EnglishFirst Additional Language

CLASS TEXT & STUDY GUIDE

Michélle Coetzee, Linnell Holland, Gail Wallace, Lawrence Hoepner, Nadia Anhuizen & Lindsay Kalis GRADE

10 CAPS

3-in-1





Grade 10 English FAL 3-in-1 CAPS

CLASS TEXT & STUDY GUIDE

This Grade 10 English First Additional Language 3-in-1 study guide helps you to explore and understand the four main FAL skills in greater depth – Listening & Speaking; Reading & Viewing; Writing & Presenting; Language Structures & Conventions. This comprehensive study guide is packed with clear, concrete 'how to' pointers, and carefully selected exercises designed to develop strong skills in Grade 10 English FAL.

Key Features:

- · Step-by-step, methodical approach
- · Comprehensive, memorable notes on each of the 4 skills
- · Carefully selected exercises with answers on each of the skills
- · Exam papers and memos
- Audio CD of listening activities







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THIS CLASS TEXT & STUDY GUIDE INCLUDES

- 1 Comprehensive Notes
- 2 Exercises
- 3 Answers

E-book available

Plus two sample Exam Paper 1s and Memos



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PRESENTING WRITING AND

ADVERTISEMENT

(80 - 100 WORDS)

An advertisement is a notice in the media that will help a firm sell its goods or services. It is designed to make someone want to buy the product being advertised.

The following advertisement was designed to appeal to women.



Fynbos Body Butter!



Does your body feel like a piece of dry toast? Use Fynbos Body Butter to enrich and revitalise your skin with its unique fynbos extract and lanolin-enriched cream base.

Products from the House of South African Delights are eco-friendly and are not tested on animals. They are highly recommended by all leading dermatologists for people with delicate skins.

Now available at all retail outlets.

Indulge yourself, naturally

To view our catalogue visit www.houseofsouthafricandelights.com



Well-designed layout

Eye-catching heading

The name of the product

An illustration (or photograph) of the product

Simile

Text (writing) that tells the reader about the product

> A good balance of fact and opinion

An indication of where this product can be bought

Slogan

Logo

Some kind of contact details

Helpful hints:

- Consider the target market. (For example, is this product aimed at teenagers or mothers, businessmen or retired people?
- Select appropriate words. (What words and style will appeal to your target market?)
- Use some figurative language and poetic devices, if appropriate to the target market.
- Think about how many facts to include and how much opinion. (Does this target market demand a lot of factual information?)
- Make your product seem like it will solve a problem in the reader's life.
- Choose an appropriate font. (Do you want to use a formal or informal font?)
- Consider also showing the product being used, or a picture that shows the effect of using the product. (Will the target market like to see how or why the product is used?)
- Plan an eye-catching but clear layout. (How can you position the text and visuals for maximum impact and clarity?)
- Use colour, or black and white, effectively. (In an exam situation, you need to have coloured pencils with you in case you need them.)



There are many ways of making a black-and-white advertisement effective. The first advertisement here uses silhouettes effectively, and the second one uses empty space to make a point.



 In an examination, you will be given a mark based on the text (what you have written), not on the artwork (the visuals). However, if you are given an advertisement as a term assessment, your teacher will probably use a rubric that includes the visual effect.

Try This!

Exercise 12

A new chocolate bar, with a distinctly South African look and flavour, is about to hit the market. Design the magazine advertisement that is going to be used to launch this new chocolate.

BROCHURE

(120 - 150 WORDS)

A **brochure** is one or more pieces of paper folded to resemble a thin booklet. It is usually used to advertise something.

The brochure illustrated in this section is a simple bi-fold brochure, where one piece of paper has been folded in half. This results in four panels or pages, which are all used.

The programmes of musical events are often laid out as brochures, as this allows space for a beautiful cover, as well as three pages of information. Programmes are given to the people who attend a show to give them more information about the performance and the performers.



Front page of brochure

Programme

7pm Welcome by the prefects

7.10pm Marimba with Gumboots:

The marimba band (Thabo Diko, Jessie Le Roux, Israel Sibanyoni and Jared Steiner) presents a new tune with the help of some dancers (Tiffany Smith, Rowan Grogan and Candice February).

7.25pm Kwaito Queens:

Thokozani Cele, Jewel Mbuli and Marita Vorster crank out some beats with a message.

7.40pm All that Jazz: The jazz ensemble presents some classic tracks from the era of jazz fusion, with Lexi Mason on the saxophone, Isabel Lewis on the clarinet, Maya Williams on the cello, and David Davids on the double base.

8pm Break for refreshments (See back page for details of what is available.)

8.30pm Rap it up: Willowbrook's own rap group (Jayden Bester, Thorsten Jeffries and Matthew Marinus) treat us to some of their original songs.

8.45pm Eish, I did it again!: Jimmy and Danny O'Connor present take-offs of famous songs by Britney Spears, U2, 50 Cent and the Black-Eyed Peas.

9pm Tribute to Brenda: Promise Gijana sings three of Brenda Fassie's best-loved songs: 'Weekend Special', 'Too late for Mama', and 'Memeza'.

9.15pm Piano tunes: Lindsay Levine plays some modern classics on the piano.



9.25pm Award ceremony:

A prize is given to the best performer(s).

Refreshments

The following stalls will be selling food and drinks in the quad during interval.

Chinese Dragon

- Spring rolls
- Bowties
- Fortune cookies
- Fruit juices
- Samoosa Princess
- Samoosas
- Jannoosas
- Rotis
- Tea and coffee

Dizzy's Ice-creams

- Chocolate, vanilla or strawberry ice-creams
- Fizzy drinks

Pancakes Galore

- Pancakes with cinnamon, lemon and sugar
- Pancakes with caramel treat and chocolate
- Coffee

Middle pages of brochure

Back page of brochure

Schorzmar

Try This! Exercise 13

A new hiking trail has been opened in your area. A competition has been launched in the nearby high schools to find the best design for a brochure that will be printed and used by the tourism bureau. Design a brochure that outlines the different aspects of this trail so that hikers will know exactly what to expect.

POSTER

(80 - 100 WORDS)

Posters are used to catch the attention of the public and deliver a message.

Some posters serve to remind people of their responsibilities. Other posters are used to advertise specific events. Obviously, the purpose of the poster will determine how much and what kind of information you need to include.

WILLOWBROOK HIGH SCHOOL MUSIC DEPARTMENT

presents

An evening of Mozart



Picture

Biggest font

size for most

important

piece of

information

The first part of the programme includes a number of solo performances by senior learners of Willowbrook who are taking Music as a matriculation subject.

After the interval, the Willowbrook Orchestra will accompany the well-known local clarinet player, William Walsh, in the popular and beautiful Clarinet Concerto by Mozart.

The programme will conclude with Mozart's Symphony 29.

When? 12, 13 and 14 March 2012, at 19h30

Where? Willowbrook Theatre

Tickets available from the school office (during school hours)

For more information phone 021-6861234 or

visit www.willowbrookhigh.org.za

Details at the bottom



Helpful hints:

- Give all the important facts. For example, if your poster is advertising an event, make sure that you say when and where this event will be held.
- Always remember to include contact details a website and/or a telephone number.
- Make sure that something on the poster will grab the attention of the viewer.
 Some features you can use are: a catchy statement, an interesting photograph or bright colours.
- The text should be clear and large enough to read from a distance. Make your headings larger than your sub-headings and the body of the text. These headings should stand out use a bigger font, a different colour or bold print.
- Your poster should have a clean, simple layout. Do not use too many features or too many colours as they will make your poster look cluttered. The visual elements must be clear but not overpowering. You want the viewer to read the text as well.
- Choose colours that work well together.

Try This!

Exercise 14

Your school has decided to have an active anti-litter campaign and has started an eco-awareness club that will have, as one of its main activities, a recycling branch. Design a poster that will be displayed in the school, introducing this new club to the school and highlighting the recycling efforts. (You may want to use quite a bit of green in this poster.)

FLYER

(80 - 100 WORDS)

Flyers can be described as 'mini-posters' that are distributed widely, usually advertising an event (e.g. a school concert), a service (e.g. tutoring or baby-sitting) or a business (e.g. a new clothing store).

You will usually find them in your postbox or being handed out at stop streets and robots.

The idea of a flyer is to circulate information as widely and cheaply as possible.

Sometimes flyers are printed in colour but usually they are designed in black and white in order to keep costs down.

Flyers are normally A5 in size, and can be printed on both sides of the paper or only one. The flyer on the next page uses just one side.

BATTLE OF THE BANDS!

hosted this year by

Rondeburg High School

In addition to the 12 senior-school bands, you will be able to hear three of Cape Town's top bands in action:

• The Big Brothers!

• Sistas Forever!

Bring It On!

VENUE: Rondeburg fields, 25 James Walk, Boston.

DATE: 24 September 2012

TIME: Gates open at 10h00. The **Battle of the Bands** starts

at 11h00. The guest bands will start playing at 18h00.

Refreshments will be on sale all day.

ALL THIS FOR ONLY R150 per adult, and R100 per scholar/student.

Tickets are available from Computicket. Website: www.battleofthebands.co.za A large font size for the heading, and a medium font size for sub-headings

Details about the event to encourage people to attend

A picture to attract attention

Source: Manfred Werner

Details so that people can buy tickets and get there

Concise

Language that will have an impact on the reader

Contact details

Helpful hints:

- Give all the important facts. For example, if your flyer is advertising an event, make sure that you say when and where this event will be held.
- Always remember to include contact details a website and/or a telephone number.
- A flyer should have a clean, simple layout.
- If you use a black-and-white image make sure it uses strong contrasts, not just shades of grey that blur into each other.

Try This! Exercise 15

Your school is having a food fair to raise funds. At this fair, the food from different countries will be on sale. Design a flyer that the senior learners will be asked to distribute in their respective areas.

BOOK RECOMMENDATION

(120 - 150 WORDS)

A **book recommendation** is a positive review of a book. In order to write a book recommendation you need to find and read a book that you enjoy, and to think about how the writer has made it successful.

The example below shows one way of structuring a book recommendation.

BOOK RECOMMENDATION OF GOODNIGHT, MISTER TOM

Goodnight, Mister Tom by Michelle Magorian is the sweet story of an eleven-year-old boy, William Beech, who is sent to a village to escape the bombing of London during World War Two.

Willie is shy – not because of the war but because of his cruel mother. He is placed with Tom Oakley, a lonely old man with his own sad past.

These two unlikely people become close friends and help each other to heal the wounds of loss and loneliness. Tom becomes the father Willie never had, and Willie becomes the son that Tom lost.

The story has a sad twist when Willie's mother summons him back to London, but Tom follows him there and manages to rescue him from death.

This book will appeal to teenagers who enjoy stories about friendship and overcoming obstacles. The author really makes the characters come to life.

Title of book recommendation containing the title of the book being reviewed

Paragraph 1: Title, author, main character and setting

Paragraph 2: Character descriptions of the two main characters

Paragraph 3:
A description of the
growing relationship between
these characters

Paragraph 4:
A summary of the final conflict, and how it is resolved
(When describing the plot, you can choose whether or not to tell how it ends. Think about whether readers of the review will feel like you have spoilt it for them.)

Paragraph 5: Who will like the book and why

Try This!

Exercise 16

Write a book recommendation of a book that you have read in the last year.

OPINION AND JUSTIFICATION

(80 - 100 WORDS)

Your **opinion** is what you think about something. When you justify your opinion you give reasons for why you think this way.

I don't think children and teenagers should have to wear school uniforms.

This is because I think people should be able to choose what they wear. What you wear is a way of expressing who you are, and if someone or some institution tries to make you wear a uniform, then that person or institution is stopping this self-expression.

Controlling what people wear is the first step towards controlling what people think, and I think that is very dangerous. In a democracy people should have the freedom to wear what they want just like they have freedom of speech.

First-person voice

Your opinion

Your first reason to support this opinion

Your second reason to support this opinion

Helpful hint:

• If you only need to write one paragraph you can fit your opinion and two reasons to support it into one paragraph.

Try This!

Exercise 17

Write your opinion on whether learners should be allowed to send SMSs in class. Give two reasons to justify your opinion.



LIST OF POINTS FOR ONE SIDE OF AN ARGUMENT

(40 - 80 WORDS)

An **argument** is intended to convince or persuade people of your point of view on a topic.

When composing an argument you must first decide which side of a debate you agree with, and then list the reasons why.

The example below is a list of points that support the view: School uniforms are a good idea.

POINTS TO SUPPORT THE VIEW: SCHOOL UNIFORMS ARE A GOOD IDEA:

- Uniforms ensure that everyone looks the same (they create uniformity).
- Uniforms encourage learners to have pride in their school.
- Uniforms ensure that everyone, whether they are rich or poor, looks equal.
- Uniforms are cost effective and save parents from having to buy lots of expensive, fashionable clothing.

Title to show whether you are for or against the statement under discussion

At least four good points

The simple present tense



Try This!

Exercise 18

List five points about why sport should be a part of the school curriculum.

ARGUMENTATIVE ESSAY

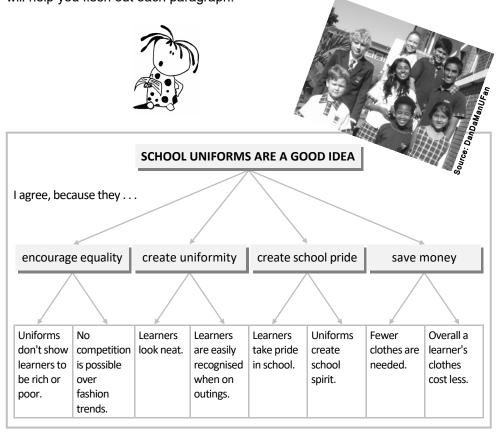
(150 - 200 WORDS)

An **argumentative essay** attempts to persuade the reader to agree with a particular point of view on a topic.

When you write an argumentative essay you must start off by deciding whether or not you agree with the topic, and listing four good reasons (as shown above).

Then plan your essay by creating four boxes for your four points, which will each become the topic sentence of a paragraph. Arrange these boxes in order of importance.

Then for each box give two points to support each of your topic sentences. These will help you flesh out each paragraph.



This plan can be used to create the body of an argumentative essay. You will also need to add an introduction at the beginning and a conclusion at the end.

Helpful hints:

- Your approach will be subjective, but you must still try to sound reasonable.
- You don't have to use the terms 'The first advantage' and so on, but then you must use other linking words to create a sense of flow between your paragraphs.

In the next column is an example of an argumentative essay on the topic of whether school uniforms are a good idea.

SCHOOL UNIFORMS ARE A GOOD IDEA: AN ESSAY IN SUPPORT OF THIS VIEWPOINT

Often learners complain about having to wear the same uniform day in and day out. However, have you ever thought about how much easier life is when you wear a uniform?

The first advantage is that no learner stands out as being richer or poorer than the next learner. Learners can also not compete with each other to show off the latest fashions, and no-one needs to feel bad if their parents cannot afford expensive brand names. Instead of worrying about whether they look 'cool', learners can focus on improving their marks.

The second advantage is that everyone looks similar. This ensures that learners are neat and can be easily recognised when they go on outings.

The third advantage is that wearing the uniform of a school instills pride and a sense of unity among learners.

The fourth advantage is that parents need to buy fewer clothes for their children, and that these clothes will cost less overall. This leaves them with more disposable income to buy other things for their children, such as air time.

School uniforms are definitely useful in creating a happy school environment.

Title showing whether you are for or against the statement

Introduction with rhetorical question

The simple present tense

Second paragraph with most important topic sentence, with example



Third paragraph with secondmost important topic sentence, with example

Fourth paragraph with another topic sentence, with example

Fifth paragraph with another topic sentence, with example

Conclusion where argument is summed up

Links between paragraphs

Try This!

Exercise 19

Plan an argumentative essay on the topic of corporal punishment in schools. (This means punishing learners by beating them or causing them physical discomfort.) You must either agree that it should not be allowed, or that it should be brought back.

Remember: you will not be looking at both sides of the issue.

LETTER TO THE PRESS

(120 – 150 WORDS FOR BODY OF LETTER)

A letter to the press is laid out like a business letter. We write letters to the press when we have something to say to the public. If the editor chooses our letter it will be printed in the newspaper.

5601 Chris Hani Road Imizamo Yethu **Hout Bay** 7806 30 June 2011 The Editor Cape Argus PO Box 56 Cape Town 8000 Dear Sir/Madam

Overcrowding makes a teacher's job harder

I am writing in response to your article '67 pupils in one class', which was published in the Cape Argus on Friday 29 July 2011.

The article rightly reported that teachers at Hout Bay Secondary School were finding it difficult to manage large classes and that this was affecting teacher morale. However the situation should be explained in more detail.

Teaching adolescents is always challenging, and large classes make the job of teaching them much more difficult. It is harder to discipline a large class, it is harder to get learners to participate in the classroom activities, and, at the end of the day, there is much more marking for teachers to do after school, which means they have less time to prepare stimulating lessons.

We cannot raise the standards in our schools unless class sizes are kept within reasonable limits.

Yours faithfully

A. Mahaso

ABRAHAM MABASO - Full name printed in capital letters

Your address (number before street name)

Date

Line spaces

The editor's title

The postal address of the newspaper

Salutation

Underlined subject line

First paragraph introducing topic

Article's title in quotation marks

Newspaper's name in italics (in typed letters) or underlined (in handwritten letters)

Second paragraph mentioning what the article was about

Third paragraph giving opinion or extra information

Fourth paragraph giving conclusion

Valediction

Signature

Helpful hints:

- Only use 'Yours faithfully' in letters to the press.
- While you can write a letter to the press about a new topic, it is easier to write a letter to the press in response to an article that interests you. You can then refer to the article and add your thoughts to the topic covered in this article.

Try This!

Exercise 20

You are quite disgusted about the amount of litter that is thrown onto the streets of your hometown and that blows up against fences and lands in the gutters. Dumping on empty ground is also a big problem. Write to the editor of your local newspaper expressing your feelings on this matter and making a few positive suggestions on how the town could remedy this problem.



SONG REVIEW

(120 - 150 WORDS)

Song reviews are normally written about singles (songs released by themselves, which are usually later included in albums). They can be positive, negative, or a mix of positive or negative points. Song reviews are meant to summarise, analyse and respond to the song under review.

BRITNEY SPEARS 'HOLD IT AGAINST ME' SINGLE REVIEW



Monday, 10 January 2011

Britney Spears heats up the dance floor like never before with her brand new single, 'Hold it against me.'

In fact, 'Hold It Against Me' is one of Britney's catchiest songs yet. She croons the track's verse over a brilliantly bouncy beat. Mid-song she coos, 'If I said I wanted your body, would you hold it against me?'

The song proudly stands alongside Britney classics, but there's a refined elegance to it that sees Britney stepping into new territory. This hot track signals another age for one of pop's brightest stars.

Available Tuesday January 11 on iTunes, the song perfectly previews what's to come on Britney's seventh studio album due this March.

'Hold It Against Me' couldn't come at a better time, and it's bound to be in everyone's head within a day. Welcome back Britney ...

Source: Abridged from http://www.artistdirect.com/entertainmentnews/article/britney-spears-hold-it-against-me-singlereview-4-5-out-of-5-stars/8442169 [online], retrieved on 23 July 2011. Title

Rating out of five stars

Date

Introductory
sentence showing
positive or
negative view

More description and opinion reinforcing this view

Comment on style

Comparison to past songs by same singer

Details of when and where the song can be bought

Conclusion with judgement about whether the song will be popular

Present simple tense (usually)

U.S. Navy photo by Chief Warrant Officer 4 Seth Rossman

with the right words, such as 'However'.

Britney in 1999



Britney in 2009

Try This!

Helpful hints:

with details.

Exercise 21

Write a song review of a recently released single by someone whose work you know well.

Decide whether your review will be on the whole positive or negative and try to

stick to this in both your introduction and conclusion. However, you can add good points into a largely negative review, or vice versa, if you introduce them

If you are going to write a negative review, it will have to be well supported

Choose a genre of music where you are comfortable with the terminology.

to comment on how that singer's style is changing. (For example, Britney

review of her latest song you need to be familiar with her past albums.)

Review a song by a singer that you know well. This means that you will be able

Spears has been releasing songs since 1999, and if you want to write a good



FRIENDLY LETTER OF THANKS

(120 – 150 WORDS FOR BODY OF LETTER)

We use a **friendly letter of thanks** to show appreciation to someone for a gift or a kind act. You need to sound sincere and explain why it was helpful.

6 Manley Road Kenridge 7825 28 December 2010

I hope that you and Uncle Fred had a pleasant Christmas with your family from America. It must have been great to see them all again.

It was very kind of you to send me a gift for Christmas. As you know, I am growing very fast and a new pair of socks is always useful. One can never have enough, I find, and I am always misplacing single socks. Having five pairs of socks in the same colour will make sorting socks so much easier after they come back from the wash. Purple also happens to be my favourite colour.

Give my best wishes to Uncle Fred and give Oscar a pat from me. I hope he is still being a good guard dog. Once again, thank you for your kind gift.

With love

Joshua

Helpful hint:

 Sometimes you might not really like a gift that you have been given, but you need to be tactful and thank the person by finding something nice to say. Your address in top righthand corner (number before street name)

Date

Salutation

First paragraph with general polite comments

Second paragraph saying thank you, with a reason

Third paragraph ending with another thank-you

Valediction ('With love' if you know the person very well – if he/she is a relative or a good friend – and 'Yours sincerely' if you don't know the person well or if you are writing to someone such as your next-door neighbour or a teacher)

First name only (no surname nor signature)

Try This! Exercise 22

You have recently gone on holiday with a friend and his/her parents. Write a friendly letter of thanks to the parents. **OR**

You have an aunt who lives in London, and who has just sent you the unexpected present of a T-shirt you have always wanted but have not been able to find in local shops. Write to her and thank her for this wonderful surprise.

FRIENDLY LETTER OF EXCUSE

(120 – 150 WORDS FOR BODY OF LETTER)

Sometimes we need to apologise for our actions and a simple letter may help to make others understand and then forget about the incident.

76 Bakker Street Welgemoed 7530 26 May 2012

Dear Charles

I was shocked to discover on Monday that I had forgotten your birthday on Thursday last week. Please forgive me.

I have been very busy preparing for exams, and we had a very difficult timetable with exams on every day. My parents have been nagging me to pull up my grades (particularly Maths) and I am sure that is why I forgot your big day.

I hope you had a very pleasant day and that you were able to celebrate with your family and friends. I am sure your mom made you one of her terrific cakes! I also hope that you did well in your mid-year exams.

Perhaps we could see each other during the school holidays. My parents have said you are welcome to come and spend a week with us.

With love

Sam

Your address in top right-hand corner (number before street name)

Date

Line spaces

Salutation

First paragraph with brief apology

Second paragraph with an explanation for your action or lack of action

Third paragraph with a good wish

Friendly and informal style

Optional, short fourth paragraph

First name only (no surname nor signature)

Valediction ('With love' if you know the person very well – if he/she is a relative or a good friend – and 'Yours sincerely' if you don't know the person well or if you are writing to someone such as your next-door neighbour or a teacher)

Helpful hint:

• Use first names but not surnames in friendly letters.

Try This! Exercise 23

Write a friendly letter of excuse to a friend, explaining why you cannot attend his/her special birthday party to which you have been invited.

OR

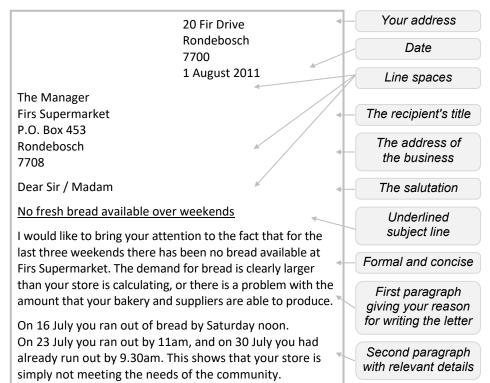
You were supposed to meet your friends for supper and a movie but your grandmother took ill and was rushed to hospital. You were alone at home, without transport, and you realised that you had run out of airtime and were unable to phone one of the group to explain what had happened and to say you would not be joining the group. Write a letter and apologise.

BUSINESS LETTER OF COMPLAINT

(120 – 150 WORDS FOR BODY OF LETTER)

A letter that is written to a person in a business can be referred to as a **business letter** or a **formal letter**, it usually serves a formal purpose.

These letters have a specific format, which differs from the format of a friendly letter.



I would recommend that you investigate what the demand for bread is over the weekends, and to supply enough to meet this demand. Otherwise customers will be likely to lose faith in the ability of your store to meet their needs and go shopping elsewhere instead.

Yours faithfully

Mpho Didiza

MPHO DIDIZA

Third paragraph saying what you wish to happen

Valediction

Signature

Name printed in capital letters

Helpful hints:

- Be polite in your letter, no matter how angry you might be or how serious your complaint is. You may express your complaint very firmly but that does not mean that you should be rude.
- Only use the salutation 'Dear Sir / Madam' if you do not know the gender of the person.
- Only use 'Yours faithfully' in business letters.
- Make it clear what you expect as a result of your letter (e.g. an investigation, a refund or an apology).

Try This!

Exercise 24

Write a complaint to a shop that sold you a pair of shoes that broke the first time you wore them.

