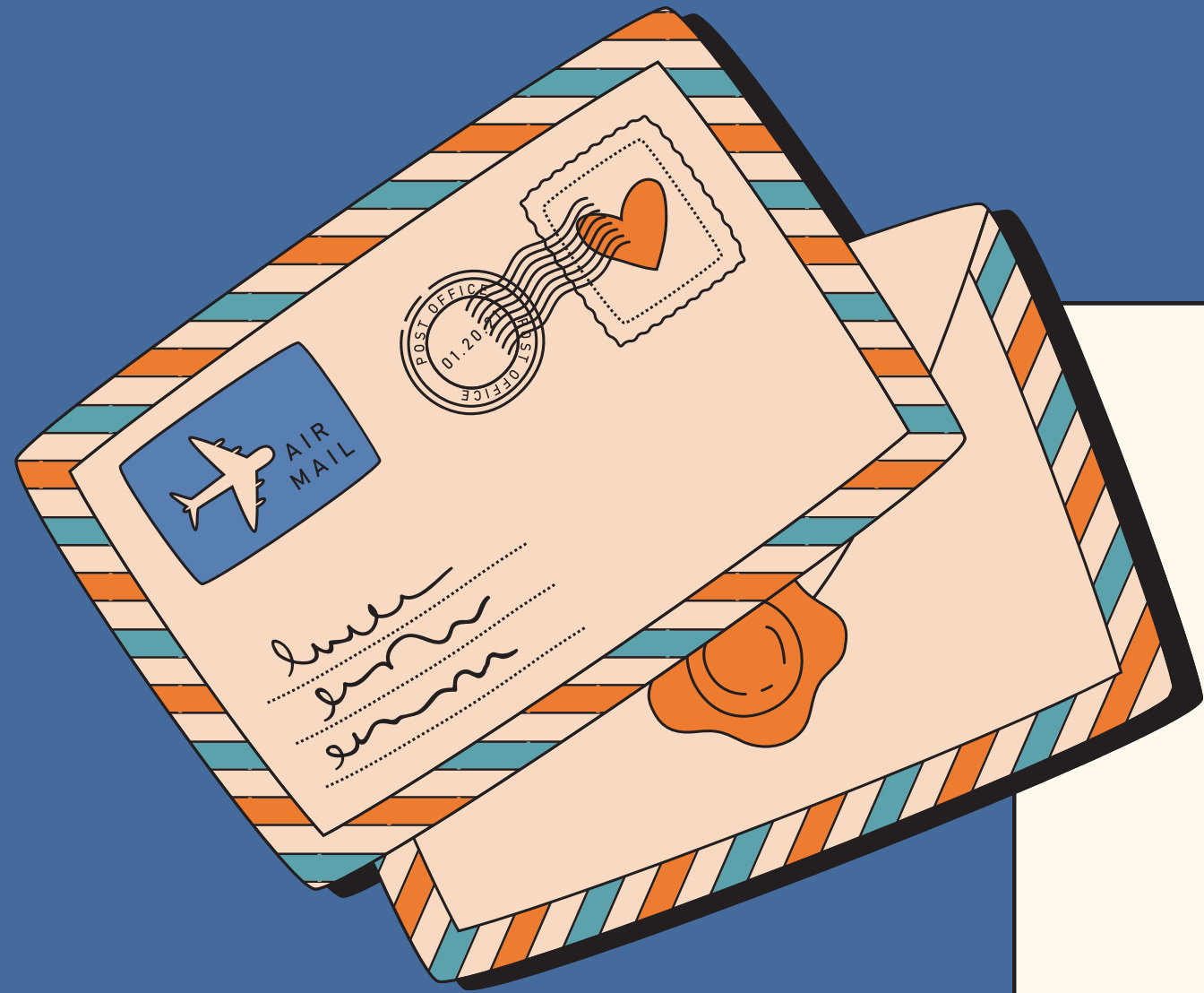


STRUCTURE

FORMAL EMAIL OR LETTER



Formal Greeting

If you know the recipient's name:

Dear Mr./Ms. [Surname],

If you don't know the recipient's name:

Dear Sir/Madam,

To Whom It May Concern,

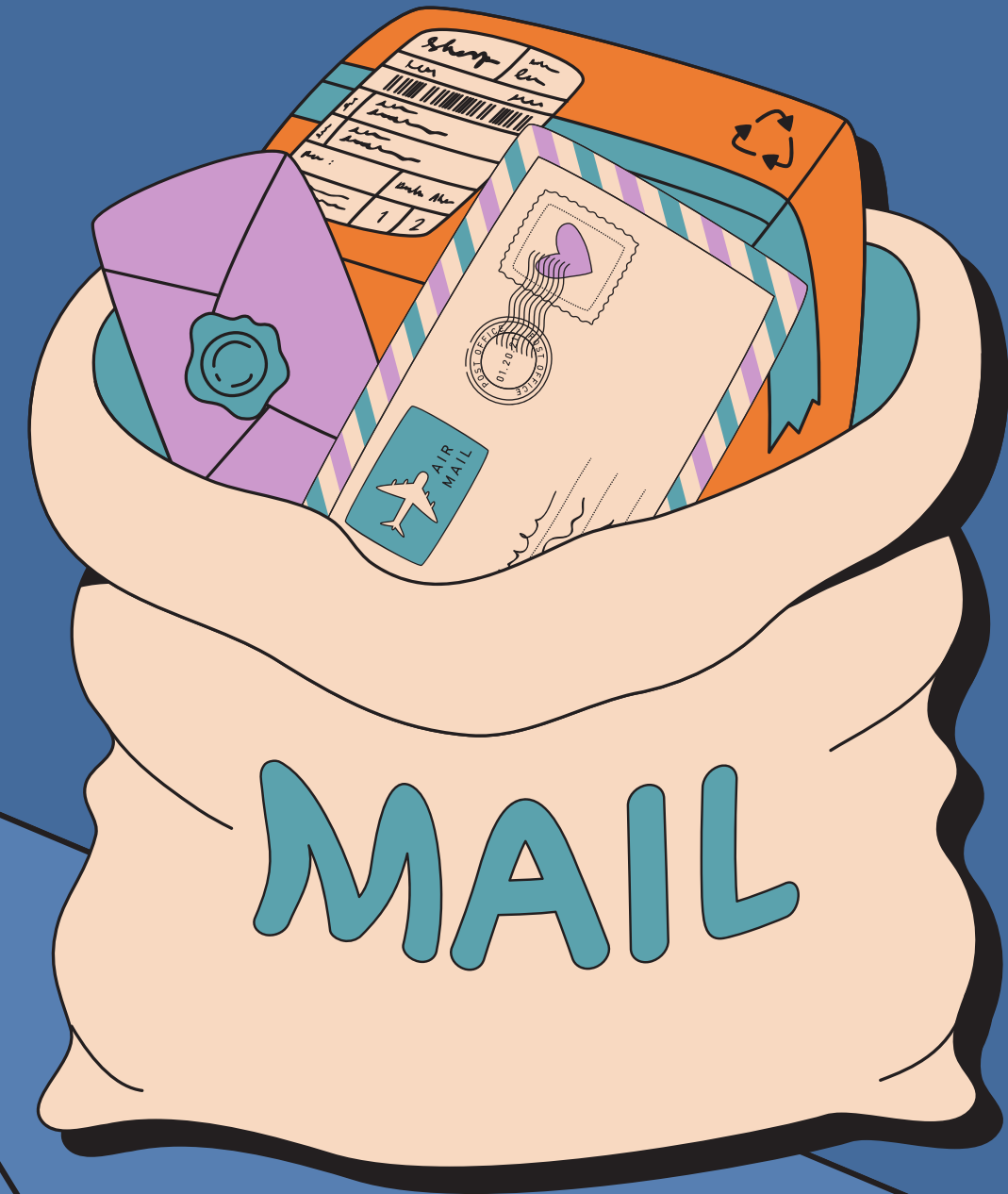


Introduction

Purpose of the Email

- *I am writing to complain about...*
- *I am writing to express my dissatisfaction with...*
- *I am writing in reference to...*

Why?





Description of the Problem

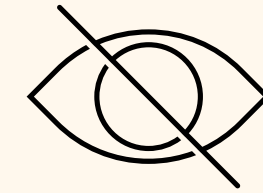
- *There seems to be a problem with...*
- *Not only was the [product/service] unsatisfactory, but also...*
- *I was disappointed by...*



MORE ADJECTIVES



DISCRIMINATORY



INAPPROPRIATE



DENIGRATING



OUTDATED/
OLD-FASHIONED



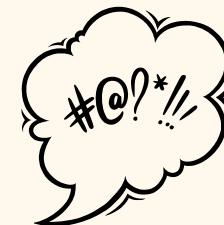
SEXIST



NARROW-MINDED



MISOGYNISTIC



OFFENSIVE

Useful expressions to complain about sexism

“This poster promotes sexist ideas.”

“It fosters discrimination and prejudice.”

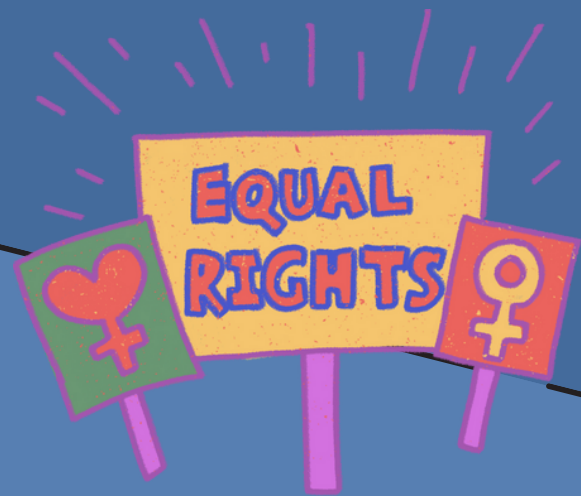
“It sends the wrong message to young people.”

“This kind of advertising is not acceptable anymore.”

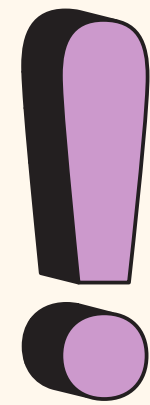
“We should complain against sexism and demand respect.”

“This ad reduces women to objects.”

“It encourages inequality and sexist attitudes.”



equality



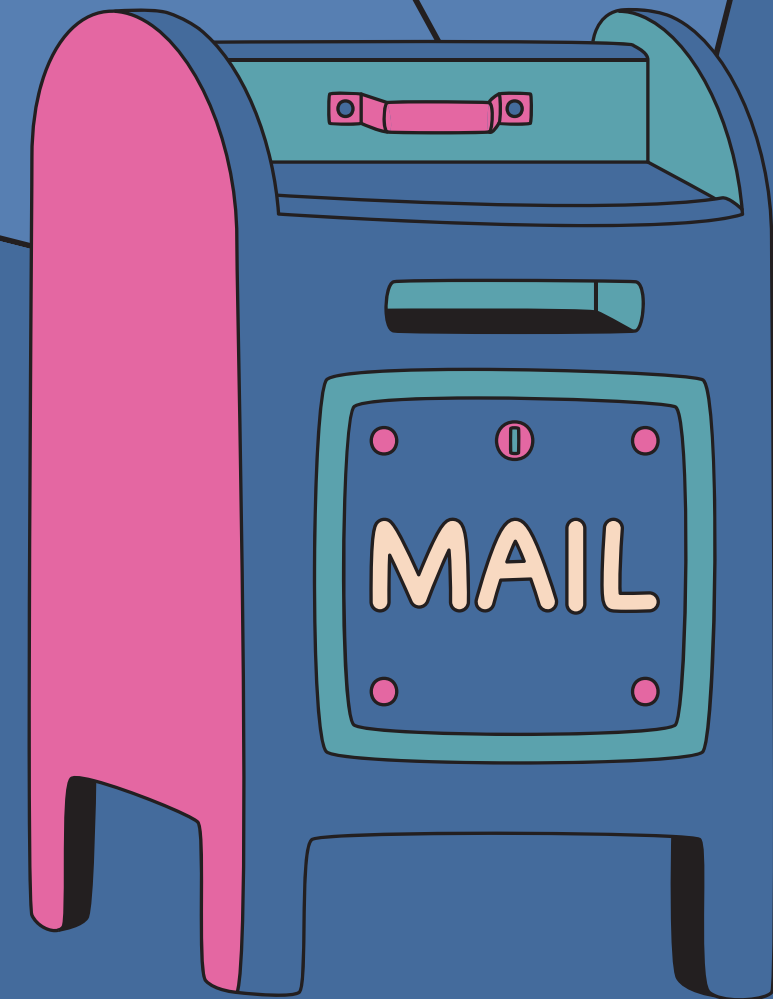
Request for a Solution

- *I would appreciate it if you could...*
- *I trust that you will...*
- *I hope you can take steps to ensure this does not happen again...*



Formal Closing

- *I would appreciate your prompt attention to this matter.*
- *I hope you can resolve this matter as soon as possible.*
- *I look forward to a satisfactory resolution/your prompt reply.*



Yours sincerely,
[Your Name]
Yours faithfully,
[Your Name]

A handwritten signature in black ink, appearing to be "J. Smith".

SELF-CHECKLIST

- I used a *formal* register throughout the letter (no contractions, no slang).
 - I included the correct *greeting* (Dear Sir/Madam if I don't know the name).
 - I wrote a clear *opening* paragraph saying why I am writing.
 - I explained *what happened* / what the *problem* is.
 - I made a formal complaint or *request*.
 - I included a formal *closing line*.
 - I *signed off* correctly.
-
- I used *linking words* to organise ideas.
 - I used advanced grammar.
 - I checked *grammar, spelling, punctuation* and *capital letters*.
 - I used *paragraphs* correctly.
 - I respected *margins* and *layout* (the letter looks neat and organised).

