

Grow with

NOVUS

FOUNDATIONS FOR CHANGE®

You can do it. We can help.



English

Entry Level 3, Book 7

GLH 3

**Use Appropriate Language
for Purpose and Audience**

Name	
Number	
Location	
Date Issued	



➤ Introduction

This booklet is part of your learning programme.

Remember to read carefully and try your best. Don't worry if you get stuck, make a note on the booklet and move on to the next task. Try coming back to it later, see if you can work it out then.

If you are still stuck, remember to make a note at the end of the booklet.

Throughout the booklet, you will see that some words have been printed **blue and bold**. You will find more detailed explanations of each of these words in the 'Glossary' at the back of the booklet.



Glossary is a list of often difficult or specialised words with their definitions, placed at the back of a book. You may also know this as a word bank.

By working through this booklet, you will become confident using formal and informal language. Learning these skills will help you to write and identify appropriate language and tone for different purposes and audiences.

What Do the Symbols in this Booklet Mean?



Where you see this symbol, there is a skills practice or activity for you to complete.



Information, explanations and case studies are shown with this icon.



This shows you there is a glossary or word bank with the meaning and correct spelling of key words.



This icon shows where to write comments for your tutor to read.



This symbol lets you know there are some key points to remember.



The Big Picture



You are studying Entry Level 3 English, which is taught over 55 Guided Learning Hours (GLH).

The programme covers the units listed below. The unit that you're working on today is ticked.

Booklet		GLH	
1	Spelling		
2	Punctuation		
3	Commas, Compound Sentences and Writing Detailed and Longer Texts		
4	Spelling with Prefixes, Suffixes and Homophones		
5	Finding the Meaning of Words		
6	Plurals and Grammar		
7	Use Appropriate Language for Purpose and Audience	3	
8	Logical Order, Paragraphs, Subheadings and Narrative Writing		
9	Using Bullet Points, Writing Reports and Using Layout Features to Find Information		
10	Text and Purpose		
11	Reading to Identify and Extract Main Points and Ideas		
12	Recap and Summary		

Outcomes

These are the outcomes you can achieve by completing the learning activities in this booklet:

1

Write paragraphs using formal and informal language.

2

Re-write sentences to change the formality.

3

Identify the audiences of formal and informal situations.

4

Identify formal and informal language.



Recap



A **recap** is an effective way of helping you to remember and apply what you have learnt. If this is your first booklet, it may help you to think about what you know already about this subject. Can you answer the following questions?



What was the last booklet you completed?



Can you remember what you learnt about?



Can you remember three key points from the booklet?

1

2

3

Preparing for Learning Activity



Task
1

Do you ever change the way you speak?

When do you change the way you speak and why?

How does the way you speak change in different situations?



Formality



You need to change how you speak depending on the situation and who you are speaking to. If you don't know people very well, want to show respect or impress someone, then you should use **formal language**. If we are speaking to someone that we know well, we can use **informal language**.

In this booklet, you are going to learn some **phrases** and words that are considered formal and informal and practise using them.

Which of these situations do you think would class as formal and which would be informal?



Task
2

An interview



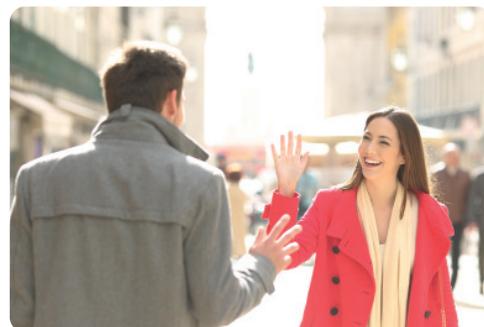
A presentation to class



A break time chat at work



Bumping into a friend



Formal or Informal?



Task 3

Organise the situations below into the table to show when you believe formal or informal language should be used. Place the number in the column. One and two have been completed for you.

Formal Language	Informal Language
Used when we are communicating with people we don't know very well and want to impress or show respect toward them.	Used when we are more relaxed and with people we know well.
1	2

1. You send an email to a colleague to invite them to a meeting with your manager.

2. You call your friend to organise a meal out for them for their birthday.

3. Calling a supermarket to ask when they will be stocking a certain brand of dog food.

4. Replying to your friend asking how your day at work was.

5. Making a complaint to a restaurant after you experienced food poisoning from their food.

6. You text your cousin to invite them to a New Year's Eve party.

7. Calling the GP office to make an appointment.



Informal Writing



When deciding whether you should be writing formally or informally, you must think:

“Who will be reading this?”

If the answer is a friend or family member, you can usually write informally.

Features of Informal Writing

Sometimes sounds ‘chatty’ – we may use phrases and words that you would use when talking. This includes words like ‘hi’ and ‘cheers’

More relaxed – If you are sending a text to a friend or posting to friends on social media, you might use accepted groups of letters that represent a group of words, such as ‘tbh’ for ‘to be honest’ or ‘lol’ for ‘laugh out loud’. You might use single letters to represent words, such as ‘u’ instead of ‘you’ or ‘r’ instead of ‘are’. These are called abbreviations. You may also use lots of emojis to show how you feel about something.

Slang – we might use common phrases and words that are shortened. For example, ‘thank you’ becomes ‘ta’.



Task
4

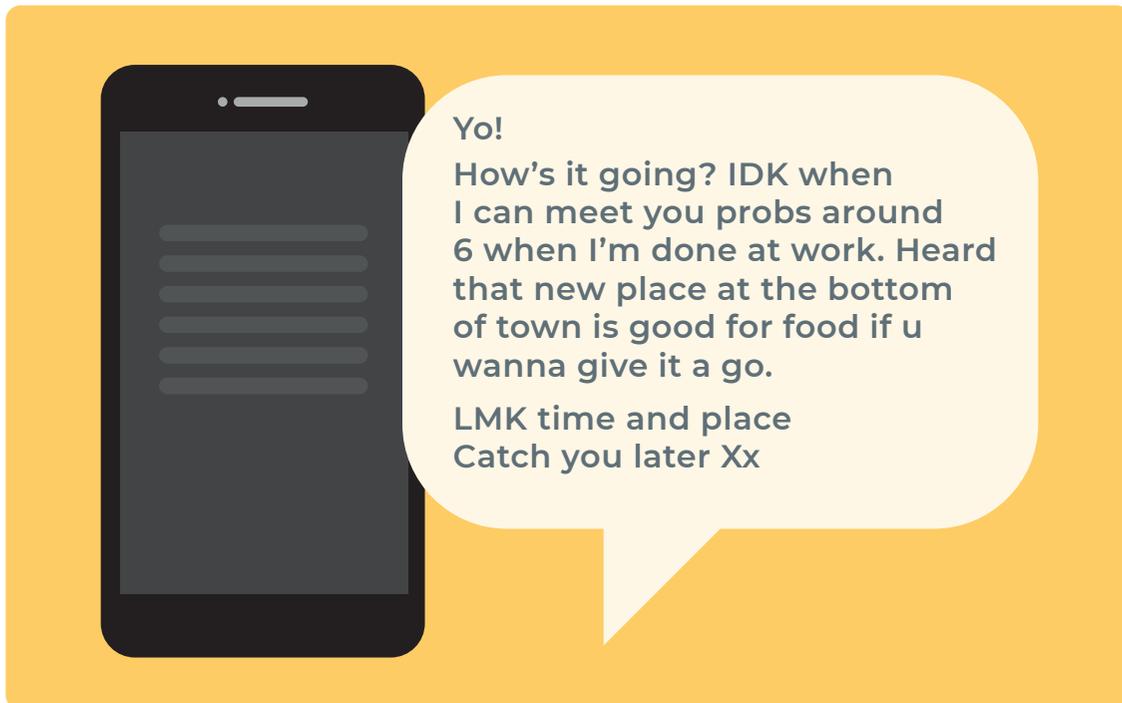
Which abbreviations do you use when sending messages to friends and what do they mean?

Your Exam



In your exam, you will be asked to do two different pieces of writing. One of them may seem like an informal piece of writing but you will **always** be marked for the correct use of **punctuation, grammar** and writing in full sentences. **You must not use slang or letters instead of words.**

A message to a friend might look like this.



But in standard English, it would look like this:

Hi Bob.

How are you? I'm not sure what time I'll be able to meet you. It will probably be at about 6:00, after I finish work. I have heard that new restaurant in town serves good food. Do you want to go there to try it?

Let me know what time is best for you and where you want to meet.

See you tonight.

Fred.



Have a Go



Task 5

Rewrite this text message to a child's school in standard English.



Formal Language



Now, let's think about the other people you may write or speak to.

Any strangers, **professional** people (including colleagues, tutors and doctors) or people of authority, should be spoken and written to using formal language.

We say '**audience**' when we are talking about who is reading or listening to what we have to say.

Features of Formal Language

No slang – for example, avoid using words like 'kids' when referring to children.

No contractions – A contraction is when you join two words together to shorten them. You should always use the two separate words e.g., 'do not' instead of 'don't' or 'I am' instead of 'I'm'.

Be polite – formal writing should be respectful. Swear words or bad-mannered language should not be used.

Correct layout – formal documents should be presented correctly. For example, a letter should include an address, date and **paragraphs**.



Task
6

When might you have to write a formal letter?

Formal and Informal Language



Task 7

Decide whether these sentences are formal or informal and who the audience of that sentence might be. The first one has been completed for you.

	Audience	Formal or informal	How do you know?
I would like to order a cheeseburger and fries please.	A server in a restaurant	Formal	Says 'would like', not 'want'.
He was unable to complete the project in time for the meeting next Tuesday.			
I can't wait to get my new car tomorrow.			
I would like to complain about the poor customer service I experienced.			
I'm starving – hurry up with that food.			
They're always running late.			

Formal and Informal Language



Small changes in our writing can change how formal it is. These small changes could be as simple as changing a couple of words.

Example:

The following sentence starts are all to do with saying sorry but use different words. The last three sound more formal than the first one.

- I said I was sorry for...
- I would like to offer my apologies for...
- It is with deepest regret that...
- I offer my most sincere condolences for...

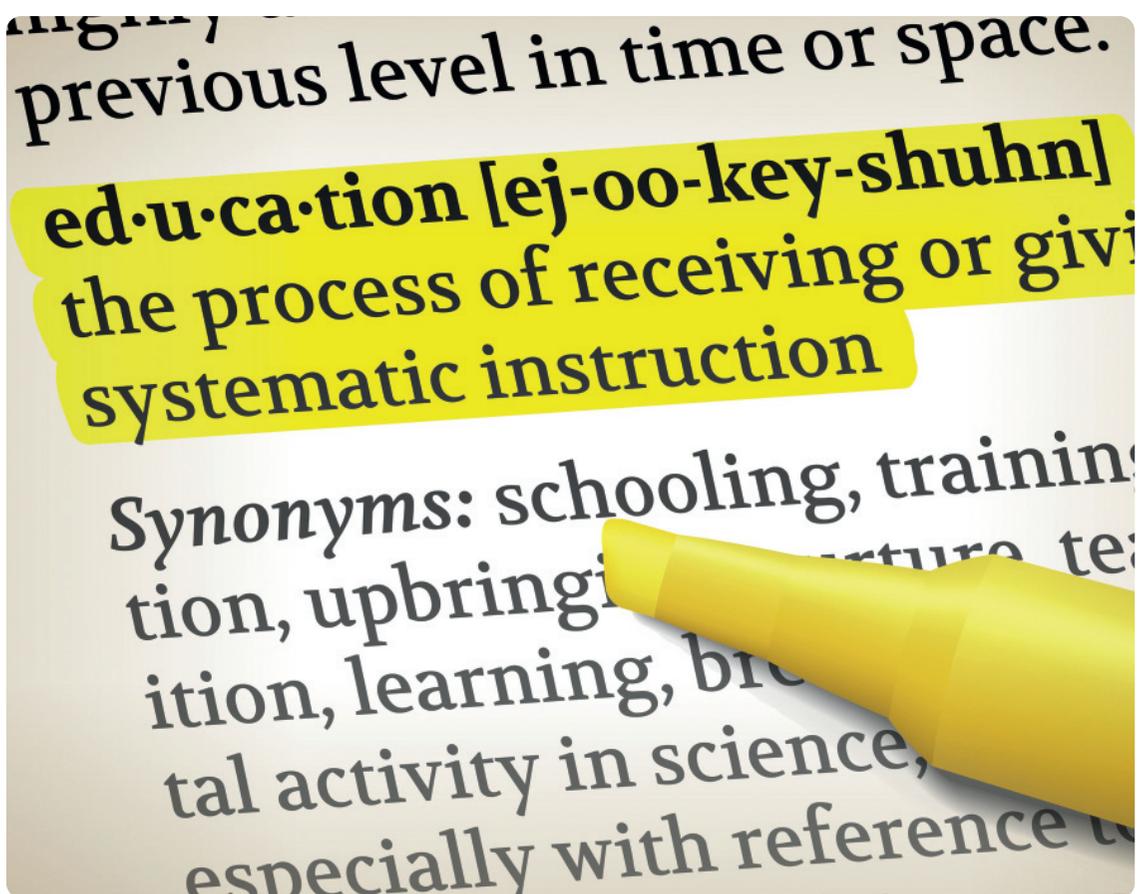


Synonyms

A synonym is a word or phrase that means exactly or nearly the same as another word or phrase.

E.g. '**Shut** the door' means the same as '**Close** the door'.

Synonyms can be really useful when you are trying to make your writing more formal.



Formal and Informal Language



Task
8

Put these words and phrases into groups that all mean the same thing.

expect

point out

discuss

demand

**draw your
attention to**

want

talk about

would like

confer

highlight

show you

Group 1

Group 2

Group 3

Formal and Informal Language



Task
9

Complete the table below so that you can see the formal and informal versions side by side. The first one has been done for you.

let you know	sorry	require
got	apologise	receive
tell	report	thank you
need	inform	thanks

Formal language	Informal language
Thank you	Thanks

Formal and Informal Language



Task 10

Now, use the same words and phrases to complete these sentences. Read the sentences carefully to decide whether they are formal or informal before you chose your word or phrase. The first one has been done for you. It may help to think: **Who is the audience of this sentence?**

let you know

sorry

require

got

apologise

receive

tell

report

thank you

need

inform

thanks

1. **Sorry** for breaking your favourite mug.
2. I _____ for the late delivery of your sofa.
3. Please do not hesitate to let us know if you _____ any assistance.
4. Just to _____, we are moving house next week.
5. Abdul can _____ you all about the best restaurants in Liverpool.
6. Give us a shout if you _____ a hand.
7. We are pleased to _____ that construction on your new home is on schedule.
8. I just wanted to say _____ for picking me up.
9. We regret to _____ you that your flight has been cancelled.
11. Thanks for your gift, which I _____ this morning.
12. We cannot send you your order until we _____ payment.
13. _____ for listening to my opinion.

When is this Useful?



Getting a job is highly competitive, so anything that makes you stand out is good. The first thing that a potential employer may find out about you is what your writing is like.

Many employers will use online services such as **LinkedIn** to find employees rather than advertising.

LinkedIn is the world's largest professional network on the internet. You can use LinkedIn to find the right job or internship, connect and strengthen professional relationships, and learn the skills you need to succeed in your career. You can access LinkedIn from a desktop, LinkedIn mobile app, mobile web experience, or the LinkedIn Lite Android mobile app.

A complete LinkedIn profile can help you connect with opportunities by showcasing your unique professional story through experience, skills and education.

If you are using this free service, you will need to create a profile, which should include details about your work experience.



Task
11

Which of these sounds the most professional?

I used to work for different people back in the day, but I never liked it, so I set up on my own. I've done all sorts of work and will pretty much do anything you want in your garden.

I was employed by GardensRus for 5 years. I started my own business in 2010 and have increased my regular client base successfully over the last 10 years. I provide everything from basic lawn mowing and garden care to a full landscaping service.

Have a go



Task
12

Rewrite this profile so that it sounds more formal.

I worked at a local coffee shop then I moved to a bigger store in town. As a barista I made lots of lattes and cappuccinos, and all sorts of other stuff like clear and clean the tables and wash the cups and saucers



Task
13

Write a short experience profile for yourself. If you have no work experience, think about skills that you have and describe them.

Slang Words



Slang is a type of language consisting of words and phrases that are normally very informal.

Slang has a place. If slang is used often enough it can make its way into the Oxford English dictionary.

The more a word is used, the more it becomes accepted.

The word 'selfie' made it into the dictionary in 2013 and is now a recognised formal English word!

It is important to use the right style of language for the right context – using business jargon in business meetings, formal English in exams or slang when you are with your friends are all ok.



Professionalism counts in the work world. Using the English language appropriately can show that you have a good work ethic and understanding of professional requirements.

Avoiding slang at work

Slang is a shortcut that suggests too much informality and lack of **appreciation** for the workplace setting and expectations.

Replace use of shortcuts such as:

- 'gonna' with 'going to',
- 'wanna' with 'want to',
- 'whatcha' with 'what do you/what are you/what have you',
- 'gotcha/gotta' with 'got to' etc.



Task
14

What slang words do you think you use that should be avoided in the workplace?

Formal and Informal Language at Work



Task
16

You have been successful at your application and interview. You are about to start your new job. How might you need to alter your language at work?

Notes



Let's keep going

FOU

Feedback



WWW (What Went Well)

EBI (Even Better If)

Next steps

Learner feedback (Please provide some feedback for your tutor following the comments that you have just made on your work.)

Speaking and Listening



Informal Discussions

This is the sort of discussions that take place amongst friends, family or work colleagues.

In your exam, you will need to remember

- Be polite
- Don't swear
- Take turns to speak

You can use

- Slang if people will understand
- Contractions (see page 15)

Formal Discussions

These will usually involve people from different areas and with different responsibilities. For example: a workplace staff meeting with colleagues from other departments, other managers and directors.

In your exam, you will need to remember

- Be polite
- Don't swear
- Take turns to speak
- Speak clearly in language that everyone can understand
- Use grammatically correct English

You can still disagree with people!



Speaking and Listening

Imagine that you are to have an informal discussion about women's football. You are then given some information to read comparing pay, uptake and amount of coverage in the media between men's and women's football.

Sort these speech bubbles into ones that you might use in your formal discussion and those that you might use in your informal one.

1. Rubbish – where have you got that from?

2. I think you have misunderstood the point I'm making.

3. Yeah, that's what I reckon.

4. Spot on mate. I agree with everything you just said.

5. I read about that somewhere.

6. It gives some information about that on the club's website.

7. Male footballers get more opportunities than female ones.

8. I completely agree with what you just said.



Speaking and Listening



Task
18

Complete the table.

Speech bubble	Formal or informal?	How do you know?
1	Informal	The word ' rubbish ' isn't suitable for a formal discussion.
2		
3		
4		
5		
6		
7		
8		

Exam Style Questions



Email is the most common type of written communication, so you need to know how to do it. You are quite likely to be asked to write an email in your exam. You will need to decide how formal you should be depending on who it is to.

In a formal email, you should

- Start with Dear Sir/Madam or use their title e.g. Dear Mrs Smith
- Introduce yourself if it is the first time you have written
- Explain why you are writing
- Make it clear what you want to happen as a result of you writing
- End with yours sincerely if you have used their name and yours faithfully if you have used Sir/Madam



Recap



For any piece of writing, decide how formal you need to be by thinking about who will read it.

Family or friends: **Informal and appropriate language**

Strangers, professionals or people of authority: **Formal**

In your exam



Informal writing will still need to be appropriate and in full sentences with

- Correct punctuation
- No abbreviations
- No slang



Formal writing

- Polite
- Correct punctuation
- No contractions (e.g. I'm, won't, can't)
- No abbreviations
- No slang
- Correct layout

Exam Style Questions – Formal Language

You bought a second-hand car for £700. It had only been running for a week when the engine broke down. The garage says it will cost over £400 to repair.

Write an email to the garage where you bought the car, to ask for your money back.

You should:

- Introduce yourself
- Say what car you bought and when you bought it
- What happened with your engine
- What you would like the garage to do

Include any other **relevant** information.

You should write around 75 words and use paragraphs in your email. You will be marked on your use of formal language, grammar and punctuation.



Task
19

Use this space to plan your email. Write your email on the next page.



Exam Style Questions – Formal Language



Task
19



The image shows a screenshot of an email composition window. At the top, there is a browser-style address bar with navigation icons (back, forward, search, refresh) and a menu icon. Below the address bar, the text "New message" is displayed. The main area contains three input fields: "To...", "From...", and "Subject...". At the bottom, there is a toolbar with icons for text formatting (A), image insertion (picture icon), emoji (smiley face icon), and attachment (paperclip icon). On the right side of the toolbar, there is a trash can icon and a blue "Send" button.

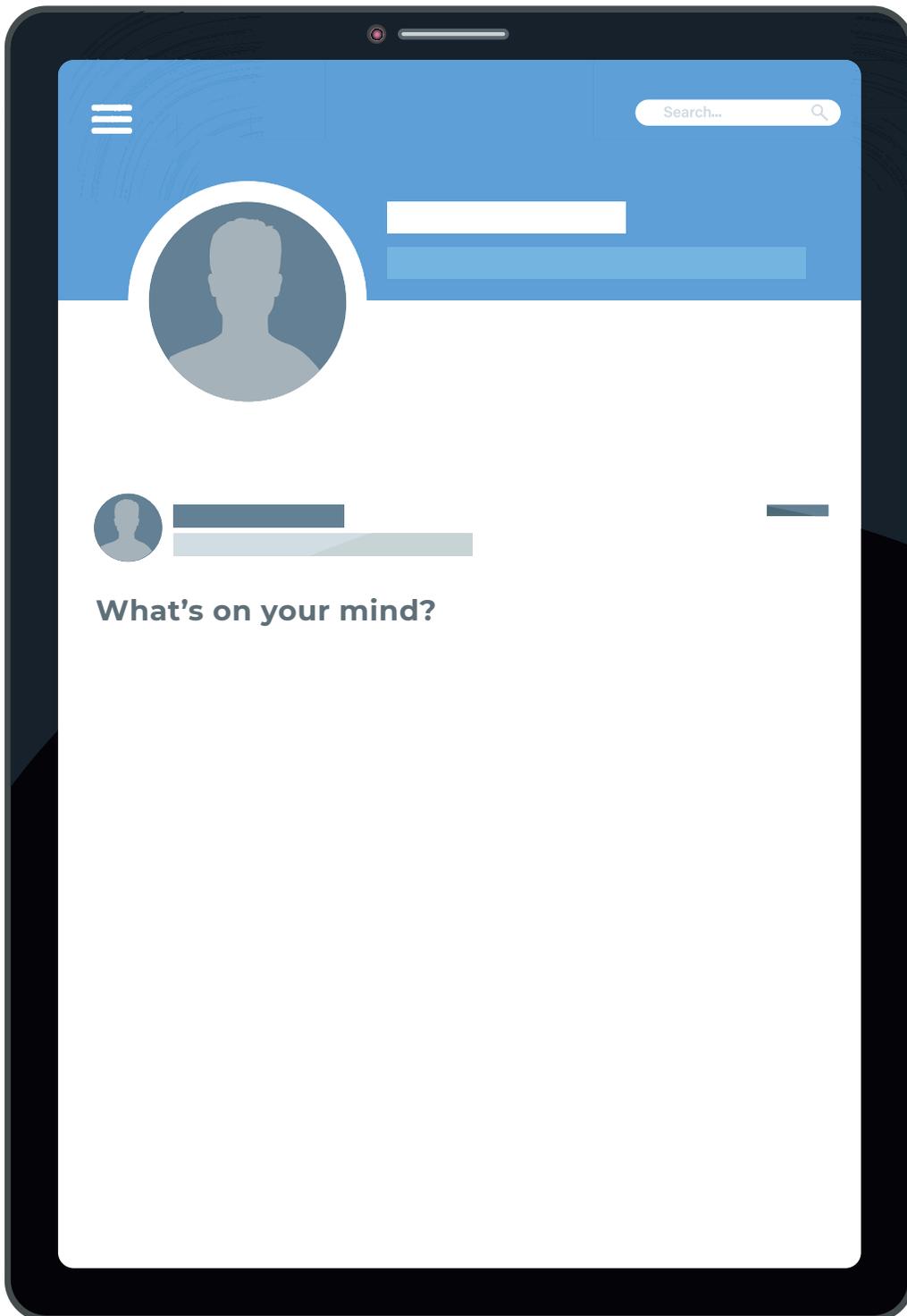
Exam Style Questions – Informal Language



Task
20

You decide to do a short piece of writing and post it on social media to warn your friends and family about buying cars from this garage.

You should write around 35 words. Use informal language and ensure that it still makes sense and that you spell check your post when you are finished.



Recap

In this booklet, you have:

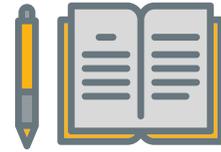
Identified differences between formal and informal text.	✓
Looked at the use of slang words in appropriate context.	✓
Identified appropriate audiences for use of informal and informal text.	✓
Looked at using the most appropriate language and text in the workplace.	✓





Appreciation	A feeling or expression of admiration, approval, gratitude, or thanks
Grammar	<p>Grammar is the set of rules of languages. This includes using the past and present tense of words correctly.</p> <p>For example:</p> <p>Present tense: We are watching TV.</p> <p>Past tense: We watched TV.</p>
Paragraph	A group of sentences about a similar topic.
Phrases	A phrase is not a complete sentence but a group of words which have a meaning.
Professional	A professional person is a person with an important job, like a doctor, teacher or nurse.
Punctuation	The symbols used in writing to organise sentences. This includes full stops, question marks, exclamation marks, commas and apostrophes.
Recap	Sum up, restate or state again to repeat the main points of an explanation or a description.
Relevant	Something that is relevant is something that is sensible and has a connection to the thing being discussed.

Feedback



WWW (What Went Well)

EBI (Even Better If)

Next steps

Learner feedback (Please provide some feedback for your tutor following the comments that you have just made on your work.)

Next Steps

Now you have completed Booklet 7, please return this to your tutor/trainer.

Your tutor/trainer will mark the work and provide you with some feedback showing what you have done well and suggestions on improvements.

The next booklet will be provided to you.



Have Your Say



We would be interested in your opinion of this booklet.

1. Was there anything you found easy in this workbook? Yes No
If you answered yes, what did you find easy?

2. Was there anything you found hard? Yes No
If you answered yes, what did you find hard?

3. Is there anything that you would like your tutor to go over again? Yes No
If you answered yes, what is this?

4. If your tutor provided learning aids, did you use them? Yes No
If you answered yes, how were they useful?

5. Would you like more support? Yes No
If you answered yes, one of our Support Staff will get in touch with you.

6. Do you have any questions?

7. What have you learnt from this booklet?

Notes



Notes

