A report is an informative formal piece of writing concerning a particular person, place, situation, plan, etc. It is addressed to one's superior/colleagues, members of a committee, etc, and is written in response to a request or instruction. There are various types of reports, such as assessment reports, informative reports, survey reports, and proposal reports.

A successful report should consist of:

    a) **an introductory paragraph** which clearly states the purpose and content of the report;

    b) **a main body** in which the relevant information is presented in detail under suitable subheadings; and

    c) **a conclusion** which summarizes the information given, and may include an opinion and/or suggestion/recommendation

Note that before you start writing your report you should give information indicating who the report is written to (name/position/ company, etc), who the report is written by (name/position), the subject of the report, and the date.

Sample Format	**Example**
To: ……………… From: ……………… Subject: ……………… Date: ……………… **Introduction (Paragraph 1)** the purpose and content of the report **Main Body (Paragraphs 2-3-4-5*)** each aspect of the subject given under suitable subheadings **Conclusion (Final Paragraph)** a general assessment/summary of points and final thoughts ***** *The exact number and division of paragraphs will depend on the specific instructions for each report task*	To: Thomas Flynn From: Rebecca Johnson Subject: McAfee Corporate Facts Date: 21.03.2020 **Introduction (Paragraph 1)** the purpose is to outline the corporate facts regarding McAfee **Main Body (Paragraphs 2-3-4-5*)** ➢ Customers ➢ Markets ➢ Professional Services and Support ➢ Innovation **Conclusion (Final Paragraph)** McAfee accelerates cybersecurity for people, businesses, and governments worldwide.

- Reports should be written in a formal style (complex sentences, non-colloquial English, frequent use of the passive, linking words/phrases).
- Before you write your report, you should think of who the report is being written by and who the report is addressed to.
- Give your report an appropriate subject title, then carefully plan the information you will present. Think of suitable subheadings, then decide on the information you will include under each subheading. Use linking words to join your ideas.

REPORT WRITING ASSIGNMENT

As an alternative to the original assignment of Business English course for 2019-2020 Spring term (conducting an interview with a businessperson, writing a report on it and delivering a presentation on it), the students can write an **informative report** (of minimum 600 words) presenting general information about a leading company, a businessperson or a project in their selected fields/sectors and present it during online class hours.

The informative report should consist of:

1. **an introduction** in which you state the purpose and content of your report;
2. **a main body** in which you present various aspects of the subject under suitable subheadings; and
3. **a final paragraph** in which you summarize all points mentioned before.

Useful Language

> **To begin reports:**

The purpose/aim/intention of this report is to outline / present / the progress of ..

As requested, this is a report concerning/regarding the matter / subject of ...

This report contains the (relevant) information/details of / concerning ... which you requested/asked for ...

This report outlines recent developments in …/ the company's procedures/achievements in ... /concerning ...

The information below summarizes the corporate facts regarding ...

> **To end reports:**

To conclude/To sum up/In conclusion, the current state of affairs in the company/about project X is that ...

On the whole, it would be fair to conclude that Mr. Bayrak is ...

I would like to conclude by announcing/informing you (that) project X is progressing smoothly/according to schedule/more successfully than anticipated ...

Unfortunately, progress has not been as fast as expected/a number of difficulties have been encountered ...

COMPANY PROFILE REPORT FOR STARBUCKS

To: Becky Keating
From: Frank Gibbins
Subject: Starbucks Company Profile
Date: 28.02.2020

INTRODUCTION

The purpose of this report is to give information about the famous coffee brand Starbucks, its story, mission, stores and what makes it so special and its product range. Starbucks is named after the first mate in Herman Melville's Moby Dick. Its logo is also inspired by the sea – featuring a twin-tailed siren from Greek mythology.

MAIN BODY

Story: Its story began in 1971. Back then it was a roaster and retailer of whole bean and ground coffee, tea and spices with a single store in Seattle's Pike Place Market. Today, it is privileged to connect with millions of customers every day with exceptional products and more than 30,000 retail stores in 80 markets. (…)

Mission: Starbucks' mission is to inspire and nurture the human spirit – one person, one cup and one neighborhood at a time. (…)

What's special about its coffee? It has always believed in serving the best coffee possible. The goal for all of its coffee is that it is grown under the highest standards of quality, using ethical sourcing practices. Its coffee buyers personally travel to coffee farms in Latin America, Africa and Asia to select high quality beans. And its master roasters bring out the balance and rich flavor of the beans through the signature Starbucks Roast. (…)

Stores: Its stores are a neighborhood gathering place for meeting friends and family. Its customers enjoy quality service, an inviting atmosphere and an exceptional beverage. Total number of scores are 30,000 across 80 markets (as of June 30, 2019). (…)

Partners: It offers some of the finest coffees in the world, grown, prepared and served by the finest people. Its employees, who it calls partners, are at the heart of the Starbucks Experience. It believes in treating its partners with respect and dignity. It is proud to offer several landmark programs for its partners, including comprehensive health coverage for eligible full- and part-time partners, access to full college tuition coverage through the Starbucks College Achievement Plan, and equity in the company through Bean Stock. (…)

Products: Starbucks offers a range of exceptional products that customers enjoy in its stores, at home, and on the go. Its products vary from coffee, tea, mugs and accessories, packaged goods and gifts to coffee and tea brewing equipment and fresh food. (…)

CONCLUSION

To conclude, Starbucks has a history of over 40 years, and it aims to address human spirit and sees each employee as its partner, and it offers them generous fringe benefits. With its wide product range and welcoming atmosphere, Starbucks has always believed in the importance of building a great, enduring company that strikes a balance between profitability and a social conscience. Its stores are often the heart of a neighborhood, and the company strives to make each one a welcoming place.

HELPFUL TECHNIQUES IN REPORT WRITING

QUOTATION, SUMMARY OR PARAPHRASE?

There are 3 people involved in this decision:

- the author of the text you are referencing
- the writer (you)
- the reader (often your English teacher).

When should I paraphrase?

You should paraphrase for 2 reasons:

1. The authors' words will be difficult for your reader to understand.
2. Your reader is your teacher and your teacher wants to know if you understand the author correctly.

When should I quote?

You should use a quotation if:

1. Everything the author writes is important.
2. The quotation will not make your text too long.
3. You haven't used many quotations already.

When should I summarize?

You should summarize if:

1. Not all of the author's words are necessary; e.g. if the author gives examples or explanations that you don't need to put in your text.
2. If paraphrasing or quoting will make your text too long.

QUOTING

Using the exact words, phrases, and sentences of the original source. There are 3 ways you can do this:

1. Quotation integrated with the text. This is for shorter pieces of text; e.g. from one word up to two sentences.
2. Quotation using ellipsis (...) to omit certain words, phrases or sentences from the original. You can do this to miss out any unnecessary information.
3. Quotation in an indented (narrow margins) paragraph, without quotation marks. This is for longer pieces of text, for example for paragraphs.

EXAMPLE *(Quotation integrated with the text)*

LOS ANGELES (Reuters) - Tommy Hilfiger Corp. said Friday it will streamline its struggling U.S. wholesale business, including closing its Young Men's jeans division and cutting about 200 jobs.

The company said it expects to record charges of between $10 million and $14 million in fiscal 2020, primarily related to severance and costs to close the Young Men's division. **"We believe these steps are necessary to better align our U.S. wholesale operating costs with the current volume of the business,"** Tommy Hilfiger President and Chief Executive Officer David F. Dyer said in a statement.

http://money.cnn.com/2020/01/21/news/midcaps/tommy.reut/indexs.htm

PARAPHRASING

Writing the source material in your own words.

EXAMPLE

ORIGINAL TEXT		PARAPHRASE
An example of ethical conflict in business environments is the tobacco industry. Cigarettes have for many decades been a lucrative business. So, cigarette and tobacco marketing have been good for companies and good for the tobacco industry. Many thousands of people around the world are employed in the tobacco industry. So, the world economy has been somewhat dependent on cigarettes and tobacco. However, cigarettes are harmful to society. There is documented proof that cigarette smoking is harmful to health. This is an ethical conflict for cigarette marketers	**In a good paraphrase, the main idea and details should be:** • **expressed in complete thoughts** • **accurate** • **in your own words**	Being a very profitable business, tobacco industry can stand as a good example of ethical conflict in marketing. Owing to the fact that tobacco industry has thousands of employees in hand, cigarettes and tobacco have been a part of the fundamentals of world economy. The ethical conflict for cigarette traders starts with the idea that consuming tobacco products is a very well-known and proven danger for human health.

http://exchanges.state.gov/forum/journal/business.htm

SUMMARIZING

Organizing and synthesizing your sources as well as of differentiating major ideas from less important details and examples. Summarizing is useful because:

- you can miss out unnecessary details, such as examples
- you can use less words than the author, and therefore reduce the number of words in your writing

A summary's length should be about one third of the original text.

EXAMPLE

ORIGINAL TEXT

An example of ethical conflict in business environments is the tobacco industry. Cigarettes have for many decades been a lucrative business. So, cigarette and tobacco marketing have been good for companies and good for the tobacco industry. Many thousands of people around the world are employed in the tobacco industry. So, the world economy has been somewhat dependent on cigarettes and tobacco. However, cigarettes are harmful to society. There is documented proof that cigarette smoking is harmful to health. This is an ethical conflict for cigarette marketers.

http://exchanges.state.gov/forum/journal/business.htm

SUMMARY

With its thousands of employees and support it gives to the world economy, tobacco marketing is a very profitable business. However, cigarette smoking is harmful to human health, making it an ethical conflict for cigarette marketers.

✖✖ PLAGIARISM ✖✖

Plagiarism is the stealing or improper use of ideas and language that uniquely belong to other people. When you use information from an outside source, you need to cite the source by giving reference to the author, the article, the website and/or the like.

You must never:

✖ copy directly from a source without using quotation marks

✖ copy indirectly by modifying some words and keeping some others from the original source without using quotation marks

✖ include ideas from a source in your own words without citing the author

Report Writing Rubric*

Criteria	Content	Language Use	Grammar and Mechanics	Organisation
9-10 Excellent	Details are specific to topic and provide all the necessary information	Uses formal language that conveys precise meaning relevant to report	Effective use of punctuation, spelling, capitalisation and grammar	Logical sequencing of all paragraphs and details Introductory paragraph is precise and all relevant information is included Final paragraph draws a clear and effective conclusion to the report Efficient use of transitional words and phrases throughout the report
8-7 Above Average	Details are related to topic and provide most of the necessary information	Uses formal language appropriately in conveying meaning relevant to report	Few errors in punctuation, spelling, capitalisation and grammar do not impede meaning	Logical sequencing of most paragraphs and details All relevant information included in introductory paragraph Final paragraph is logically connected to report Proficient use of transitional words and phrases
6-5 Sufficient	Some relevant details presented	Adequate use of formal language relevant to report	Some errors in punctuation, spelling, capitalisation and grammar do not impede meaning	Some logical sequencing of paragraphs and details Sufficient relevant information included in introductory paragraph Final paragraph follows report discussion Adequate use of transitional words and phrases
4-3 Minimal	Few, insufficient or minor details presented.	Insufficient use of formal language relevant to report	Errors in punctuation, spelling, capitalisation, and grammar impede meaning	Little evidence of sequencing of information Insufficient information in introductory paragraph Final paragraph is minimally related to the report topic Some use of transitional words and phrases
2-1 Poor	Unable to find specific details relevant to topic	Inability to use language accurately	Little or no use of punctuation, spelling, capitalisation and grammar	Information is not organised Introductory paragraph is unclear Absence of concluding paragraph No use of transitional words and phrases

(Out of 40: each item to be multiplied with 4)

ORAL PRESENTATIONS - GRADING CRITERIA (UPDATED - April 2020)

Student's name and number: Group:

THE PRESENTATION	Poor	Average	Good	Excellent
The student:	**0-4**	**5-6**	**7-8**	**9-10**
• greets the audience & introduces the topic				
• uses relevant audio-visuals				
• elaborates on the main points effectively				
• is prepared & obviously rehearsed				
• communicates information accurately and uses relatively formal/ polite/ academic language in line with Business English course				
• makes use of signaling devices effectively				
TOTAL (out of 60)				