

Formal vs Informal Language

Single word verbs

- Arise, board

Formal connecting words

- In addition, furthermore, however

Impersonal language

- passive voice: "It is claimed that..."
- third person
- authoritative, neutral in tone
- longer sentences and complicated sentence structure common

No contractions

- I will, we cannot

Abstract nouns

- Is happiness possible during unemployment?

Phrasal verbs

- To get up, to get on

Informal connecting words

- And, but, so

Personal language

- active voice: "People claim that..."
- often uses modes of direct address
- can use questions or other ways of engaging audience
- shorter sentences common

Contractions

- I'll, we can't

Modal verbs, adjectives

- Can people be happy when they don't have a job?

1) Formal vs. informal writing. Look at these sentences and rewrite them into a more formal style.

a) It's important to do your homework

.....

b) Going to the amusement park was so cool!

.....

c) It doesn't take a genius to get this joke, Břeclav!

.....

d) Thanks for the package. That was a pretty good idea.

.....

e) When you are preparing to cook a meal, wash your hands first.

.....

f) Lunch in the cafeteria today was horrible. It looked, smelled, and tasted real bad.

.....

g) I'm really sorry I forgot your birthday!

.....

h) I think that's fantastic news!

.....

i) You really must go to that Spanish restaurant.

.....

Exercise: Understanding texts

1) Below is an excerpt from an article titled "Google tracking your movements, regardless of privacy settings." However, a few sentences are missing from the text. Put the missing sentences into the correct place in the text.

Google wants to know where you go so badly that it records your movements even when you explicitly tell it not to. **[1]** Computer-science researchers at Princeton confirmed these findings at the AP's request.

For the most part, Google is upfront about asking permission to use your location information. **[2]** If you agree to let it record your location over time, Google Maps will display that history for you in a "timeline" that maps out your daily movements.

Storing your minute-by-minute travels carries privacy risks. **[3]** Google says that prevents the company from remembering where you've been. **[4]** But this isn't true. Even with Location History paused, some Google apps automatically store time-stamped location data without asking.

[5] Automatic daily weather updates on Android phones note your location. So can searches that have nothing to do with location.

The privacy issue affects some two billion users of devices that run Google's Android operating software and hundreds of millions of worldwide iPhone users who rely on Google for maps or search.

[A] So Google will let you "pause" a setting called Location History.

[B] An app like Google Maps will remind you to allow access to location if you use it for navigating.

[C] For example, Google stores a snapshot of where you are when you merely open its Maps app.

[D] An Associated Press investigation found that many Google services on Android devices and iPhones store your location data even if you've used a privacy setting that says it will prevent Google from doing so.

[E] Its support page states: "You can turn off Location History at any time. With Location History off, the places you go are no longer stored."

2) *Look at the text again. Why are the paragraphs ordered in such a way? Look for words or phrases that help connecting one paragraph to another one and highlight them.*

3) *How would you describe the style of the text? Formal? Informal? A combination of both? Go over the text again and highlight any features of the language which support your opinion.*

4) *What is your response to the text? Do you find this issue problematic? Why/why not?*

5) *As a group, come up with a response to this article, then choose one person from the group who will then present your response to the class. The person should speak for about one minute. You may consult any outside sources you wish for the mini-presentation.*