

4.3 Doing business: cohesive complaint paragraphs

Name: _____ Class: _____ Date: _____ Total: 24 marks

KEY WORDS claim 论断 • Cohesive devices 衔接手段

Objective

Explain a service problem through an organised paragraph, reference words and appropriate qualification. The shop and trial below are fictional; this is language practice, not a business forecast.

1 Key knowledge and worked examples

■ Key knowledge: make every sentence serve the paragraph

A topic sentence states the paragraph’s main idea. Evidence gives specific support; an explanation connects that support to the idea. A closing sentence can suggest a response. **Cohesive devices** 衔接手段 connect sentences: “these orders” refers back to named orders, “however” signals contrast and “therefore” introduces a conclusion. A connector cannot repair a missing logical link.

Distinguish a delay from its possible cause. A record of two late orders does not prove that a delivery company caused them. A practical request should identify an action, a responsible person and a useful response time rather than merely complain that service is “bad”.

■ Source A: shop record

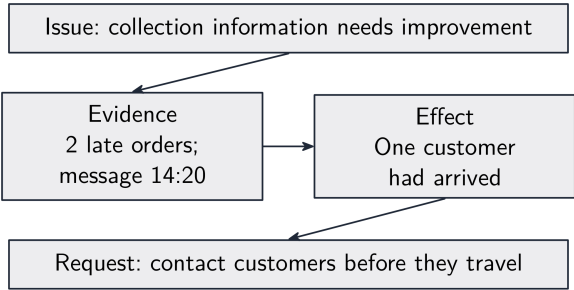
Riverside Stationery promised to prepare twenty collection orders by 14:00 on Monday. Eighteen were ready at that time. Orders R17 and R19 became ready at 15:00. The record says that both needed a replacement notebook because the required colour was unavailable. It does not say when the shop discovered the shortage. Staff contacted the two customers at 14:20. One customer had already travelled to the shop. The shop has not recorded how much time either customer lost.

■ Source B: draft complaint

The shop’s collection information needs to be more reliable. Two orders were not ready at the promised time. This matters because a customer may make an unnecessary journey. However, all orders were complete by three. Therefore, the problem should be ignored. It was definitely the delivery driver’s fault. I want things to be better soon.

■ Worked example: connect evidence to a useful action

Known: two orders were late; notice came after the promised collection time. The timing can support a request for earlier notification, but not a claim about an unnamed driver.



Model: “Two of twenty orders were not ready by 14:00. Staff informed those customers at 14:20, after the promised collection time. This delay could make a journey unnecessary; one customer had already arrived. Please explain how customers will be warned before travelling when stock is unavailable.” The final request follows the evidence and does not invent a cause or a measured loss.

2 Practice

2.1 State how many orders were ready by the promised time and identify the two late order references. [2]

2.2 Identify the topic sentence in Source B. State what “This” refers to in its third sentence. [2]

2.3 Explain why “Therefore, the problem should be ignored” does not follow from the preceding sentence. Give ONE customer effect supported by Source A. [3]

2.4 Correct “It was definitely the delivery driver’s fault” using the record. Include one known fact and one limit to what can be concluded. [3]

3 Exam-style questions

3.1 Replace the final three sentences of Source B with a coherent 60–80 word ending. Acknowledge eventual completion, retain the problem and request a specific response without accusing an unsupported cause. [6]

3.2 Write a 100–130 word email as the customer for order R17. You reached the shop at 14:05 and received the 14:20 message there. Use the order reference, promised time, actual completion time and communication problem. Ask for an explanation and a feasible service improvement. [8]
