

General introduction

A **proposal** is a formal, informative piece of writing which outlines plans and/or suggestions for a future course of action, and is submitted for approval to a superior at work, a local council, a college headmaster, a peer group such as colleagues or club members, etc.

General outline for proposals

Beginning ▶ state who the proposal is to and from, the subject and the date

Introduction

Para 1 ▶ state purpose & content of proposal

Main body

Paras 2-4 ▶ present each aspect under separate subheadings

Conclusion

Para 5 ▶ summarise the points made in the main body and if necessary express your own opinion

Formal style characteristics

- **complex sentence structure**, (e.g. *Presently, the computer system and most of the other equipment are incredibly outdated, which is a cause of frustration for many members of staff.*)
- **advanced vocabulary** (e.g. *It is everyone's responsibility to protect school property.*)
- **advanced phrasal verbs** (e.g. *It is essential we find ways to bring about improvements.*)
- **full verb forms** (e.g. *It is my firm belief that we should employ a technician to help oversee the installation of new equipment.*)
- **formal linking words/phrases** (e.g. *What is more, some students have expressed concern about the lack of school facilities.*)
- **impersonal tone** (e.g. *It would be a good idea to upgrade the computer system in the office.*)
- **frequent use of passive forms** (e.g. *Some available funds could be used to improve the office environment.*)

Understanding the rubric

1 Read the rubric and answer the questions.

The director of the school where you are studying English, Mr Fraser, has received funding to improve technology facilities at the school and has invited students to send him a proposal suggesting how the money should be spent. In your proposal you must evaluate the school's existing facilities, suggest what improvements could be made and outline the likely benefits for students. Write your **proposal** in 220-260 words.

- 1 Who are you and who are you writing to?
- 2 What is the purpose of your piece of writing?
- 3 What style should you write in?

2 Read the model and fill in the missing words/phrases in the list.

- as to how • As requested • **Finally**
- **Consequently** • I propose • In summary
- **In addition** • it would be beneficial
- **To begin with**

To: Mr Fraser, Director

From: Maria Angelo

Subject: Funding to improve technology

Date: 22nd March

A Introduction

1), I am submitting this proposal to make suggestions 2) funds for improving technology facilities should be used for maximum benefit to students.

B Classrooms

3), the school is lacking up-to-date technologies in classrooms. Students are unable to access the latest programs **because of** the extremely old machines on site. I believe that 4) to update all classrooms with tablets and interactive whiteboards. **This way**, students will be able to take notes and do online research and teachers will be able to use the whiteboards to make the lessons more interactive and interesting.

C Library

5), although the school library has a number of computers, most of them are outdated. **Therefore**, I would strongly recommend the school replace the existing computers and install a multi-media room in the library. It can be equipped with new computers, a projector and a large screen. 6), students will be able to collaborate on shared projects and make audio-visual presentations there.

D Online platform

7), other than a school website, students do not have additional academic support outside of school hours. Therefore, 8) the school creates an online platform where both teachers and students can share information about lessons. Teachers, **for instance**, can post homework assignments and extra study materials for students to access. **As a result**, students can share notes and collaborate on group projects online.

E Conclusion

9), I suggest that the funding should be used mainly to update technologies in school classrooms and install a multi-media room in the library as well as create an online platform accessible by teachers and students. I expect that this will help maintain students' interest levels and enhance learning during their lessons and study time.

3 In pairs, find examples of formal language in the proposal. Then think of an alternative heading for each paragraph.