C1 Advanced Writing - Proposals - Persuasive language

A. Are these statements true or false? Correct the false statements.

1. A proposal aims to persuade the reader to accept your suggestions. T / F

2. All proposals should use exactly the same headings. T / F

3. It is enough to say an idea is good without explaining why. T / F

4. You can mention a problem and suggest a way to deal with it. T / F

5. Your language should suit the person or group you are writing to. T / F

B. Read the extracts and answer the questions.

A community-centre director wants to attract more young adults. There is little money available for new activities. Students have been asked to suggest a suitable activity.

Extract A

The centre should offer activities for young adults. Cooking sessions would be a great idea. They would be very popular and everyone would enjoy them. A monthly event would make the centre much better.

Extract B

To attract young adults who do not currently use the centre, I would recommend a monthly evening cookery workshop. Participants could prepare an affordable meal together, which would enable them to learn useful skills while getting to know other local residents.

With the limited budget in mind, the centre could use its existing kitchen and invite local cooks to lead individual sessions. Although ingredients would need to be paid for, a small booking fee could cover this expense. The workshops would give participants the chance to cook, share ideas and build friendships. In view of the modest cost and the opportunity to reach new users, I would recommend running three sessions before deciding whether to continue.

1. Which extract gives stronger reasons for approving the activity? Identify two useful details.

2. In B, what cost does the writer identify? How could the centre cover it?

3. What does the writer suggest doing before making a long-term commitment?

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Persuading your reader

Show how people would benefit	A shared meal **would enable** participants to meet local residents. This would be **particularly beneficial to** people who have recently moved to the area.
Address the reader's priorities	**With** the limited budget **in mind**, the centre could use its existing kitchen. Using donated equipment **would keep** initial costs manageable.
Respond to a possible problem	**Although** ingredients would cost money, a booking fee could cover this expense. **Despite** the extra preparation involved, volunteers could manage the bookings.
Emphasise the benefits	The workshops would offer **practical skills, new contacts and a reason to return**. **Not only would** participants learn to cook, **but they would also** meet their neighbours.
Recommend an action	I would **recommend running** a short trial. **In view of** the modest cost, the scheme is worth testing.

C. Complete the sentences with the words and phrases in the box. Use each once.

in view of • particularly beneficial to • although • enable recommend • with • not only • despite

1. Free introductory sessions would be _____ beginners who lack the confidence to join a regular group.

2. _____ the extra preparation involved, a monthly workshop would still be manageable for the centre.

3. I would _____ asking participants about their dietary requirements before the first session.

4. _____ a short workshop would not cover every skill, it could give beginners the confidence to cook at home.

5. Preparing meals in pairs would _____ participants to learn from one another.

6. _____ the centre's limited storage space in mind, organisers should avoid buying bulky equipment.

7. _____ would advance booking help the centre plan quantities, but it would also reduce waste.

8. _____ the positive feedback from the trial, I would suggest offering a second series of workshops.

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D. Improve the sentences using suitable language from C. Keep the main ideas.

You are writing a proposal to the community-centre director about cookery workshops for young adults.

Example: People could come after work if we did the workshops in the evening.

Evening workshops would enable people to attend after work.

1. The workshops would be really good for young adults who have just moved to the area and don't know anyone.

_____

_____

_____

_____

2. We haven't got much money, so we should just use the centre's kitchen instead of buying new equipment.

_____

_____

_____

_____

3. Ingredients are a bit expensive, but a small booking fee could pay for them, so it isn't really a problem.

_____

_____

_____

_____

4. People would learn to cook and make friends, so I think we should give the workshops a go for three months.

_____

_____

_____

_____

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E. Choose one task. Plan below, then write your proposal on separate paper in 220–260 words in an appropriate style.

Option 1 - A more welcoming college
You study at a college that wants new students to feel more welcome. The principal has invited students to submit proposals for improving their first month at the college. Write a proposal recommending two ways to help new students settle in. Explain how your suggestions could be organised and why they would be worthwhile for both new students and the college. Write your proposal.
Option 2 - A local arts festival
Your town is planning a small arts festival and wants to encourage residents who do not usually attend cultural events to take part. The festival organiser has invited local residents to submit proposals. Write a proposal recommending two activities for the festival. Explain how they could be organised within a limited budget and why they would appeal to the residents the festival wants to reach. Write your proposal.

How to plan a proposal

1. Read the task. Identify who will read your proposal and underline the points you need to cover.
2. In the introduction, say what you are proposing and why.
3. Give each recommendation its own section. Note what you suggest, how it would work and who would benefit. Check that your ideas cover all the points in the task.
4. Finish by saying what you want the reader to approve or do next. Give a reason.

Plan your proposal

Reader, purpose and required content	
Recommendation 1	
Recommendation 2	
Final call-to-action	

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Answer Key

A.

1 T 2 F 3 F 4 T 5 T

2. Choose headings that suit the task.

3. Explain why your ideas would be useful.

B.

1. B. Possible details: practical and social benefits; use of the existing kitchen; a booking fee to cover ingredients; a three-session trial.

2. Ingredients; a small booking fee.

3. Run three sessions before deciding whether to continue.

C.

1 particularly beneficial to 2 Despite 3 recommend 4 Although

5 enable 6 With 7 Not only 8 In view of

D.

Suggested answers. Other suitable answers are possible.

1. The workshops would be particularly beneficial to young adults who have recently moved to the area and do not yet know anyone.

2. With the limited budget in mind, I would recommend using the centre's existing kitchen rather than buying new equipment.

3. Although ingredients would be relatively expensive, a small booking fee could cover their cost.

4. Not only would participants learn to cook, but they would also make friends. In view of these benefits, I would recommend a three-month trial.

E.

Students' own proposals.

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