

Writing – Tech & Youth:

meeting them both half way

Rachel Appleby
Nyesze, Budapest 2019



Generation Y-Z

Gen Y ['Millenniums']

Born 1977-1994 (i.e. aged 25-42 now)

Gen Z

Born 1995-2012 (i.e. aged 5-24 now)



‘meeting them both half way’

what are other
words for
meet someone halfway?



compromise, accommodate,
come to terms,
reach a compromise,
strike a balance



Steven Moffat: Children should start with books featuring explosions, not Jane Austen

Steven Moffat, the award-winning screenwriter behind Doctor Who and Sherlock, has said children should be given "really cool books" rather than Jane Austen to encourage them to read, as the classics have "no explosions at all".

The Telegraph



Children should start to read with "really cool books", not Jane Austen, Steven Moffat has said

Join the discussion...

Writing – Tech & Youth

writing activities

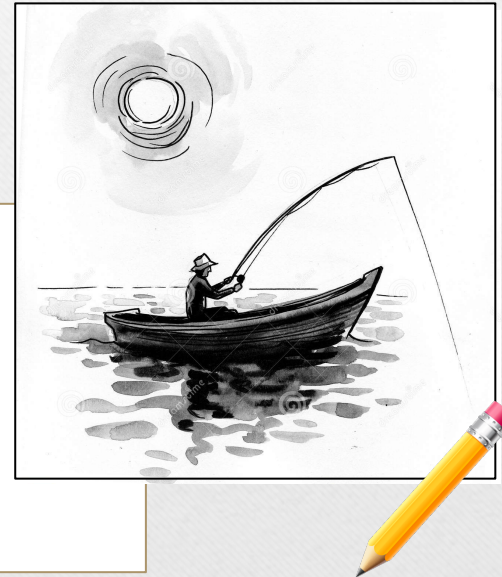
Writing activities (1)

e.g. “Reverse Reading” story

Make copies of questions (put on board)

In pairs, students answer the questions.

1. What's his name?
2. Where does he live? Who with?
3. What's he doing?
4. Where's he going? Why?
5. What's just happened?
6. ...

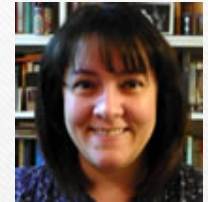


Pin stories on walls. Students read each other's, and compare.

Based on an idea by Jackie McAvoy:

www.teachingenglish.org.uk/article/writing-through-reverse-reading

Writing activities (2)

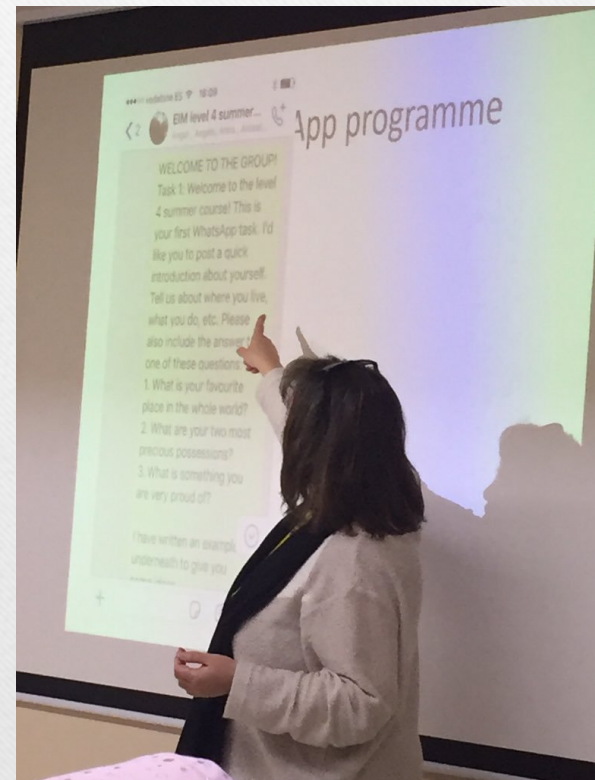


“Whatsapp programme”

Intro yourself: where you live, what you do, your favourite place, your most important possession, something you’re proud of, etc.

[Jess did the task first]

Jessica Mackay @JessBCN



Your favourite writing activities



Writing activities – success?



Intro yourself: where you live, what you do, your favourite place, your most important possession, something you're proud of, etc.



focus + prompts

target reader

clear instructions

collaborative

creative

personalised

? ...



Writing – Tech & Youth

Consider

A pro

Evaluation
& Fee

Learnin

Take-away

Writing – Tech & Youth

Considerations

Why is it difficult to get students to write?

- set for homework

- difficult

- done alone

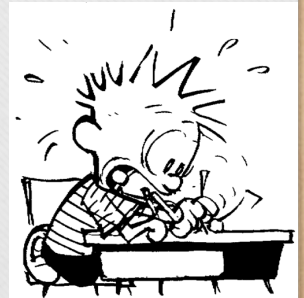
- topics are boring

- no fun

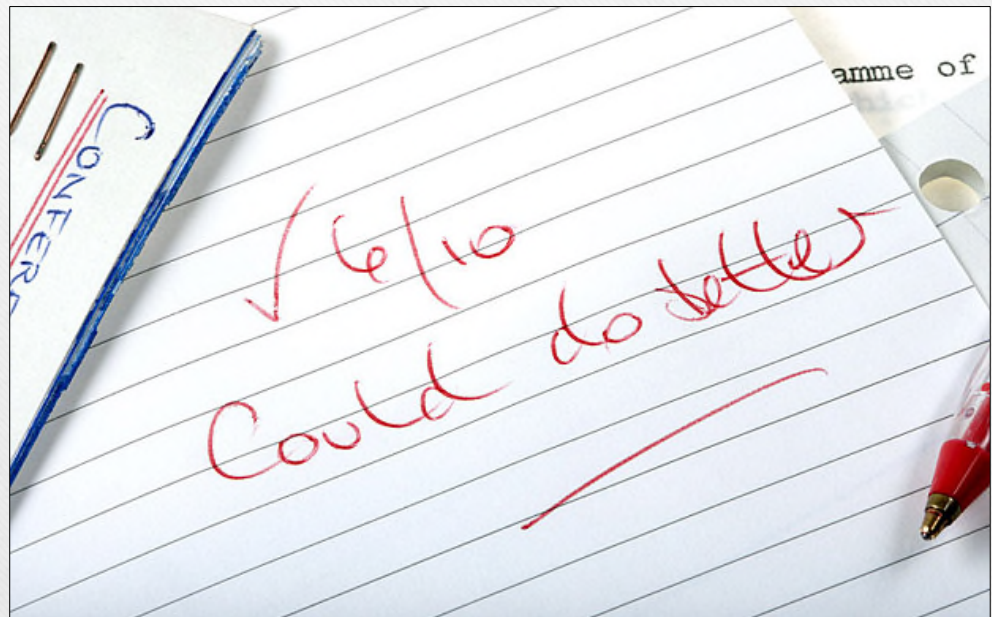
- feedback = 'failure'

-

-



My early writing experience



Writing – youth!

“ My children (16, 18, 20) are writing more and more.
[...]

They are texting... 8,000 texts (per month) sent and received ... probably **5-10 words on average per text...** 40,000 -80,000 words per month:

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



Writing: 21st century

“

Good writing may be the quintessential 21st century skill.

Just as the nature of and expectation for literacy has changed in the past century and a half, so has the nature of writing. **Today people write as never before: “texting, on blogs, with video cameras and cell phones,** and, yes, even with traditional pen and paper.

The National Council of Teachers of English

Writing – Tech & Youth

A project

A writing project

- MA in Communication & Media Science:
- My course: **‘Public Writing’**
 - Offline public writing
 - Online public writing



Public Writing

Offline:

- Press Release *
- Conference Application
- Newspaper article

Online:

- Facebook
- Twitter
- Blogs



**Public Writing
(7PE20NXXK16M)
Gyakorlat (G)**

[Course >](#)

Public Writing: press release

press release:

an official statement made to journalists by a large organization, a political party or a government department.

[OALD]



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’

- written on behalf of a company
- short, punchy **headline**
- **lead-paragraph** = summary of the event
- 1-2 **body paragraphs** - including a **quotation**
- Final paragraph: "**About** .. [the company].."
- contact info: [www](#)



Press release: class procedure

1. Examples / models / samples + tasks
- ↓
2. www. search → read → get to know
3. (a) Post to forum: comment on ‘ingredients’
4. (b) Comment on comments
5. Choose a topic: write a draft 1 (→ peer discuss)
6. Final draft → grade



Press Release: samples + tasks

2 Corporate image

2.5 Writing Press releases

Reading

- Read the headlines and subheads of press releases below. What are the companies doing to promote their products? Why do you think they are doing this?
- Work with a partner. Individually, read one of the texts. Summarize the main point of each paragraph so that you can tell your partner.

The Skinny Cow Gets a Makeover

Leading ice cream manufacturer R&R gives its highly successful brand, The Skinny Cow, a great new look for the winter season.

New worthover £10m, the Skinny Cow's latest exciting transformation includes clearer (broader) packaging, even higher-quality ingredients and new flavours for the Skinny Cow. Delicious new Dreamy Creamy Caramel and Skinny Cow Cheesy Choc Biscuits variants will be available across the UK from September and February respectively and are priced at RRP £2.99.

The Skinny Cow makeover is a result of consumer research, and the fresh new packaging now creates great stand out in the freezer aisle, with an eye-catching clear brand design centred on the black and white cow print. Quality has also been improved in response to consumer demands and trends in the market place for an even healthier great tasting, low-fat offering, made with skimmed milk and ensuring natural colours and

flavours across both the tubs and the sticks.

Nicola Hubbs, Brand Manager, comments: 'We've responded to our consumer research and completely redesigned the entire Skinny Cow range. At Skinny Cow, we are always listening to our customers and taking on board any comments. The fresh new range will stand out in the freezer aisle, and will generate further incremental sales. We recommend retailers stock up to avoid missing out on a limited opportunity.'

The Skinny Cow is a leading producer of low-fat ice cream products. With a wide range of cones, sandwiches and bars, ice cream lovers across the world can enjoy the products without having to worry about their waistlines.

For more information contact us on sales@skinycow.com

Sony Signs Sponsorship Contract with Lang Lang

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 tones 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 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, one is uniquely positioned to introduce a wide range of Sony products and services and create 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 his high-definition products, to share his experiences with fans via his website, and his Walkman™ and noise-canceling 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, picture, computer entertainment and online businesses, Sony is uniquely positioned to be the leading electronics and information company in the world.

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

2.5 Writing

Further interactive writing practice and model business documents on the DVD-ROM

Internet research

Search for the keywords, press release and the name of a company you are interested in. Write a three-sentence summary of the press release.

Analysis

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

- ☐ back-up paragraph
- ☐ contact information
- ☐ information about the company
- ☐ headline
- ☐ lead - a summary of the story
- ☐ subhead

Read the texts opposite to check.

Language / Style

4 Work with a partner. Look at these press release headlines. What do you think are the main features of headlines like this?

Energex to Cut Carbon Emissions by Reduced Car Fumes **Global Crisis Hits Home with UK Water Shortages**

Headlines

5 Work with a partner. Make press release headlines from the stories below.

- Supernews, the online supermarket, has captured four times more online orders than its closest rival during the first six months of this year.
- Mr Fitt's Group's annual report was released today, with the focus on growth opportunities and long-term plans.
- Jenkins and Smith have formed a worldwide collaboration for the development and commercialization of novel medication.
- The Royal Scottish National Orchestra is building on the success of last year's community educational programme by running music workshops for the elderly, as well as those with special needs.

6 Look at this example of a press release lead. Put the verbs in brackets in the correct tense.

New engines make easyJet 25% cleaner
Because they want to be one of the world's most environmentally efficient airlines in the industry, easyJet (1) _____ (announce) that their new engines (2) _____ (reduce) NOx (nitric oxide) emissions by 25%.

'Today (3) _____, marks a new chapter in how we get on with the airline,' said Alan Dubois, president of CFM International, the engineering firm behind the new engines. 'Our engine (4) _____, represents the latest technologies there are for the environment and (5) _____ (enable) easyJet to meet future regulations with significant margins.'

'Climate change (6) _____ (be) a real and pressing danger,' said Andy Harrison, CEO of easyJet. 'The biggest benefits are (7) _____ (come) from environmentally-sensitive companies developing technology that will enable our industry to achieve the green growth (8) _____ (impact) of us.'

Writing

7 Choose one of the news items in 4 above, and work with a partner to write a press release of about 400 words. Insert any extra information such as quotes or statistics you find in the extra tips below to help you.

- In the headline, use title case for all words excluding prepositions and articles. Do not include a full stop.
- Have an angle on the story, not just facts, remember you have to grab the job. Try to include a human touch to help relate the story to the community.
- Only include an email address at the end, not in the body of the text.
- Don't put out the press release, keep it short and to the point.
- Don't use jargon.

*The Business (Advanced)
(2009) Macmillan*

Press Release: my sample task

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.

"There is no better way to celebrate this year's Super Bowl in our hometown," said Helen Sr. [unclear] our city's remarkable civil and alike the opportunity to learn n of modern Atlanta."

In honor of the Martin Luther K \$100,000 grants to Atlanta-area cause of understanding; The Ma Joseph and Evelyn Lowery Insti

Over the last decade, The Coca-C than \$160 million and tens of the environmental programs through for Civil and Human Rights now

In addition to serving its hometov than \$1 billion to help protect the communities around the world.

About The Coca-Cola Founda

The Coca-Cola Foundation is the g inception in 1984, the Foundation sustainable community initiatives a Cola Foundation, please visit [www.foundation](#).

<https://www.coca-colacompany.com/press-national-center-for-civil-and-human-rights>

[Rachel:]

Headline: too long; better, e.g. "Coca-Cola help fund Big Game with \$1m donation"

Lead para: does not add much (headline is long)

Quotations: CCA president, highlights key info

Contact info: web-link provided

Language: formal; no jargon



Press Release: the forum

BUDAPEST
CORVINUS
UNIVERSITY

Public Writing (7PE20NKKI6M) Gyakorlat (6)

4 February - 10 February

11 February - 17 February

18 February - 24 February

Class work, 21 Feb '19

Press Release - class work 2 pages; press release sample homework 1.8MB PDF document

Press Releases - examples (Homework)

TASK 1:
You are required to find gng authentic example of a press release (do this by searching online e.g. "Press Release + ..." and a company name, or industry, e.g. NIKE / Sports Equipment).
Once you've found one you think is good, you should copy it onto a word document, or copy the weblink. State clearly, in addition, what it is (company, date, key info). I'll post an example for you.

Task 2:
You should analyse the press release, and find a min. of 5 issues which conform to the 'standard' press release (see module 2.5, The Business Advanced). Write these on the forum page for everyone to see. Then add one other personal comment of your own.
Once you have posted, you'll be able to see others' posts.

Task 3:
You should then look at the press releases that other students have posted. Choose two, and add a comment to each one: this could be adding another point about the press release, or stating something else you like or don't like about the document.
NB! Please make sure it's obvious that it's you who has posted - if necessary, add your name, and the date.
NB! Please respect each other, and be polite online at all times!

Deadlines:
Tasks 1&2: for posting press release with comments: **Saturday 23 February, 9pm**
Tasks 3: for posting two comments on others' posts: **Tuesday 26 February, 9pm**

I'll look forward to reading your posts - happy searching!
Rachel

Press Releases - homework sample 145.8KB PDF document

25 February - 3 March

Writing a full press release 343.5KB PDF document

18 February - 24 February



Class work, 21 Feb '19



Press Release - class work 2 pages; press release sample homework 1.8MB PDF document



Press Releases - examples (Homework)

DEADLINES:

Thurs: class work (2 pages)


Sun 9pm: (1) Press release + comments

Tues 9pm: (2): Comments on press releases of two others.

Press Release: forum post (1)



Re: Lesson, 21 February, 2019 - homework

by  Saturday, 23 February 2019, 12:01 PM

5 key issues that comply with the standard press release:

- The headline is short and tells the story in active language (present tense).
- The first paragraph contained a well detailed information about the person hired.
- It contained quotations from the person hired.
- The use of language is suitable, no jargon used, and the focus was kept on the topic.
- Contact information was provided at the end of the text.

Press Release: forum post (2)



Re: Lesson, 21 February, 2019 - homework

by [redacted] - Tuesday, 26 February 2019, 7:17 PM

Hi [redacted],

Thank you for your sharing!

I chose your press release which is very well written and useful for our future learning how to write a good press release.

I totally agree with your point of views, such as headline is short and powerful and a way of the writer using language. It is obvious to see the date at the beginning and the contract information at the end. If it can add the location and the Everbule Energy's background, it will be perfect.

Nice Job :)

87 words

[Permalink](#)[Show parent](#)[Edit](#)[Split](#)[Delete](#)[Reply](#)

Writing – Tech & Youth

Evaluation
& Feedback

Writing – evaluation

Initial research & comments (15) (not marked for accuracy)

Task achievement (5) Real-life communicative purpose?

Coherence & Cohesion (5) Logical structure? Suitable linkers?

Range & Accuracy (10) (grammar, vocabulary)

Appropriacy (5) Layout; level of in-/formality used?

Total (15+25) = ___ / 40 marks

... and a **Comment** (on content & on language)

Writing – student feedback

I didn't know where to upload my homework – I couldn't find the others'. I was ready to go home! [R]

I learnt about the other students – what interests them! [Á]

More [genre] analysis would have been useful [L]

I didn't know what a press release was before. I do now. This will be really useful for me. [M]

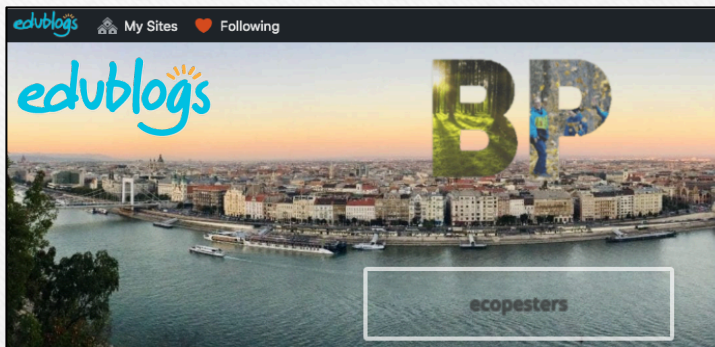
It seemed real. It wasn't some b***sh** academic essay. [E]

A writing project: online

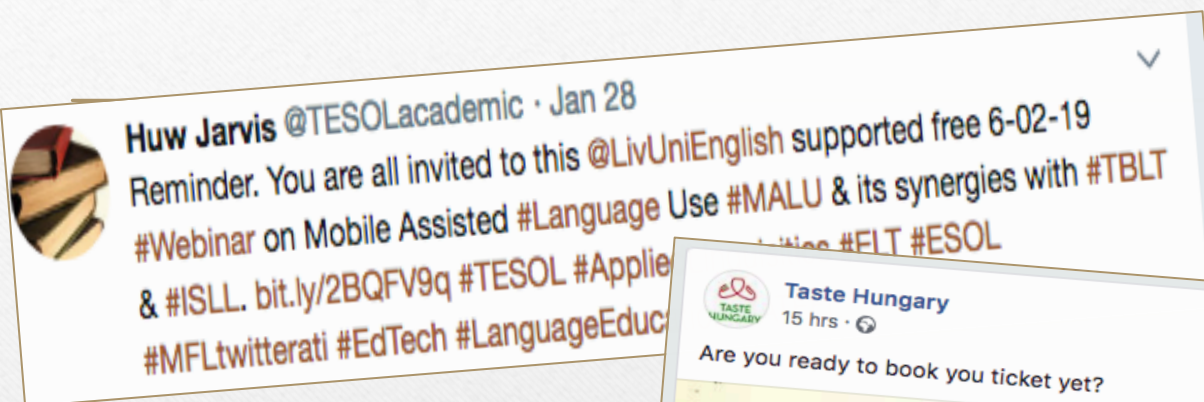
- Facebook
- Twitter
- Blogs



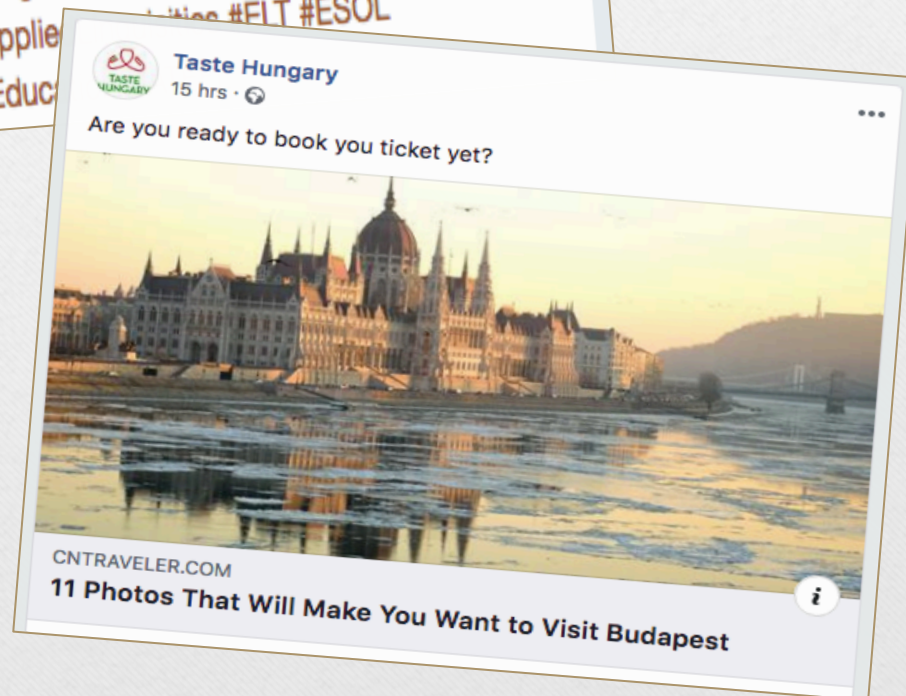
A writing project: online



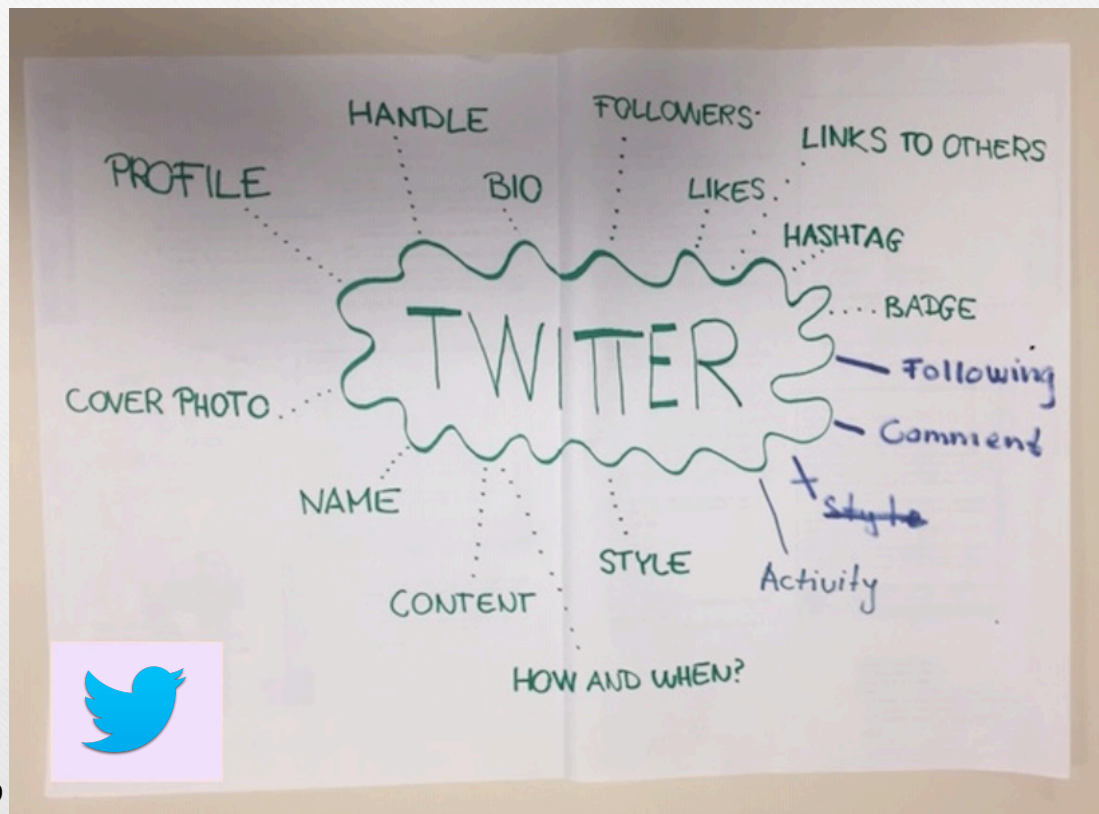
Features of online writing



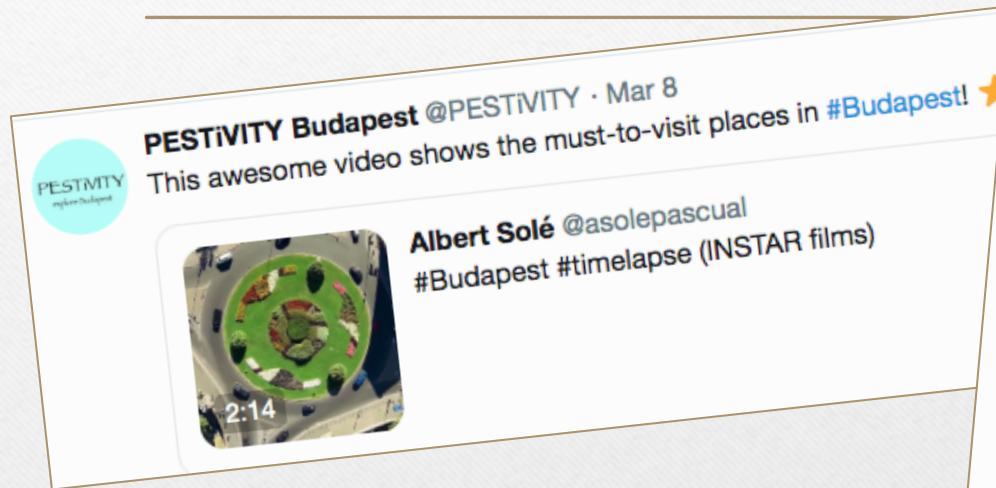
- #hashtags
- links
- pictures
- tagging people
- informal language
-



Considerations of online writing



Samples posts



ecopesters.edublogs.org



Writing – Tech & Youth

On-going
evaluation



Evaluation / My role

Monitoring, liking / retweeting / commenting ...

Praise!



 Comment



“Spot the mistake”:

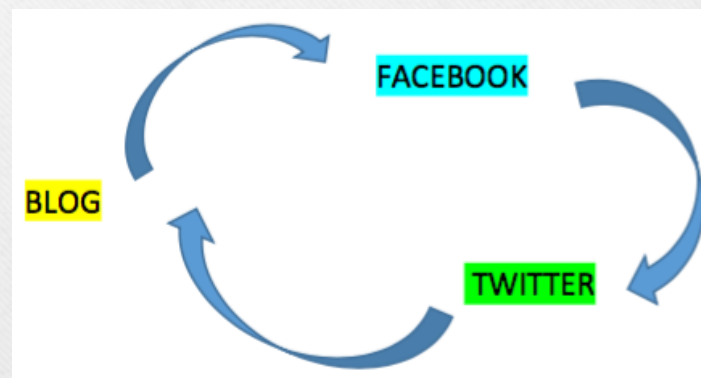
Go Green-clean!

Eco Me is a line product that serves all rooms within a household. It literary have a cleaner for each corner to make your house spotless and polished.



Mid-course evaluation

OVERALL:	
What we're pleased with	
What we could do better:	
DETAILS:	
Our profile & aims:	
Our content:	
Our activity (statistics):	



Writing – Tech & Youth

Learning points

Writing: Learning points

Provide a **model** text

Analyse the ‘**ingredients**’

Encourage **collaboration**

Do the task yourself!

Consider writing a
process

Have a **target reader** in
mind

Give **praise** regularly

Prioritize mistakes

Work **together** on
language difficulties

Be **excited** about the
content!

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*

“ The greatest part of a writer's time is spent in reading, in order to write; a man will turn over half a library to make one book. – *Samuel Johnson*

References

Silvia Rosenthal Tolisano <http://langwitches.org/blog/2010/05/31/21st-century-writing-experience> (retrieved 24 April 2019)

Madylus, O. (2015). 'Why is writing so hard?' *OUP Global Blog*:
<https://oupeltglobalblog.com/2015/02/16/why-is-writing-so-hard> (retrieved 24 April 2019)

National Council of Teachers of English [2009]

www.ncte.org/library/NCTEFiles/Press/WritingbetweentheLinesFinal.pdf
(retrieved 24 April 2019)

WRITING IDEAS

Jo Budden www.teachingenglish.org.uk/article/writing-activities (retrieved 24 April 2019)

David Deubelbeiss <http://ddeubel.edublogs.org/2009/09/22/teaching-writing-activities-and-ideas/comment-page-1/> (retrieved 24 April 2019)

A final thought ...

“Writing is a way of talking without being interrupted. — Jules Renard



3 activity types: WUP, CP, F

<http://ddeubel.edublogs.org/2009/09/22/teaching-writing-activities-and-ideas/comment-page-1/>

Writing – Tech & Youth:

meeting them both half way

Thank you!

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rapple18 

<https://rachelappleby.edublogs.org>

Nyesze, Budapest 2019

