

WRITING

EMAILS OF INTRODUCTION; LEARN TO WRITE FORMAL AND INFORMAL EMAILS

7 A When would you write a letter or email to introduce yourself?

B Read the emails. Why are the people writing? Which sentences tell us?

To ramirezh@languagestar.nett Subject Spanish conversation class

Hi Hernan,
My name's Julia Brown. I heard from my friend Nichola Lazarus that you're running a Spanish conversation class. She said you'd be happy to accept a few more people. My mother tongue is English but I picked up some Spanish years ago when I was travelling in Latin America. I really want to develop my fluency and accuracy, so I'd love to join the class. Hope to hear from you soon.

All the best,
Julia 😊

To GND staff Subject Greetings

Dear Colleagues,
As you probably know, next month I will start work as the new director of the Language Teaching Education Programme. For those of you who don't know me, I would like to take this opportunity to introduce myself. Since 2010, I have worked at the School of Education at Borodive University. I have been involved in a number of language teacher education projects across Europe and I worked extensively on the Star Placement Initiative that placed six thousand native speakers in language classrooms in eight countries. I am married with two children and my family is bilingual in English and Turkish.

I look forward to working with you.

Yours sincerely,
Talya Osman

8 Read the five steps for good email writing. Do you think the emails in Exercise 7B follow steps 1–3?

- 1** **A**im for your **a**udience: think about who you are writing to. Is the email formal or informal?
- 2** **B**e **b**rief: try not to use too many words. Emails shouldn't go on for pages.
- 3** **C**ommunicate **c**learly: use simple, clear language and simple sentence structure.
- 4** **D**o two **d**rafts: write a first version and then rewrite.
- 5** **E**dit **e**verything: check grammar, vocabulary, spelling and punctuation before sending.

9 A Look at the emails in Exercise 7B again. Which one is formal and which is informal? How do you know?

B Answer questions 1–4 with formal (F) or informal (I).

- 1** Which email uses full forms of verbs (*I will, I would*) instead of contractions (*you're, I'd*)?
- 2** Which email leaves out words (e.g. *Hope to ...* instead of *I hope to ...*)?
- 3** Which email sounds more like spoken English?
- 4** Which email uses longer, more complex sentences?

C Complete the notes with phrases from the email.

Greeting

(formal): 1 _____.
(informal): Hi/Hello.

Introduction

(formal): I would like to take this 2 _____.
(informal): My name's ...

Final message

(formal): I look forward to ...
(informal): 3 _____.

Goodbye

(formal): 4 _____.
(informal): All the best.

10 Choose a situation below and write an email. Think about who you are writing to, the reason for writing and the style: formal or informal.

Situation 1

You are going to join an English conversation class. Write an email introducing yourself to the teacher and the class. Mention your experience of learning and speaking English and say why you want to join the class.

Situation 2

Next week you start a new job in a multinational company. Your colleagues speak over twenty languages, and all of them read English. Write to introduce yourself. Mention your previous work experience and the languages you know, and add something personal.



Starting and finishing emails

Here are some important points to consider when starting and finishing an email.

Formal or informal?

We write a formal email when we want to be polite, or when we do not know the reader very well. A lot of work emails are formal. We write informal emails when we want to be friendly, or when we know the reader well. A lot of social emails are informal. Here are some examples of formal and informal messages:

Formal	Informal
<ul style="list-style-type: none">An email to a customerA job applicationAn email to your managerA complaint to a shopAn email from one company to another company	<ul style="list-style-type: none">A birthday greeting to a colleagueAn email to a colleague who is also a good friendA social invitation to a friend at your workplaceAn email with a link to a funny YouTube clipA message to a friend on a social networking site

Before you start writing an email, decide if you want to write a formal email or an informal one.

Layout and punctuation

Starting an email: We normally write a comma after the opening phrase. We start a new line after the name of the person we're writing to.

Finishing an email: We normally write a comma after the closing phrase. We start a new line to write our name at the end.

Formal

Dear Mr Piper,
I am writing to thank you for all your help.
I look forward to seeing you next week.
With best wishes,
John Smith

Informal

Hi Tim,
Many thanks for your help.
See you next week.
Cheers,
John

Phrases for starting and finishing

Here are some phrases which we use for starting and finishing emails. We use these in formal and informal emails:

Starting phrases	Dear Tim, Good morning Tim,
Ending phrases	Regards, With best wishes, With many thanks and best wishes,

	Formal	Informal
Starting phrases	Dear Mr Piper, Dear Sir or Madam,	Hi Tim, Hi there Tim, Morning/Afternoon/Evening Tim, Hello again Tim,
Ending phrases	Yours sincerely, Yours faithfully, Yours truly,	Rgds, Cheers, Bye for now, See you soon,

English for Emails

Unit 4: Starting and finishing emails

Task 1

Hairuddin Omar, a maths teacher, has written four emails this morning. Read the descriptions of the emails and then match them to the opening lines of the emails.

- A. Hairuddin emailed a man called Norozan Bakar, the father of a pupil at the school. He wanted to know why Mr Bakar's son was absent from school.
 - B. Hairuddin emailed all the maths teachers at his school about some training.
 - C. Hairuddin wrote to his friend about their plans to play football at the weekend.
 - D. Hairuddin sent an email asking for more information about a conference. He did not know the name of the person who will read his email.
1. Morning everyone, Just thought you might be interested to know that...
 2. Hi there Rahim, Hope you're well. Might be a bit late on Saturday...
 3. Dear Sir or Madam, Could you please send me...
 4. Dear Mr Bakar, I am writing to you because I am worried that...

Task 2

Indicate which endings are appropriate or not.

1. Which phrases are an appropriate way to end a formal email? (Three are not.)
 - a) Yours truly,
 - b) With best regards,
 - c) For your information,
 - d) Yours sincerely,
 - e) For Attention Of:
 - f) Best wishes,
 - g) To Whom It May Concern:
 - h) Yours faithfully,
 - i) With many thanks and best wishes,
2. Which phrases are an appropriate way to end an informal email? (Three are not.)
 - a) Regards,
 - b) Cheers,
 - c) Hi again,
 - d) Rgds,
 - e) Bye for now,
 - f) CC
 - g) With best wishes,
 - h) See you soon,
 - i) How are you?

Task 3

Complete the emails with the sentences.

I look forward to meeting you / I look forward to receiving your application / We look forward to working with you / I look forward to hearing from you soon

1. Dear Mr Cruz,
Please find enclosed an application form for the post of Teacher of History. _____

_____ for this job. The deadline is March 24.

Yours sincerely,
J Ko, School Administrator

2. Hello Hiroshi,
I can phone you on Thursday at 10:30 am. Can you let me know if that is convenient, please? _____

Regards, Jack

3. Dear Mrs Kapusta, I am writing to confirm our appointment in my office on Tuesday January 28.
Please report to Reception when you arrive, and they will direct you to my office. I hope you have a safe journey here, and _____ on Tuesday.

With best wishes, Tony Donizetti

4. Dear Jackie,
Congratulations on getting the job. My team in the International Office and I would like to welcome you to Bakewell University. I am sure you will enjoy your new role.

Best wishes,

Ewa

Ewa Jones – Director, International Office – Bakewell University

Task 4

Put the phrases in the right order to make sentences.

1. I / forward / meeting / you. / to / look

2. hearing / to / forward / look / you. / from / We

3. to / speaking to / soon. / forward / you / I / look

4. on / forward / to / seeing / We / look / Saturday. / you

5. look / possible. / your / to / receiving / as soon as / reply / forward / I

B Read the emails and underline the correct alternatives.

To: psanchez@yoohoo.es

Subject: hi!

From: danielagjones@hitmail.com

¹*Hi Pilar/Dear Madam Pilar,*

²*I am writing to greet you./How are you? As you know, I'm going to stay with you this summer. I ³have decided to/thought I'd send an email to introduce myself. My name's Daniela, but my friends call me Danny, and I hope you will, too.*

I'm eighteen years old and at university here in Manchester, studying Business and Economics. I've got lots of hobbies. I love horse-riding, swimming, listening to music, and I also play the flute. My favourite hobby, though, is dancing. I ⁴*am particularly keen on/really like* samba and salsa.

I ⁵*can't wait to stay/look forward to staying* with you in Spain, though my Spanish isn't very good!

⁶*Hope/I do hope* to hear from you soon.

Danny

To: membership@taas.com

Subject: Introductions

From: hatquistj@ltsu.edu

⁷*Dear members/Hello everybody,*

⁸*I'm writing to say hi/I am writing to introduce myself.*

As many of you know, I will begin in the role of chairperson of the Teachers' Association of Amlen State at the end of this month. ⁹*I would like to take this opportunity/I really want* to outline my major plans for the Association over the coming year.

I am a maths and physics teacher. I have been in the profession for over forty years in a variety of roles: teacher, administrative assistant, head teacher and school inspector.

My first priority is to increase membership. In the last six years we have seen a decrease of almost 30% in our numbers. I have various proposals for achieving this, which ¹⁰*I'll tell you about/I will explain* during our first meeting next month.

¹¹*I look forward to working with you all/See you all soon.*

¹²*All the best/Yours sincerely,*

Jacqueline Hatquist

INTERMEDIATE PLUS UNIT 1

1 Work in pairs and discuss the questions.

- 1 Do you put things off when you should be working? What do you do instead?
- 2 Do you have a to-do list? What's on it this week?

2 Read the title of the listicle and answer the questions.

- 1 How might an app help someone be more organised?
- 2 Do you know of any apps which are designed to help people to be more organised?

3 Read the article. Were any of your ideas mentioned?



Four apps that increase your organisation!

Mobile phones and computers are gaining a reputation for being incredibly distracting. Turn them into a powerful organising force with these essential apps for taking back control of your life.

1. Any.do assistant ●●●●●

At first, Any.do looks like any calendar app. It sends notifications to remind you of your to-do list and encourages you to review it regularly. But, where Any.do is different is its assistant feature. Any.do assistant reviews your to-do list and suggests tasks it can complete for you. You can even have it do things such as grocery shopping or sending flowers. If you're planning on making a big purchase, Any.do assistant will compare product prices and make recommendations before you buy it directly through the app.

2. App detox ●●●●○

If the many apps on your phone are keeping you from your work, then you need App detox. You can limit the number of times you can start an app, block it by time of day or day of the week, or even forbid access to it forever. If you try to access an app it, tells you off and records the number of times you've tried so you can feel guilty later.

3. Habit list ●●●●○

Habit list is a traditional to-do list management app that arranges your tasks according to importance with a traffic light style colour coding system. The slight difference with Habit list is that it works for small personal objectives too. It encourages you to take time out for good habits such as drinking more water or doing exercise. What's more, it uses charts to show you trends in your behaviour to help you stay focussed.

4. Write or die ●●●●○

Whether you're a professional writer or a student working on an essay, you need Write or die. This app breaks writer's block by punishing you, sometimes severely, for not keeping up with your pre-defined word count. There are several levels of punishment, starting with a visual warning or an unpleasant sound right up to kamikaze setting which deletes your work one word at a time if you stop writing. Yikes! :O

Glossary: writer's block – when a writer is having difficulty thinking of new ideas.
kamikaze – describing something that takes risks without worrying about the consequences.

4 Read the listicle again. Mark each sentence with the number of the app(s) it refers to.

Which app(s)

- a helps you with the shopping?
- b keeps track of your tasks?
- c helps you be healthier?
- d punishes you for not working enough?
- e puts tasks in order of importance?
- f records data of your behaviour?
- g suggests ways that it can help you?
- h notifies you of tasks you need to do?


5 Find the words in the box in the text. Then match them with definitions 1–8.

block detox distracting
notifications habit keep up
purchase tell off


- 1 a special treatment to help people stop an addiction
- 2 to continue at current speed
- 3 stopping you from concentrating
- 4 tell someone they have done something wrong
- 5 an object you buy
- 6 an action you do regularly, often without thinking
- 7 to stop something being used
- 8 a message you receive from an application on a mobile phone

6 Work in pairs and discuss the questions.


- 1 Which app would help you the most? Why?
- 2 Do you know anyone who would benefit from one of the apps?

7  1.1 Listen to the speakers. Tick (✓) the names of the people who say they are organised.

- 1 Laura
- 2 Dean
- 3 Robin
- 4 Alice
- 5 Martin

8 A  1.1 Listen again. Are the sentences true (T) or false (F)?

- 1 Laura has always been very organised.
- 2 Laura doesn't like using the calendar in her phone to organise her life.
- 3 Dean finds it difficult to remember the things he needs to do.
- 4 Dean doesn't think an app will help him be more organised.
- 5 Robin uses a trick he learnt from his grandmother.
- 6 Robin thinks an app would make his life easier.
- 7 Alice doesn't see her family very often.
- 8 Alice thinks the price of her app is reasonable.
- 9 Martin doesn't spend much time on his mobile phone.
- 10 Martin wants to stop using mobile phone apps.

8 B Work in pairs. Discuss your answers.**9 A**  1.1 Listen again. How are the words/phrases in the box used? Then check in the audio script.

absent-minded	keep on top of
old-fashioned	subscription
ticking off	updating

9 B Complete the sentences with the words/phrases in the box.

- 1 My mum is quite _____. She doesn't even have a smartphone.
- 2 If I don't work at lunch time, I can't _____ my reports.
- 3 There's nothing more satisfying than _____ a task on my to-do list when it's finished.
- 4 I'm so _____. I'm always forgetting where I left my glasses.
- 5 Rachel had to cancel her _____ to her favourite magazine. It was too expensive.
- 6 I spend ten minutes _____ my calendar at the end of the day so that it's always accurate.

10 Work in pairs or small groups and discuss the questions.

- 1 How do you keep on top of things?
- 2 Are you absent-minded?
- 3 Do you think people waste too much time looking at their mobile phones?
- 4 Some people say that being disorganised is a sign of being very clever. Do you agree?

