

Writing – a step-by-step guide for SUCCESS!

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kindle

IATEFL.hu 2019

My early writing experience



Ingredients/prompts

Clear goal

Sample or model

Target reader

Collaborative

Creative, fun

- **Photos**
- **Share experiences**
- **Teacher's holiday!**
- **T/St comments**
- **Share stories**
- **Invent!**



Writing for success

Considerations

A project

Your classes

Learning points

Writing for success

Considerations

Writing: Questionnaire

Never > Sometimes > Often > Always

1. I provide a model text / samples.
2. I do the writing task myself.
3. I ask students to comment on each other's writing.
4. I give praise regularly.
5. I think about the 'ingredients' /genre of the task.
6. We discuss and do writing tasks in class time.



“What are we writing?!”

Once upon a time...

Add two teaspoons of
sugar and stir...



I regret to inform you ...

She grabbed the gun and pointed it at Bond.

All my love, Viktor xxx

A genre: RECIPES

- **Vocabulary**

- Food items
- 'Cooking verbs'
- 'Quantity expressions'

Add two teaspoons of sugar and stir...



- **Grammar**

- 'instructions': imperative (GB). [HU: ?]



- **Organisation / Layout**

- Short, clear sentences (bullet-pointed)
- **Style:** Neutral / friendly



Different genres

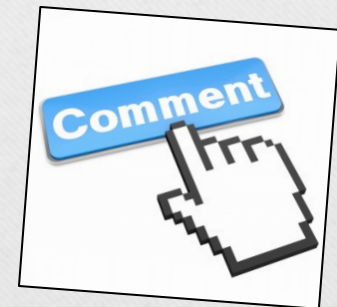
Choose 1 text type:

Ingredients?

Examples?

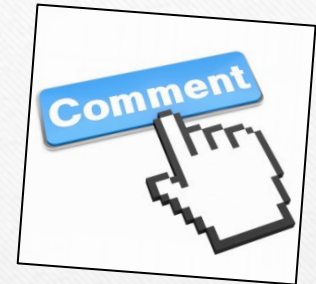
Help your Ss?

Key ingredient? ★



Writing: Online Comment

C1, 200 words



- **Vocabulary**
- **Grammar**
- **Organisation / Layout**



- Opening statement: your opinion + reasons for+against
- 2-3 body paras: each expands on points in opening (incl. references)
- Closing statement: rephrase your position / opinion
- **Style:** informal

Writing for success

A project

A writing project

- Press Release ★
- Conference Application
- Newspaper article



**Public Writing
(7PE20NXK16M)
Gyakorlat (G)**



Course >

Public Writing: a press release



The Coca-Cola Foundation Makes \$1 Million Donation to National Center for Civil and Human Rights to Allow Free Admission for Thousands of Visitors Coming to Atlanta for the Big Game



By: The Coca-Cola Company | Jan 24, 2019

ATLANTA, Jan. 24, 2019 -- The Coca-Cola Foundation today announced it is making a \$1 million donation to the National Center for Civil and Human Rights to allow free admission for the tens of thousands of people coming to Atlanta for the Big Game over the next few weeks. The grant will allow free admission for anyone visiting the civil rights landmark starting Monday, Jan. 28 through the end of February.

...



Press release: ‘ingredients’

- **Vocabulary**
 - Short punchy headline
- **Grammar**
- **Organisation / Layout** ★
 - Lead paragraph
 - 1-2 body paras; Quotation(s)
 - Final para: “About the company” + www.
- **Style**
 - Formal; ‘on behalf of the company’



Press Release: procedure

Sony Signs Sponsorship Contract with Lang Lang

SONY

World-Renowned Pianist to Promote Sony Brand Globally

Sony Corporation today announced that it has signed a three-year sponsorship agreement with world-renowned classical pianist Lang Lang. Through this relationship, Lang Lang will appear in Sony events and campaigns and use the company products to enhance and promote the Sony brand throughout the world, with a particular focus on China, his home country. Lang Lang personally enjoys using a wide range of Sony products, and will draw on his keen interest in electronics and technology to actively collaborate in their promotion.

Lang Lang has gained widespread popularity and critical acclaim throughout the classical music industry for his breathtaking talent, exquisite technique and unique charisma. His expressive playing style and captivating performances have extended his appeal beyond traditional classical music lovers to wide audiences, including younger listeners. 'As a global leader in the electronics and entertainment industries, Sony is delighted to welcome Lang Lang as a "brand ambassador" who can reach and connect with audiences around the world,' said Sir Howard Stringer, Chairman and CEO, Sony Corporation. 'Lang Lang has legions of fans representing diverse cultures and interests, and is especially adored in his home country of China. He is uniquely positioned to introduce a wide range of Sony products and services and dazzle a new generation of Sony fans'.

'I am thrilled to have the opportunity to represent Sony and its products,' said Lang Lang. 'I am a long-time Sony user, and am looking forward to the opportunity to bring the excitement and joy of music through Sony's cutting-edge technologies.' Lang Lang will travel the world along with many Sony products, such as its High-Definition products, to share his experiences with fans via his website, and its Walkman™ and noise-cancelling headphones so he can enjoy his favourite music even while on the plane.

Sony Corporation is a leading manufacturer of audio, video, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, computer entertainment and online businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world.

Sony Global Web Site: <http://www.sony.net/>

Analysis

3 In which order would you put these in a press release?

- | | |
|--|--|
| <input type="checkbox"/> back-up paragraph | <input type="checkbox"/> headline |
| <input type="checkbox"/> contact information | <input type="checkbox"/> lead – a summary of the story |
| <input type="checkbox"/> information about the company | <input type="checkbox"/> subhead |

The Business (Advanced)
(2009) Macmillan



Press Release: my sample, task 1

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[Rachel:]

Headline: *too long;*

e.g. "Coca-Cola help fund Big Game with \$1m"

Lead para: *no new info (headline is long)*

Quotations: *CocaCola president: highlights key info*

Contact info: *weblink provided*

Language: *formal; no jargon*



Press Release: procedure

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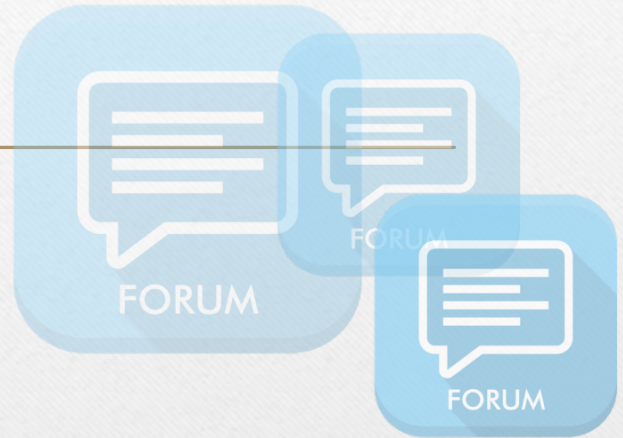
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1ST DRAFT



Busy



Writing – student feedback



Where to upload my
homework??
(Ready to go home!)
[R – *Saudi*]

I learnt about other's
interests! [Á]

More [genre] analysis
please! [L]



I didn't know what a
press release was. I do
now. Useful! [M]

It was real, not some
b***sh** academic
essay. [E]



Press Release task: a success?



Ingredients / prompts ?

Clear goal ?

Sample or model ?

Target reader ?

Collaborative ?

Creative, fun! ?

You do the task!

Praise!

Be excited!

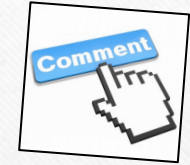


Writing – youth!

“ A collaborative monthly story of their
lives in **WRITING!**







Writing – Euroexam: Online Comment

C1, 200 words

You have read a **blog post** about animal rights. The author argues for “a ban on keeping pets”.



Write an online comment, for or against this view.



Newcastle





Writing – Érettségi: Email

Középszintű, 80-100 words

You are going to visit your friend Liam in Newcastle.
He's sent you tour descriptions.

- **Newcastle United F.C. Stadium**
- **Walking Tour of Newcastle**
- **Trip to Hadrian's Wall**

Write an email.

- Which you are interested in and why?
- How long is each tour?
- How much does each cost?



Writing for success

Your / exam classes



Writing – Euroexam, B2 Essay

B2, 150 words



“People in all countries are basically the same.”

To what extent do you agree?



Write **an essay**.

Explain your points for and against and provide a conclusion at the end.



Writing for success

Learning points

- Know, & analyse the genre
- Follow & be involved in the process



References

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Writing for Success!

Thank you!

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rapple18 

<https://rachelappleby.edublogs.org>



Good writing:

“The quintessential 21st century skill?
Today people write as never before:
texting, on blogs, with video cameras &
cell phones

— *The National Council of
Teachers of English*



Writing – and reading

“ If you don’t have time to read,
you don’t have the time (or the
tools) to write. Simple as that.

– *Stephen King*



Writing – & writing!

“Writing is a way of talking
without being interrupted.

— *Jules Renard*

