STYLE

Do not use contractions

Use passive forms whenever possible

Use relative clauses to join ideas: *The period during **which** he lived was full of uncertainty*

Use these *formal* words: ~~like~~ ➜ such as / ~~kids~~ ➜ children

~~a lot (of)~~ ➜ many / a large number of + countable noun

~~a lot (of)~~ ➜ much / a great amount of / a great deal of + uncountable

~~a lot (intensity)~~ ➜ very much / significantly / dramatically

Avoid using the word *things / something*, etc. Use a more specific word (*problems, situation, solutions, subjects*, and so on)

Never omit the subject pronoun: *Many people*

Do not use *unnecessary* subject pronouns: *This is a problem which ~~it~~ is essential to solve*

Make sure the subject and the verb agree: *Attracting tourists involves improving local facilities*
(SINGULAR SUBJECT ➜ attracting tourists + SINGULAR VERB ➜ involves)

Generally speaking

Annoyingly,… Naturally,… Strangely,… Surprisingly,… Evidently,… Indeed,… In fact,… Admittedly,… Presumably,…

Evaluating ideas - Dismissing contrary arguments

✓	⊖
I think it is true that...	I totally disagree with the point that...
I totally agree with the point that...	It is questionable whether ....
I am sure whether....	It is true that....On the other hand, ...
Although it is true that...., we must remember that....	I agree that.... However, ...

Evaluating ideas - Dismissing contrary arguments (cont)

It could be argued that....However, I would like to point out that....	Notwithstanding the claim that..., I would argue that....
It may be true that...., but all too often...	In no way can I agree that...
Surely it is completely unacceptable that....	In no way can I agree that...

Making an argument in writing

I will discuss two possible approaches to this issue

I will discuss two advantages / priorities

The first option to consider

The first idea is to

A second alternative / tactic

Compared to

Lead to

I would argue that

Not only... also

In addition

To sum up

In my view / Overall

First of all / To begin with / In the first place

Firstly... Secondly.... Finally

It is also important to note that

In light of the results above

Regarding _____ / According to my survey

In terms of _____ / As for _____

Another example of .... is

I have come to the conclusion that

My final point is that

One possible solution is

What is more / Moreover

A further point is

I would like to make the following recommendations

This proposal is intended to

FORMAL WRITING (Reports and proposals)

Introduction	General-ising
The main purpose/aim of (this report) is to outline/	On the whole,…
present / discuss / examine / evaluate…	
This report (outlines/looks at)…	
This report is based on…	

Making recommendations and concluding

It is clear from customer feedback that…	In light of the above, we believe the followingmeasures should be adopted…
With regard to…, the general view seems to be…	
In the light of (this year's experience),…	In the short/long term, we suggest you should
Perhaps the most effective way of…	consider…
If the (centre) is to attract more customers, it is	My recommendations are as follows:…
vital that…	In my view, in future, we should…
It would be a good idea to…	To improve the situation, we recommend…
It is (therefore) believed / obvious that…would be	It is recommended that…
Ideal for…	To sum up,…To conclude,…
It would (not) be advisable / practical to…	I hope that the plan outlined/presented in this
We suggest/propose **that…**	Report meets with your approval…
We suggest/propose **+ ing**	I hope that the recommendations outlined/ presented in this report will receive your serious consideration