Personal and impersonal writing

When we write we need to be sure that the language we use is **appropriate**.

Either standard or non-standard English can be used in **personal writing**, but this type of writing often has a chatty (colloquial) style and generally makes use of contractions, such as **I'm**, **isn't**, etc. Personal writing is used in texts such as blogs, emails, text messages and notes. Here is an example of the personal form:

> Watch out, guys! I've noticed over the past few weeks the restaurant's been charging people way too much.

Impersonal writing, on the other hand, **always** uses standard English. Contractions are not used and the language is often more formal, matter-of-fact and technical. Complex sentences are also common. Impersonal writing is used in texts such as reports, official letters and formal invitations. Here is an example of the impersonal form:

> Please be aware that it has been brought to our attention in recent weeks that the restaurant has been overcharging its customers.

Warm up

1 Copy the table and place the following texts under **personal** or **impersonal**.

a letter from the gas company   **a text message**

an email to a friend   **a job application**   **a note to your mum**

a police report   **a postcard**   **a letter of complaint**

Personal	Impersonal