

CB-Writing- L.10 Brand you- 12App

21st Look at the responses that Hassan received. Which brand is better 'brand Abdullah' or 'brand Mansour'? Why?



Refer to the two emails in the Course book. Put **a** besides the key characteristics of a formal email and **b** besides the key characteristics of an informal email.

Outcomes:
*Read a text about "BRAND YOU" to get details
*To identify features and characteristics of formal and informal emails.
*To redraft a cover letter in response to a job advertisement

- 1 Uses contractions e.g. I'd, I've _____
- 2 Uses first names _____
- 3 Addresses the recipient using their surname _____
- 4 Uses short sentences _____
- 5 Uses formal phrases _____
- 6 Uses paragraphs _____
- 7 Expresses ideas clearly and gives detail _____
- 8 Uses slang _____