

Analysis

3 Read the three versions of the article again and answer the questions.

- 1 Which version was intended for a) hotel staff b) guests c) other stakeholders?
- 2 List the difference in style between the different versions.
- 3 What objective is each version trying to achieve?
- 4 Which perspective (*I/we, you or it/they*) is likely to be most effective for the following types of communication a) expressing values or beliefs b) encouraging readers to take action c) making promises d) expressing attitudes, emotions, apologies?
- 5 Which perspective and style (*formal, informal*) are likely to be most effective in high (e.g. Asia) or low (e.g. USA) context cultures?
- 6 In version 3, which structures are used to contrast two sets of ideas and build a persuasive argument?

Language focus

4 Personalize these sentences by rewriting them using the *you* or the *we* perspective as appropriate.

- 1 The latest product catalogue is available on request.
Please ask us for our latest product catalogue.
- 2 A free pair of prescription sunglasses with every pair of designer eyeglasses.
- 3 The open day is a unique opportunity to visit a state-of-the-art production line that should not be missed.
- 4 Everything possible is being done to ensure that all products are fully compliant in future.
- 5 Regrettably, this offer is now closed; no further applications will be accepted.
- 6 The Annual General Meeting is the opportunity for the Board to take shareholders' questions.
- 7 Only top quality ingredients guarantee the optimal fresh fruit juice consumer experience.

5 Rewrite the following pairs of sentences using the clues in brackets to combine ideas and build enthusiasm. Use the *you* perspective.

- 1 Early registrations will be given priority. More choices will be available too. (not only ... but also ...)
If you register early, you will not only be given priority, but you'll also have more choice.
- 2 There are many regular visitors to our stores. They know there's always a bargain to be found. (if ... then ...)
- 3 We invite readers to complete our online survey. One reader will win the latest tablet PC. (just ... and ...)
- 4 Signing in to Carbox cafés attracts regular rewards. Each visit is worth ten loyalty points. (every time ... you ...)
- 5 We post daily updates on Twitter. Our special offers are not to be missed. (so that ...)
- 6 Pollution is reduced by car-sharing. In addition, petrol budgets are halved. (not only ... but also ...)
- 7 Project updates are released on a regular basis. We require a valid email address. (just ... and ...)

Output

3 Write a short article (150–300 words) for a newsletter about your English class, your institution or your organization. First, answer the following questions:

- Who is your audience?
- What news do you want to give?
- What do you want your readers to do?
- How will you address them?
- Given all of the above, what are the most appropriate style and tone to use?

7 Exchange articles with a partner. Edit your partner's article for style and accuracy. Give each other feedback including encouragement wherever possible and constructive criticism where necessary.

Internet research

Search for the keywords *how to write a newsletter* for tips on launching and maintaining your own newsletter. In groups, compile a list of dos and don'ts.

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gasp
thinly disguised

