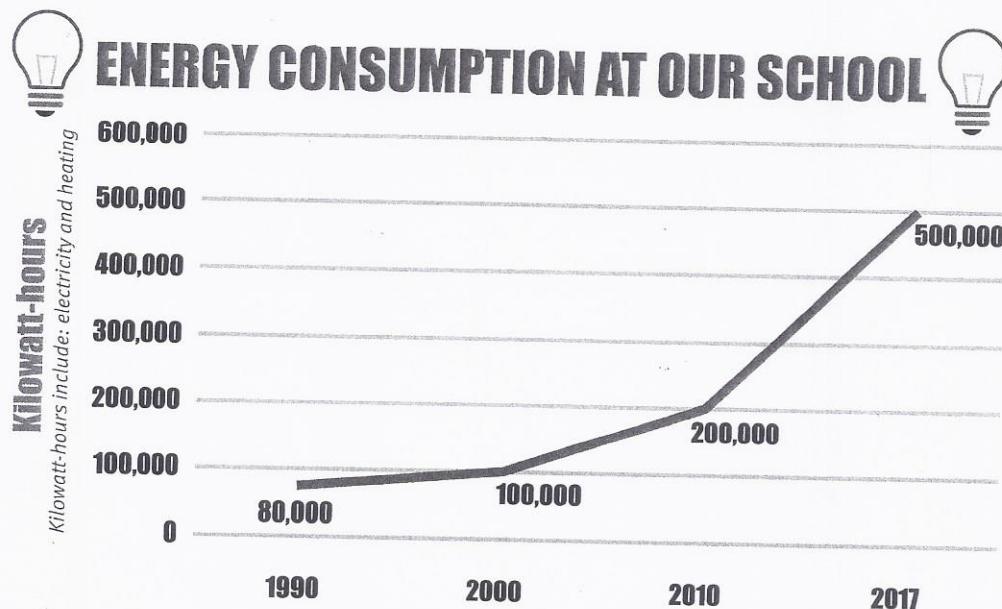




# Writing reference

## Sample task

Your school and your partner school in Britain have started a joint project to reduce energy consumption at school. Your class has collected the data below:



Your teacher has asked you to write a report for your partner school.

In your report you should

- describe the graph
- explain where energy is being wasted
- recommend ways to save energy.

Divide your report into sections and give them headings. Write about 250 words.

## Sample report

**To:** Head Teacher, Tottenham Technical College, London

**From:** HTL Goethestrasse, Linz

**Subject: Energy consumption at our school**

### Introduction

The main aim of this report is to show the development of energy consumption at our school over a period of 27 years, as part of our joint project to reduce energy consumption at our schools. My findings are presented below.

### Key developments

As you can see from the graph, energy consumption at the HTL Goethestrasse was relatively low in 1990 at approx. 80,000 kilowatt-hours (kWh). This only increased slowly over the first ten years, but by 2010 energy consumption had doubled compared to ten years earlier. However, in the last four years consumption soared, reaching 500,000 kWh by 2017, over five times more than in 1990.

One of the reasons for this steep increase might include the installation of air-conditioning units in all classrooms in 2014.



## How energy is being wasted

It appears that the air-conditioning system is switched on after Easter and runs around the clock until the summer holidays. A thermostat regulates temperature levels in the classrooms. In addition, lights and electrical devices are being left on or in stand-by mode overnight or at weekends.

## Ways of saving energy

In the light of these findings, I would therefore firstly recommend installing a timer to switch off the air-conditioning system at night and weekends. Secondly, I would suggest launching a campaign to make students more aware of the need to turn off lights and equipment at the end of the day. Finally, as old devices use more energy, it would be sensible to replace old equipment with new energy-efficient devices.

## 6) Proposal

### How to write a proposal

#### What is a proposal?

A proposal is a formal piece of writing and is used for various purposes, e.g. describing a business situation, outlining a situation at school, in a club, or any other organisation, etc. In a proposal it is important to give recommendations on improving the situation and persuading the reader to make the changes you think are best.

#### What about structure and layout?

A proposal usually contains the following elements:

- information about the recipient, the writer, the date/time and the subject/title
- introduction (stating the aim of the proposal)
- paragraphs and subheading (describing the situation, making recommendations for improvement or proposing a solution)
- conclusion (summarising the main points, convincing the reader that it is high time to act).

#### Is it formal or informal?

A proposal is a formal piece of writing that should be clear, factual and neutral. Do not use informal language (e.g. short forms, colloquial language, generalisations, ...).

**Please note:** Do not use the personal "I" in a proposal, instead passive constructions are used.

### Sample task

Your school wants students, teachers and parents to work together better and solve conflicts more effectively in the future. You are part of the team planning a school project in which this would happen.

#### IMPROVE TEAM WORK AT YOUR SCHOOL

Send in a proposal for your school project.  
Get money from the EU Education Commission.

Present your project to other schools at a conference.  
Share your experiences.



# Writing reference

## Further information

- Mother tongue: German
- Foreign language skills: English (B2/C1); Spanish (A2/B1).
- Computer skills: Good working knowledge of *Microsoft Office* tools, *Windows* and *Linux* operating systems; good developing skills in *Java*, *C#*, *C*, *HTML*, *Android*; basic knowledge of graphic design applications.
- Clean car driving licence.

## References

Ms Barbara Pangratz, Head Teacher, HTL Wienerstraße, 8051 Graz, Austria.  
Other references available on request.

## Contact details

Jonas Wolfmayr, Laudongasse 89/1/3, 8020 Graz, Austria. Tel. (+43) 664 80598 3007  
[jonas.wolfmayr@gmx.net](mailto:jonas.wolfmayr@gmx.net)

## 8) Letter / E-mail of application

### How to write a letter/an e-mail of application

#### What is a letter/an e-mail of application?

A letter/An e-mail of application is a formal piece of writing and expresses interest in applying for a certain job/position.

You give information about your educational background, your professional skills and qualifications, your work experience and your personal skills.

#### What about structure and layout?

A letter/An e-mail of application usually contains the following elements:

- your and the recipient's (e-mail) address
- date
- reference/subject line
- salutation (use the recipient's name)
- first paragraph (expressing your interest in the job offered, stating where you found the position)
- main body (summarising your strengths, educational background, qualifications and experience)
- closing (giving a brief summary of why you are the perfect candidate for this job, inviting the HR Manager to contact you)
- signature
- additional elements (e.g. enclosures such as CV, references, ...).

#### Is it formal or informal?

A letter/An e-mail of application is a formal piece of writing that should be polite and factual. Do not use informal language (e.g. short forms, question tags, ...).

After the salutation, always continue with a capital letter.



## Sample task

You have seen the following advertisement in an English online newspaper and decided to write an e-mail of application to the manager.

### Children's host wanted for summer camp!



**Tasks:**

- look after children ← no problem because ...
- play sports and games ← I'd suggest ...
- paint pictures and make things ← more details?

**Do you love children?**  
**Do you have time in July / August?** ← yes, because ...  
**Do you speak English well?** ← yes, because ...

**Then this is the job for you!**  
Apply to:  
[vanessa.leigh@topjob.uk](mailto:vanessa.leigh@topjob.uk)

In your e-mail you should

- explain why you are writing
- outline your qualifications for the job
- persuade the manager that you are the right person for the job.

Use all the notes you have made so far. Write about 250 words.

## Sample e-mail of application

From: [lisa.hoffmann@gmail.com](mailto:lisa.hoffmann@gmail.com)  
To: [vanessa.leigh@topjob.uk](mailto:vanessa.leigh@topjob.uk)  
Subject: Application as Children's Host in summer camp

Dear Sir or Madam

I would like to apply for the position of Children's Host at a summer camp as advertised on the *TOPJOB* website. As a graduate of a secondary vocational college, I am looking for a summer job before I begin my voluntary social year at a local nursing home in September. As I love working with children and being outdoors in the summer, I believe I would be well suited to this position.

I am the oldest of six children in our family and therefore very used to looking after younger children. Moreover, I have been a member of the International Scout Movement for seven years and I often take groups of young scouts on camping holidays abroad. My good knowledge of English is particularly useful on these trips.

In addition to this experience with children, I am also an excellent swimmer and a certified lifesaver, and an amateur rock-climbing coach. Therefore I'd suggest organising open-water swimming lessons, as well as some easy rock-climbing experience for beginners.



# Writing reference

I would also be happy to arrange for more creative activities indoors, such as sketching and painting, making gifts from wood for relatives and friends back home, or organising an end-of-camp talent show.

To sum up, my understanding and experience of working with young people would certainly enable me to contribute quickly as an enthusiastic and resourceful member of your summer camp team.

Thank you for considering my application. I enclose my CV and look forward to the opportunity of meeting you for a personal interview.

Kind regards

Lisa Hoffmann

## 9) Letter / E-mail of motivation

### How to write a letter/an e-mail of motivation

#### What is a letter/an e-mail of motivation?

A letter/An e-mail of motivation is a formal piece of writing giving information on why you want to apply for a scholarship or job in a company.

You give information about your educational background, your professional skills and qualifications, your work experience and your personal skills. However, it gives more details about why you would be the perfect candidate for the scholarship/job than a letter/an e-mail of application. A letter/An e-mail of motivation is a piece of writing which gives your application a personal touch.

#### What about structure and layout?

A letter/An e-mail of motivation usually contains the following elements:

- your and the recipient's (e-mail) address
- date
- reference/subject line
- salutation (use the recipient's name)
- first paragraph (giving information about yourself and emphasising goals for your future career)
- main body (pointing out your strengths, qualifications required in school and experience)
- closing (giving a brief summary of why you are the perfect candidate for this job, inviting the HR Manager to contact you)
- signature
- additional elements (e.g. enclosures such as CV, references, ...).

**Please note:** Do not repeat information which is given in your CV. Make your e-mail/letter of motivation personal by sharing your interests/feelings relevant for the position offered.

#### Is it formal or informal?

A letter/An e-mail of motivation is a formal piece of writing that should be polite and factual. Do not use informal language (e.g. short forms, question tags, ...).

After the salutation, always continue with a capital letter.



## Sample task

You have found the following advertisement in a tech magazine:

### VOLUNTEERING ABROAD

Take part in voluntary engineering opportunities with **HELP PRO**.  
We are based in developing countries in Africa and provide poor  
communities with:

- »drinking water«
- »electricity«
- »housing and school buildings«

Volunteer engineers play an important role in our work. Whatever your skills,  
experience or background, please come and support us.

To join **HELP PRO**, send us your letter of motivation.

You have decided to apply. In your letter you should

- give reasons why you want to participate
- specify the engineering skills you have
- convince **HELP PRO** that you have the right personality.

Write about 250 words.

## Sample letter of motivation

Dear Sir or Madam

I am writing with regard to your advertisement for volunteer engineers in Africa. I am extremely interested in participating in such a development project because I feel that voluntary work would be the ideal way to combine my interest in helping others and an opportunity to gain useful experience for my future career.

As a graduate of a secondary technical college in Austria, I believe I am a strong candidate for working in one of your projects as I am well-trained in a wide range of technical skills. You specify that you are especially looking for people to work in projects providing housing and school buildings, which is ideal for me as I attended a college with a special focus on structural engineering and have been involved in several building projects as part of my internship in Lyons, France. In my final project at college, I helped design living units made from shipping containers as a resourceful way of providing cheap housing. My knowledge of French and English may also be useful in Africa.

In addition to the above-mentioned work skills and experience, I believe I am well suited to this kind of work as I am highly motivated and committed to helping others. As a volunteer firefighter in my home town, I am used to being part of a team and am considered hard-working and resourceful.

I look forward to hearing from you and to meeting you for a personal interview.

Kind regards

Daniel Brunner



# Writing reference

## 10) E-mail of complaint

### How to write an e-mail of complaint

#### What is an e-mail of complaint?

In an e-mail of complaint you make a complaint regarding a person, product, service or any other incident you were not satisfied with.

You give information about all the factors you are dissatisfied with, mention the inconvenience you have faced and the necessary action which you expect to be taken.

#### What about structure and layout?

An e-mail of complaint usually contains the following elements:

- your and the recipient's e-mail address
- date
- reference/subject line
- salutation
- main body (divided into paragraphs)
- closing
- signature
- additional elements (e.g. receipts, pictures, ...).

#### Is it formal or informal?

An e-mail of complaint is a formal piece of writing that should be polite and factual. Do not use informal language (e.g. short forms, question tags, ...).

After the salutation, always continue with a capital letter.

### Sample task

## CALIFORNIA CALLING

The image shows four young people (three boys and one girl) holding up a large white sign. The sign features the text "CALIFORNIA CALLING" in large, bold, serif capital letters at the top. Below this, in a smaller serif font, is "Kennedy College summer school". Underneath that, in a bold sans-serif font, is "Santa Monica, California". A bulleted list of benefits is displayed on the sign, starting with "► welcome party" and ending with "► Los Angeles sights".

- welcome party
- all meals included for four weeks
- academic summer course of your choice
- free Internet access – Wi-Fi on campus
- free use of sports grounds
- surfing at Venice Beach
- Los Angeles sights



You took part in the summer course described in the advertisement on page 284 in Los Angeles, California. Some things were great but others did not work out as you had hoped. You have decided to provide feedback to the company that organised the programme.

In your e-mail you should

- explain what you liked about the camp
- complain about what went wrong
- suggest what could be changed.

Write about 250 words.

### Sample e-mail of complaint

**From:** sarah.huebner@gmx.at  
**To:** kenncoll\_summer@kennedy.us  
**Subject:** Summer Camp\_feedback

Dear Sir or Madam

I am writing with regard to the summer school I attended at *Kennedy College* in Santa Monica last August. In general I was satisfied with many aspects of the programme, but I would like to complain about several things that went wrong while I was there.

First of all, I have to say that the campus was really pleasant and the staff were very helpful. I was also given all the information I needed to choose the most appropriate courses for me. Free use of the sports grounds was also an advantage, as I am very interested in sports.

However, it must be said that several things were unsatisfactory, for example the welcome party mentioned in the advertisement consisted only of one welcome drink on arrival. More importantly, the quality of the meals provided during the four-week programme was unacceptable. Most meals consisted mainly of hamburgers and fries and cola, hardly a balanced diet. I suffered from stomach problems during and after my stay.

As you will appreciate, considering the problems I faced during my stay, I would be grateful if you would give me a refund of part of the price of the programme.

Furthermore, may I suggest employing a student advisor who is available to deal immediately with any problems and complaints on the campus. This way your company would not have to deal with so many requests for refunds after the programme has finished and the quality of service could be improved without delay.

Kind regards

Sarah Hübner

## 11) Circular e-mail

### How to write a circular e-mail

#### What is a circular e-mail?

A circular e-mail circulates the message to a large number of audience; it is a classical mass communication tool. The message should be expressed briefly and attract the readers' attention. Any irrelevant information should be avoided.



# Writing reference

## What about structure and layout?

A circular e-mail usually contains the following elements:

- your and the recipients' e-mail addresses.
- date
- reference/subject line
- salutation (optional)
- main body (divided into paragraphs)
- closing
- signature
- additional elements (e.g. enclosures, documents, ...).

## Is it formal or informal?

A circular e-mail can be either formal or informal depending on the purpose, the culture and the reader. After the salutation, always continue with a capital letter.

## Sample task

You work in the Human Resources Department of a US toy producer. Your company has recently merged with an Indian business and is now organising a series of cross-cultural workshops. Your boss has asked you to write an internal e-mail to staff about these workshops.

In your e-mail you should

- explain the purpose of the workshops
- point out the importance of cross-cultural skills
- encourage staff to attend the workshops.

Write about 250 words.

## Sample circular e-mail

**From:** LindnerA@toy1.us  
**To:** all staff  
**Subject:** Cross-cultural workshops

Dear all

As you know, our company has recently merged with the Indian company "Funskool", giving us access to new markets and helping us to expand our range of products. As a result of this merger, many of you will now find yourselves dealing with our Indian colleagues or maybe even travelling to India on business trips.

Obviously there are some cultural differences between the way people interact and do business here and in India. For this reason, we plan to hold a series of cross-cultural workshops to ensure better cooperation between employees of both companies.

Cross-cultural skills are an important part of working in a globalised economy, in which we do business with people from a wide range of different cultures. We need to be aware of the kinds of differences to expect, to learn to be open and tolerant of that difference, and to develop strategies for dealing with any tricky situations.

We strongly urge you to attend at least one of these workshops. The skills you will learn there will make your working life easier and help our company to move into the next stage of its development. Moreover, these workshops will have a strong team-building effect. This training is provided free of charge and can be attended during your working hours. If you would like to take part in a workshop, you only need to get permission from your supervisor and to register with the training department.

Hope to see you at our next cross-cultural workshop.

Kind regards

Alexander Lindner



# Writing reference

As I mentioned in my interview, I have been staying with relatives during my exchange year here in Sydney and now my aunt is unfortunately very sick. She needs urgent treatment in Adelaide but is unable to travel by plane, so I am going to drive her there by car. It should take me two days to drive there and back.

I can assure you that I am still fully committed to the job in your company. I really appreciate the opportunity you have given me to gain work experience in a field that is relevant to my future career.

Therefore I would like to ask if you would be willing to allow me to postpone the start of my employment until 3 July? I apologise for any inconvenience this may cause and I would be willing to add the missing days to the end of my contract or to work overtime.

I hope we can come to some arrangement regarding the starting date. You can reach me at any time on my mobile at this number: +43 664 1238675.

Thank you in advance for your understanding in this matter. I am looking forward to working together with you soon.

Yours sincerely

Leo Mayr

## 13) E-mail to the editor

### How to write an e-mail to the editor

#### What is an e-mail to the editor?

In an e-mail to the editor you write to a newspaper, magazine, or other sources, on topics relevant to the publication's audience. You give well-researched arguments and examples to support your views and try to get the reader's attention and keep it to the end of your e-mail.

#### What about structure and layout?

An e-mail to the editor usually contains the following elements:

- your and the recipient's e-mail address
- date
- reference/subject line
- salutation
- main body (divided into paragraphs)
- closing
- signature.

#### Is it formal or informal?

An e-mail to the editor is a formal piece of writing that should be polite and factual. Do not use informal language (e.g. short forms, question tags, ...).

After the salutation, always continue with a capital letter.



## Sample task

You have read the following article on [www.telegraph.uk](http://www.telegraph.uk).

### Apps to make life easier: Education and learning

With the popularity of smartphones and tablets continuing to rise, more and more tech savvy students are using their phones to revise, learn and study for challenging exams. In this week's episode of 'Apps to make life easier', we round up a selection of the best educational apps allowing you to learn and store revision material on the go.

These range from apps such as *Gojimo* – allowing you to revise for exams, get feedback and be able to share your learning progress with friends – to apps such as *TED* that give you access to educational talks and conferences through an extensive video library. Another helpful app is *AudioNote*, a combination of a voice recorder and notepad that captures both audio and notes for student collaboration.

The good news is that these new tools and apps are available today and can help facilitate students' learning.

You have decided to write an e-mail to the editor giving your views. In your e-mail you should

- point out why you felt inspired to react to the article
- comment on those parts of the article that you agree/disagree with
- evaluate your personal learning experience and outcomes.

Write about 250 words.

#### Sample e-mail to the editor

**From:** [seline\\_T@gmx.at](mailto:seline_T@gmx.at)  
**To:** [opinion@telegraph.uk](mailto:opinion@telegraph.uk)  
**Subject:** Comment on article – Apps make life easier

Dear Sir or Madam

I read with interest your recent article *Apps to make life easier: Education and learning* and would like to congratulate you on your progressive view of students' learning. It seems to me that our educational system is, in general, a little slow to react to new developments in learning, especially those which involve new technology.

Personally, I have worked with the apps you mention in your article and strongly agree with you that the *Gojimo* app can be a great help in preparing for an exam, especially the function where you receive feedback on your performance. I also support your view that *AudioNote* can help people prepare for exams because you can listen again and again to your own notes on your headphones while you do other things.

However, I must point out that, in my opinion, the *TED Talks* app is more of a stimulating source of infotainment rather than an educational study aid. Having said that, I do really enjoy watching many of the talks and do learn a lot from them.

All in all, I can say that my own learning experience with apps has been very positive. Since I started using *AudioNote*, for example, my grades have improved considerably. I am more able to remember the facts because I have entered them into the app myself and I have read and listened to them many times.

But in the end, what matters most is whatever works for you – be it a smartphone app or good old-fashioned paper and pen!

Kind regards

Seline Tremml