



PROPOSALS

pp58–59 (Unit 5) and 112–113 (Unit 10)

EXAMPLE QUESTION Your local community centre would like to attract more young people to become members. The centre manager has invited students at your school to write a proposal, saying what type of activities would appeal to a younger age group, how they might be organised and what the centre can do to publicise these activities.

Write your proposal.

Give your proposal a title.

The style is formal when you write to a person in authority or an organisation. Do not use contractions or informal language.

Justify opinions with reference to the present situation, and a possible future.

To give a conclusion, use *To sum up, In conclusion, All in all, ...*

MODEL TEXT

Proposal to attract more young people to the community centre

Introduction

The purpose of this proposal is to suggest activities that would appeal to young people and encourage them to use the community centre. It will outline how these activities could be organised, and ways in which they might be publicised.

A musical theme

Music plays an important role in the lives of most young people, so **I propose that** the centre offers a range of activities that relate to their musical interests. These would include workshops that allow musicians to meet and practise, singing lessons with the option of forming a choir, a musical theatre group, and dance classes, such as street dance. **As things stand**, young people do not have a place where they can go to participate in these activities, and I have no doubt that they would prove popular.

Organisation

I recommend that the groups meet once a week for an hour and a half. This would ensure that young people could attend regularly, and the activities would not interfere with study time. Ideally, the groups **should be supervised** or led by a professional. The centre should also make a space available for participants to meet at other times, so that they can practise or meet socially and interact with members of other groups. At the end of each term, the centre could stage a show including music and dance performances, and invite family and friends **as well as** the general public. This would serve to motivate participants, as well as raise the profile of the community centre.

Advertising to young people

I believe that the best way to reach young people is through social media. Currently, the website for the community centre is limited. This should be updated to include more visual content, and include information about what the centre has to offer. Going forward, members could be invited to share details about the activities they engage in on their social networking sites. The greatest advantage of this would be that young people themselves would promote the centre to their peers.

Conclusion

To sum up, a range of activities that involve music are bound to appeal to young people and attract them to use the facilities at the community centre. Provided that these are well-organised and publicised, I confidently predict that they would be successful.

Separate your proposal into sections and give each section a heading.

Make recommendations using phrases like *I propose that, I (strongly) recommend ...*

Use passive and impersonal structures to convey a more formal style.

Use linkers of addition and contrast like *as well as, In addition, What is more, ...*

Useful expressions: Language of persuasion

I believe that ... • I (strongly) recommend that ... • This would be ideal/beneficial/...
 A strong case can be made for ... • The greatest advantage would be that ...
 There is little doubt that ... • There could be no better person/solution/initiative than ...

Suggested paragraph plan

- Paragraph 1: Introduction – state the aim of the proposal.
 Paragraph 2: Outline what is proposed, giving reasons.
 Paragraph 3: Give further details of what is proposed, and reasons why.
 Paragraph 4: Give details and an explanation regarding a further point in your proposal.
 Paragraph 5: Summarise your proposal.