basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

GUIDELINE FOR TEACHING AND WRITING ESSAYS AND TRANSACTIONAL TEXTS

English Grades 10 - 12

Home language

Fist Additional Language

Second Additional Language

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1. INTRODUCTION

The purpose of this guideline is to briefly guide teachers and learners on the aspects of writing and presenting. Furthermore, the guideline presents and shares information with regards to producing various texts and their uses. This will enable learners to attain and successfully demonstrate Learning Outcome 3 (LO 3), which aims to ensure that '*The learner is able to write and present for a wide range of purposes and audiences using conventions and formats appropriate to diverse contexts.'*

This guideline may be used by teachers and learners of English Home, First and Second Additional Languages. The document will also enable learners to prepare for the Writing Paper (Paper 3) which requires learners to choose and write three of the various writing texts dealt with during the course of the year.

2. PROCESS WRITING

Writing and designing texts is a process and learners need the opportunity to put this process into practice. They should:

- decide on the purpose and audience of a text to be written and/or designed;
- brainstorm ideas using, for example mind maps, flow charts or lists;
- consult relevant sources, select relevant information and organise ideas;
- produce a first draft which takes into account purpose, audience, topic and genre;
- read drafts critically and get feedback from others (classmates);
- edit and proofread the draft;
- produce a well-designed final version.

Note!

- Learners should write every day. Learners should often be given the opportunity to write freely without an assessment requirement.
- In more formal writing, teachers are advised to assess a particular skill or sub-skill being dealt with during that particular stage of the process. For example, all language skills need not be addressed during each step of the process.
- Peers should also learn to edit one another's work as this interaction is an important part of the process of writing and improves own and other's awareness of the process.
- An important aspect of this Learning Outcome is the presentation of written work. It can be shared with peers, teachers, the school as a whole, parents and/or a wider range of stakeholders. The learner should take pride in a rounded, complete product.
- Learners should be informed about the characteristics and requirements of different kinds of creative texts. A short description of the kinds of writing texts that learners are required to produce is provided below.

3. ESSAYS

An essay is an extended piece of writing, in which a writer expresses his/ her point of view on the topic given.

The length of texts ranges from:

- 200 – 250 words for English Second Additional Language;
- 250 – 300 words for English First Additional Language; and,
- 400 – 450 words for English Home Language.

An essay should have an introduction, body and conclusion. A brief explanation of each follows:

- **Introduction**

The introduction should catch the reader's attention, define the topic and briefly tell the reader what the essay will be addressing.

- **Body**

The body comprises the full content of the essay. The body must be divided into paragraphs, each of which must pursue a specific idea to the end. The writer must address all the ideas he or she wanted to address, keeping to the topic.

- **Conclusion**

The conclusion is the ending, the rounding-off of the presentation. This should tie up all that was presented by the writer, a parting shot that justifies the writer's point of view. As this is the end, the writer must not bring in new information.

Learners must be taught how to write – and must write - the following kinds of essays:

3.1 Narrative essay

A narrative essay tells a story or tells of a past event. It can be written from any perspective.

Example topics:

- We were having a wonderful time. There was good food, good music and good company. Suddenly there was an earth-shaking crash. Write about the incident.
- The best story my grandfather told me.

Consider the following when writing a narrative essay:

- The story must have a strong story line and be convincing even if it is fiction.
- A narrative essay is usually written in the past tense.
- The introductory paragraph should capture the reader's attention.
- A good story often has a point to make.
- An unusually interesting ending gives a story the final touch.
- The reader's interest must be maintained until the end. The style, rhetorical devices and action must ensure sustained interest.
- A successful narrative vividly highlights sensory details such as sight, sound, taste, smell and tactile sensations.
- A narrative essay often has a strong descriptive element.

3.2 Descriptive essay

In a descriptive essay, the writer describes something to allow the reader to experience the topic being described as vividly as possible. Someone or something can be described.

Example topics:

- The dentist's waiting room. Describe your feelings and impressions.
- Describe a stormy night.

Consider the following when writing a descriptive essay:

- The writer should create a picture in words.
- Words and expressions are chosen carefully to achieve the desired effect.
- Images of sight, sound, hearing, taste and touch can be used to make the description vivid.
- Figures of speech are used in original ways.
- Learners should ideally have experience of the topic. It is very difficult to describe something without having firsthand knowledge.

3.3 Expository essay

Expository writing communicates ideas or information in a logical way. This is a factual essay in which the writer explains ideas or gives facts in a systematic way. An expository essay is well researched and ideas are supported by facts and figures.

Example topics:

- More than a thousand people are killed in road accidents during the December holiday. How can this carnage on our roads be stopped?
- Discuss how you would go about collecting funds for the matric farewell party.

Consider the following when writing an expository essay:

- A thorough understanding of the topic is required.
- Good research is vital as statements have to be supported by facts.
- As the reader may not have a specialised understanding of the topic, the writer should clarify any concepts which may be unfamiliar.
- Ideas must be organised logically and take the reader from the known to the unknown.
- An expository essay is generally written in the present tense.

3.4 Argumentative essay

In an argumentative essay, the writer has a specific opinion or viewpoint and argues to defend or motivate his or her position. The opinion of the writer should be clear throughout. This is a subjective essay in which the writer tries to convince the reader to share his or her point of view.

Examples topics:

- Television kills creativity. Do you agree?
- The future of South Africa depends on foreign investment. Give your views.

Consider the following when writing an argumentative essay:

- The essay should start with the writer's view of the topic in an original and striking way.
- The writer should give a range of arguments to support and substantiate his or her view.
- The writer focuses on points for OR against a statement.
- An argumentative essay can be subjective and strong opinions are expressed. A variety of rhetorical devices and persuasive techniques should be used.
- The language used is emotive and can be emotional but should not be rude.
- The conclusion should be a strong, clear and convincing statement of the writer's opinion.

3.5 Discursive essay

A discursive essay is objective and aims to give a balanced view of both sides of an argument. The writer considers various aspects of the topic under discussion and presents opposing views impartially. The writer may come to a particular conclusion at the end of the essay but the arguments for and against must be well balanced and clearly analysed in the course of the essay.

Example topics:

- Write an essay in which you give arguments for and against abortion.
- Learners should be able to choose their own prescribed books for literature. Discuss this statement looking at both sides of the argument.

Consider the following when writing a discursive essay:

- The writer should understand and be able to reflect both sides of the argument in an impartial and well informed way.
- The writing must be lucid, rational and objective. Calm, well-reasoned and well-supported statements should be made.
- The tone should be unemotional and convincing without being condescending.
- The writer may give an indication of his or her opinion at the end of the essay but this should only be done in conclusion.

3.6 Reflective essay (Home and First Additional Language)

In a reflective essay the writer contemplates an idea and gives his or her emotional reactions and feelings. The writer could, for example, reflect on dreams or aspirations.

Examples topics:

- This is how I remember the best teacher I ever had.
- Give your views on life and how it should be lived.

Consider the following when writing a reflective essay:

- A reflective essay is subjective.
- Feelings and emotions play a major role.
- A substantial part of the essay may be descriptive. These descriptions should be vivid and aim to recreate recollections or feelings of the writer in the reader.
- The ideas, thoughts or feelings expressed should reveal sincerity and personal involvement.

Food for thought:

While the various essay kinds seem independent of each other, it would be interesting to follow how the stages involved to produce one could be the brainstorming sessions for the subsequent ones. For an example, should the narrative not form the base for a description? Could one not argue in favour of one's description of an item, or, having compared one's description of the same to another's, come to an evaluation of some sort?

Taking it into the transactional texts, could a newspaper article not be a result of an interview, a dialogue a result of a speech, a diary entry a summary of all that took place during the day, among others?

The moral of the story:

Although all texts have each, their own identity, they are each a product of a spread of other texts.

The challenge is for learners and teachers to put this in practice.

4. TRANSACTIONAL TEXTS

Transactional writing texts are either a response or an initiation of a response. As implied, these are 'transaction texts' - a friendly letter of appreciation will possible yield a response, as much as a speech will get the audience won over or yelling in disagreement.

Transactional texts are divided into Longer and Shorter texts. The kinds of texts are listed and explained below:

4.1 LONGER TRANSACTIONAL TEXTS

The length of texts ranges from:

- 80 – 100 words for English Second Additional Language;
- 120 – 150 words for English First Additional Language; and,
- 180 – 200 words for English Home Language.

Official/ Formal letter

There are different kinds of formal letters, e.g. a letter of application, a letter to the editor of a newspaper, a letter of complaint, etc.

While the letters may set different requirements for the writer, the following are applicable to all of them:

- Style

  The formal letters must be written in direct, simple English. The writer must keep in mind that the intended audience should understand what is communicated for the results/ response to be positive.

  The letter should be …

  - clear and straightforward – the recipient must not be left wondering at what you are trying to communicate;
  - concise and to the point; and
  - logical.

- Structure

  - All letters should have an introduction, a body and a conclusion.
  - There must be two addresses, the writer's and the recipient's;
  - A formal salutation – Dear Sir, Dear Mrs Bukov, etc. - follows the recipient's address;
  - A title or subject line follows the salutation. This is a one-line summary of the letter and should be underlined;
  - The language register must be formal;
  - The conclusion must also be formal – Yours faithfully – followed by the writer's surname and initials.

- Issues to avoid

  - Slang and colloquial language;
  - Contractions, abbreviations and acronyms;
  - Unsubstantiated accusations, threats that cannot be carried out, emotional language, sarcasm, clichés, etc.

Examples of formats of Formal letters.

<table>
<tr><td>1. Letter to the Editor</td><td colspan="3">2. Application for a vacant post</td></tr>
<tr><td>The Editor
City Post Magazine
79 Sort Street
Pretoria
0001</td><td colspan="3">27 Lechwe Street
Fauna
9301
12 February 2010</td></tr>
<tr><td></td><td colspan="3">XXXXXXX OPEN LINE</td></tr>
<tr><td>XXXX OPEN LINE</td><td colspan="3" rowspan="5">The Manager
City Groove Magazine
55 Tabloid Street
Bloemfontein
9300</td></tr>
<tr><td>Sir/ Madam</td></tr>
<tr><td>XXX OPEN LINE</td></tr>
<tr><td>BIASED JOURNALISTS RUN OUR COUNTRY TO THE GROUND</td></tr>
<tr><td>XXX OPEN LINE</td></tr>
<tr><td>The current cohort of journalists ……</td><td colspan="3">XXXXXXXXXX OPEN LINE</td></tr>
<tr><td>……..</td><td colspan="3">Sir/ Madam</td></tr>
<tr><td>…….</td><td colspan="3">XXX OPEN LINE</td></tr>
<tr><td></td><td colspan="3">APPLICATION FOR A VACANT POST</td></tr>
<tr><td></td><td colspan="3">XXX OPEN LINE</td></tr>
<tr><td></td><td colspan="3">Kindly receive herewith, my application for the</td></tr>
<tr><td>XXXX OPEN LINE</td><td colspan="3">post of ……...</td></tr>
<tr><td colspan="2">I hope someone speaks to them about being a patriot.</td><td colspan="2"></td></tr>
<tr><td colspan="2">XXXXXX OPEN LINE</td><td colspan="2">XXXXXX OPEN LINE</td></tr>
<tr><td>Concerned citizen
Kihika (pseudonym)</td><td>OR</td><td>Yours faithfully
Keabetswe K.</td><td colspan="2">Yours faithfully
Katlego K. (Ms)</td></tr>
<tr><td colspan="2">Katlego K.
12 Macumba Street
BLOEMFONTEIN
9300
12 February 2010</td><td colspan="2">Keabetswe K.
12 Macumba Street
BLOEMFONTEIN
9300
12 February 2010</td><td></td></tr>
</table>

Friendly/ Informal letter

Friendly/ Informal letters are usually written to people who are close to the writer, e.g. friends, family, etc. They mainly written to express an emotion, e.g. congratulate, sympathise, advise, etc. the recipient. Due to the nature of the relationship between the writer and the recipient, the language register and style, among others, differ from those of the formal letter.

- Style

  Like the formal letters, informal letters must also be written in simple English. However, the writer may elaborate a little on a point, for example, reminding the recipient about a shared moment that might have partially led to the letter being written. While there is a restriction on the number of words, the writer is allowed a little flamboyance. Informal letters are, as a result, livelier than formal letters.

  The letters should, nonetheless, be logical and pursue the intended point to the end.

- Structure

  - All letters should have an introduction, a body and a conclusion.
  - There must be only one address, the writer's, with a date in which it was written below it;
  - An informal/semi-formal salutation – Dear Jerry, Dear Aunt Juliet, Dear Father and Mother, etc. - follows the writer's address;
  - The language register is mainly informal, but could be semiformal to formal, depending on who the recipient is. For example, the writer will use a different register when writing to parents compared to that used when writing to a friend;
  - The conclusion ranges from informal to semi-formal – Yours sincerely; Your loving son; etc – followed by the writer's first name.

- Issues to avoid

While the language register is more relaxed than in the informal letter, the following still have to be avoided:

  - Slang and colloquial language;
  - Contractions, abbreviations and acronyms;
  - Innovations as used in sms and mxit texts; and,
  - Foul language.

Examples of informal letters.

1. Letter to a friend	**2. Letter to an uncle**
621 Nelson Mandela Drive Pretoria 0001 15 June 2010	27 Lechwe Street Fauna 9301 12 February 2010
XXXX *OPEN LINE*	XXXXXXX *OPEN LINE*
Dear John	Dear Uncle Tall
XXXX *OPEN LINE*	XXXXXXX *OPEN LINE*
Ever heard about tales around the evening fire? Well, my friend, what I am going to tell you is not one of this tales, and neither is it a tall story.	It gives me great pleasure to write this letter to you, my loving uncle. I have you have fully recovered use of your right hand since the encounter with the lion. Everybody at school knows about my brave uncle.
XXXX *OPEN LINE*	XXXXXXX *OPEN LINE*
My uncle Tall single-handedly saved a lamb from the jaws of a marauding lion…	We have been given a Life Orientation project in which we must identify someone in the community who can be referred to as a hero and interview them. Having heard about your brave deed, my group thinks that you deserve the honour and requests permission to interview you…
I know you find it hard to believe what I told you. My uncle has agreed to be interviewed by my group for the Life Orientation project. I invite you to come with us so that you can get it from horse's mouth.	
I look forward to your reply.	On behalf on the group, I look forward to your positive response to our request.
Yours sincerely	Your loving nephew
Chana	Smiley

Memorandum

This is a document used for communication within a particular institution or company. It may come from one department to the other or one section to another, within the company among related companies.

A memorandum is used, among others, to convey requests, arrangements, complaints, notice of meeting, suggestions, etc.

The following items are essential in writing a memorandum:

- The name of the company/institution on top;
- The word **MEMORANDUM**, in capital letters (and in bold if typed), below the name of the company;
- The preposition **TO**: followed by the target audience;
- The preposition **FROM**: followed by the writer – only the writer's position is given;
- The **DATE** in which the memo was written;
- **HEADING**, normally in capital letters (and in bold if typed); and,
- The **SIGNATURE or INITIALS** of the writer, at the end.

The content must always be simple and concise, preferably written in simple English. Although the writer does not start with any form of salutation/ greeting, the document is always rounded with a cordial conclusion, e.g. I thank you for your cooperation.

See example below:

See examples of internal memorandum:

WINNERS DRAMA SOCIETY

MEMORANDUM

TO : Actors

FROM : Producer

DATE : 18 June 2010

RE: POSTPONEMENT OF PRACTICE SESSION

Take note that the 15h00 practice session will not take place as scheduled this afternoon. The practice venue will be utilised by the Bafana Bafana team for a pep-talk in preparation for the France game on Tuesday.

We are commissioned to provide entertainment for the team on Sunday, 15h00. In order to put final touches to our game, you are expected at the practice venue on Saturday, 19 June 2010, at 09h00. This practice session may be longer than all others because of the Sunday event.

Make good use of your free afternoon.

Kind regards

BBravsa

Barras Brava

Producer

Example 2

MATRIX 20TURN

–

MEMORANDUM

TO : Members

FROM : Ralph

DATE : 18 June 2010

RE: GUEST LECTURER

—

The *Matrix 20Turn* Committe invites you to an interactive presentation of W. Golding's *Lord of the Flies*, on Monday, 21 June 2010, from 09h30 to 15h00. Mr. Macbeth 'Piggy' Seoul, a renowned playwright and prolific English teacher, will be the guest presenter for the day. After the presentation, our guest will analyse previous question papers on the novel, and give coaching on how questions should be answered.

You are urged to confirm attendance with your 'ward leader' so that appropriate catering arrangements can be made.

See you there

ralphdoxz

R. Doxier

Chairperson: *Matrix 20Turn*

A short article

This is a text that gets to the point. Only the salient points are mentioned. There is no room for elaborations or extended opinions. The writer only mentions what he/she intends to communicate and stops.

See example below.

STORMERS BACK IN SECOND PLACE

The Vodacom Stormers bounced back with an important 33 – 21 win over the Blues in Auckland yesterday.

The Stormers conceded more than two tries, and they missed an astonishing number of tackles against a Blues team that was forced to play catch-up from an early stage of the match.But with the pack laying the platform, and the back row, lock Andries Bekker and hooker Tiaan Liebenberg in particularly impressive form, the Cape team thoroughly deserved to win.

They're back into the second place on the log.

Supersport.com

Source: *Sunday World*, 11 April 2010

Agenda and minutes of the meeting

An **agenda** gives an outline of what is to be discussed at a meeting. It is normally given beforehand to people/delegates who are invited to a meeting. The agenda is usually drawn up by the chairperson and the secretary, who, among others...

- Check minutes of the previous meeting for items that were carried over;
- List and collect items that the meeting may need to address; and,
- Invite members/delegates to forward items they want discussed.

The chairperson and the secretary arrange the items according to their importance beforehand, and then make the final agenda available to the members/delegates. When the final agenda is circulated/availed, the chairperson shall have determined how much time would be allocated to each item.

The following items are common:

1. Opening and Welcome
2. Apologies
3. Reading and adoption of minutes of previous meeting
4. Matters arising
5. New matters

   eports

   eedback from stakeholders

6. Date of next meeting
7. Closure

The **minutes** of a meeting are a record of what happened at a meeting. The minutes have to be adopted as a true record in the following meeting for them to be binding, and remain so until they can be revoked.

The minutes:

- Reflect the name of the organisation;
- Show the date, the place and the time at which the meeting was held;
- State the name of the people who attended the meeting – can be added as an annexure, attendance register;
- Quote resolutions word for word;
- Provide a summary of what was proposed and finally agreed upon;
- Are written in the past tense;
- Leave out trivialities like jokes;
- Only become legal and binding once signed and dated by the chairperson after being read and adopted in the next meeting.

An example of the minutes of a meeting

Minutes of a Grade 12 Literature Study Group

Venue: Central Library Gardens

Date: 12 April 2010

Time: 09h00

Attendance: See attached register

Apologies: Thato Mokoena who was in detention; Marylyn Macvy who was absent due ill-health; Groovy Fourie and Styles Maphoo who had attended rugby and soccer tournaments respectively.

1. Mr Toffolux, the chairperson, welcomed all the members.
2. The minutes were read and adopted as a true reflection of what transpired in the previous meeting.
3. Matters arising

   3.1

   3.2

4. New matters

   4.1 Preparations for the literature test were presented by Ms Loud. The meeting accepted the presentation. Ms Loud was commended for the good work.

   4.2 The chairperson presented a plan to invite Mr Shakespeare, the author of the drama Othello, to address the Study Group on the drama. The meeting appreciated the chairperson's efforts. Ms Speaks volunteered to present a vote of thanks and a bouquet of flowers to Mr Shakespeare after the address.

   4.3 Mr Pokeman proposed that funds be raised to pay for expenses like buying a bouquet in the future. The meeting accepted the proposal. Mr Pokeman volunteered to lead the fund raising.

4. The meeting **closed** at 09h45.
5. The next meeting will take place at 14h30 at the Chimp cage foot on 18 April 2010.

NB: It is more correct to have the meeting CLOSE than ADJOURN.

Speech

When you write a speech, **t**hink about the following before you start and adapt accordingly:

HOW: What style to use (serious, humorous, etc.? Will you placate, encourage, etc.? Will you be aggressive, gentle, truthful, diplomatic?

WHEN: When are you speaking? The main speaker? After dinner, interval, in the morning, afternoon, evening?

WHERE: At a christening, wedding, business lunch, school function. In a yacht, hall, lounge? Around a table?

WHY: What is the purpose of the occasion? Why have YOU been invited to speak?

WHO: Who will be there? How many? Young / older audience / athletes / businessmen/ women?

WHAT:

- Show conviction, enthusiasm and self-confidence in the planning stage and it will show in your presentation.
- A strong (clever) opener will attract attention
- Develop your points well and avoid clichés.
- Decide where you should pause and where to use gestures (naturally) and for what purpose. (Keep eye-contact.)
- Use contrasting tones (and points) but remain audible.
- Use fairly short sentences with simple ideas, using familiar examples.
- Balance criticisms with reasonable alternatives.
- Consider the closing. Leave the audience with a thought (or two).
- Visual or physical aids may be used, but your words must come first.
- You may use notes, but only for reference.
- Avoid irritating mannerisms.
- Use language that expresses your maturity, values and background. Swearing, crudity and profanity are unacceptable.

See example below:

Today, 20 July, a number of decades ago, a child was born. The scream, the yawn, the gentle snore – and he still snores Gloria tells me - decades later, has turned into an archetype of human perfection. A teacher, a father, a brother, a husband, a colleague and a preacher we celebrate today. Incredible you would say, that he is crying now. That is him, a cry baby.

Our wish for you today, your birthday, is to strive to remain true to the course you did not choose, the course our Father mapped out for you. We pray that today will bring you closer and closer to attaining your dreams while remaining true to your course. You are the pride of our nation and an immeasurable measure of joy in our lives.

May you be flooded with wealth, joy and happiness henceforth.

Happy birthday my brother.

Dialogue

A dialogue is a conversation between two or more people. It is a record of the exchanges as they occur, directly from the speaker's point of view.
When writing a dialogue;

- write the names of the characters on the left side of the page;
- use a colon after the name of the character who is speaking;
- use a new line to indicate each new speaker;
- advice to characters (or readers) on how to speak or present the action must be given in brackets before the words are spoken;
- sketch a scenario before you start writing.

See example below.

(Siphon and Thembyo have not completed a task given to them by their teacher. They are contemplating bunking the class.)

Siphon: Good morning Thembyo?

Thembyo: (wearing a frown) There is nothing good about this morning my friend. I hope yours is better.

Siphon: If it is about the writing task we are expected to submit today, then you are not alone.

Thembyo: (with a twinkle in his eyes) You know what?

Siphon: I do not have to know anything. I know what that look means.

Thembyo: Do you know me that much? My friend, you know what they say about desperate measures. Why don't we bunk the English period. We can cook a better story to explain our absence than to sit in class and be told the failures we are.

Siphon: Just why did I choose you for a friend. You have more tricks up your sleeve than the devil himself. Bunk classes? My answer is an emphatic no. I made my bed, so, I must lie in it.

Thembyo: Ok 'Mr Morals'. Let us see what Lisbeth, with whom you are so smitten, will think of you after the dressing down you will receive in class.

Siphon: When is the English period again? I think I have spoken enough English today to miss out today's.

Thembyo: (with a victorious smile) And I thought I was the devil?

Siphon: Do you have to rub it in?

Thembyo: (with a grin on his face) By the way, you better have a good reason for our missing the class for the teacher tomorrow. Otherwise, Lisbeth …

Siphon: (resignedly) I should have courted the devil himself.

Interview

An interview is, in many ways, similar to a dialogue. The major difference is that the one speaker probes the other by asking questions. The result is more often than not, what the interviewer wanted to portray of the interviewee, i.e. their strong points, talents, weak points, etc.

As with the dialogue;

- the names of the speaker are given on the left side of the page;
- a colon is used after the name of the character who is speaking;
- a new line is used to indicate each new speaker.

NB: IT SHOULD BE NOTED THAT MOST JOURNALISTIC REPORTS ARE A RESULT OF AN INTERVIEW.

See the example below:

Zwelakhe Shangase (Zwe) interviews Ray Levin (Ray), Kia SA Chief Executive Officer, about the 2010 team busses handed over to FIFA.

Zwe: Good day, Ray? How many buses did your company hand over to FIFA?

Ray: Good day, Zwe. Thirty-two buses were handed over to FIFA yesterday.

Zwe: What will the busses be used for?

Ray: The buses will transport teams, members of the organizing committee, other FIFA official, referees and the media, between hotels and stadiums.

Zwe: What features do the buses have, Ray?

Ray: These 54-seater busses are equipped with two bar fridges, a toilet, cameras mounted on the rear window and a monitor on the dashboard to give the driver a clear view when reversing.

Zwe: Are team allocated individual busses, or (chuckling) can we have different teams in the same bus, Ray?

Ray: That's good one, Zwe. Each team is allocated a personalised Hyundai Universe Express Noble Bus decorated with the team flag and slogan. For example, the bus that ferry Bafana Bafana will display the slogan: 'One team united under one rainbow' and the South African flag.

Zwe: This must have cost Kia and Hyundai an arm and a leg.

Ray: It did not come cheap, Zwe. The busses cost R2-million each and were manufactured specifically for the World Cup.

Zwe: Finally, Ray, what is going to happen to the busses after the World Cup?

Ray: The busses will be sold to defray some costs.

Zwe: Thank you very much for the information, Ray.

Ray: You are welcome.

FOR THE RECORD:

The above interview was developed from a newspaper article by Z. Shangase (*The Times*, 21 May 2010).

Refer to statement made in NB.

Review

A review is an individual's response to a work of art, film, book, occasion, etc. The reviewer projects his/her 'judgement' to the work presented. The reader of the review does not have to agree with the reviewer.

A review is, as a result, subjective. Two reviewers may respond differently to the same text.

For example, one reviewer may project *Lord of the Flies* as a base, adventure story of boys who find themselves on an island and, through some work of fate, are rescued. This reader/reviewer may find it unacceptable that the novel was even prescribed.

To the other reviewer, this may be a thought-provoking piece of work that seeks to show how evil man can be, left all by himself, without rules. This reader/reviewer may support it being a prescribed text as it will instil some morals in the learners.

When writing a review, the following must be covered:

- Give relevant facts, for example, the name of the author/producer/artist, the title of the book/work, the name of the publisher/production company, as well as the price (where applicable).

- Discuss, briefly:
  - The genre
  - The setting
  - Characterization
  - Style of writing
  - The atmosphere
  - The plot – only the outline of the story
  - Conclusion and suitability
  - Your judgement and rating.

Publishers, bookshops, magazines or newspapers offer reviews to their readers. A review is always given on the blurb of a book (inside the cover of a book - or on the back cover) or on a separate flier or pamphlet.

Example of a drama review

ROMEO AND JULIET

Artscape Theatre Centre, Cape Town, from 16 April 2010

The Montagues and the Capulets run competing soccer teams in this contemporary, cutting edge version of Shakespeare's classic.

Perfect to get you in the mood for the upcoming soccer World Cup, the play, directed by Roy Sargeant sees Dean Roberts and Zondwa Njokweni star-crossed lovers whose affair causes a balls-up.

The show is designed to appeal to Grade 11 and 12 learners studying the play. There will be special daytime performances at Artscape to accommodate school audience.

Contact Artscape at www.artscape.co.zafor further information and bookings.

Adapted from *Indwe*, April 2010

Newspaper article

When called to write a newspaper article, the reporter should to state facts briefly but accurately. The article must not be long-winded, including unnecessary detail. The reporter must strive to communicate the essence without losing the reader.

The following approach is recommended:

- Summarise accurately, without slanting the truth.
- Give a succinct title and add a clear sub-title.
- Start with the most important facts: the who, what, how, when, where, why and to what degree.
- The least important details will be cut out (cropped) first from the bottom up if the article needs to be shortened (for space). If there is extra space, then details can be added. In other words, the longer the article, the more trivial details can be added.

- See the scenarios suggested below:

***A wedding*:**
Discuss the church, flowers, music, dress of the bride and groom, mention who they are, their entourage, the service, minister, reception, food, speeches and names of some of the guests.

***A sports function*:**
The event; teams; coaches, supporters, play, result. Your impressions and some ideas for improvement?

***An accident*: Give the facts:**
The nature of the accident; who was involved; what happened; how it happened; injuries; role of the ambulance and police service, etc. Add labelled drawing of accident scene if necessary. Add some comment about the number of accidents and why (in your view).

An example of a newspaper article

Stranded fishermen rescued

A dramatic air and sea rescue operation had a happy ending yesterday when two fishermen were found washed up on a beach in a remote diamond area of the Northern Cape.
Pascale van Rooyen, 49, and Andries Klaase, 23, said they spent the night praying in the thick fog after their outboard engine broke down during a mission to find crayfish and they drifted out of cell phone reception with only one oar.

They had set off from the Hondeklip Baai earlier in the day, in tandem with another boat that also suffered engine failure, but whose crew managed to row ashore.

An earlier search for them was called off due to thick fog.

They were found on a remote stretch of beach in a restricted diamond area.

Bobby Jordan
Source: *The Times*, 21 May 2010

Magazine article

When writing a magazine article, consider the following:

- The heading must be attractive and interesting
- The article should be beautifully illustrated or excellent (colour) photographs should accompany the article.
- The style should be personal, speaking directly to the reader.
- The style can be descriptive and figurative, appealing to the imagination of the readers.
- Names, places, times, positions and any other necessary details should be included in the article.
- The article should stimulate interest and, like an advertisement, encourage the reader to use the product or service.
- So, in some ways, this article is a kind of review, promoting a product or service.
- Paragraphs should not be too long, encouraging the reading of the article.
- The font should be light and attractive.

Example of a magazine article

WIZARD OF WALTZ
Dutch maestro plays his first shows in South Africa.

ANDRE RIEU is almost solely responsible for the renewed popularity of classical music in South Africa.

It should come as no surprise then that tickets to the popular Dutch violinist, conductor and composer's first-ever South African performances with his 50-piece Johann Strauss Orchestra at Sun City, Durban and Cape Town are selling faster than Rieu can fly through his octaves on his Stradivarius.

The 59-year old from Maastricht plans to get audiences out of their seats and jigging in the aisles. Last year, Rieu was the world's most successful male touring artist. Taking into account that the only person who ever openly criticised his music was an Aussie, he should be an enormous it with the locals, including South African rugby fans.

Andre's work and schedule can be viewed at www.andrerieu.com.

Source: *Indwe*, April 2010

Newspaper column

This is a text written regularly by an assigned author. The author pursues a point he/she feels strongly about and expresses his/her views on it. The purpose of a newspaper column is to stimulate a debate in the society about the matter presented by the author. Again, this being the author's point of view, the reader may disagree with the author.

Some of the well-known South African columnists include Fred Khumalo, Jonathan Jansen, Barry Ronge and others.

See example below:

Leonard Carr: Shrink Rap

We really need rites of passage

As I inaugurate a new decade in my life, I find myself profoundly captured in contemplation of my own life narrative.

I am reminded about how special occasions punctuate and frame each important life transition.

Ceremonies vividly capture for the sake of memory the significance and meaning of people and events.

They remind us how we are constituted by our connectedness and belonging.

With each change in the social and emotional landscape of our lives, we are forced in a sense to relearn our world. We are challenged to create a sense of coherence and incorporate our new status, role and identity.

Ceremonies provide a framework that enables all concerned to relate to the role. Ritual shapes and organises the behaviour of all participants to conform to our new role and status. Rituals are, therefore, always conducted in the presence of people who need to participate in witnessing and responding to the significance of the new role.

Source: *The Times*, 02 June 2010

Curriculum Vitae (CV)

A Curriculum Vitae (CV) is a document through which the writer presents himself/herself to the world. The document should present a strong, first impression of the candidate. It should present information clearly, objectively and concisely.

Remember, the CV must address the post for which the candidate seeks employment. For example, a candidate who applies for a sports-related post will present a CV which speaks more about the candidate's prowess in sports than in the academic.

The following aspects must be addressed:

- Personal details
- Formal Qualifications
- Work experience (if applicable)
- Referees

See example below:

CURRICULUM VITAE OF KHOMPANI PIET DELAY

PERSONAL DETAILS

Surname and full names	: Delay, Khompani Piet
Date of birth	: 01 April 1982
Identity number	: 820401 3366 990
Address	: 24 Mazbit Street, Kwacaville, 2020
Contact numbers	: 078 8998 933
Gender	: Male
Marital status	: Single
Dependants	: None
Religion	: Christian
Nationality	: South African
Criminal record	: None

FORMAL QUALIFICATIONS

Secondary education

Name of institution	: Cedar Combined School
Highest qualification obtained	: Grade 12
Year of completion	: 2000

Tertiary education

Name of institution	: University of South Africa
Highest qualification obtained	: LLB
Year of completion	: 2005

WORK EXPERIENCE

Name and address of employer:	Dalu and Balu Associates 124 Core Street, Denver
Date of employment	: 03 March 2006
Position	: Attorney

REFEREES

1. Mr P. Dalu	: Employer
Contact details	: 011) 333 4444
2. Ms K. Jonx	: Supervisor
Contact details	: 011) 333 4443
3. Dr. G. Kwau	: Former Lecturer
Contact details	083 4646 777

Food for thought: A CV is listed as one of the longer transactional texts. However, the candidate is only expected to write in information as per the aspects given. The candidate does use language but provide information that mostly, does not change, e.g. names. While writing a CV is a skill that must be taught, the suggestion is to have it presented jointly with a covering/application letter. The word count should then include the covering letter.

Obituary

An obituary is a notice of the passing on of someone known by the target audience. Over and above 'formally' announcing the death, it also sketches the cause of death as well as the funeral arrangements. The aspects below should be included:

- Surname first, in bold, then the name (the first or second, that the deceased was better known of). If the deceased was married and you want to mention the maiden name, then you can add it, in brackets, as follows: (neé Honeyball).
- A nickname of the deceased may also added (how he was commonly known).
- Details of the service, possible cause of death (e.g. long illness, accident, etc) and instructions concerning condolences are given.
- Euphemism is used, e.g. *passed away instead of died.*

NB:

- Some obituaries add a personal note in the form of a loving poem. This can be a bit sentimental and does not impart much necessary information.
- Some funeral parlours, when appointed to run a funeral, prepare an obituary as a ploy to advertise their service. In such cases, details of the service, reason for the death and **the name of funeral parlour,** are given. Emphasis is more on the funeral parlour than the deceased.

Examples:

MASQUERADE

Pascaline

(neé Honeyball)

Passed away on 17 April 2010, after a long illness. A short family service will be held at 12 Sirrah Street, Sundale, Pretoria, at 08h30, followed by a church service that will be held at Free for Christ Church, Church Street, Pretoria at 09h00.

Messages of condolences and any form of support may be sent to Jone Toms at 12 Sirrah Street, Sundale, Pretoria.

She will always be fondly remembered for her love, generosity and kindness by her husband, children, siblings, brothers-in-law, siblings friends and the community of Sundale.

+

BUXOM

FROGG

(Monsieur)

Dearly beloved father and grandfather passed away peacefully at

his home on 09 November 2009. A true gentleman in every sense. Service on Friday morning at St Paul, Woodstock at 11:30.

Will be remembered and sorely missed by Melinda, Richard and

Anne and your grandchildren, Dawn, Arthur and your namesake, Klein Jimmie.

THERE FOR YOU Funeral Parlour

Macbeth Street

Delareyville

011) 262 2622

Brochure

A brochure is a small book or magazine containing pictures about a product or service. It is often printed both sides to the size of a small booklet. It is designed to impart as much information as possible and usually contain graphics such as photographs and maps.

Before a brochure is designed, the following must be considered:

- Decide HOW you would design the brochure, i.e. the way you would tackle the various aspects like layout, font, print size, etc.
- The shapes that you will you use.
- **The** paper, colours, print (font), illustrations, etc. that you will use,

Example of the **planning** for a brochure for an art gallery:

The COVER must be particularly attractive.	Explain WHY a visitor needs to come to THIS place!
WHAT is it called? What is its name?	WHERE is it held?: Its physical address
What can be viewed? Explain briefly, but make it interesting and enticing.	Supply a map with simple directions
WHO is involved? Who sponsors it?	Give telephone number, cell phone, e-mail address, fax number and name of contact person.
Mention other interesting sites/sights in the neighbourhood.	Give the opening times and the cost of admission?

Editorial

This is a text that is written by the editor of the newspaper or magazine. The text sums up the main articles and whets the reader's appetite to read.

See example:

TRAVEL LOG

In the world of comedy and entertainment, it's one thing to be funny, but quite another to be funny, smart and considerate towards upstarts. In David Kau, April's *Indwe* cover star, we have such a person.

Having established himself as the king of South African comedy, Kau has set his sights on finding and nurturing up-and-coming comics with his Blacks Only stand-up show. On page 50, he tells arts and entertainment writer Pierre de Villiers how a time-consuming and expensive venture turned him into the 'godfather' of South African comedy.

Out travel scouts have been busy again, reporting on desert camps in Namibia (p56) and mokoro safaris in Botswana (p72). Don't miss our story (p80) of one man's quest to turn the Crags near Plettenberg Bay into a new Champagne region.

We also peep into space on page 88.

And the Soccer World Cup? With two months to 2010 kick-off, April's *Indwe* columnist, the glamorous Krijay Govender, explains why sport has become nothing more than a male soap opera.

Source: *Indwe*, April 2010.

4.2 SHORTER TRANSACTIONAL TEXTS

The length of texts ranges from:

- 60 – 80 words for English Second Additional Language;
- 80 – 100 words for English First Additional Language; and,
- 100 – 120 words for English Home Language.

4.2.1 Invitation

An invitation is a short text that conveys a message. The content and nature of the invitation determines the choice of language used. For example, the language used in a wedding invitation will be different from that used in an invitation to a formal occasion.

When writing an invitation, the following aspects must be addressed:

- the date, venue and time at which the occasion will start;
- the subject of the invitation must be clearly communicated, e.g. wedding, graduation, birthday, etc.;
- an inviting font, relevant to the nature of occasion;
- pictures, if relevant or crucial to the occasion.

See example below:

Flavius Mareka FET College

Flavius Mareka FET College cordially requests the presence of

Dr and Mrs. Dubois to the 2010 Award and Graduation

Ceremony. The occasion will be held at 09h00,

in the Main Hall, at the Sasolburg Campus,

on 14 May 2010.

Dr Dubois is requested to introduce the keynote speaker

of the day.

You are requested to confirm attendance by contacting

Petunia on telephone number 016) 976 0464

not later than 04 May 2010.

Graduates are requested to don their academic

regalia in honour of the graduandis.

4.2.2 Diary entry

Writing a diary

A diary is a portrayal of daily events. The author presents his/her evaluation of the day or events. Written from the writer's point of view, the first person narration is the most appropriate approach.

The language choice is simple and direct to the point.

NB: The tone will be determined by the nature of the entry. For example, a sad experience will carry a sad tone, while a celebratory entry will portray a jubilant tone.

See example below:

Monday 24 May 2010
Another friendly match for Bafana Bafana tonight. Although I am anxious for the game to start, I am worried about the quality of their opponents. Will they live up to expectations, or are we going to be thrashed tonight? Who will the coach field? With the quality of players he has, I do not envy his position. I wish the last whistle was blown already. I feel it, but I fear it.
Wednesday 25 May 2010
That was unbelievable. The boys really gave a good account of themselves. They played as a unit in attack and defence. Why did I have to doubt them? With their motivation and commitment, they can take the world. The coach was right about the training camps being work in progress. The progress is there for all to see. No wonder the stadium was full on a Monday evening. I have no doubt that the cup is staying in the country. I can feel it, only, I do not fear it this time.

4.2.3 Post card

A post card is a short text that is confined to a limited space. The space limit forces the writer to squash in as much information as possible. The style of writing is casual and informal. However, for purposes of submission for assessment, learners are advised to avoid slang or colloquial language.

See the example below:

Stamp

Dear Daddy

Do I owe you an apology? I am so grateful that you did not give up on me when I refused to take the hiking trip. The mountains, the fresh air, the sparseness of the countryside. Incredulous! Can you guess who the cock is at the camp? Your one and only daughter. The very one you have to drag out of bed every weekday.

Dad, I really needed this. I feel refreshed and ready to take the world again. Thank you.

I have to run along now. Give my regards to mom and Matena.

Love you all.

Theressa

Mr Osrov Petrvska

P.O. Box 321

Martindale

8787

4.2.4 Giving direction

We use **directions** when we are telling someone how to get somewhere. The imperative form (the infinitive without the word 'to') is usually used. Although the subject 'you' is not stated, it always refers to the second person representing an interaction between the speaker and the listener.

Consider the following when giving direction:

- b**e concise and clear.**
- the *directions* must be in chronological order.
- always refer to a specific direction.
- indicate the approximate distance**.**
- give the approximate number of streets to be crossed to reach the destination. It will give the person a sense of when to stop and ask someone else for further directions in case (s)he has overshot the mark.
- if possible, provide information about landmarks along the way, e.g. You will pass the High School on your left.

See example below:

How *to go to Sol Plaatjie House, 222 Struben Street, from 123 Schoeman Street*

Drive down Schoeman street for approximately 100m, and turn left into Bosman Street. Five robots later, you should drive into Boom street, which flows to the right. Take the right lane and drive across Paul Kruger street. Take the extreme right lane after crossing Paul Kruger, and turn right into Andries street. Turn right into Bloed street, the first street that crosses Andries street. Take the left lane, and drive into the parking bay of the Sol Plaatjie House, which will be on your left. The parking bay has the inscription 'Basic Education' in gold letters, on its wall.

Take note of the following:

Words indicating position:	***Words indicating direction:***
next to…in front of…directly opposite above…beyond…on the right-hand side of across…behind… in the shopping mall under…through… at the bottom of the hill below … on the corner of opposite to… behind… diagonally opposite	drive/walk down… drive up walk past… pass the blue building and … follow the signs to… walk in an easterly direction towards cross over at the third set of traffic lights turn turn left into…go half way round the circle and … turn around and … the road curves to the right where the road forks … the road curves to the left … drive in the direction of … at the second intersection … inquire at …
Words used to ask for directions*:* Could you please tell me how to find …? How far is it to …? I am looking for … Could you please help me? Could you please direct me to …? Which is the shortest route to …?	***Words used to show appreciation****:* Thank you very much for … I appreciate your assistance in ….

4.2.5 Giving Instructions

We give **instructions** when we are describing how something is done. Instructions must be in chronological order.

See an example below:

> ***How to prepare a chicken moskva***
>
> Heat the butter in a large casserole dish. Rub the chicken with seasoning and then brown it in the butter on all sides. Pour in the boiling water, cover and cook for 30 minutes.
>
> Remove the chicken from the pan and keep hot. Pour sour cream in the pan, add the onions and chilli beans, and cook until soft.
>
> Add tomato and cook until mushy before adding the thyme and parsley. Mix the sour cream, flour and paprika and add to the onions.
>
> Season to taste and cook until thick.
>
> When done, spoon over the chicken and serve hot.

4.2.6 Advertisement

A good advertisement should achieve at least one of the following criteria:

- Catch and keep the attention of the reader – ensure that the operative words stand out.
- Create a desire to own the product or use the service.
- Make the reader actually go out and buy/use the product/service

The following must be kept in mind while designing an advertisement:

- The target market (for whom the advertisement is intended).
- Positioning (where and when the advertisement will appear – in what media, at what time and where in the programme or magazine?).
- Appeals (to what sense is the advertisement appealing?).
- The layout and font size.
- The attitude (sincere or not) and the ratio between fact and opinion.
- The effectiveness of the choice of colour or lack thereof.
- The language used (whether it is clichéd, repetitive, figurative, rhetorical, etc.).

See the example below:

Klein-Kariba ATKV CONFERENCE RESORT	***EMBLEM***
At ATKV Klein-Kariba, we believe that both business and wallet should grow – we are therefore proud to offer to all loyal clients ***Conferences at 2007 Prices!*** **24 Hour packages:** **Single at R782.00 pp and share at R705.00 pp** **All tariffs are valid until April 2011. Packages are charged per person per day and include commission.** **Packages include the following:** Accommodation (mid-week, off-season), breakfast, lunch and supper, tea or coffee with snacks twice a day, as well as conference facilities with all standard equipment included. Recreational facilities at the resort may also be used free of charge. To qualify for these special tariffs, please email this document together with your request to El-marie at elmarie@atkv.org.za. Alternatively, fax the document together with your request to 014) 736 9837. For telephonic enquiries, please quote **KK 2007** to qualify for the prices. **For more information, please contact our conference team at 014) 736 9839/40 or visit www.klein-kariba.co.za.**	

4.2.7 Flyer

A flyer is small pamphlet, often put in post boxes or handed out at a stop street, etc, advertising an event or a business. It is usually distributed free. The layout is a cross between a poster and a pamphlet. It often has graphic(s). The idea is to disseminate information at a modest price to the advertiser.

See example below:

FUNNY, FUNCTIONAL ENGLISH

'Your gateway to English'

Struggling with your verbs and tenses, Romeo and Wordsworth? Your problems are history.

A highly qualified, experienced examiner and author of numerous English books presents his services for a next-to-nothing fee.

Essays, letters, language, poetry and drama studies presented as never before. Laugh and learn all the way to a Level 7 achievement at the end of the year. Funny, Functional English, 'Your Gateway to English.'

_____

For more information, contact **Sirrah Mercurio at 079 7879 799.**

A leaflet is a printed sheet containing information or advertising usually distributed free. Often used interchangeably with 'flyer'.

A **pamphlet** is a small booklet or leaflet containing information on a single subject, for example, a brief summary of event or business. It is usually about an A4 page with a fair amount of prose and may have graphic(s). It is often folded.

4.2.8 Poster

A poster is used to advertise an event or to sell an item. It is normally placed around busy places like shopping centres or on the busy roads. The intention is to draw the community's attention to the event. While it shares most features with the flyer, a poster is bigger and is mostly put up on posts or buildings.

When writing a poster, the following must be considered:

- the title must be written out in full;
- the font used must draw the reader;
- pictures must be clear;
- salient points about the event must be given;

- date, time and venue on which the event will take place must be given;
- the contact person and details must be provided.

See example below:

UNDER THE TREE! NEXT TO THE KRAAL!

AFRICA SINGS

KIBA!! TSHIKONA!! TSHIGOMBELA!! SHIBELANE!!

Sunday World, MTN, Phalaphala FM, Cities of Thohoyandou and Giyane, and the

Department of Arts and Culture invite you to an African experience never seen before.

Feel Africa! Be Africa! Feel African!

Join the sons and daughters of Africa in song and dance.

Venue: **Thohoyandou Stadium**

Date : **20 November 2010**

Time : **09H00 – 23H00**

Admission: **R50.00**

Featured artists include

Dr. Sello Galane, Colbert Mukwevho, Solomon Mathase, and others.

COME ALL FOR THE EXPERIENCE OF A LIFETIME

'Hu do balea thangansi' **– The surface will crack!!!**

For bookings and more details, contact Bulman at

012 395 0021 or 077 399 4777

4.2.9 Filling in a form

A form is used for various reasons, e.g. to apply for a job or leave, to enter competitions or contests, and so on.

When filling a form, one is required to provide information as required by the institution to which the form is forwarded. The form states what is required, followed by a colon, e.g. **Surname:** The applicant is expected to fill in what is required. For example, the applicant cannot fill in an identity number when a surname is required.

See example.

APPLICATION FOR LEAVE OF ABSENCE

Surname:	Kuzoy							**Initials:**	Z..S.				
PERSAL Number:	1	1	8	5	3	3	8	7	**Shift worker**	**Yes**	**X**	**No**	
CONTACT ADDRESS DURING LEAVE:									**Casual Employee**	**Yes**		**No**	X
729 Smizkov Avenue									**Company**				
Zurich									Raubex				
7777									**Component**				
									Engineering				

Type of Leave Taken As Working days	Start Date	End Date	Number of Working days
Annual Leave	26/04/2010	30/04/2010	04
Normal Sick Leave[1]			

I hereby certify that the information provided is correct. Any falsification of information in this regard may form ground for disciplinary action. Furthermore, I fully understand that if I do not have sufficient leave credits from my previous or current leave cycle to cover for my application, my capped leave as 30 June 2000 will be automatically utilised.

kuzoyzs **14/04/2010**

EMPLOYEE SIGNATURE **DATE**

Scsmith **17/04/2010**

MANAGER'S **DATE**

Approval by Manager (Mark with X)

Approved With Full Pay	X	Approved Without Pay		Not Approved	

DATA CAPTURING

CAPTURED BY:	Monkzski S.L.	**CAPTURED ON:**	19/04/2010
CHECKED BY:	Svetlana P.B.	**CHECKED ON:**	20/04/2010

4.2.10 Writing an email

In this world of technology, electronic communication is fast replacing the traditional letter writing of the past. An electronic mail (email) is posted from one computer to another, with the support of the internet.

The following components characterise an email:

- The recipient's address – which, in most cases, is the recipient's name and the server point, as well as the country in which the server point is based. For example, lethaboj *(name)* @ *gmail.* (server) za *(country).*
- CC: these may be the recipients whose attention is called to the email. These recipients could not be expected to do anything but note that some form of communication took place. For example, a supervisor may CC (copy) the manager an emailed invitation to a meeting. This copy could come in handy when there are disputes later.
- Subject: This is a summary of the content of the email.
- Message
- Sender's name.

NB: The sender's address reflects automatically when the email is received. The sender may choose to provide other contact details at the end. This is called a signature.

TO: javar@yahoo.co.za CC: benadex@lantic.org.za; suffo@yahoo.uk; SUBJECT: Outstanding reports
MESSAGE: Dear All You are reminded to submit all the outstanding reports by no later than Friday, 29 May 2010. A mid-term report template will be sent to you hereafter to facilitate uniformity. You are advised to consult Mr Foxtrot if you encounter any problem with the template. Mr. Mayambela is congratulated for purchasing a car, while Ms Brown is wished a fruitful journey on her study tour to Zimbabwe. Kind regards Solumzi Yam

4.2.11 Sending a fax

A fax is usually used to convey a form, to confirm a booking, appointment, etc. although the internet is used more often today. However, where you need a copy of the transaction to file, then a fax is useful. It should include as much information as possible.

The following components must always be reflected:

- The sender's company logo (with address)
- The recipient' name/company name and fax number
- The date of transmission
- The sender's name, telephone and fax numbers
- Number of pages
- Subject line
- Message
- Sender's name and signature

See example below:

Trendy Hair and Beauty Salon

P.O. Box 777

Bloemfontein

TO : Ms Jay

COMPANY : Trendy Models Agency

DATE : 28 April 2010

FAX NO : 051 237 2345

FROM : Sister Boss

FAX NO : 051 344 6767

PHONE NO: 051 344 3443

NO. OF PAGES: 1

Dear Ms Jay

RE: Contract acceptance

Trendy Hair and Beauty Salon herewith humbly accepts the contract as quoted to you on 16 March 2010. As per our quotation, your top models will be exposed to an executive hair and skin treatment twice a week. Your junior models will have a choice of either facial or hair treatment.

You are humbly requested to send us a schedule of the models so that the necessary bookings and arrangements can be finalised.

To show our appreciation, Trendy Hair and Beauty Salon will provide free make-up for your top models on the night of the contest.

Your business with us is highly appreciated.

Kind regards

sisterBoss