

**5 Match the first parts of the sentences 1–6 with the right endings a)–f).**

- 1 It is hard to overestimate
  - 2 Above all what is needed
  - 3 What resulted in fact
  - 4 Nearly half of these workers
  - 5 Around the middle of next year
  - 6 In no way
- a) have had no training whatsoever.
  - b) is a root-and-branch reorganization of our whole auditing systems.
  - c) we should be seeing a measurable improvement.
  - d) can Moira be blamed – she was on leave at the time.
  - e) was a system that neither offered value for money nor worked.
  - f) how far people's mindsets will have to change to meet the challenge.

### Characteristics of formal language

While most spoken language tends to be fairly informal, presentations can be a little more formal, with academic and report writing the most formal and impersonal.

In more formal writing contractions are avoided, so **don't** is written as **do not**.

There are various other informal expressions which have more formal equivalents: **not any/not much/not many** → **no/little/few**, etc. / **and so on**, **and so on and so forth** → **and other/and further examples**. Also, there might be fewer abbreviations in more formal writing: e.g. **rice, potatoes, etc.** → **for example rice, potatoes and other carbohydrates**.

Finally, with a few exceptions adverbs 'stranded' at the ends of sentences are best repositioned just before the main verb: **They have achieved success quickly** → **They have quickly achieved success**. This is particularly the case when the adverb applies to the whole clause.

**6 Say whether each sentence is appropriate (A) or inappropriate (I) for the given context.**

- 1 Mother to child: So great is my love for you that I propose to buy you an ice cream.
- 2 Email to friend: Scarcely had I arrived at work this morning when I was asked to participate in a meeting.
- 3 News report: Such was the strength of negative sentiment that at one point the Dow Jones was down 5%.
- 4 Central bank communiqué: Far more serious is the threat of inflation to the economy as a whole.
- 5 Notice on park railings: Under no circumstances may bicycles be chained to these railings.
- 6 Boss to employee: Not only did you submit the report late, you also cut and pasted most of it from the last one.

- 7 Visiting colleague to foreign headquarters: Were you to allow me to have a hot drink, might I request a black coffee? \_\_\_\_\_
- 8 After-dinner speech at a black-tie company dinner: Unaccustomed as I am to speaking to such a distinguished audience, may I just say what a pleasure it has been to have worked on the Go-For-Excellence project. \_\_\_\_\_

**7 Read the following formal internal memorandum from a marketing manager to the CEO and choose the most appropriate form to reach the right level of formality.**

(1) *In recent years* / *For quite some time now* the company has demonstrated its determination to succeed in some of the most challenging markets in the world.  
 (2) *Not only have we* / *We have definitely* been successful,  
 (3) *and also* / *but also* we have been seen to be successful by our customers and competitors alike. However, (4) *what we now need is* / *we now need* a completely new strategy.  
 (5) *Mainly* / *Most of all*, significant new investment is required. Our continuing sales growth would be in jeopardy (6) *if we don't do this* / *were such investment not to be implemented*. In my view, the person (7) *to manage* / *who should manage* such a project is the Head of Marketing. I am happy to go on record as saying that under no circumstances (8) *I should agree* / *should I agree* to the current Deputy Marketing Manager being considered for such a role. The postholder would (9) *legitimately be accountable for all aspects of the new strategy* / *be accountable for all aspects of the new strategy legitimately*.  
 (10) *Last but not least* / *Lastly*, the importance of appointing the right person for this critical post (11) *can scarcely be* / *scarcely can be* overstated.