

FORMAL OR INFORMAL?

FORMAL

- “old-fashioned” letter
- politely and carefully presented ideas
- a lot of fixed expressions and “long” words
- impersonal language

NEUTRAL

- simple, clear and direct language
- short sentences
- contractions are used
- more personal language

INFORMAL

- closest to speech (everyday words, conversational expressions)

Opening

- if you do not know the name: Dear Madam / Dear Sir / Dear Sir or Madam
- if you know the name: Dear Mrs Goodwin / Dear Mr Aspbury

Closing

- if you do not know the name: Yours faithfully,
- if you know the name: Yours sincerely,
- less formal: Yours truly, / Best regards, / Best wishes