

### FOLLOW-UP

- Choose an art competition from the ones just read and prepare the draft of a formal email in order to apply for it.
- Here are some tips about the parts of a formal email:

**SUBJECT LINE:** it must be clear and short, stating the content and reason of the email

**OPENING SALUTATION:** an email must always begin with a greeting – as you don't know the name of the addressee, you can use the following openings:

Dear Sir/Madam

To whom it may concern

**INTRODUCTION:**

- introduce yourself
- state the reason for writing  
(i.e. I am writing in reference to/this email is with reference to...)

**BODY:** use short paragraphs and describe:

- the topic/theme of the work you will submit
- the medium you will use
- the technique you will employ

**CLOSING:** it must be consistent with the opening, so you can use one of the following expressions:

Kind Regards / Best Regards

### SIGNATURE