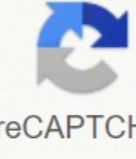


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## WRITING TO ADVISE? THEN USE



- A** – Audience – choose formal or informal language
- G** – Give Good reasons for following your advice
- O** – Objective viewpoint – Don't take sides
- N** – New paragraphs for new ideas
- Y** – You – using personal pronouns makes the reader feel you are interested in him



- A** – Authority – pretend to be an expert on problems
- U** – Understanding – Show you understand the reader's situation
- N** – Never be Negative – Make the reader feel like No.
- T** – Tone – use the right tone, friendly and supportive



## Personal Pronouns

First Person	Second Person	Third Person
I	You	He
We		She
		It
		They

**PRONOUNS IN KOREAN:  
I, ME, MY, MINE**

**Informal**

**나** (I)

- 나는 (I am)
- 가+나 (I go)
- 를+나 (I have)

**내** (my)

- 내 것 (my thing)
- 내 이름 (my name)

**Formal**

**저** (I)

- 저는 (I am)
- 가+저 (I go)
- 를+저 (I have)

**제** (my)

- 제 것 (my thing)
- 제 이름 (my name)

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<b>INFORMAL</b>	<b>FORMAL</b>
About ...	Regarding / Concerning ...
Agree with ...	Be bound by ...
And	As well as ...
Bearing in mind	Reference being made to ...
Because ...	As a result of / due to (the fact) ...
Begin	Commence
But	While / Whereas
Careful / Cautious	Prudential
Carry out	Effect
Check	Verify
Enough	Sufficient
Fill me in	Inform / Tell
Find out	Ascertain
Follow	Duly observe
Get	Receive
Get in touch	Contact
Go over	Exceed
Has to be	Shall be
Have to give	Submit
If ...	Should ...
If ... or not.	Whether ... or not.
If you don't ...	Failing / Failure to...
If you've got any questions ...	Should you have any queries ...
In accordance with ...	Pursuant to
In the red	Overdrawn
Involve	Entail
Lost	Inadvertently mislaid
Make sure	Ensure
Many	Several / Numerous
Order	Authorise
Pay	Settle
Put in writing	Provide written confirmation
Sorry!	We regret ...
Supply	Furnish
Take away	Withdraw
Tell	Disclose
Trusted	Entrusted
We don't want to do this ...	This a course of action we are anxious to avoid ...
We'll call the law ...	We will have no alternative but involving our legal ...
When we get ...	On receipt
Whenever we like ...	Without prior notice ...
Write (e.g. Cheque)	Issue (e.g. Cheque)
Written	Shown / Indicated

## THRU VS THROUGH

**Though Thru and Through are interchangeable, you'd only see or use one of them in an essay or a research paper.**

<b>MEANING</b>	<b>MEANING</b>
THRU is a spelling that is only acceptable in informal American English speech.	THROUGH is a preferred spelling in Standard English.

3. Limit the use of phrasal verbs. But, if you're not writing in British English, stick with the singular pronoun it or plural first-person pronouns explained in the sections above. Examples are: fix, begin, start, OK, thanks etc. Garner, Garner's Modern English Usage, 4th ed. Please contact us if you have trouble assembling your new Fantastic Feline cat condo. Certain words are considered informal. To learn more about the cookies we use, see our Privacy Policy Have you ever wondered if you should use singular or plural pronouns for a company? As far as possible avoid using them, but if that is not possible limit their use. Instead use more sophisticated ones such as extremely, highly, entirely etc. This post explains the reasoning behind this guideline—and then shares two situations when you may want to use plural first-person pronouns (we, us, our, ourselves) or plural third-person pronouns (they, them, their, themselves) for a company, instead. Avoid them in formal writing. Pro Tip: Include a section about preferred pronouns in your company's house style guide. (Oxford: Oxford University Press, 2016), 180. Do not use contracted forms like don't or can't. (Chicago: University of Chicago Press, 2017), 5.15. Write all verbs in full. Exception 2: When to Use Plural Third-Person Pronouns for a Company British English generally treats collective nouns as plural rather than singular.4 So, if you follow British English instead of American English, you can usually use the plural third-person pronouns they, them, their, and themselves for an individual company. Therefore, you will have to decide if this informal usage is appropriate for your company and your content. Bryan A. Certain discourse markers are considered informal. Exception 1: When to Use Plural First-Person Pronouns for a Company If you're part of the company, you may want to use the plural first-person pronouns we, us, our, and ourselves in less formal documents. It is usually possible to express the same idea using standard verb forms. For example, active verb forms used with the first person singular are not considered appropriate in formal or academic writing. The Chicago Manual of Style, 17th ed. Instead use words like repair (for fix), commence (for start / begin), in order / all right (for OK) and thank you (for thanks). Do not leave out words. But what if you're not an outsider? Generic Company wants to provide all our customers with personalized service. Trader Joe's announced that it will reduce plastic packaging in the coming year. A collective noun represents a collection of related things or people operating as a group.1 The singular pronoun it is normally used for collective nouns; therefore, it should be used for a company when writing from a third-person (outsider's) perspective.2 Comfort Roast Café is serving its famous meatloaf dinner tonight. Less formal documents may include marketing material, website content, blog posts, internal communication, and even some technical manuals. Write 'A copy of the document will be mailed to you as soon as possible' instead of 'I will mail you a copy of the document asap'. The General Guideline: Use the Singular Pronoun It for a Company A company name (e.g., Target, Cabela's, Cracker Barrel) is typically viewed as a collective noun. This guideline also applies to company names that end in a plural s (e.g., American Eagle Outfitters, eBags, Bass Pro Shops) and company names created from multiple names (e.g., Abercrombie & Fitch, Dave & Buster's, Harry & David).3 Bath and Body Works periodically rereleases its classic scents. Avoid using them. Avoid informal intensifiers like really and so. For example, write incidentally instead of by the way. Instead, this usage has gained widespread acceptance because businesses want to seem personable when talking or writing about themselves. While communicating with business people, the language you use must be consistently appropriate in style and tone. Limit the use of passive voice. However, there are some situations where passive verb forms are preferred to active forms. The Associated Press Stylebook 2020-2022 (New York: Associated Press, 2020), 56. There's no official rule governing the use of first-person pronouns for companies. Write 'I hope to see you soon' instead of 'Hope to see you soon.' 0oPeople uses cookies to enhance your experience, to display customized content in accordance with your browser settings, and to help us better understand what your needs are. Ellipsis is not acceptable in formal writing. Recommended Reading: Subject-Verb Agreement for Sports Teams References 1. Watch your vocabulary. 2. The following are the basic features of formal writing. Merriam-Webster. s.v. "collective noun (n).," accessed June 20, 2020. Ben & Jerry's offers thirty-minute tours at its factory in Vermont. However, don't refer to your company with first-person pronouns in legal documents or other formal documents without approval from your company's legal advisor. 4. Do not use abbreviations such as info (for information) and asap (for as soon as possible). The general guideline is to use the singular personal pronoun it to refer to a company or similar organization.

Test yourself on the Spanish verbs Ser and Estar with this free quiz by choosing the correct form of the verbs within a context. 05/08/2021 · Depending on the context of the email, use the appropriate formal language. Like we explained in "100+ Important Business German Words, Phrases and Sentences", use the formal "Sie" form and not the "du" form of pronouns while writing. Sie (Ihr, Ihnen, Ihre) We use object pronouns as the object of a verb:. Can you help me, please? I can see you. She doesn't like him. I saw her in town today. We saw them in town yesterday, but they didn't see us.. and after prepositions:. She is waiting for me. I'll get it for you. Give it to him. Why are you looking at her? Don't take it from us. I'll speak to them.. Subject and object pronouns 1 Depending on the context of the letter, use the appropriate formal language. Like we explained in "100+ Important Business German Words, Phrases and Sentences", use the formal "Sie" form and not the "du" form of pronouns while writing. Sie (Ihr, Ihnen, Ihre) 08/12/2018 · Spanish have five pronouns for use when the subject of a verb is also its object. When a subject is plural, the reflexive pronoun can be translated using either a form such as "ourselves" or "each other," depending on the context. Reflexive pronouns precede the verb or can be attached to an infinitive or gerund. Subject pronouns often replace a subject noun and can be classified several different ways: by person (first, second, or third person), number (singular or plural), gender (male or female), and formality (formal or informal). Luckily, we've provided a snazzy chart so you have all the Spanish subject pronouns in one place. 22/05/2019 · When you don't know the name of the person you're writing the letter to - for example, if you're writing to a company and you're not sure of the right person to address it to - you would use the key phrase: A chi di competenza - which roughly translates to "To whom it may concern".When you start to write these formal letters regularly, this phrase will quickly become ... Rule 5. The pronouns who, that, and which become singular or plural depending on the subject. If the subject is singular, use a singular verb. If it is plural, use a plural verb. Example: He is the only one of those men who is always on time. The word who refers to one. Therefore, use the singular verb is.. Sometimes we must look more closely to find a verb's true subject: 10/06/2021 · Use third person for all academic writing. For formal writing, such as research and argumentative papers, use the third person. Third person makes writing more objective and less personal. For academic and professional writing, this sense of objectivity allows the writer to seem less biased and, therefore, more credible. 03/03/2021 · Refusing to use someone's correct pronouns is refusing to use their correct pronouns. It kind of doesn't matter if you're using the incorrect pronoun or no pronouns at all. They are making strong efforts to prioritize their own bigotry and discomfort over the feelings of their coworker, which is still wrong.

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