Writing: messages, letters, reports and proposals

BEC Business English · Vocabulary in context

Word	Example
memo /ˈmeməʊ/	The manager sent a **memo** to all staff about the new holiday rules.
report /rɪˈpɔːt/	Her **report** showed that sales rose in every region.
proposal /prəˈpəʊzl/	My **proposal** is to move the training to Friday afternoons.
word count /wɜːd kaʊnt/	Check your **word count** before you finish: 120 to 140 words. 120 140
content point /ˈkɒntent pɔɪnt/	I forgot the third **content point**, so I lost marks.
register /ˈredʒɪstə/	Use a formal **register** when you write to a new customer.
recommendation /ˌrekəmenˈdeɪʃn/	His main **recommendation** was to hire two more drivers.
subscale /ˈsʌbskeɪl/	Language is only one **subscale**; content is another.
Communicative Achievement /kəˈmjuːnɪkətɪv əˈtʃiːvmənt/	A friendly email to a customer can lose marks for **Communicative Achievement**.
linking word /ˈlɪŋkɪŋ wɜːd/	"However" is a **linking word** that shows a contrast. "However"

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