

Format and structure

Booster 2: Matching the audience and the text type

Key learning

The words you use to express your ideas need to fit with the text type you are writing and the audience you are writing for. For example, if you are writing an email to a friend, you will use informal language. If you are writing an email to someone you don't know, or a letter for a job application, your language should be more formal.

Worked example:

Below is the opening to an email, written to the editor of a newspaper. Rewrite it to make it more formal.

Hi Andy Burns
I didn't like how your newspaper wrote about this year's music festival.

Answer:

Dear Mr Burns,
I am writing to complain about the coverage of this year's music festival in your newspaper.

The rewritten example uses a more formal greeting. It also avoids contractions ('didn't') and uses more formal language, such as 'complain' and 'coverage'.

Your turn:

Write a list of five informal words you use in emails or text messages to your friends and relatives. Write a more formal version of that word next to it and write down in which text or texts you might use this formal word. One has been done for you.

Informal	Formal	Text
don't	do not	formal letter/article