

## Emails

Emails can be used for formal correspondence such as job applications, neutral everyday correspondence, and informal messages between friends and colleagues.

In the model email, related to a complaint about service, the style is formal. The main aim of the email is to provide the relevant information and state clearly what the writer wants the customer service department to do.

To	ZippyJet Customer Service Department	Use a short, informative subject line, not single general words, e.g. Urgent or Enquiry.
Subject	Compensation claim for a disrupted flight	
Dear Sir/Madam,		Use the same neutral form of address as a letter.
①	<b>I am writing</b> regarding flight LZZ38 on July 2nd, 2018 from London to Orlando with the scheduled departure time of 13.45. My booking reference is Porter POT 1359AZ. This flight arrived 3 hours late at Orlando airport. The passengers in the party were myself and Helen and James Porter.	
②	<b>I am seeking compensation</b> under EU Regulation 261/2004 for this disrupted flight.	Key language
③	My scheduled flight length was 7000 kilometres, therefore I am seeking €400 per delayed passenger in my party. During the disruption the passengers in my party were not provided with any refreshments and I have attached receipts for the cost of purchasing our own refreshments. The total compensation sought is €1235.	Use Yours faithfully when you don't know the name of the person you are writing to.
④	<b>I look forward to hearing from you and would welcome an acknowledgement within 7 days.</b>	Use your initials and family name or your first name and family name.
Yours faithfully, SR Porter (Dr)		

Para Details

- ① Explain clearly what you are writing about and provide any key information.  
Key phrase: *I am writing regarding ...*
- ② Clearly state the main aim of the email.  
Key phrase: *I am seeking compensation for ...*
- ③ Give any further details that support your claim. Include details of any invoices or supporting documents that you are enclosing.
- ④ Say directly but politely what you want the reader to do.  
Key phrase: *I look forward to hearing from you and would welcome an acknowledgement within 7 days.*

## Politeness

Politeness refers to appropriate and socially acceptable forms of behaviour and language. One element of politeness is the use of indirect language and polite phrases to avoid making people feel ashamed or embarrassed. Politeness also involves avoiding any words or phrases that suggest emotions such as frustration or anger.

Impolite

*I hate loud music. Turn it down!*

*Where's the hotel?*

*Send me the invoice immediately.*

Polite

*Could you possibly turn the music down after 11 p.m., please?*

*Could you let me have the address of the hotel?*

*I would be grateful if you could send me the invoice at your earliest convenience.*

## An informal email

### Style

Note that the following can be used in an informal email:

- emoticons and exclamation marks
- short forms and incomplete sentences
- informal forms of address and first names

### Organization

Start the email with a general greeting. Refer to previous emails or meetings before you introduce the main point.

### Functions

Some exams require candidates to write an email that demonstrates the ability to understand a particular situation and respond appropriately using one or more of the following functions:

- describing
- explaining
- reporting
- giving information
- suggesting
- recommending
- persuading

For example, a friend has written to you asking advice about visiting your country. The response should contain a combination of the above functions—explain the culture, describe where you live, give information about transport, etc. Read the example situation and note how the email addresses the main points in the question.

A friend has recently moved to your area. He wants some advice about eating out. He has a limited budget. Write an email to your friend and describe, explain and recommend places to eat.

To: Jim Henderson  
Subject: Good eating places

Hi Jim,

**How are things?** Thanks for your message—glad to hear you're settling in OK.

I had a think about your email and have a couple of suggestions for you. Firstly, **I'd recommend** a local place called Mexicana. It's on Bridge Street and **they sell really cool tacos and burritos**. It's pretty small and **not the smartest place** you've ever seen, but the food is awesome ☺

Another option is Noodles—it's the cheapest place to get all kinds of Asian dishes. So it's always **packed and really noisy**. **I recommend** the spicy noodles.

**Why don't we** meet up soon and try some places out together? Let me know when you're free and we can meet up in town.

**Have a good week.**

All the best,

Ben

### General greeting

### Descriptive phrases

### Making recommendations and suggestions

### Ending a message

## LANGUAGE BANK

### General greetings

How are you?

How are things?

I hope you're well.

### Describing

The food is awesome.

They sell really cool tacos.

It's not the smartest place.

It's packed and really noisy.

### Explaining

I've only just got your message.

I've been away.

I've been out of town.

(especially NAME)

### Reporting

I spent the weekend down in

Devon with Jo.

The weather was glorious.

### Giving information

You can get there in three hours

by train.

You get the train from London

Paddington.

### Suggesting

Let's ...

Why don't we ...?

### Recommending

I'd recommend ...

I found the staff at Mexicana

really friendly.

### Persuading

Won't you come with us?

It would be great if you came

too.

### Ending a message

Look forward to meeting up.

Have a good week.

Good luck with your exam.

## Writing an article

In some exams you are asked to write an article for a fictional magazine or website. You are required to use your imagination and write in a particular style that engages the reader. It could mean writing about a hobby or something you are passionate about, making recommendations about something related to culture or lifestyle, or giving your opinion on a current issue. The language is usually informal and more similar to spoken English rather than formal academic English. Here are some points to bear in mind.

### Preparing to write

#### Reader's attention

Think of an imaginative title using an unusual or surprising word.

Catch the reader's attention in the introduction with an interesting fact.

#### Interest

Brainstorm some ideas, keep the best four and delete the rest.

##### lifehacks

- ✓ lots of small changes – like Olympic athlete
- ✓ plan your day
- ✓ opt for more efficiency
- ✓ take mini-breaks – turn off your phone
- ✓ learn sth new – a language – how to do sth
- ✓ spend quality time with friends or family
- ✓ cook properly

Include a fact or idea that your reader will find useful.

Provide examples from real life.

Try to keep up the reader's interest from the beginning through to the end.

#### Style

Keep the style relatively informal—avoid any formal or academic language.

Use short sentences that all add value to the article. If a sentence doesn't add anything, cut it out.

Remember to keep to the word limit. Writing more will just waste precious time.

#### Target audience

The article should be written for a target audience who may be specified in the exam question.

Address them directly and use terms and phrases that make your reader feel you understand them.

Don't be afraid to express your opinion and give the reader something to think about.

#### Use of English

Demonstrate your ability to use a range of vocabulary and structures.

See the *Language bank* for ideas about how to make your language more engaging.

#### Organization

Divide ideas into paragraphs—around four is best.

The introduction should introduce the main idea. Keep it short and simple.

The main section should build on the main idea and provide examples.

Use the conclusion to link back to the original idea in the introduction.

##### TIP

Do you know what a rhetorical question is? It's a question that you ask for effect, not because you expect an answer. Asking rhetorical questions can help readers engage more directly with your article. You can ask a question at the beginning of the article and lead the reader to an answer by the end.

## Writing the article

You see this advertisement on an English-language website.

Articles wanted for our new lifestyle magazine. Write your article in 140–190 words using the appropriate style.

What smart or interesting ways can you think of that would help people improve their lifestyles? How can they be more organized? How can they improve their diet? How can they be more productive?

### Lifhacks

**Have you ever felt** you could improve your lifestyle? Imagine you are an Olympic athlete analysing your training and performance, looking for ways to improve everything by a small amount—better shoes, more effective training, stronger muscles. The end result is a combination of lots of mini improvements or 'hacks' that help you stay ahead. **Would you like** to be a champion? Here's how.

**First things first.** Don't get up at the last minute and rush out of the house. Get up ten minutes earlier. Use the time to plan and decide on your main aim for the day. Feel relaxed and prepared when you open the front door.

During the day, take five minutes off. **No distractions. Turn off your smartphone.** Don't talk to anyone and don't look at any texts or messages. Just let your mind relax. When you get back to your desk you'll be ready for the next big challenge.

When you get home don't just heat up a pizza and watch TV—cook something you've never cooked before. Read something rather than watch TV. Watch a YouTube video and **learn a language** or **find out how to fix your bike**. Go to bed tired and happy knowing you've made the most of your day and improved your lifestyle—just a little bit.

**Ask rhetorical questions** to help the reader engage directly with the article.

**Use short sentences** for dramatic effect. You can include just one or two that don't even have a verb.

**You can use imperatives** and 'you' and 'your' to address the reader directly.

#### LANGUAGE BANK

##### Asking rhetorical questions

Have you ever felt ...?  
How would you feel if ...?  
Are you one of those people who ...?  
Do you ever think ...?  
Would you like ...?

##### Using dramatic language

Let me tell you why I love skydiving.  
Yes, it's terrifying, but it's also exhilarating.  
I was completely exhausted at the end of the day.  
It is vital that you learn from a qualified instructor.

##### Organizing your ideas

I'd like to introduce the idea of ...  
Let's start with ...  
Another advantage of ...  
On top of that, ...

##### Giving your own opinion

I think that / in my opinion ...  
It seems to me that ...  
If you ask me, ...  
To my mind, ...

## Negotiating

There are many occasions when you will have to discuss various possibilities with someone and try to come to an agreement. In some exams, you have to agree on a solution, for example the choice of a particular suggestion.

Look at the pictures and think about which ones would best promote Scotland as a tourist destination for international visitors. Discuss and decide together which one image would be the best to place on the front cover of a travel brochure.



OK, so we have to choose one picture to put on the front of a brochure. **Shall we get started, then?**

Erm, let's see... It's really difficult. **Personally, if I were choosing a holiday, I think I would pick up a brochure with the picture of the dancers on the front, but that's because I enjoy folk dancing. Maybe that would not be so good for most people.**

**No, possibly not. To be honest,** that one looks boring. **If you ask me** we should choose one which most people would find attractive. **How about** the photo of the food? Everybody likes eating!

**That's true,** but I don't think Scotland is famous for food. **My feeling is that if people wanted a food holiday, they would choose Italy** or France or somewhere like that.

OK, **that's a good point,** it's the same with the picture of the beach—it's beautiful, but I've never heard of people going to Scotland for a beach holiday. **From what I've heard,** it's always raining in Britain.

**Yes, that's right.** Everybody says the weather's terrible. Well... **We could** use the picture of the mountain climbers. It would give people the idea of things you can do in Scotland.

Hmm. Would that be very popular? I doubt it. **Maybe we should** focus on history and culture. What's happening in the first picture, for example?

I've no idea. It looks like a carnival or something. **But I think I would opt for** the castle. **To me,** that's a typical image of Scotland, and I can imagine it would look great on the cover of the brochure. What do you think?

Well, **as far as I'm concerned,** the carnival or the castle would be fine. So shall we use the castle then?

Yes, OK. **That's fine by me.** Right, so I think we're agreed? We'll use the photo of the castle.

Ways you can **organize a discussion**

Ways you can **express a personal view**

Ways you can **express alternative possibilities**

Ways you can **agree or concede a point**

Ways you can **make suggestions**

## Speaking at CEFR level B2/C1

✓	Can initiate discourse, take his/her turn when appropriate and end conversation when he/she needs to.	B2
✓	Can use a limited number of cohesive devices to link his/her utterances into clear, coherent discourse.	B2
✓	Can select a suitable phrase from a readily available range of discourse functions to preface his/her remarks appropriately in order to get the floor, or to gain time and keep the floor whilst thinking.	C1
✓	Can qualify opinions and statements precisely in relation to degrees of, for example, certainty/uncertainty, belief/doubt, likelihood, etc.	C1

## Before the exam

Remind yourself of useful phrases by looking at the EXPRESS YOURSELF notes in the dictionary at **recommend, suggest, think, disagree** and **concede**.

## During the exam

## Don't

- move too far away from the task.
- agree on the first idea mentioned, without discussing the other options.
- insist on your choice without carefully considering your partner's ideas.
- spend too long talking about one option, leaving no time to consider the others.
- take the outcome too seriously—you are here to show your English, not your decision-making skills!

## Do

- listen to what the other person says and respond to it.
- use expressions like 'personally' to show you are giving a personal opinion rather than a statement of fact.
- show that you understand and appreciate the other person's suggestions.
- try to reach a decision which is satisfactory for both or all participants in the discussion.

## EXPRESS YOURSELF

## Expressing personal viewpoints

*As far as I'm concerned, e-books are as easy to read as paper books.*

*Personally, I think the police were wrong in this case.*

*If you ask me, they should abolish border controls.*

*My feeling is that people should be allowed to take risks.*

*To be honest, I don't care which party wins the election.*

## Agreeing with or conceding a point

- *OK, that's a good point.*
- *Yes, I think you're probably right.*
- *No, possibly not.*
- *Yes, I see what you mean.*
- *That's true!*



V8

# Coast

Coast





- |                |                  |               |                        |
|----------------|------------------|---------------|------------------------|
| 1 coastal path | 5 rocks          | 13 shingle    | 21 spit                |
| 2 cliff top    | 6 crest          | 14 sand       | 22 harbour             |
| 3 cliff        | 7 foam           | 15 seashore   | 23 jetty               |
| 4 cave         | 8 rock/tide pool | 16 estuary    | 24 quay                |
|                | 9 wave           | 17 sandbank   | 25 cove                |
|                | 10 bay           | 18 island     | 26 headland/promontory |
|                | 11 beach         | 19 wake       | 27 horizon             |
|                | 12 dune          | 20 lighthouse | 28 sea/ocean           |