



Email style

Lesson code: 1Z1M-S1QA-J1J9

INTERMEDIATE

1 Reading

Fill in the subject lines of the emails with the following email topics:

job application
RE: complaint

payment request
RE: meeting

product complaint
RE: product enquiry

product enquiry
thank you

Email 1

SUBJECT: _____

Dear Sir or Madam,

With reference to your job advertisement, I wish to apply for the English teacher position at your language school. I have attached my cover letter and CV for your consideration.

Regards,
Emily Brown

Email 2

SUBJECT: _____

Hi John,

I'm sorry but I can't make it on Friday. Can we put the meeting off to the following week?

Regards,
Adam

Email 3

SUBJECT: _____

Dear Jim,

I am very sorry to hear about your delivery problems. We have had a problem with one of our suppliers whom we hope to change in the next month. I assure you that this will not happen again.

We will send you replacement parts immediately.

If I can be of any further assistance please do not hesitate to contact me.

Kind Regards,
Sally Jones
Customer Care



Email 4

SUBJECT: _____

Dear Mr. Smith,

We received your delivery this morning and noticed that some of the goods were damaged. Since this is not the first time that this has happened, my boss is considering changing supplier.

I look forward to your reply.

Regards,

Maria Fernandez

Email 5

SUBJECT: _____

Hello,

I found your advertisement in a recent edition of The Engineer. I would be grateful if you could send me some information about your company's product range.

Thanks in advance.

Joseph Ferrara

Email 6

SUBJECT: _____

Dear Mr. Ferrara,

Thank you for your interest in our product range. Please find attached the information you requested.

If you require any further information, please do not hesitate to contact me.

Best Regards,

Duncan Smith
Sales Manager

Email 7

SUBJECT: _____

Hello Jack,

We note from our records that you have not paid our last invoice. Could you transfer the outstanding amount as soon as possible?

Best Regards,

Tamara Jones
Credit Control

Email 8

SUBJECT: _____

Hi John,

Thanks for all your help. Our salesmen found the conference very useful. Do get in touch next time you are in our area.

Regards,

Jack

2 Language style

The emails above contain a mix of formal, neutral and informal language. Complete the table below with phrases from the emails:

NEUTRAL/INFORMAL EMAIL LANGUAGE	FORMAL LANGUAGE
	Dear Sir or Madam,
About your job ad,	
	Unfortunately, I will not be able to attend our meeting on Friday.
We got your ... this morning.	
	Could we postpone the meeting to ...?
my boss is thinking about ...	
Hope to hear from you soon.	
Please send me ...	
Thanks for asking about ...	
	Do not hesitate to contact me next time ...
I promise this won't happen again.	
I'm attaching the info you need	
If you need more info, get in touch.	
If you need more help, get in touch.	
I see you haven't paid our last invoice.	
	Thank you for all your assistance.



Study the phrases in the table again. Tick the features that you notice:

- *Could* is used more often in formal language than *can*.
- In formal language, more formal synonyms are used, e.g. *require, receive, assure, contact, further* instead of *need, get, promise, get in touch, more*.
- Phrasal verbs, e.g. *put off, think about*, etc. are more common to informal and neutral email language.
- Contractions (*I'm, you're, won't* etc.) are used less often in formal language. Formal language uses full forms (*I am, you are, will not*, etc)
- Abbreviations, e.g. *info, ad*, etc. are appropriate for informal language. Formal language uses full words, e.g. *information, advertisement*, etc.
- In formal language, more formal forms of address are used, e.g. *Dear sir or madam, Dear Mr Smith*.

Match the informal words on the left with the correct formal synonyms on the right:

Informal	Formal
1. fix	amendments
2. book	enquire
3. ask	provide
4. ask for	repair
5. give	request
6. changes	reserve

Study the email extracts below. Identify the style used in each extract and rewrite the sentences changing the language to formal or informal/neutral as appropriate.

- I'd like to ask for some info on your product prices. Can you send me your current brochure?
.....
- We need more time to make the necessary changes to the contract.
.....
- I have reserved the hotel room. Please find attached the booking confirmation.
.....
- Could you provide me with further information on your products?
.....
- I assure you that I will contact you when my laptop is repaired.
.....
- About your ad in today's newspaper, I'd like to ask about your experience in management training.
.....



3 Writing

Now write two formal and two informal emails from the topic lists below.

Formal

1. Your supplier is late again with a delivery. Write an email to him complaining about this.
2. Respond to a customer complaint about one of your products/services.
3. You are considering changing your supplier. Write an email to a potential supplier enquiring about the price and discount policy.
4. You want to arrange a meeting with a colleague from another branch. You attach a map showing where exactly your office is located.
5. You are interested in applying for a job advertised in an English language magazine, and you want to know more details.

Informal

1. You have to cancel your English lesson. Write an email to your English teacher.
2. You want to thank your English friend for helping you write a report in English.
3. Your friend wants to know about some local places to visit in your town. Write him an email.
4. You are going to an interesting party/exhibition. Write your friend an email to invite her.
5. Your colleague wanted some pictures. Write an email to him, sending them as an attachment.

