

Unit 2 Lesson 7A

Writing a Formal Email

Express Problem/ Solution
Using Persuasive Writing
Example Email Explanation



Writing a Formal Email

Problem/Solution Persuasive Writing

From: Farid Asmar
To: Customer Service
Subject: Reduce plastic!

yesterday at 8.13 p.m.

Dear Sir or Madam,

^A I am writing to draw your attention to a pressing problem to which your stores are contributing significantly by their use of non-biodegradable plastic packaging.

Like many others, ^B I am deeply concerned by the huge quantity of plastic used to package items which simply do not require it. We are told that since the 1950s the world has produced more than eight billion tonnes of plastic, of which around 80 percent has been thrown into a landfill or left as waste in the general environment. ^C It is essential that we all take immediate action to prevent this.

Much of this plastic is a result of unnecessary packaging. It is vital that this is reduced as much as possible. Some supermarkets have managed to cut the amount of plastic packaging by using sustainable cardboard instead of plastic, or simply by removing unnecessary plastic from tissue boxes, pizza boxes and other items. I would ask you to investigate alternative forms of packaging for your products as a matter of urgency.

In the meantime, perhaps the quickest way to start to tackle this problem would be to sell fruit and vegetables without any extra packaging, creating a plastic-free aisle, where customers could use paper bags or their own reusable containers. Around a third of consumers say that they base their buying decisions on ethical practices, so providing an opportunity to buy fruit and vegetables plastic-free could help you to win over a large number of new customers.

^D I urge you to consider these possible solutions very seriously, and do everything in your power to reduce the amount of plastic you use in packaging, to protect the planet.

I look forward to your response.

Yours faithfully,
Farid Asmar

الدرس يقدم نموذج لرسالة بريد إلكتروني رسمية تعرض
مشكلة وتقدم **حلولاً** بلغة إقناعية.

يطالب الكاتب المتجر بتقليل استخدام البلاستيك، ويقترح بدائل صديقة للبيئة، ويشرح كيف يمكن أن يساعد ذلك في حماية البيئة وجذب المزيد من الزبائن.

This is a sample formal email that presents **a problem (plastic packaging)** and suggests **solutions** in a persuasive way.

The writer asks the store to reduce plastic use, suggests eco-friendly packaging, and explains how this can help both the environment and attract more customers.



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عادةً ما يُكتب البريد الإلكتروني الرسمي لشخص لا تعرفه جيدًا أو لشخص في موقع سلطة. نموذج البريد الإلكتروني الرسمي المعروض يوصف مشكلة ويقترح حلاً باستخدام لغة إقناعية.

و يحتوي على خصائص معينة :

- هيكل واضح
- عبارات وتراكيب بلغة رسمية
- تحية وخاتمة مناسبة
- نبرة رسمية وقواعد كتابة صحيحة

Formal emails are usually written to someone you don't know well or someone in a position of authority.

An example email is presented and analyzed to help you get ready to write your own formal email. The example shows how **to explain a problem and suggest a solution using persuasive language.**

The Formal email needs to include:

- A clear structure
- Formal phrases and collocations
- An appropriate greeting and sign-off
- A formal tone and correct writing conventions

GRAPHIC ORGANISER 2

An email

2.7A WRITING (A formal email)

1 Make notes in the boxes for each paragraph.

Paragraph 1

Greet the intended recipient of your email and state your reason(s) for writing:

Paragraph 2

State the problem(s) and offer solutions:

Paragraph 4

Mention that you expect a reply and then sign off:

Paragraph 3

Ask the recipient to take some action:

ابدأ بتحيةة الشخص
الموجّه إليه البريد
الإلكتروني، ثم وضح
سبب أو أسباب كتابة
الرسالة

قم بتوضيح المشكلة
أو المشكلات، ثم قدم
الحلول المقترحة

اذكر أنك تتوقع ردًا، ثم
اختتم الرسالة بشكل
مناسب.

اطلب من المستلم
اتخاذ إجراء مناسب
لمعالجة المشكلة.

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^D I urge you to consider these possible solutions very seriously, and do everything in your power to reduce the amount of plastic you use in packaging, to protect the planet.

I look forward to your response.

Yours faithfully,

Farid Asmar

Paragraph/Part 1

Greet the intended recipient of your email and state your reason(s) for writing.

ابدأ بتحيةة الشخص الموجه إليه البريد الإلكتروني، ثم وضح سبب أو أسباب كتابة الرسالة

Part 2

State the problem(s) and offer solutions

قم بتوضيح المشكلة أو المشكلات، ثم قدم الحلول المقترحة

Part 3

Ask the recipient to take some action

اطلب من المستلم اتخاذ إجراء مناسب لمعالجة المشكلة.

Part 4

Mention that you expect a reply and then sign off

اذكر أنك تتوقع ردًا، ثم اختتم الرسالة بشكل مناسب.

Paragraph 1



Part 1: Greet the intended recipient of your email and state your reason(s) for writing.

ابدأ بتحيةة الشخص الموجّه إليه البريد الإلكتروني، ثم وضح سبب أو أسباب كتابة الرسالة

Dear Sir or Madam,

I am writing to draw your attention to a pressing problem to which your stores are contributing significantly by their use of non-biodegradable plastic packaging.

عزيزي/عزيزتي موظف خدمة العملاء،

أكتب إليكم لألفت انتباهكم إلى مشكلة ملحة تسهم متاجركم فيها بشكل كبير بسبب استخدامكم للتغليف البلاستيكي غير القابل للتحلل.

Paragraph 2,3,and 4

Part 2: State the **problem(s)**
and offer **solutions**

قم بتوضيح المشكلة أو المشكلات، ثم قدم
الحلول المقترحة

Like many others, **I am deeply concerned by the huge quantity of plastic** used to package items which simply do not require it. We are told that since the 1950s the world has produced more than eight billion tonnes of plastic, of **which around 80 percent has been thrown into a landfill or left as waste in the general environment**. It is essential that we all take immediate action to prevent this.

PROBLEM

Much of this plastic is a result of unnecessary packaging. It is vital that this is reduced as much as possible. Some supermarkets have managed **to cut the amount of plastic packaging by using sustainable cardboard instead of plastic, or simply by removing unnecessary plastic from tissue boxes, pizza boxes and other items.** I would ask you to investigate alternative forms of packaging for your products as a matter of urgency.

SOLUTIONS

In the meantime, perhaps the quickest way to start to tackle this problem would **be to sell fruit and vegetables without any extra packaging, creating a plastic-free aisle, where customers could use paper bags or their own reusable containers.** Around a third of consumers say that they base their buying decisions on ethical practices, so **providing an opportunity to buy fruit and vegetables plastic-free** could help you to win over a large number of new customers.

SOLUTIONS

مثل كثيرين غيري، **أشعر بقلق بالغ إزاء الكمية الهائلة من البلاستيك المستخدمة لتغليف المنتجات التي لا تحتاج إلى تغليف أساسًا.** لقد قيل لنا إنه منذ خمسينيات القرن الماضي، أنتج العالم أكثر من ثمانية مليارات طن من البلاستيك، حوالي **80٪ منها تم التخلص منها في مكبات النفايات أو تُركت كقمامة في البيئة العامة.** ومن الضروري للغاية أن نتخذ جميعًا إجراءً فوريًا لمنع استمرار هذا الضرر.

الكثير من هذا البلاستيك ناتج عن تغليف غير ضروري. من الضروري تقليل ذلك قدر الإمكان. لقد نجحت بعض المتاجر الكبرى في **تقليل كمية التغليف البلاستيكي عن طريق استخدام الورق المقوى المستدام بدلًا من البلاستيك، أو ببساطة عن طريق إزالة البلاستيك غير الضروري من علب المناديل، وعلب البييتزا، وغيرها من المنتجات.** أطلب منكم دراسة بدائل لتغليف منتجاتكم بشكل عاجل.

في الوقت الحالي، ربما تكون أسرع طريقة لمواجهة هذه المشكلة هي **بيع الفواكه والخضروات دون أي تغليف إضافي، وإنشاء قسم خالٍ من البلاستيك، حيث يمكن للزبائن استخدام أكياس ورقية أو علب قابلة لإعادة الاستخدام.** حوالي ثلث المستهلكين يقولون إنهم يتخذون قرارات الشراء بناءً على الممارسات الأخلاقية، لذا فإن **تقديم خيار شراء فواكه وخضروات دون بلاستيك** قد يساعدكم في جذب عدد كبير من الزبائن الجدد.

Paragraph 5

I **urge you to** consider these possible solutions very seriously and do everything in your power to reduce the amount of plastic you use in packaging, to protect the planet.

I **look forward to your response.**

**Yours faithfully,
Farid Asmar**

Part 3: Ask the recipient to take some action

اطلب من المستلم اتخاذ إجراء مناسب لمعالجة المشكلة.

أحثكم على النظر في هذه الحلول المقترحة بجدية تامة، وأن تفعلوا كل ما بوسعكم لتقليل كمية البلاستيك المستخدمة في التغليف، من أجل حماية كوكبنا. أتطلع إلى ردكم.

مع خالص التحية،
فريد أسمر

Part4: Mention that you expect a reply and then sign off

اذكر أنك تتوقع ردًا، ثم اختتم الرسالة بشكل مناسب.

Now go to Exercises 4,5 and 6

- Features of Formal Email
- Persuasive Writing Techniques
- Formal Writing Language Features

4 Complete the Writing box.

WRITING | A formal email

Greeting and signing off

- If you know the name of the person,
- If you don't know the person's name,
- If you start a letter Dear Sir/Madam,
- If you start a letter with a name,

- end the letter *Yours sincerely*.
- start the letter *Dear Sir or Madam*.
- start the letter *Dear Mr/Mrs/Ms Haddad*.
- end the letter *Yours faithfully*.

Structure of the email (or letter)

- In the introduction,
 - In the main paragraphs,
 - In the final paragraph,
 - Before you sign off,
- ask the recipient of the email/letter to take some action.
 - state the problem(s) and offer solutions.
 - mention that you expect a reply.
 - state your reasons for writing.

Formal writing conventions

- Don't use contractions, e.g.
 - Avoid using phrasal verbs, e.g.
 - Make points less personal/direct by using passives, e.g.
 - Make your tone less direct by using hypothetical constructions, e.g.
- use *reduce* rather than *cut down on*.
 - use *We are told that* rather than *Some people say*.
 - use *I would ask you to* rather than *Please ...*
 - use *I am writing* not *I'm writing*.

5 Read the email again. Match the underlined phrases A-D to the categories.

- Making a point forcefully
- Call to action/asking for action
- Giving your reasons for writing
- Explaining why the issue is important

6 Rewrite the sentences in a more formal style using the words in brackets.

- I heard that sea plastic is harming over 600 species. (estimated)
- It's important to look after nature. (vital)
- You've got to stop using plastic! (urge)
- All the best, Ibrahim. (faithfully)
- I'm really bothered by the amount of plastic we use. (concerned)
- Get rid of plastic packaging! (banned)
- I'm writing to tell you how bothered I am about ... (express)
- You should look into other options. (ask/investigate)
- It's important to do this right away. (essential/action)
- You must do it now. (done/urgency)

7 WRITING TASK Write a formal email to a coffee shop chain in your country. Describe the problem of disposable cups and urge the chain to take action.

🗺️ Use the Graphic Organiser to help you plan your writing.





**EASY
LEARN**

DEEMA ATTAL

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