4. A Formal letter

1. Which of these situations do you find the most annoying?

* Your new computer has broken.
* Jeans you bought last week ripped.
* The last page in the book from library is missing.
* The shoes you ordered from an e-shop are too small.
* There is no cd in the packet you have just received.
* You found a golden tooth in your bread.

2. Why may you write to these people? Will you use different styles of writing?

Company manager

Your mother

Customer Service Department

Bank manager

Your boyfriend/girlfriend

The president

3. Cross out the letters that are not formal and think of a situation when you may write a particular type of a letter:

Job application letter Information request

Letter of complaint My new flat

Insurance claim Letter to the editor

Letter to a friend Letter of advice

Wedding invitation Letter of referrence

4. Read the letter (HO1) and put it into the right order. There are 12 mixed up parts of the letter.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

12.

5. Which phrases are not suitable for a formal letter?

The purpose of this letter is to express my disappointment with your services.

You should write back ASAP!

How about sending me some quid?

I am absolutely furious because your company cannot do such things to people!

I await your prompt reply.

I would therefore expect some reimbursement.

**FORMAL Letter SUMMARY:**

**Who to:** Managers, Clients, Customers (people in business); People of different professional or social status; People you are not familiar with

**To address:** *Dear Sir/Madam; Dear Mr. Black*

**To end:** *Yours faithfully (Dear Sir); Yours sincerely (Dear Mr. Black)*

**Useful tips:** Your address should be in the top-right hand corner; receiver’s address in the top-left hand corner followed by receiver´s name; polite and formal language is essential; to make the communication clear use shorter sentences; present unambiguous information; try to avoid emotions; sign your full name;

Always add polite phrase at the end *– I look forward to …, I very much hope to …*

**Paragraphs:** 1 idea = 1 paragraph

Proofreading and editing is vital!

6. Think of situations when you actually made a complaint; how did you solve the problems?

7. Your smart phone you bought last week broke. You have to write **a letter** to the

Customer Service Office to complain about their product. Write **120-150 words.** (40 minutes)

You should:

* **give technical details of the phone**
* **explain what went wrong**
* **suggest your solution of the problem**

*Write your letter in an appropriate style and form.*

**Answer key:**

1. Students‘ own answers.

2. Formal letter: Company manager, Customer Service Department, Bank manager, The president

Informal letter: Your mother, Your boyfriend/girlfriend

3. Informal letters: My new flat – description for a friend; Letter to a friend – various topics; Letter of advice – a letter published in a magazine;

Formal letters: Job application letter – looking for a new job; Information request – asking for information; Letter of complaint – problems with products etc.; Insurance claim – claiming money; Letter to an editor – asking for information, sending comments; Wedding invitation – usually formal; Letter of referrence – written by your employer

4. B, A, D, C, E, H, K, G, I, F, J, L

5. Not suitable are:

You should write back ASAP! – **Better** - **I await your prompt reply.**

How about sending me some quid? – **Better - I would therefore expect some reimbursement.**

I am absolutely furious because your company totally unprofessiona at dealing with people! –

**Better - The purpose of this letter is to express my disappointment with your services.**

6. Students’own answers

7. Students‘ own answers

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Formal letter (HO1)

a) *Customer Services Manager*

*Brian Air*

*PO Box 678*

*Bristol B2 8PJ*

*The United Kingdom*

b) *Nad stadionem 1101*

*267 01 Kraluv Dvur*

*The Czech Republic*

c) *Dear Sir/Madam*

d) *30 August 2012*

e) *Lost luggage complaint*

f) *I enclose my air ticket, baggage tag as well as the receipts and look forward to hearing from you*

*soon.*

g) *Then, I had to wait for 4 days before my luggage finally arrived. I had to spend more than 100 £ to*

*buy extra clothes and toiletries. I am a student and all of the extra expenses are really distressing.*

h) *I was a passenger on flight BN0851 from Prague to London, the UK on August 1st 2012. I am*

*writing to complain about the way I was treated when my luggage got lost.*

i) *It is a legal requirement for airline operators to reimburse passengers for lost or delayed luggage. I*

*would therefore expect full compensation for both the extra ticket I had to buy and the other*

*expenses I had due to your failure to provide proper service.*

j) *Yours faithfully*

k) *Firstly, when I tried to search my luggage out, the staff at the airline’s information desk were rather*

*unhelpful. They kept sending me to Lost Baggage desk and refused to deal with me. After I spent 2*

*hours at the airport I found out my luggage got lost in Prague. This meant I missed my train to*

*Oxford for which I had bought the ticket in advance and I had to buy another.*

l) *Jan Marek*