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In formal texts, do not use contracted forms, *I'm, it's* etc. These are the way the words are **pronounced**, but are not **grammatically correct**. Recently some communications from banks, for example, have started using these to try to appear more “friendly”. To me it comes across as patronising, and my gut reaction is to throw the letter in the bin. It is important to bear in mind who the target reader is.

For any writing, ask these questions: **why? to whom? what result?**

**Why:** the reason for writing will dictate the format of the writing, e.g. letter, report, review

**To whom:** are they a friend, boss, government department, for example?

**What Result:** what do you hope to achieve once the document has been received? **What action** do you wish the recipient to take?

**Content** is what do you need to write. Keep your marks for this category

**Communicative Achievement** Indicates how effective the text is. This includes appropriate register, ie level of formality and the format of the text. For example start a letter with dear sir or madam, or dear followed by a name: Christian name give you a friend or close acquaintance and the letter is not very formal, surname if the letter is formal or you do not know the person very well. this is the written equivalent of smiling and shaking hands politely. Start a report with an introductory paragraph stating who the report is for and what it is about. Articles can be in a less formal style and usually are, but read the question carefully and think of the target readership.

**Organisation** at the basic level means dividing your text into sensible paragraphs, and at phrase or sentence level using appropriate linking words, for example discourse markers.

**Language** is looking at range and accuracy of grammar and vocabulary. Be adventurous, as a few minor errors will not lower your mark significantly. An interesting text will always score better than a pedestrian one.