

Performance Marketing

VS

Traditional Marketing



FORMAL LANGUAGE



Formal language is used for **academic or professional purposes**.



Examples of scholastic or professional writing requiring a formal style would be an **essay, presentation, project, article, letter, resume, invitation, or professional email**.

FORMAL LANGUAGE



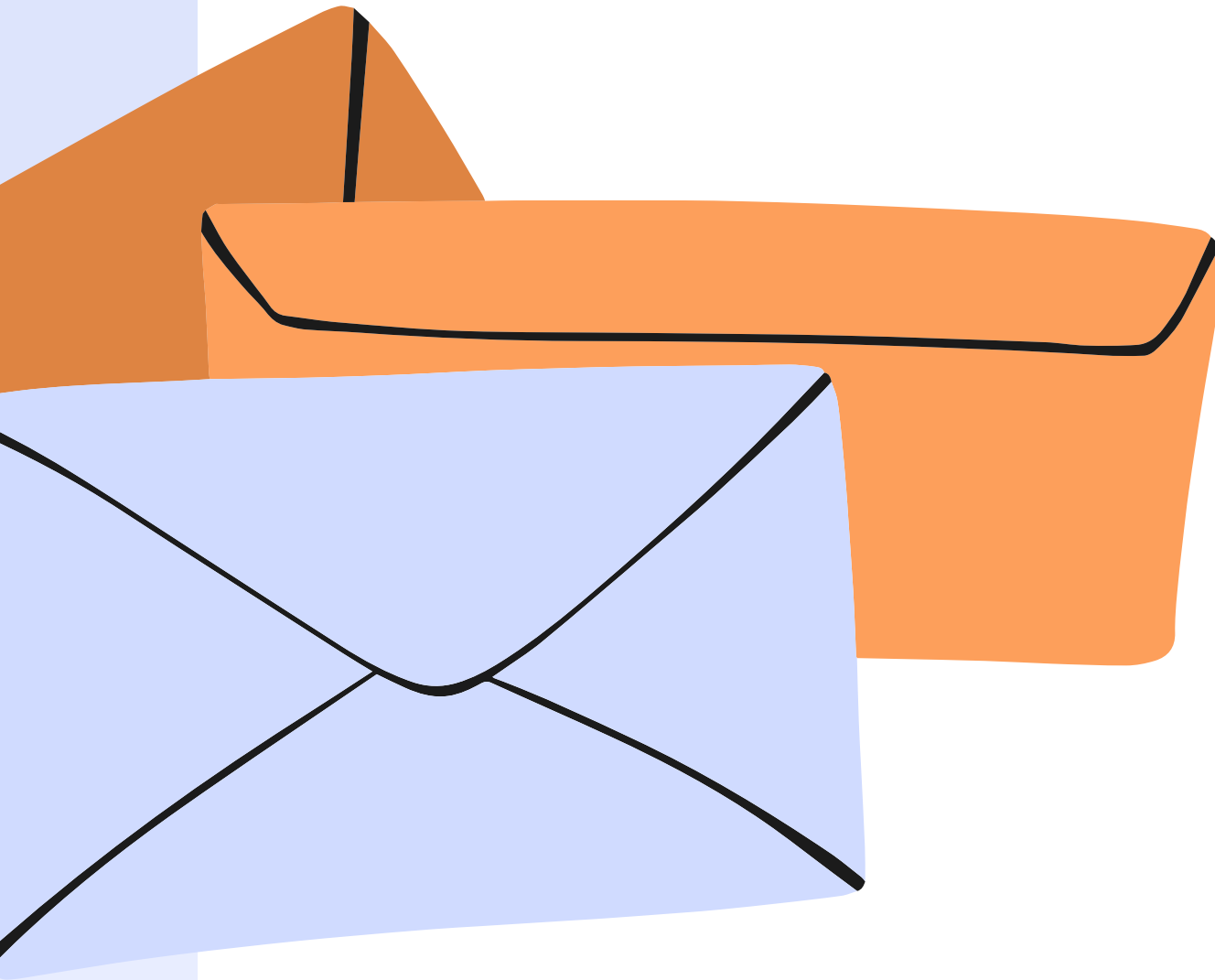
Formal language does not use slang, contractions, or improper grammar. It often does not use first-person pronouns, such as *I*, *we*, *me*, or *us*, unless it is with direct communication, such as an email.



Using formal language allows you to present yourself as educated, composed, and knowledgeable about your topic. It establishes a sense of **respectful communication between the writer and the reader.**



INFORMAL LANGUAGE



Informal language is used when **communicating with family or friends.**



Informal language is appropriate when writing **text messages, drafting personal emails, sending a friendly letter or thank you note, or engaging in conversation.** It can be appropriate in a business setting if a friendly, personal relationship has been established prior to the initial interaction.

INFORMAL LANGUAGE



An informal style often includes **slang, familiar phrases, and figures of speech**. It often expresses the speaker's personal opinion, feelings, or point of view. Sentences tend to be shorter and simpler.



An informal style is more personal than a formal style. It allows the speaker or writer to appear more **casual, comfortable, and spontaneous to the listener or reader**.



FORMAL LANGUAGE

Full sentences

Thank you for creating time in your schedule to meet with the team today.

Proper grammar and vocabulary

The estimated arrival date of the shipment is Saturday, October 4.

No contractions

could not

No idioms.

Would you please assist me with this task?

Passive voice

The invitation has been extended to join us for dinner.

FORMAL LANGUAGE

No phrasal verbs

Please resolve the concern.

Common phrases spelled out fully

As soon as possible

No (or rarely used) exclamation marks

Mostly declarative or interrogative sentences

Have you given her a call to inquire?

INFORMAL LANGUAGE

Short sentences

Thanks for meeting with us.

Lack of formal grammar and vocabulary; using slang

Your box isn't even going to show up for at least another week or so.

Contractions

couldn't

Idioms

Do you want to give me a hand with this?

Active voice

I told them they could come to eat with us.

INFORMAL LANGUAGE

Phrasal verbs

Figure it out.

Abbreviations

ASAP

Exclamation marks!

Imperative commands

Call her and ask.

FORMAL EXAMPLE

Good afternoon, Miss Smith,

Thank you for returning my math quiz yesterday. I was disappointed to see the low grade with many incorrect answers marked. I completed the study guide and attended an after-school tutoring session, but this test has shown me that I do not fully understand the material yet. Is there a day available after school this week to review this quiz with you? Additionally, I would gladly submit test corrections or complete an extra credit assignment in order to bring my grade up before the end of the semester.

Thank you for your consideration and feedback,
Daisy Jo Pomales



INFORMAL EXAMPLE



Yo, Miss S! What's up with my grade on this test!? I did all the stuff you wanted me to, but I still got marked down on all these questions! Can you help me with this? And then maybe give me some extra work to do or something so my mom doesn't get all mad at me and ground me for this bad grade? I'll do whatever work you want me to do so I can get a better grade.

Big thanks from ya boy,
Slick Nick

*DIRECTIONS: DETERMINE IF EACH STATEMENT IS AN
EXAMPLE OF FORMAL OR INFORMAL LANGUAGE.*

1. High school students should be allowed to leave the school campus during their lunch break as adults are allowed to do at work.
2. Bro, you should never hit the gym right after crushing a monster meal.
3. Hexagon Mobile is like the worst cell phone company ever invented in the world.
4. Students perform better on tests after eight hours of sleep and a healthy breakfast.
5. Us kids should totally be allowed to use our phones in class.

*DIRECTIONS: DETERMINE IF EACH STATEMENT IS AN
EXAMPLE OF FORMAL OR INFORMAL LANGUAGE.*

6. Studies have shown time spent with animals can help reduce anxiety, encourage compassion, and promote a positive attitude in children.

7. Pizza actually has a ton of good stuff in it, like dairy, grains, and vegetables.

8. Lunch is an important social opportunity for students and should include extra time to allow students to eat and interact with peers.

9. Rewarding students by paying them for earning top grades is an effective way to motivate them to work hard.

10. You just have to get a job when you're in high school because there's so much cool stuff to buy.

ASSIGNMENT

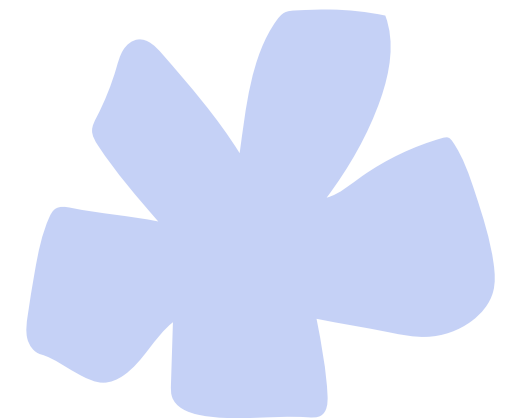
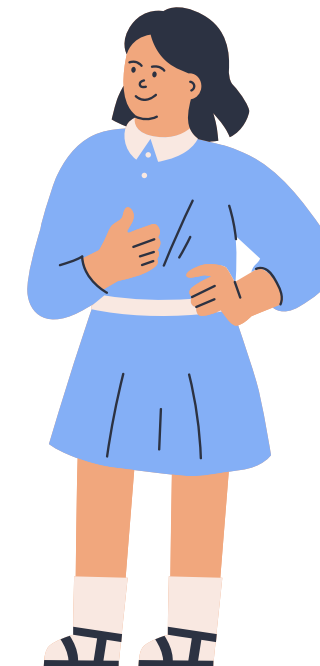
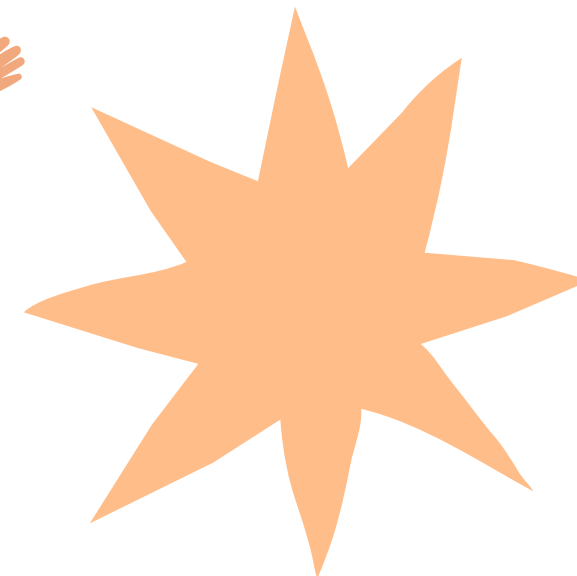
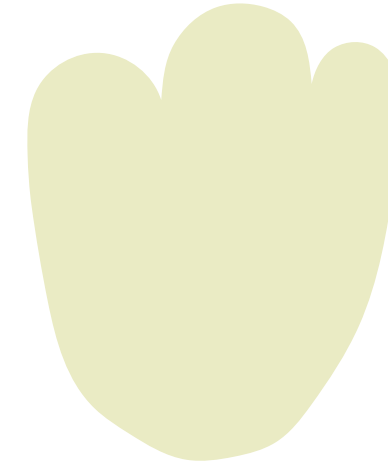
**Choose a topic from the previous slide or propose your own topic to your teacher.
Write a 10-15 sentence paragraph to argue your topic using formal language.
Include the following:**

- ✓ Topic/Thesis Statement
- ✓ 3 reasons that support your thesis
- ✓ Evidence for each reason
- ✓ Transitional words and phrases to link your reasons and evidence
- ✓ A concluding sentence to summarize your topic

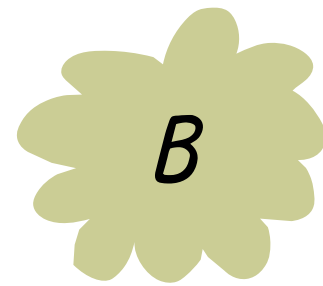


RESOURCE PAGE

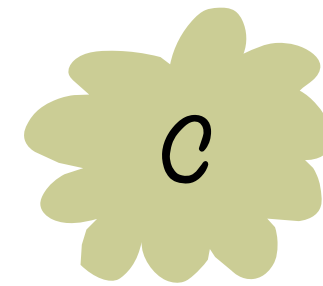
Use these icons and illustrations in your Canva Presentation. Happy designing! Don't forget to delete this page before presenting.



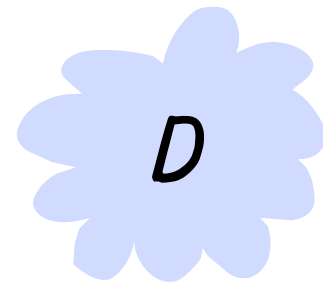
*PRESS THESE
KEYS WHILE ON
PRESENT MODE!*



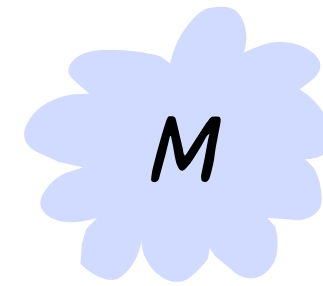
for blur



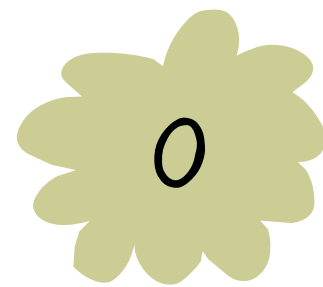
for confetti



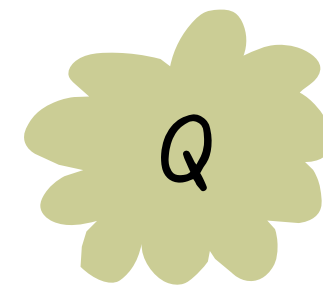
for a drumroll



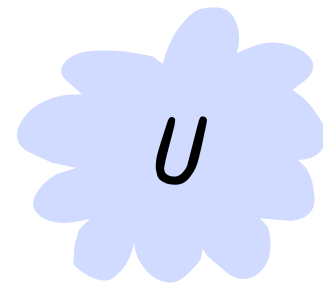
for mic drop



for bubbles



for quiet



for unveil



for a timer