

LESSON 176

1050

Writing a report

Please note: There are writing homework titles at the end of this book.

impersonal

recommendation

subheading

A report:

- is a highly organized document, written for a specific person or group of people (often a boss at work, a member of another organization, a committee etc.);
- provides information on a particular situation or event. People then usually use the report and its conclusions to make decisions;
- uses a formal and impersonal style. We use the passive voice where possible, avoid the use of contractions, and avoid using the pronoun "I" in the main paragraphs;
- contains main paragraphs that deal with different aspects of the report topic.

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outdated

in light of

measure

implement

Attracting young customers

(1) Put a title at the start, but using 'to/from/subject' lines, as in an email, is fine too.

Introduction

The aim of this report is to look at ways of making our bookshop more popular with young adult customers. In preparation for this, **250 local residents** between the ages of 16 and 30 were interviewed, revealing three main issues.

(2) Say why you're writing the report.

Shop interior

(4) Give each paragraph a subheading so the reader knows what it's about.

(3) Say where your information comes from.

At present, the walls of the shop are dark blue, and the shelves are black. Over 75% of those questioned stated that they found these colours dull and not very welcoming.

Stock

(4) Give each paragraph a subheading so the reader knows what it's about.

Another important matter is that *over half the young people surveyed felt* that our stock was somewhat outdated. It seems that a significant number of people are choosing to go elsewhere to buy books by more contemporary authors.

Seating area

Lastly, 64% of people stated that they would visit the shop if there was an area where they could sit down, relax and have a cup of coffee. Many people said it would make them feel they could take their time, without being under any pressure to make a purchase.

Conclusion

(6) You should put your own opinions, conclusions and recommendations in the conclusion paragraph.

In light of the above, *it appears that one priority should be* to redecorate the shop using brighter and more attractive colours. It also seems clear that further research is called for into the type of books we should stock. Lastly, an area of the shop should be selected to become a seating area with sofas, chairs, and a hot-drinks machine. I am confident that, if the above measures are implemented, we will see a rapid improvement in sales as well as in the store's reputation among young people.

(5) Main paragraphs should report information or state facts rather than give your own personal opinions.

In reference to writing, what do we mean by a report?

In ..., a highly organized document, written for a specific person or group of people, that provides information on a particular situation or event

1052 When we write a report, who's most likely to be our target audience?

When ..., our target audience ... our boss at work, or a member of another organization or committee

Therefore, what writing style should we use?

We should use a formal and impersonal style

Tell me three easy ways to help create a formal and impersonal style.

Three ... to avoid the use of contractions, use the passive voice where possible, and avoid using the pronoun "I" in the main paragraphs

What are two common ways of starting a report?

Two ... by using a title, or by using "to", "from" and "subject" lines, as in an email

Which two pieces of information do we normally put in the introduction paragraph?
Two ... the aim of the report,
and where we got our information from

Why do we normally give each paragraph a subheading when writing a report?
... to make it clear to the
reader what each paragraph is about

Should the main paragraphs of a report mainly state facts, or give our own personal opinions?
... state facts

So where do we normally write our own opinions?
... in the
conclusion paragraph

What else do we often put in the conclusion?
... recommendations ...

trip

shoelace

Have you ever tripped over your shoelaces?
Yes, ... ~ No, ...

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infect

infection

mosquito

fatal

Can insects such as mosquitoes and flies infect people with disease? Yes, ...

And are some of these infections potentially fatal? Yes, some ...

influential

Who's the most influential leader your country's had in the last hundred years or so?
The most ... is/was ...

layer

How many layers of brick do you reckon a wall two metres high consists of?
I reckon ...

at a loss

at a profit

break even

Do most businesses run at a loss for a while when they're first established before they manage to break even?
Yes, ...

What's the opposite of "at a loss"?
The opposite ... "at a profit"

perfume

Does your mother (or wife, girlfriend etc.) have a specific perfume that she always wears? Yes, ... ~ No, ...

Which?

1054 **vision (eyesight)** **short-sighted** **long-sighted**

Do you have good vision (eyesight)? Yes, ... ~ No, ...

If someone can only see objects clearly when they're quite far away, are they short-sighted or long-sighted? When ..., they're long-sighted

medium

media

the media

social media

sociable

When did the medium of television become available to the average household? The medium ... during the second half of the 20th century

Do you think printed media such as books and newspapers will eventually disappear? Yes, ... ~ No, ...

Are the media in your country entitled to report whatever they like? Yes, ... ~ No, ...

Do you agree that social media sites such as ... can, in fact, end up making people less sociable? Yes, ... ~ No, ...

1055 **objective** **subjective** **how come**

assess

What's the principal objective of any commercial business? The principal ... is to make a profit

How come it's so difficult for parents to assess their children's progress at school objectively? It's so ... because their feelings for their children can prevent them from judging things reasonably

What's the opposite of "objective"? The opposite ... "subjective"

hang on to (hold on to)

If you didn't hang on (or hold on) to something when standing up on a moving bus, what might happen? If ..., I might fall over

rattle**wedge**

How can you stop a window rattling in the wind? You can ... by pushing a small wedge of wood, card or cloth into the gap between the window and the frame

Which type of food is often sold in wedge-shaped blocks? Cheese ...

terrific

What would I mean if I said I saw a terrific film last night? If ..., you'd mean you saw a very good film

1056 Was there a terrific amount of technological progress during the last century? Yes, ...

in half (in two)**crease**

If you fold a piece of paper in half twice, unfold it, and then tear along the creases, how many pieces of paper do you end up with? If ..., you end up with four pieces of paper

unique**species**

Tell me something that's unique about human beings in comparison with all other animal species. One thing that's ...

count**count on****count in****count out****crisis**

Which counts more, in your view: the salary you earn or the type of work you do? In my view, the ... counts more than ...

Of all the people you know, who do you feel you could really count on for support in a crisis? Of all ..., I feel ...

If this school were organizing a free mountain-climbing trip this weekend, could we count you in or would you tell us to count you out?

If this ..., you could count me in ~
If this ..., I'd tell you to count me out

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Word pool 3: revision exercise

For each sentence below, choose one word from the word pool that fits correctly in the gap.

kettle	alarm	wrinkle	glue	blister
hood	canteen	jug	label	heel
frost	monster	ant	circus	lamb

- 1 It was raining hard but luckily my jacket had a plastic _____, which kept my hair dry.
- 2 The _____ in the college was too crowded so we decided to eat somewhere else.
- 3 I had a painful _____ on my hand after playing tennis all day.
- 4 There's not a single _____ on his face even though he's over fifty.
- 5 I can't start painting my model aeroplane yet because the _____ hasn't dried.
- 6 I don't know what kind of _____ we're searching for but it's already killed several of my cows.
- 7 I'll make us both a nice cup of tea as soon as the _____ boils.
- 8 The _____ on her left shoe broke off as she was climbing onto the boat.
- 9 We took the kids to the _____ but there were no animals so they were pretty disappointed.

- 10 I picked up the stone and a small _____ came out from underneath.
- 11 We all heard the fire _____ but not one of us believed it was an actual emergency.
- 12 Sometimes I buy a particular wine simply because I like the _____ on the bottle.
- 13 Farmers know that a healthy _____ will attempt to stand up very soon after being born.
- 14 There might be a bit of _____ on the ground tomorrow; it's going to be a cold night.
- 15 Mark mixed the fruit juice together in a glass _____ and then poured it into cups for his guests.

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 Dictation 121

The garden lies on a steep slope/ and the soil's thin,/ but let's sow a few seeds anyway/ and hope for the best./ The policemen were puzzled/ when the old woman/ who owned the cottage/ just carried on combing her hair/ and ignored them./ I'm delighted my mechanic thinks/ the tyres don't need changing./ A shiver ran down Adam's spine/ on realizing the burglar had stolen/ his girlfriend's jewellery/ from the hidden drawer./ Take my gloves,/ the circular saw,/ and this bundle of tools,/ and put them all/ with the other stuff in the garage./ You'll lose a lot of the flavour/ if you cook that dish on the hob/ instead of in the oven./ Amateur, option, encounter, bracelet, knuckle.