

Section A – Key vocabulary

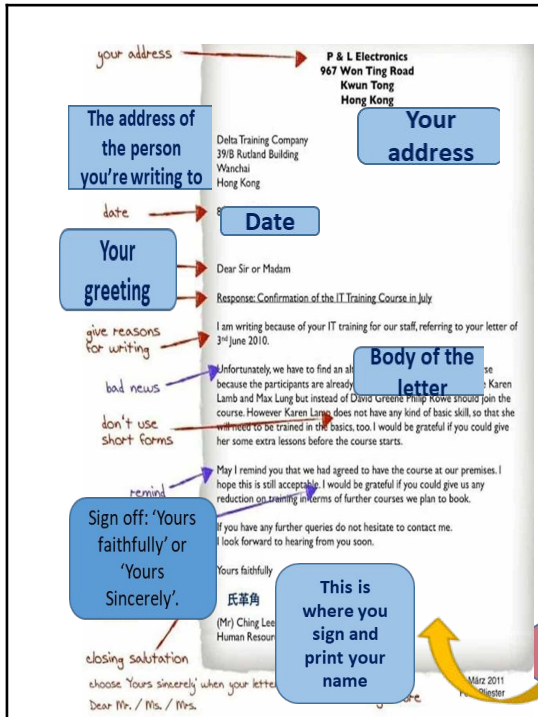
KEY WORD	SYNONYMS
formal	official, legal, authorized
informal	colloquial, casual, relaxed
letter	written type of text
greeting	a polite word or sign of welcome
Sincerely/Faithfully Yours	Used to sign off to indicate sincerity
cohesive devices	linking words, discourse markers
purpose	the reason for which something is done (why are you writing)
audience	public, spectators, readers (who are you writing for?)

Section B – Informal Letter



- ### INFORMAL LETTER
- Address not always necessary
 - informal language, chatty friendly style;
 - cohesive devices: 'First', 'Next', 'Furthermore', etc;
 - Greetings: 'Hi', 'Hello', 'Dear...'
 - use paragraphs;
 - Ask questions
 - Use of contractions: e.g. don't, can't
 - ending 'See you soon', 'Best Wishes', 'Bye for now', 'All the best', 'Love from'.

Section C – Formal Letter



- ### FORMAL LETTER
- Address and date in the top right of the page
 - use paragraphs;
 - formal language, no contractions;
 - cohesive devices: 'Firstly', 'Moreover', 'Finally', etc. ;
 - greetings: 'Dear Sir/ Madam.'
 - ending: 'I look forward to hearing from you soon'.
 - Sign off: 'Yours Faithfully' (use this if you have started with 'Dear Sir/ Madam'), 'Yours Sincerely' (use this if you have started with the title and surname ('Dear Mr. Smith').

- ### GREETING Common Phrases
- Dear / Hello / Hi ...(!)
- #### INTRODUCTION
- It's great to hear from you...
 - I've been really busy recently.
 - How are you? How are things (with you)? How's life? I hope you're fine...
- #### REFERRING TO GOOD / BAD NEWS
- Glad / sorry to hear / read about ...
 - I'm very sorry to hear / read about ...
- #### MOVING THE TOPIC ON
- By the way, have you heard about ...
 - Tell me about ...
 - Anyway, the reason I'm writing ...
- #### ENDING
- Got to go now! I've got to leave off now!
 - That's all for now. Hope to hear from you soon. / Keep in touch!
- #### SIGN-OFF
- Yours Best wishes / All the best
 - Hugs / Love / All my love/ Take care
 - Bye for now

- ### Before you start writing think about the GAPS!
- Genre** – what are you being asked to write?
- Audience** – who are you writing for?
- Purpose** – what are you trying to achieve?
- Style** – formal or informal?

- ### Purpose
- Persuade
 - Argue
 - Advise
 - Inform
- WHY?**

Formal	Informal
That is	That's
You have	You've
You will	You'll
You had	You'd
How are	How're
I will	I'll
Come on	C'mon
going to	gonna
want to	wanna
got to	gotta
could have	coulda
cannot	can't
am not/are not	ain't

- ### Common Phrases
- In my opinion
 - From my point of view
 - It appears that
 - I believe
 - I suppose
 - At the same time
 - However
 - On the other hand
 - Nevertheless
 - Even though
 - It seems to me that
 - Therefore
 - Firstly
 - Secondly
 - Finally
 - At the same time
 - Meanwhile

Formal	Informal
Full sentences ✓	Short sentences ✓
Correct grammar and vocabulary ✓	Lack formal grammar and vocabulary
No contractions e.g. I would...	Contractions e.g. I'd...
No idioms	Idioms e.g. On point (good)
Passive voice e.g. The application form is complete.	Active voice e.g. I completed the application form.
No phrasal verbs e.g. To investigate	Phrasal verbs e.g. Look into
No abbreviations e.g. As soon as possible	Abbreviations e.g. ASAP
No exclamation marks	Exclamation marks
No imperatives. e.g. You may complete the form.	Imperatives (start with a verb) e.g. Complete the form.