

A JOB APPLICATION

KEY SUCCESS FACTORS

- using appropriate, professional-sounding language
- conveying a positive image of yourself without appearing overconfident or arrogant
- avoiding basic mistakes which will make you look careless

ANALYZING A MODEL TEXT

- a You see the following advertisement on the Skyscanner website. Would you be interested in applying for the job? Why (not)?





Receptionist

Location: Miami

The receptionist is the first point of contact for staff and visitors. The role involves a variety of tasks including answering and directing calls, welcoming visitors, scheduling meetings, and general administration support.

Core hours are 8 a.m.–6 p.m. and you will need to be available to work earlier shifts some days and later shifts other days.

About you:

The ideal candidate will have a customer-focused personality with a strong can-do attitude. We're looking for someone with proven communication skills for liaising with individuals at all levels in a very fast-moving environment.

Interested? The closing date for applications is Wednesday, June 18—click “Apply” before this opportunity flies away!

- b Read the first draft of an email written in response to the advertisement. What information does Azra give in the three main paragraphs?

To: irena.foster@skyscanner.net
 From: Azra Osman
 Subject: Application

Dear ^{Ms.} ~~Miss~~ Foster,
 My name is Azra Osman. I am writing to apply for the position of receptionist **advertised in your website**.

- 1 I have recently graduated from Ankara University, where I completed a degree in business studies. I have **a high level of spoken english** (C1 on the CEFR), as I lived **in the United States during six months** as part of **an ekchange programm** between my school and a high school in Utah. I made many American friends during this period, but we lost touch when I came home.
 - 2 As you will see from my résumé, I have some relevant experience because I am currently an intern at a leading Turkish travel company. I have worked in various roles, including **marketing asistant and administrator** and my tasks have included organizing and running meetings and dealing with clients by phone and email. **The director of company** would be happy to provide a reference. He is, in fact, my uncle.
 - 3 I am very **enthusiastic on travel** and would welcome the chance to be part of such a high-profile and successful company. I believe I would be suitable for the job advertised as, **apart of my work experience**, I am an outgoing person and get along well with people. Friends describe me as **calm and consciensious** and I would enjoy the variety and excitement the job would offer. I would definitely not panic when things got busy!
- I attach a full résumé and if you require **a further information**, I would be very happy to provide it.
- I look forward to hearing from you.

Yours sincerely,
 Azra Osman



Improving your first draft

Check your writing for correct paragraphing, mistakes, irrelevant information, and language that is in an inappropriate register.

- c Read the draft email again and try to improve it.
- 1 Cross out three sentences (not including the example) that are irrelevant or inappropriate.
 - 2 Correct ten more mistakes in the **highlighted** phrases, including spelling, capital letters, grammar, and vocabulary.
- d Do you think Skyscanner would have given her an interview if she had sent her first draft?

USEFUL LANGUAGE

- e Look at 1–9 below. How did Azra express these ideas in a more formal way? Use the **bold** word(s) to help you remember. Then look at the text again to check your answers.
- This letter is to ask you to give me the job of receptionist. **apply**
I am writing to apply for the position of receptionist.
 - I've just finished college, where I did business studies.
graduate / degree
 - I can speak English very well. **high**
 - I've done this kind of job before. **relevant**
 - My tasks have included talking to people on the phone.
dealing / clients
 - I'd love to work for such a famous company.
welcome / high-profile
 - I'm sending a full résumé with this email. **attach**
 - If you need to know anything else, I'll tell you. **require / provide**
 - Hope to hear from you soon! **forward**

PLANNING WHAT TO WRITE

- a Read the job advertisement below and underline the information you will need to respond to. Then make notes about:
- any qualifications you have.
 - any relevant experience you could include.
 - what aspects of your personality you think would make you suitable for the job and how you could illustrate them.
 - any other information you think you need to include.

Festival staff members needed to work at **Global Stage**, a world music event in California from July 12th to 14th

Responsibilities

- To ensure the safety and comfort of the public and to assist in the running of a successful festival.
- To reduce any crowd-related problems, including maintaining a state of calm to minimize any injury.
- To prevent unauthorized access to the site by members of the public.

Requirements

- You must be 18 or older on the date of the festival and be eligible to work in the US.
- You must be physically fit and healthy and able to work under pressure in a demanding atmosphere.
- You should speak English well and have some experience dealing with the public.

How to apply

Send an email and full résumé to Emma Richards: e.richards@worldmusic.org

- b Compare notes with a partner and discuss how relevant you think each other's information is, what you think you should leave out, and what else you might want to include.

TIPS for writing a cover email / letter to apply for a job, grant, etc.

- Use appropriate sentences to open the email / letter.
- Organize the main body of the email / letter into clear paragraphs.
- Use a suitable style:
Don't use contractions or very informal expressions.
Use formal vocabulary where appropriate, e.g., *require* instead of *need*, *as* instead of *because*.
The use of a conditional can often sound more polite, e.g., *I would welcome the chance to...*
- When you say why you think you are suitable for the job, be factual and positive, but not overconfident. Be careful not to sound arrogant.
- Use appropriate phrases to close the email / letter.

WRITING

You have decided to apply for the festival job advertised to the left. Write a cover email of between 200 and 250 words.

DRAFT your email.

- Write an introductory sentence to explain why you are writing.
- Paragraph 1: Give personal information including skills and qualifications.
- Paragraph 2: Talk about any relevant experience you have.
- Paragraph 3: Explain why you think you would be suitable for the job.
- Write a closing sentence.

EDIT the email, checking paragraphing, cutting any irrelevant information, and making sure it is the right length.

CHECK the email for mistakes in grammar, spelling, punctuation, and register.

➡ p.11

WRITING AN ARTICLE

KEY SUCCESS FACTORS

- getting and keeping the reader's attention
- using rich and precise vocabulary
- having a clear structure that is easy to follow

ANALYZING A MODEL TEXT

- a You are going to read an article about childhood covering the areas below. What information would you include if you were writing about your country?
- What are the main differences between children's lives 50 years ago and children's lives now?
 - Why have these changes occurred?
 - Do you think the changes are positive or negative?
- b Now read the article. Did the writer include any of your ideas? With a partner, choose what you think is the best title from the options below and say why you prefer it to the others.

How childhood has changed
Children of the past
My childhood

- c Answer the questions with a partner.
- 1 What is the effect of the direct question in the introduction? Where is it answered?
 - 2 What does paragraph 1 focus on? What examples are given?
 - 3 What are the changes that the writer focuses on in paragraph 2 and what reasons are given for the changes? Do you agree?
 - 4 Underline the discourse markers that are used to link the points in paragraphs 2 and 3, e.g., *First...*



Children's lives have changed enormously over the last 50 years. But do they have happier childhoods?

- 1 It's difficult to look back on one's own childhood without some element of nostalgia. I have four brothers and sisters and my memories are all about being with them, playing board games on the living room floor, or spending days outside with the other neighborhood children, racing around on our bikes, or exploring the nearby woods. My parents hardly ever appear in these memories, except as providers either of meals or of severe reprimands after some particularly hazardous adventure.
- 2 These days, in the US at least, the nature of childhood has changed dramatically since the 1960s. First, families are smaller and there are far more only children. It is common for both parents to work outside the home and far fewer people have the time to bring up a large family. As a result, today's boys and girls spend much of their time alone. Another major change is that youngsters today tend to spend a huge proportion of their free time at home, inside. This is due more than anything to the fact that parents worry much more than they used to about real or imagined dangers, so they wouldn't dream of letting their children play outside by themselves.
- 3 Finally, the kinds of toys children have and the way they play is totally different. Computer and video games have replaced the board games and more active pastimes of my childhood. The fact that they can play electronic games on their own further increases the sense of isolation felt by many young people today. The irony is that so many of these devices are called "interactive."
- 4 Do these changes mean that children today have a less idyllic childhood than I had? I personally believe that they do, but perhaps every generation feels exactly the same.

USEFUL LANGUAGE



Using synonyms

Try not to repeat the same words and phrases too often in your writing. Instead, where possible, use a synonym or similar expression if you can think of one. This will both make the text more varied for the reader and help to link the article together. A good monolingual dictionary or thesaurus can help you.

d Find synonyms in the article for...

- 1 at the present time _____, _____
- 2 children _____, _____, _____
- 3 alone, without adults _____, _____



Using richer vocabulary

You can make your writing more colorful and interesting to read by trying to use a richer range of vocabulary instead of the most obvious words.

e Can you remember how the words in *italics* were expressed in the article, to make the style more interesting?

- 1 Children's lives have changed *in a big way*... _____
- 2 ...spending days outside with the other *children who lived near us*... _____
- 3 ...*going* around *fast* on our bikes... _____
- 4 My parents *don't* appear *very often* in these memories... _____
- 5 ...after some particularly *dangerous* adventure. _____
- 6 ...*usually both* *parents* work outside the home _____
- 7 ...that children today have a less *happy* childhood than I had? _____

PLANNING WHAT TO WRITE

a Look at the test question below.

Many aspects of life have changed over the last 30 years. These include:

marriage dating the role of women and / or men

Write an article for an online magazine about how one of these areas has changed in your country and say whether you think these changes are positive or negative.

With a partner, brainstorm for each topic...

- 1 what the situation used to be like.
- 2 whether the situation has changed a lot in your country.
- 3 whether you think the changes are positive or negative and why.

Now decide which topic you are going to write about and which ideas you want to include.

b Think of a possible title for your article.

TIPS for writing an article:

- Remember that this is not an essay. In an essay, you would focus on the most important points, but for an article, you should choose the points that you could say something interesting about, or where you can think of any interesting personal examples.
- There is no fixed structure for an article, but it is important to have clear paragraphs. Use discourse markers to link your points or arguments.
- Use a suitable style, neither very formal nor very informal.
- Make the introduction reasonably short. You could use a question or questions that you then answer in the article.
- Try to engage the reader, e.g., by referring to your personal experience.
- Vary your vocabulary using synonyms where possible.

WRITING

Write an article of between 200 and 250 words.

DRAFT your article.

- Write a brief introduction that refers to the changes and asks a question.
- Write two or three main paragraphs saying what the situation used to be like and how it has changed.
- Write a conclusion that refers back to the question in the introduction and that says whether you think the changes are positive or negative.

EDIT the article, checking paragraphing, cutting any irrelevant information, and making sure it is the right length.

CHECK the article for mistakes in grammar, spelling, punctuation, and register.

← p.21



WRITING A REVIEW

KEY SUCCESS FACTORS

- summarizing main events in the plot in a concise way
- using a wide range of vocabulary to describe plot, characters, etc.
- expressing a reasonably sophisticated opinion

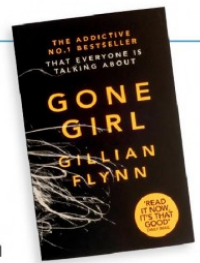
ANALYZING A MODEL TEXT

- a Which of the following would normally influence you to read a book?
- a friend of yours recommended it
 - it's a bestseller—everybody is reading it
 - you saw and enjoyed a movie based on it
 - you were told to read it at school
 - you read a good review of it
- b Read the book review. In which paragraph 1–4 do you find the following information? Write **DS** if the review doesn't say. Does the review make you want to read the book?
- ☐ the strong points of the book
 - ☐ the basic outline of the plot
 - ☐ what happens in the end
 - ☐ where and when the story is set
 - ☐ the weakness(es) of the book
 - ☐ whether the reviewer recommends the book or not
 - ☐ who the author is
 - ☐ who the main characters are
 - ☐ how much the book costs
 - ☐ who the book will appeal to
- c Look at these extracts from a first draft. Which words did the reviewer leave out or change to make it more concise? Then read the information box about **Participle clauses** to check.

1 A thriller, **which is set in the present day** in a small town in Missouri in the US, it immediately became an international bestseller.

2 ...a couple, Nick and Amy Dunne, **who are now living in Nick's hometown** of Carthage,...

3 Nick now owns a bar, **which was opened with his wife's money**, which he runs with his sister Margo.



- 1 *Gone Girl* is the third novel by American writer Gillian Flynn. A thriller, set in the present day in a small town in Missouri in the US, it immediately became an international bestseller.
- 2 The main characters in the novel are a couple, Nick and Amy Dunne, now living in Nick's hometown of Carthage, after Nick lost his job as a journalist in New York City. Nick now owns a bar, opened with his wife's money, which he runs with his sister Margo. On the day of his fifth wedding anniversary, Nick discovers that his wife, Amy, is missing. For various reasons, he becomes a prime suspect in her disappearance. The first half of the book is told in the first person, alternately by Nick, and then by Amy through extracts from her journal. The two stories are totally different: Nick describes Amy as stubborn and antisocial whereas she makes him out to be aggressive and difficult. As a result, the reader is left guessing whether Nick is guilty or not. In the second half, however, the reader realizes that neither Nick nor Amy have been telling the truth in their account of the marriage. The resulting situation has unexpected consequences for Nick, Amy, and the reader.
- 3 The great strength of this book is how the characters of Nick and Amy unfold. Despite having the typical devices common to thrillers, for example, several possible suspects and plenty of red herrings, the novel is also a psychological analysis of the effect on personalities of failure and disappointed dreams. My only criticism would be that the first half goes on too long and perhaps could have been slightly cut down.
- 4 Not only is this a complex and absolutely gripping novel, but it also tackles real problems in society, such as the unhappiness that is caused by problems with the economy and the effect of the media on a crime investigation. For all lovers of psychological thrillers, *Gone Girl* is a must.

Glossary

red herring an unimportant fact, event, idea, etc., that takes people's attention from the important one

Participle clauses

The writer uses participles (*set, living, opened*) instead of a subject + verb. Past participles replace verbs in the passive, and present participles (*-ing* forms) replace verbs in the active. The subject of the clause is usually the same as the subject of the main clause.

Participle clauses can be used:

- instead of a conjunction (*after, as, when, because, although, etc.*) + subject + verb, e.g., *Having run out of money...* instead of *Because she has run out of money...*
- instead of a relative clause, e.g., *set in the present day / opened with his wife's money* instead of *which is set... / which was opened...*

When you use a participle clause, you do not need to link the next clause with *and*, e.g., *It is set in 1903 and it tells the story of a young girl...* → *Set in 1903, it tells the story...*

d Rewrite the sentences, making the **highlighted** phrases more concise by using participle clauses.

- 1 **As she believes him to be the murderer**, Anya is absolutely terrified.
- 2 Armelle, **who was forced to marry a man she did not love**, decided to throw herself into her work.
- 3 Simon, **who realizes that** the police are after him, tries to escape.
- 4 **It was first published in 1903** and it has been reprinted many times.
- 5 **When he hears the shot**, Mark rushes into the house.
- 6 **It is based on his wartime journals** and it tells the story of a young soldier.

USEFUL LANGUAGE

The two stories are totally different...

...and perhaps could have been slightly cut down.

e Underline the adverbs of degree in these phrases from the review. What effect do they have on the adjectives?

f Cross out any adverbs that don't fit in these sentences. Check (✓) if all are possible.

- 1 My only criticism is that the plot is **somewhat** / **slightly** / **a little** implausible.
- 2 The last chapter is **really** / **very** / **absolutely** fascinating.
- 3 The end of the novel is **rather** / **pretty** / **quite** disappointing.
- 4 The denouement is **absolutely** / **incredibly** / **extremely** thrilling.

PLANNING WHAT TO WRITE

a Think of a book or movie that you have read or seen recently. Make a list of the main things about the characters and plot that you should cover in a review. Don't include a spoiler. Use the present tense and try to include at least one participle clause.

b Exchange your list with other students to see if they can identify the book or movie.

TIPS for writing a book / movie review:

- Choose a book or movie that you know well.
- Organize the review into clear paragraphs.
- Use a suitable style, neither very formal nor very informal.
- Give your reader a brief idea of the plot, but do not give away the whole story. This is only part of your review, so choose only the main events and be as concise as possible.
- Use the present tense when you describe the plot. Using participle clauses will help to keep it concise.
- Use a range of adjectives that describe as precisely as possible how the book or movie made you feel, e.g., *gripping*, *moving*, etc. (see p.41). Use adverbs of degree to modify them, e.g., *absolutely gripping*.
- Remember that an effective review will include both praise and criticism.

WRITING

A student magazine has asked for reviews of recent books and movies. Write a review of between 200 and 250 words.

DRAFT your review.

- Paragraph 1: Include the title of the book or movie, the genre, the author or director, and where / when it is set.
- Paragraph 2: Describe the plot, including information about the main characters.
- Paragraph 3: Talk about what you liked and any criticisms you may have.
- Paragraph 4: Give a summary of your opinion and a recommendation.

EDIT the review, making sure you've covered all the main points, checking paragraphing, cutting any irrelevant information, and making sure it is the right length.

CHECK the review for mistakes in grammar, spelling, punctuation, and register.

← p.41

WRITING A DISCURSIVE ESSAY (1): A BALANCED ARGUMENT

KEY SUCCESS FACTORS

- constructing an argument on both sides
- writing an effective introduction and conclusion
- using appropriate discourse markers to contrast and balance points

ANALYZING A MODEL TEXT

- a You have been asked to write the following essay:

Do smartphones really improve our lives?

With a partner, discuss three reasons why you think smartphones make our lives better and three reasons why they do not. Order them 1–3 according to their importance.

- b Read the model essay and check if the writer has mentioned some or all of your arguments. Where does the writer put the main argument in each paragraph?

🔍 Introductions and conclusions

- In an essay, it is important that the introduction engages the reader's attention. A good introductory paragraph describes the present situation and gives supporting evidence. It should introduce the topic, but should not include the specific points that you are going to mention in the body of the text. It should refer to the statement or question you have been asked to discuss. This can often be done in the form of a question to the reader, which the subsequent paragraphs should answer.
- The conclusion should briefly sum up the arguments you have made and can include your personal opinion. The opinion you express should follow logically from the arguments you have presented. It is important that this is not just a repetition of your arguments. It is a summary of what you believe your arguments have proved.

Do smartphones really improve our lives?

Introduction

Arguments in favor

Perhaps the greatest benefit of smartphones is that they give us an incredible amount of information. They are not just phones—we can also use them as maps, encyclopedias, novels, entertainment systems, and much more. We live in an age of information and smartphones help us to make the most of it all. In addition, they allow us to live our lives spontaneously. Whether you need a taxi, have to make reservations at a restaurant, or want to identify stars in the night sky, you can do it immediately. Finally, they keep us in touch with our friends and family and the social role they play in a fast-moving society is hugely important.

Arguments against

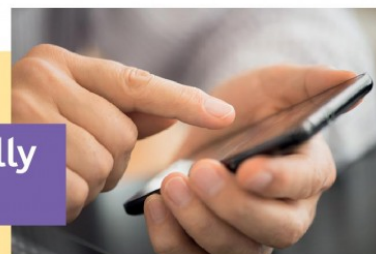
However, there are strong arguments to suggest that the advantages of smartphones can also be disadvantages. One drawback is the cost—monthly contracts are far from cheap and smartphones tend to become obsolete quickly, so people feel they need to buy the newest model. What is more, they are a constant distraction and they encourage people to spend hours checking social networking sites when they could be doing something more useful. But perhaps the most significant downside is for professionals. On the one hand, smartphones offer great convenience, but they also mean that employees can be contacted by their boss all the time, even on vacation.

Conclusion

- c Read the information box. Then look at the three introductory paragraphs below and choose which one you think is best for the essay. Compare with a partner. Discuss why you think it is the best and why the other two are less suitable. Then do the same with the concluding paragraphs.

Introductions

- 1 Smartphones dominate the field of personal communications and it sometimes seems that nearly everyone owns one. The technology is universal, but do smartphones really make our lives better?
- 2 Smartphones clearly have important advantages and disadvantages. In this essay, I am first going to analyze the advantages of this technology and then I will outline some important disadvantages, before finally drawing my conclusions.
- 3 Can you imagine life without your smartphone? Probably not, as this fantastic technology has become such a crucial tool for our work and social lives. So how did we manage before smartphones were invented?



Conclusions

- 1 To sum up, smartphones have both advantages and disadvantages, but all things considered, I believe that their influence is entirely beneficial—after all, we could not live without them.
- 2 In conclusion, smartphones have improved our lives considerably in my view, especially if you want to use the internet. They are very useful, for example, if you are in a store and you decide to buy something online instead.
- 3 On the whole, smartphones are a wonderful tool, but they have both pros and cons and they have to be used appropriately. It is very important that we control them and not the other way around.

USEFUL LANGUAGE

- d Complete the missing words. Some (but not all) are in the model essay.

Expressing the main points in an argument



- 1 The greatest **b** _____ is that...
- 2 **First and most** **im** _____, smartphones give us an incredible amount of information.



- 3 One **d** _____ of smartphones is that...
- 4 Another **dr** _____ to smartphones is that monthly contracts can be expensive.

Adding supporting information to a main argument, or introducing other related arguments

- 5 In **a** _____
- 6 **What is m** _____
- 7 **Not o** _____ **that**, but...
- 8 **Another point in f** _____ of this technology is that smartphones allow us to live our lives spontaneously.

Weighing up arguments

- 9 **On the wh** _____,
- 10 **On b** _____,
- 11 **A** _____ **in a** _____,
- 12 **All things c** _____, smartphones have both pros and cons.

PLANNING WHAT TO WRITE

- a Look at the essay titles below and, with a partner, choose one of them. Brainstorm the pros and cons. Then decide on three main arguments on each side that are relevant to the title.

The growth of online shopping has greatly improved life for the consumer.

Ready-made meals have revolutionized eating at home—but at what price?

- b Write an introduction for the essay. Follow this pattern:

- 1 Write an introductory sentence about how important online shopping or ready-made meals have become.
- 2 Write a second sentence supporting the first one.
- 3 Ask the main question that you intend to answer in the essay.

- c Compare your introduction with a partner. Together, make a final version.

TIPS for writing a discursive essay giving both sides of an argument:

- Brainstorm points for and against and decide which two or three you think are the most important.
- Use a neutral or formal style.
- Write a clear introduction that engages the reader. You could end the introduction with a question you are going to answer.
- An essay is not just a list of ideas and opinions. Link your ideas in a logical sequence. Use phrases to order, contrast, and weigh up the points in your argument.
- Make sure your conclusion is a summary of what you have previously said and refers back to what you were asked to write about.

WRITING

Write an essay of between 200 and 250 words.

DRAFT your essay.

- Paragraph 1: Write an introduction.
- Paragraph 2: Give arguments in favor of online shopping or ready-made meals.
- Paragraph 3: Give arguments against online shopping or ready-made meals.
- Paragraph 4: Write your conclusion, saying whether you think the advantages outweigh the disadvantages or vice versa.

EDIT the essay, making sure you've covered the main points, cutting any irrelevant information, and making sure it is the right length.

CHECK the essay for mistakes in grammar, spelling, punctuation, and register.

WRITING A REPORT

KEY SUCCESS FACTORS

- making sensible recommendations based on your observations
- being clear and concise
- organizing your report under headings

ANALYZING A MODEL TEXT

- a The owners of a language school are doing some research into student satisfaction and have asked several students to interview all the students at the school and write a report. Read their report and then, from memory, tell a partner what the school's main strengths and weaknesses are in each area.
- b Can you remember how some of the **highlighted** phrases below were expressed in a more formal way? Then look at the text again to check your answers.
- 1 **What this report is for** is...
The _____ is...
 - 2 ... is to **find out how happy students are** with the classes and facilities.
... is to _____ with the classes and facilities.
 - 3 In general, students **thought the teachers were very good**.
In general, students _____.
 - 4 **About class sizes**, most students think there should be no more than 12 students in a class.
_____, most students think there should be no more than 12 students in a class.
 - 5 **As for how long the classes last**, they officially last an hour...
_____, they officially last an hour...
 - 6 We suggest **buying** more computers...
We suggest _____ more computers...
 - 7 **Most students** are extremely positive...
_____ are extremely positive...
 - 8 ...that **if you make the changes we suggest**, it will be an even better place to study.
...that _____, it will be an even better place to study.

English Time Language School



A report

Introduction

The aim of this report is to assess student satisfaction with the classes and facilities at the English Time Language School and to make suggestions for improvements.

Testing and registration of new students

Most students were satisfied with the testing process for new students. However, they complained about the long lines at registration. We believe it would be preferable either to have more staff members available to deal with registration, or to give students a specific day and time to register.

The classes

In general, students rated the teachers very highly. Their main criticisms were of class sizes and the length of classes. With regard to class sizes, most students think there should be no more than 12 students in a class. In terms of the duration of classes, they officially last an hour, but in practice they are usually only 45 minutes because of latecomers. We propose that all students who arrive more than five minutes late should have to wait until the break for admittance.

The self-study center

It is generally thought that the self-study center, while useful, has two major drawbacks. There are not enough computers and at peak times they are always occupied. Also, the center closes at 7 p.m., so students who come to the later classes cannot use the center at all. We suggest purchasing more computers and extending the center's hours to 9 p.m.

The cafeteria

The cafeteria was recently replaced by vending machines for drinks and snacks. Although it is true that people often had to wait to be served, most students greatly preferred the cafeteria and would like it to be reopened.

Conclusion

Overall, the majority of students are extremely positive about the school and feel that if the suggested changes are implemented, it will be an even better place to study.

USEFUL LANGUAGE

- c Complete the missing words. Some (but not all) are in the model report.

Some common expressions for generalizing

- 1 In **g** _____, people think...
- 2 **Generally sp** _____, people think...
- 3 **It is generally co** _____ / thought...
- 4 **The general v** _____ is that certain improvements need to be made.
- 5 **Of** _____, the majority of students think...

- d Rewrite the following sentences.

Making suggestions

- 1 Please buy new computers.
We suggest _____.
- 2 The registration process ought to be improved.
It would be advisable _____.
- 3 Why don't you make the classes smaller?
We propose _____.
- 4 You really should extend the center's hours.
I strongly recommend _____.
- 5 It would be much better if classes lasted an hour.
It would be far preferable for classes _____.

← p.69

PLANNING WHAT TO WRITE

- a Read the following task and study the relevant information. Then, with a partner, decide:

- 1 how many headings you will need and what they should be.
- 2 how to express the relevant information in your own words.
- 3 what suggestions for improvements could be made under each heading.

Your language school has just started four-week study trips to the US. You have been asked by the principal of the school to get feedback from all the students who participated in the first trip and write a report detailing what students were positive about, what problems they had, and making suggestions for improving future study trips.

You have made the following notes about the views of the majority of participants:

- *People with families much happier than ones who stayed in the dormitories, because they were able to practice their English with the families.*
- *School OK and classes good, but almost everyone complained about the lunch (just a sandwich). Some thought six hours a day too much.*
- *People not very interested in some weekend cultural programs. Trips to New York City and Philadelphia great, to Gettysburg and Valley Forge boring. On all trips too much sightseeing and not enough time for shopping!*

- b Together, suggest improvements to the study trips, beginning with a different expression each time.

TIPS for writing a report:

- Look carefully at who the report is for and what they need to know. This will help you choose what information you have to include.
- Decide what the sections of the report are going to be and think of headings for them.
- Use an appropriate professional style, avoiding very informal expressions.
- In the introduction, state what the aim of the report is.
- For each paragraph, state the situation (strengths and weaknesses) and then make a recommendation.
- If on a test you are given information on which to base your report, try not to use exactly the same words.
- Use a variety of expressions for generalizing and making suggestions.

WRITING

Write a report of between 200 and 250 words.

DRAFT your report, using the headings and suggestions you worked on in the planning stage.

EDIT the report, making sure you've covered all the main points, checking paragraphing, cutting any irrelevant information, and making sure it is the right length.

CHECK the report for mistakes in grammar, spelling, punctuation, and register.

WRITING A DISCURSIVE ESSAY (2): TAKING SIDES

KEY SUCCESS FACTORS

- constructing an argument
- sustaining your case with examples
- showing that you have considered the opposing viewpoint

ANALYZING A MODEL TEXT

- a You have been asked to write the following essay:

Tourism always does a place more harm than good.

Discuss the question with a partner. Do you think that the effect of tourism on a country, city, or region is in general more positive or more negative? Why?

Topic sentences

In a well-written essay, the first sentence of a paragraph usually establishes what the paragraph is going to be about. This is sometimes called the "topic sentence."

- b In pairs, read each topic sentence below and imagine how the paragraph will continue. Do you think the essay will be in favor of or against tourism?
- A The infrastructure of an area is also often improved as a result of tourism.
 - B It is often claimed that popular tourist destinations are spoiled as a result of over-development.
 - C Tourism is one of the world's great growth industries.
 - D Another point in favor of tourism is that governments are becoming aware of the need to protect tourist areas in order to attract visitors.
 - E The main positive effect of tourism is on local economies and employment.
- c Now read the model essay and match topic sentences A–E to paragraphs 1–5.



Tourism always does a place more harm than good

- 1 _____ People today are traveling further and further, not only in the summer, but throughout the year. Although some people argue that mass tourism has a negative effect on destinations, in my view its influences are generally positive.
- 2 _____ Tourists need places to stay and things to do and this creates a wide range of jobs for local people. Vacationers also spend a great deal of money, which stimulates the economy of the region as well as benefiting the country as a whole.
- 3 _____ For example, when tourists start visiting an area, roads and public transportation tend to improve, or an airport may be built, all of which benefit local people as well as tourists.
- 4 _____ This is leading to better conservation not only of areas of natural beauty and endangered habitats in rural areas, but also of historic buildings and monuments in towns and cities.
- 5 _____ For instance, many people argue that tourist development results in ugly hotels and apartment buildings. This may have been true in the past, but nowadays developers recognize that new buildings should blend in with old ones and should not change the character of a place.
- 6 To sum up, I believe that, on the whole, tourism has a positive influence provided its development is properly planned and controlled. Tourist destinations have a lot to gain from visitors and the business they bring. In my opinion, it is possible for both tourists and local people to benefit and for popular tourist destinations to have a sustainable future.

d Read each paragraph again, with its topic sentence. Answer the questions with a partner.

- 1 Where does the writer state his overall opinion about tourism?
- 2 How many arguments are given to support his view?
- 3 What is the purpose of paragraph 5?



Using synonyms and richer vocabulary

When you are writing an essay, remember to vary and enrich your vocabulary by using synonyms where appropriate.

e Find synonyms in the essay for the following words and expressions:

- 1 tourists _____, _____
- 2 effects _____
- 3 for example _____
- 4 in general _____, _____

USEFUL LANGUAGE

f Complete the missing words. Some (but not all) are in the model essay.

Giving personal opinions

- 1 I **b** _____ that...
- 2 I **f** _____ that...
- 3 In my **v** _____, the influences of tourism are generally positive.
- 4 In my **o** _____, ...
- 5 **P** _____, I think that...

Introducing opposite arguments

- 6 Some / Many people **ar** _____...
- 7 It is often **cl** _____ **that** popular destinations are spoiled by tourism.
- 8 There are **th** _____ who say...

Refuting them

- 9 This **m** _____ **h** _____ been true in the past, but **n** _____...
- 10 There are a number of **fl** _____ in this argument.
- 11 That is simply not the **c** _____.

PLANNING WHAT TO WRITE

a Read the essay titles below. For each one, decide which side of the argument you are going to take, and think of three or four reasons with examples.

Drivers should be charged for using roads linking major towns and cities.

Our lifestyles are less healthy than our grandparents'.

b Compare with a partner. Decide which you think are the three most important reasons. Decide on typical opposing arguments that you could refute.

c Choose which of the essays you are going to write. Decide on the main paragraphs and write topic sentences for each one. Show your topic sentences to a partner and see if you can improve each other's sentences.

TIPS for writing a discursive essay where you take one side of an argument:

- Organize your essay into paragraphs, with a clear introduction and conclusion (see p.120).
- Begin each paragraph with a clear topic sentence and then develop the idea.
- Use synonyms to avoid repeating yourself.
- Use a variety of phrases for giving your opinion and introducing an opposing argument and refuting it.

WRITING

Write an essay of between 200 and 250 words on one of the topics above.

DRAFT your essay.

- Introduction: Introduce the topic and state your opinion.
- Main argument: Write two or three paragraphs giving your reasons.
- Opposing arguments: Write a paragraph stating one or more common opposing arguments and refuting each one.
- Conclusion: Sum up, stating what your arguments have shown.

EDIT the essay, making sure you've covered the main points, cutting any irrelevant information, and making sure it is the right length.

CHECK the essay for mistakes in grammar, spelling, punctuation, and register.

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WRITING A COMPLAINT

KEY SUCCESS FACTORS

- summarizing the issue clearly
- maintaining an assertive but respectful tone
- being clear and reasonable about what you expect to be done

ANALYZING A MODEL TEXT

- a Have you ever had a very bad experience at a restaurant or a hotel? What happened? Did you make a complaint either in person or in writing? What response did you get?
- b Read the model formal email. What exactly is the complaint about?

To: manager@fiorellis-nyc.net
From: a.knight10798@gmail.com
Subject: Complaint

Dear Sir or Madam,

- 1 I am writing to complain about the meal that my husband and I had on Thursday, March 16th, at Fiorelli's on Riverside Street. 1 _____ that the dinner 2 _____.
- 2 First of all, according to our online reservation, the table was booked for 7:00 and we 3 _____ leave the table by 9:00, which we 4 _____. However, the service was extremely slow and at 8:45, we had only just been brought our dessert. At this point, the waiter not only brought us the check, but also asked us to hurry because he would need the table back very soon. This left us feeling extremely 5 _____.
- 3 Second, when we were ordering our meal, the waiter recommended several dishes that were not on the menu and we both chose *tagliatelli al tartufo*. We assumed that the price of this item would be in line with those on the menu, 6 _____, between \$10 and \$15. However, when the waiter brought the check, we discovered that 7 _____ a total of \$50, making them more than twice as expensive. When we complained to the waiter, he said that we should have asked the price when we ordered; however, in my opinion the waiter himself should have pointed out that this dish was considerably more expensive than the other choices.
- 4 I feel strongly that if customers are given a table that has a time limit, the service should be efficient enough to ensure that 8 _____ within that time. I also think that, while it is understandable that some of the daily "specials" may be more expensive because of the ingredients used, this should always be made clear from the start.
- 5 Under the circumstances, we believe that 9 _____ and that we should receive 10 _____. I look forward to hearing your views on this matter.

Respectfully,
Andrew Knight

- c With a partner, discuss which phrase, **a** or **b**, is better for each blank and why.

- 1 a I'm sorry to say
b I am afraid to say
- 2 a did not live up to our expectations
b was a complete disaster
- 3 a were requested to
b were told we had to
- 4 a thought was OK
b considered reasonable
- 5 a fed up
b dissatisfied
- 6 a that is to say
b I mean
- 7 a we had been charged
b you had charged us
- 8 a they can eat their food
b their meal can easily be completed
- 9 a we are owed an apology
b you ought to say sorry
- 10 a some form of compensation
b a lot of money back



USEFUL LANGUAGE

- d Can you remember how the writer expressed the following in a more formal way? Then look at the text again to check your answers.

- 1 In this letter I want to complain...

- 2 It said on our online booking...

- 3 The waiter gave us the check and asked us to hurry.

- 4 I really think that if customers are given a table...

- 5 I'd like to know what you think about this.

PLANNING WHAT TO WRITE

- a Read part of a website post by Hannah. What problems did she have at the Westfield Hotel?



Hannah Jones
2 hours ago

Just got back from Florida. That's the last time we stay at the Westfield Hotel! We stayed there a couple of years ago and had a good time, so I booked again for a week in April. The website described it just as I remembered it and said you could order food from the hotel kitchen in the evening—you know what a pain it is to have to go out with the kids, much easier to get room service—so I just went ahead and booked. Anyway, when we got there we were totally speechless! The kitchen and restaurant were under construction and they said that in fact they didn't do any food except for breakfast because of the construction. It was too late to find anywhere else, so we decided to stay, but it was a nightmare. The constructions workers started making noise at 7:30 in the morning, the breakfast was horrible—just cold food because the kitchen wasn't up and running—and we had to buy drinks and sandwiches from a nearby fast-food restaurant and take them back to our room in the evening for dinner. I tried to complain, but somehow the manager was never there, only the reception staff who weren't really responsible and obviously felt sorry for us. So I'm going to email the manager and if I don't hear anything, I'm definitely going to put something on Twitter...

Like • Comment • Share

- b You are going to write Hannah's email to the Westfield Hotel. With a partner:

- underline the relevant information in the website post.
- summarize exactly what you are dissatisfied with.
- discuss what it would be reasonable for the hotel to do to compensate you for the inconvenience.
- invent any other details you think might be important to include in the email, for example, the exact dates of your stay, the room number, etc.

TIPS for writing an email or letter of complaint:

- Make a note of all the relevant details you want to include before you start drafting your email.
- Decide what action you want the person you are writing to take.
- Use appropriate expressions for opening and closing the email.
- Use a formal style and be clear and assertive, but not aggressive.
- Use the passive, e.g., *we were told*, *we are owed an apology*, etc., to make it more impersonal, or to make it clear that you are not accusing individuals.
- Use a variety of expressions for generalizing and making suggestions.

WRITING

Write an email of complaint of between 200 and 250 words.

DRAFT your email.

- Introduction: Explain why you are writing.
- Main paragraphs: Say what the complaint relates to and give the details.
- Summary paragraph: Restate your complaints briefly.
- Closing sentences: Ask for some action from the hotel.

EDIT the email, checking paragraphing, cutting any irrelevant information, and making sure it is the right length.

CHECK the email for mistakes in grammar, spelling, punctuation, and register.

← p.91