



Pearson

# The Write Stuff!

Developing the  
Writing Skill

Rob Dean April 2017



# Agenda

**Speaking vs.  
Writing**

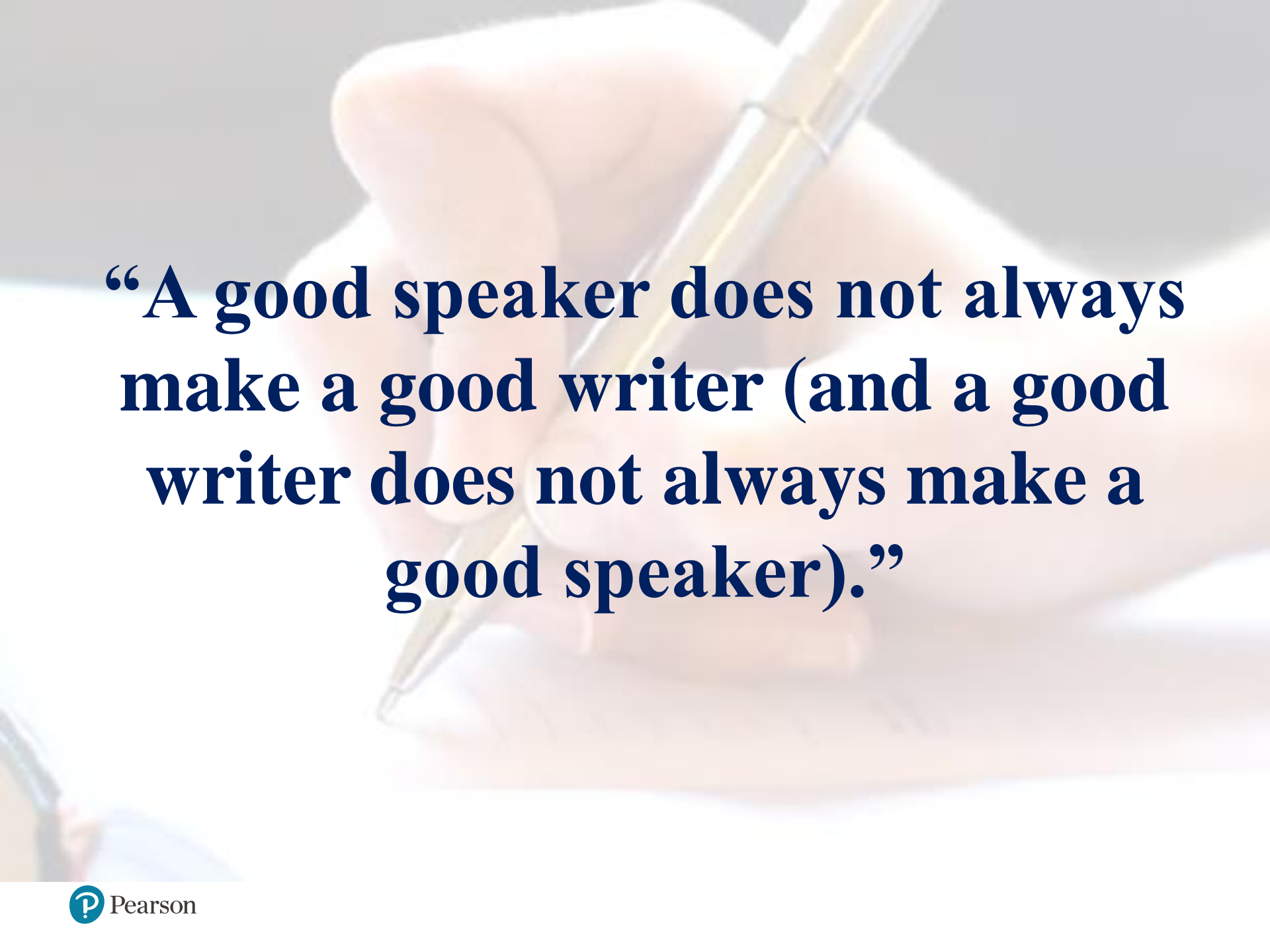
**What makes a  
good piece of  
writing?**

**Developing  
written subskills**

**After writing**

**Practice makes  
perfect?**



A close-up, slightly blurred photograph of a hand holding a silver and gold pen, poised to write on a white sheet of paper. The background is a soft, out-of-focus grey.

**“A good speaker does not always make a good writer (and a good writer does not always make a good speaker).”**

# Differences between speaking and writing



**Temporary**

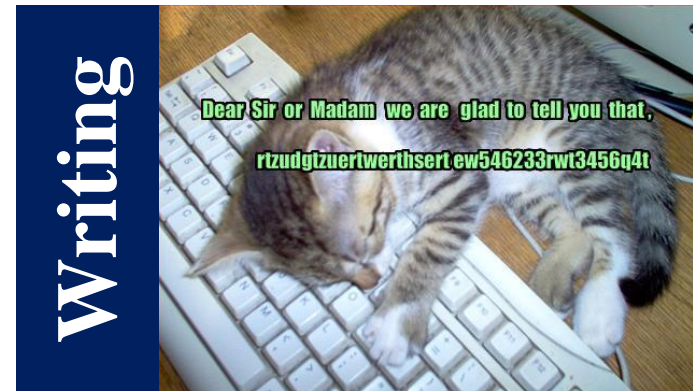
**Instant interaction**

**Often spontaneous and takes little thought**

**Mistakes more acceptable**

**Expressive features (Intonation, stress, etc)**

**Focus on pronunciation**



**Permanent**

**Delayed interaction**

**Takes more thought and planning**

**Mistakes not as acceptable**

**Expressive features (Punctuation, underlining, etc)**

**Focus on spelling**

# Why write in class?

1. The teacher can be on hand to help.
2. The students can help each other.
3. An opportunity for peer correction
4. Can be communicative and interactive
5. Exam practice
6. To ensure that students **ACTUALLY** write
7. Can be fun
8. Teamwork helps students to develop the **SKILL** of writing.

**What makes  
a good piece  
of writing?**





**A possible  
writing task:**

**An e-mail /  
letter of  
application**

# WILD WEST SUMMER CAMPS

require

## CAMP SUPERVISORS

Do you love outdoor life and camping?

We need friendly, outgoing young people with lots of energy and some knowledge of English.

You must know how to swim.

Experience with children and knowledge of first aid an advantage.

**HAVE A GREAT SUMMER, IMPROVE YOUR ENGLISH!**

**EARN SOME MONEY AT THE SAME TIME!**

Please apply to Ross Field, [ross@wwsc.net](mailto:ross@wwsc.net)

## Writing task

You have seen the advertisement in Exercise 7 in the *International Student Times* and want to apply for the job. Write a letter of application for the job.

**A Write your letter in 80–130 words. Include these points.**

- Say where you saw the advertisement.
- Say what you are doing now and give reasons why you are interested in the job.
- Mention your CV and any relevant work experience.
- Say when you are available for an interview.



# What do students need to know about what they are going to write?

**Purpose**

**To inform, persuade**

**Target audience**

**Potential employer**

**Register**

**Formal**

# **Possible criteria for marking writing**

## **Content**

- **Task Achievement**

## **Communicative Achievement**

- **Functional Language; Register**

## **Organisation**

- **Paragraphing**
- **Linking, sequencing**

## **Language**

- **Accuracy**
- **Range**
- **Spelling & Punctuation**

Dear Sir / Madam,

I saw your advertisement in the internet and I would like to apply for the position of a summer camp supervisor. I am from Slovakia and speak several languages. Right now I am studying at university. I have over eighteen and have loads of appropriate experience. I have worked with children. I like outdoor life. I have a sound knowledge of first aid. I have lots of good qualities for the job. I believe I would be a suitable candidate. Please send me further details of the job including the salary. I enclose my CV and can't wait to hear from you soon. I have only three weeks left of my university term, so after that time I will be free if you want me to come on an interview.

Yours sincerely,

Emil Tischbein.

**Level B1**

**Content  
Communicative Achievement  
Organisation  
Language**

Dear Sir / Madam,

I saw your advertisement in the internet and I would like to apply for the position of a summer camp supervisor. I am from Slovakia and speak **several languages**. Right now I am **studying on university**. I have over eighteen and have **loads of appropriate experience**. I have worked with children. I like **outdoor life**. I have a sound knowledge of first aid. I have lots of **good qualities** for the job. I believe I would be a suitable candidate. Please send me further details of the job including the salary. I enclose my CV and can't wait to hear from you soon. I have only three weeks left of my university term, so after that time I will be free if you want me to come on an interview.

Yours sincerely,

Emil Tischbein.

**Content**

Dear Sir / Madam,

I saw your advertisement in the internet and I would like to apply for the position of a summer camp supervisor. I am from Slovakia and speak several languages. **Right now** I am studying on university. I have over eighteen and have **loads of** appropriate experience. I have worked with children. I like outdoor life. I have a sound knowledge of first aid. I have lots of good qualities for the job. I believe I would be a suitable candidate. **Please send me** further details of the job including the salary. I enclose my CV and **can't wait** to hear from you **soon**. I have only three weeks **left** of my university term, so after that time I will be **free** if you **want** me to come on an interview.

Yours **sincerely**,

Emil Tischbein.

**Communicative Achievement**

Dear Sir / Madam,

I saw your advertisement in the internet and I would like to apply for the position of a summer camp supervisor. I am from Slovakia and speak several languages. Right now I am studying on university. I have over eighteen and have loads of appropriate experience. I have worked with children. I like outdoor life. I have a sound knowledge of first aid. I have lots of good qualities for the job. I believe I would be a suitable candidate. Please send me further details of the job including the salary. I enclose my CV and can't wait to hear from you soon. I have only three weeks left of my university term, so after that time I will be free if you want me to come on an interview.

Yours sincerely,

Emil Tischbein.

**Organisation**

Dear Sir / Madam,

I saw your advertisement in the internet and I would like to **apply on** the position of summer camp supervisor. I am from Slovakia and speak **several** languages. Right now I am **studying on** university. I **have** over eighteen and have loads of appropriate experience. I have worked with children. I like sports. I have a sound knowledge of first aid. I have lots of good qualities **to the job**. I believe I would be a suitable candidate. Please send me further details of the job including the salary. I enclose my CV and can't wait to hear from you soon. I have only three weeks left of my university term, so after that time I will be free if you want me to **come on** an interview.

Yours sincerely,

Emil Tischbein.

**Language**

# Providing a model

Dear Sir or Madam,

With **reference** to your advertisement in yesterday's *Devonshire Times*, I would like to **apply for** the position of part-time office helper. At **the moment**, I am in my final year at school and I will be available to start work from 1 June. I really need this job because I want to earn some money to go on holiday.

I am **particularly interested in** your company because I hope to study architecture at university. I **enclose my CV** for your information. As you will see, I worked on a building site last summer. It was a bit hard, but I got a really good suntan.

I do not have much experience of office work, but I am a fast learner. I have good communication skills and I enjoy working as part of a team. **For these reasons**, I feel I would be a suitable candidate for the job you are advertising.

I can be available for interview **at any time**. I have listed my

**Read the letter and check your ideas in Exercise 2.**

**Then cross out the three sentences in the letter which are not appropriate.**

Richard Dawson

Richard Dawson



**Developing  
Written  
Subskills:  
Content and  
Task  
Achievement**



Dear Sir / Madam,

I saw your advertisement in the internet and I would like to apply for the position of a summer camp supervisor. I am from Slovakia and speak **several languages**. Right now I am **studying on university**. I have over eighteen and have **loads of appropriate experience**. I have worked with children. I like **outdoor life**. I have a sound knowledge of first aid. I have lots of **good qualities** for the job. I believe I would be a suitable candidate. Please send me further details of the job including the salary. I enclose my CV and can't wait to hear from you soon. I have only three weeks left of my university term, so after that time I will be free if you want me to come on an interview.

Yours sincerely,

Emil Tischbein.

**Content**

# The Importance of Pre-Writing – Gathering Ideas

**What?  
Where?  
When?  
Who?  
Which?  
How?**



**W**

**summer school**

**charity work**

**sensible**

**part-time work**

**methodical**

**types of experience and personal  
qualities**

**organised**

**volunteering**

**effective  
communicator**

**conscientious**

## SHOW WHAT YOU KNOW

1 Write the noun forms of these adjectives.

1 courageous – courage

5 honest – \_\_\_\_\_

2 determined – \_\_\_\_\_

6 loyal – \_\_\_\_\_

3 enthusiastic – \_\_\_\_\_

7 modest – \_\_\_\_\_

4 generous – \_\_\_\_\_

8 optimistic – \_\_\_\_\_

2 In pairs, discuss these questions about the human qualities listed in Exercise 1.

Which three human qualities do you value most?

What other human qualities can you think of?

Which human qualities do you have or would you like to have?

# Activating Vocabulary through Personalisation

# Developing Content:

<b>A personal attribute</b>	<b>An academic subject</b>	<b>A skill</b>	<b>A job</b>

Beginning with... **S**

**Developing  
Written  
Subskills:  
Functions  
and Register**



Dear Sir / Madam,

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Yours **sincerely**,

Emil Tischbein.

**Communicative Achievement**



With **reference** to your advertisement in yesterday's *Devonshire Times*, I would like to **apply for** the position of part-time office helper. At **the moment**, I am in my final year at school and I will be available to start work from 1 June. I really need this job because I want to earn some money to go on holiday.

**Complete the WRITING FOCUS with the words in purple in the letter.**

I am writing in response to your advertisement in/

With <sup>1</sup>reference to your advertisement in ...

I am writing to express my interest in the position of/

I would like to <sup>2</sup>\_\_\_\_\_ the position of ...

**job position**

**right now at the moment**

**that's why for these reasons**

**soon in the near future**

**I'm sending I enclose**

**lots of a great deal of**

<b>1</b>	<b>A</b>
<b>2</b>	<b>B</b>
<b>3</b>	<b>C</b>
<b>4</b>	<b>D</b>
<b>5</b>	<b>E</b>
<b>6</b>	<b>F</b>

**Developing  
Written  
Subskills:  
Organisation:  
Linking**



Dear Sir / Madam,

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Yours sincerely,

Emil Tischbein.

**Organisation**

# Step-by-step...

On the one hand, there are several arguments for making contact. First of all, the people in these tribes could enjoy a better standard of living. For example, they could get access to electricity and running water. Furthermore, the young people of the tribes could go to school and receive an education. They would probably be interested in modern technology and the world.

3 Complete the box with the linkers in pink in the essay.

Use linkers to:

- list arguments: 1 \_\_\_\_\_, firstly, secondly, 2 \_\_\_\_\_, finally
- give examples: for example, 3 \_\_\_\_\_
- show contrast: however, 4 \_\_\_\_\_, on the other hand
- give a personal opinion: in my opinion, 5 \_\_\_\_\_
- introduce a conclusion: in conclusion, 6 \_\_\_\_\_

## Text Analysis

# Step-by-step...

Experts say there are nearly 7,000 languages in the world today. Huge amounts of money and time are spent on learning and translating languages. It is not surprising that some people believe life would be simpler if we all spoke the same language. *For example / However,* other people feel that language is an essential part of identity, and that a global language would not make the world a simpler place.

## Distinguishing

# Step-by-step...

I went to town...	<b>1</b>	despite
It was raining...	<b>2</b>	because
I'm looking forward to Easter ...	<b>3</b>	but
Teachers earn very little...	<b>4</b>	and
The UK will soon leave the EU...	<b>5</b>	although
My students always arrive late...	<b>6</b>	so

## Personalisation





**Developing  
Written  
Subskills:  
Language**



Dear Sir / Madam,


I saw your advertisement in the internet and I would like to **apply on** the position of summer camp supervisor. I am from Slovakia and speak **several** languages. Right now I am **studying on** university. I **have** over eighteen and have loads of appropriate experience. I have worked with children. I like sports. I have a sound knowledge of first aid. I have lots of good qualities **to the job**. I believe I would be a suitable candidate. Please send me further details of the job including the salary. I enclose my CV and can't wait to hear from you soon. I have only three weeks left of my university term, so after that time I will be free if you want me to **come on** an interview.

Yours sincerely,

Emil Tischbein.

**Language**

# Common Areas of Difficulty



**sound / spelling relationships**  
**articles**  
**question tags**  
**time / tense (dis)agreement**  
**prepositions**

THEY'RE YOUNG, AMBITIOUS AND OPTIMISTIC.

WE MEET THREE TEENAGERS AND ASK THEM

ABOUT THEM

Complete the questions with the correct prepositions.

- 1 What sort of things are you interested \_\_\_\_\_ ?
- 2 What after-school activities are you involved \_\_\_\_\_ ?
- 3 What bands and singers are you keen \_\_\_\_\_ ?
- 4 What sports or games are you good \_\_\_\_\_ ?
- 5 What sort of things are you serious \_\_\_\_\_ ?
- 6 What jobs at home are you responsible \_\_\_\_\_ ?
- 7 Which marks in your last exams were you disappointed \_\_\_\_\_ ?
- 8 What are you most passionate \_\_\_\_\_ ?

**Interviewer:** So Sara, what do you want to be when you grow up?

**Sara:** I want to be a <sup>1</sup> \_\_\_\_\_.

**Interviewer:** A journalist?

**Sara:** No, not a journalist. I want to be a journalist.

I want to be a journalist in my house. My father's a journalist.

He's keen on journalists. He's keen on them.

and irresponsible.

**Interviewer:** David, why do you want to be a journalist?

**David:** I'm really disappointed that

people have a lot to say about teenagers.

They just think teenagers are disappointed.

**Interviewer:** Why do you want to be a journalist?

**David:** I want to be a journalist.

I'm not disappointed speaking. I'm only sixteen.

I'm serious about politics.

**Interviewer:** Rani, why do you want to be a <sup>3</sup> \_\_\_\_\_ ?

**Rani:** Well, most surgeons in the UK are men and I think that's unfair and wrong in the twenty-first century. I think my generation is responsible for getting more women into important jobs.

**Interviewer:** What special qualities do you think you need to be a surgeon?

**Rani:** I think I need to be caring, sensible and very hard-working.

# WORD STORE

## REMEMBER THIS

It is OK for questions to end in a preposition:  
*What are you interested **in**?*

## REMEMBER THIS

**take/do** an exam

**pass** an exam ✓✓✓ 😊

**fail** an exam X X X ☹️

## REMEMBER THIS

get home

get **to** school

get **to the** station

## REMEMBER THIS

**rob** + a person or a place

*He robbed me. They robbed a bank.*

**steal** + a thing

*He stole my mobile. They stole £1 million.*

# Collocations with Prepositions

50	150	200	100
100	75	250	150
200	150	50	100
250	150	100	75

THEY'RE YOUNG, AMBITIOUS AND OPTIMISTIC.

WE MEET THREE TEENAGERS AND ASK THEM

ABOUT THEM

Complete the questions with the correct prepositions.

- 1 What sort of things are you interested \_\_\_\_\_ ?
- 2 What after-school activities are you involved \_\_\_\_\_ ?
- 3 What bands and singers are you keen \_\_\_\_\_ ?
- 4 What sports or games are you good \_\_\_\_\_ ?
- 5 What sort of things are you serious \_\_\_\_\_ ?
- 6 What jobs at home are you responsible \_\_\_\_\_ ?
- 7 Which marks in your last exams were you disappointed \_\_\_\_\_ ?
- 8 What are you most passionate \_\_\_\_\_ ?

In pairs, ask and answer the questions

# Things Students Write

- **(at the start of a letter) 'Expensive Maria, ...'**
- **I spent Christmas in the Turkey.**
- **My sister is having three cats.**
- **You must sing your name on the form.**
- **In the holidays I tripped on the mountain.**
- **(at the end of a formal letter) 'With best regrets...'**



# Developing the writing skill: a reactive approach

**Well done!!**

I have worked as a volunteer on numerous occasions.

I would consider myself sensible and reliable

I would be willing to carry out any kind of duties

????!!

Please write me soon

I very like windsurfing.

I was on holiday in Spain.

**Praising /  
Encouraging**



**Differential Feedback**



**Challenging**

**After Writing:**

**What Next?**

**FINISHED!!!!!!**

**NOT quite...**



**Read the following sentence only once.  
How many letter F's are there?**

**FINISHED FILES ARE THE RESULT OF YEARS  
OF SCIENTIFIC STUDY COMBINED WITH THE  
EXPERIENCE OF YEARS.**

**There are 6**

**Read the following sentence only once.  
How many letter F's are there?**

**FINISHED FILES ARE THE RESULT OF YEARS  
OF SCIENTIFIC STUDY COMBINED WITH THE  
EXPERIENCE OF YEARS.**

**There are 6**

## Check.

- ✓ Have you mentioned all the points in the question?
- ✓ Have you used the correct opening and closing for a formal letter?
- ✓ Have you used phrases from the WRITING FOCUS?
- ✓ Have you divided your paragraphs?
- ✓ Have you used linking words?
- ✓ Have you checked your work?

## Focus 2

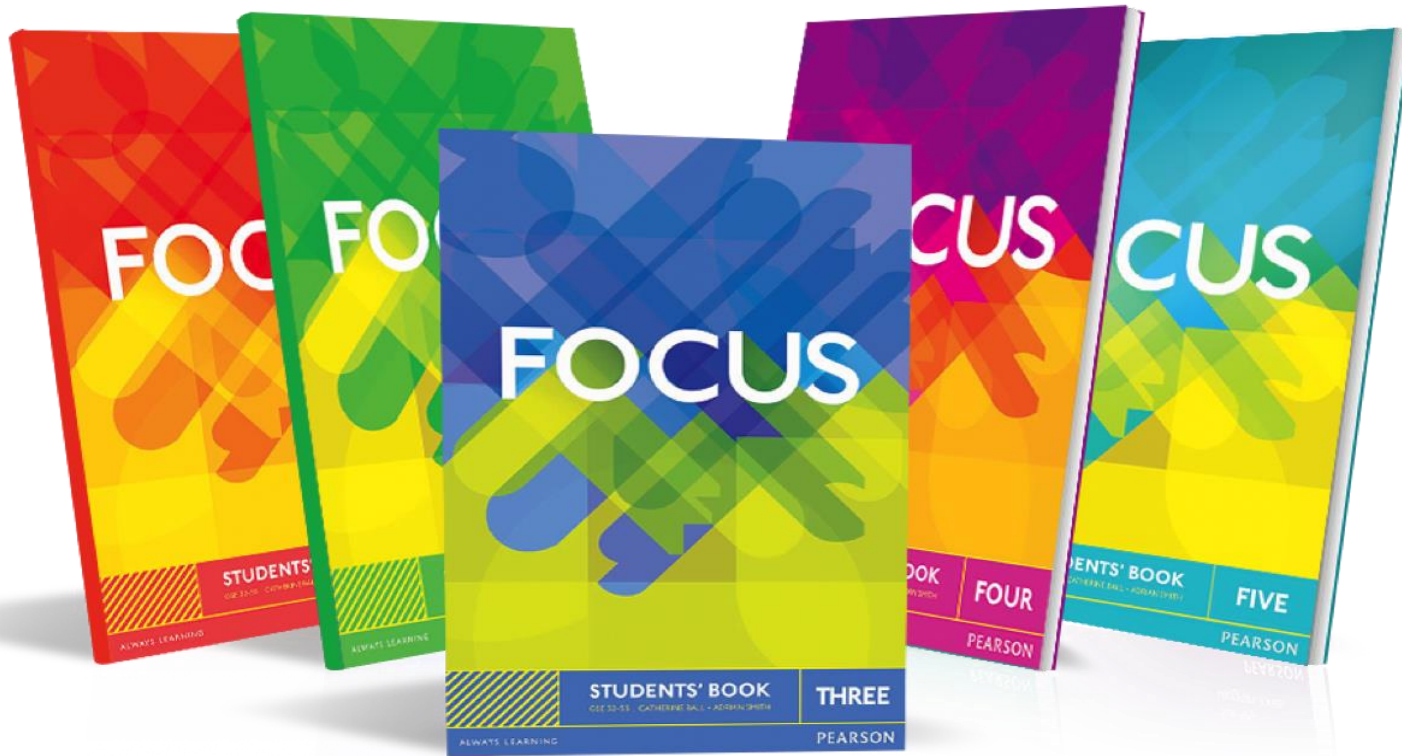
### SHOW THAT YOU'VE CHECKED

#### In my 'for and against' essay:

- |  |                          |
|--|--------------------------|
| • I have started the first paragraph with general or factual comments about the topic.                           | <input type="checkbox"/> |
| • I have ended the first paragraph with a statement mentioning both sides of the topic.                          | <input type="checkbox"/> |
| • I have presented arguments for and against the topic and supported them with examples in the other paragraphs. | <input type="checkbox"/> |
| • I have included a summarising statement and my personal opinion in the final paragraph.                        | <input type="checkbox"/> |
| • I have checked my spelling and punctuation.  | <input type="checkbox"/> |
| • I have written at least 140 words.   | <input type="checkbox"/> |

# The Materials





# FIVE levels: A2 – C1

## 6.7 Writing

### An email/A letter of application

I can apply for a summer job.

#### 1 Read the job advert and answer the questions.

- 1 What kind of job is it advertising?
- 2 Is it a permanent job?
- 3 Is it a well-paid job?
- 4 How old do you have to be to apply?
- 5 What characteristics should the candidate have?
- 6 What are the working hours?

**ARE YOU LOOKING FOR A summer job?**

**Johnson's Builders requires an office helper – €10 per hour**

... sixteen or over? • friendly and ... excellent conditions ... a chance to learn office skills

**No previous experience necessary!**

#### 2 If you saw this job advert in your local paper, would you be interested? Why?/Why not? Discuss in pairs.

#### 3 Imagine you want to apply for the job. Tick five pieces of information you should include in your letter of application.

- 1 Say where you saw the advert.
- 2 Say what you are doing now.
- 3 Say how you intend to spend your salary.
- 4 Give reasons why you are interested in the job.
- 5 Mention your CV and any relevant work experience.
- 6 Say why you liked or didn't like previous jobs.
- 7 Say when you are available for an interview.
- 8 Warn them not to call you at certain times.

## Model Text

Dear Sir or Madam,

With **reference** to your advertisement in yesterday's *Devonshire Times*, I would like to **apply for** the position of part-time office helper. **At the moment**, I am in my final year at school and I will be available to start work from 1 June. I really need this job because I want to earn some money to go on holiday.

I am **particularly interested** in your company because I hope to study architecture at university. I **enclose my CV** for your information. As you will see, I worked on a building site last summer. It was a bit hard, but I got a really good suntan.

I do not have much experience of office work, but I am a fast learner. I have good communication skills and I enjoy working as part of a team. **For these reasons**, I feel I would be a suitable

I look forward to hearing from you.

Yours faithfully,

**Richard Dawson**

Richard Dawson

#### 5 Complete the WRITING FOCUS with the words in purple in the letter.

### WRITING FOCUS

#### An email/A letter of application

- Say where you saw the advert.  
I am writing in response to your advertisement in/
- Say why you are writing.  
With **reference** to your advertisement in ...  
I am writing to express my interest in the position of/ I would like to <sup>2</sup> \_\_\_\_\_ the position of ...
- Say what you are doing now.  
Currently, I am/At <sup>3</sup> \_\_\_\_\_, I am ...
- Give reasons why you are interested in the job.  
I am **particularly interested** in your company because I hope to ...  
I would be a suitable candidate for the job because .../ <sup>4</sup> \_\_\_\_\_, I feel I would be a suitable candidate for the job you are advertising.
- Say when you are available for an interview.

#### 6 Complete the sentences from a letter of application with phrases from the WRITING FOCUS.

- 1 I am writing with \_\_\_\_\_ on our school website.
- 2 I \_\_\_\_\_ interview after 17 July or any weekend.
- 3 My \_\_\_\_\_ working in a restaurant for two months last summer.
- 4 I \_\_\_\_\_ interesting because I would like to work outside.
- 5 I \_\_\_\_\_ candidate for the job because I learn very quickly.
- 6 I am writing to \_\_\_\_\_ the position of receptionist.

#### 7 Read the advert and some sentences from different candidates. Are the people right (R) or wrong (W) for the job?

**WILD WEST SUMMER CAMPS**

**CAMP**

Do you love outdoor sports and games?

We need friendly, outgoing young people with lots of energy and some knowledge of English.

You must know how to swim.

Experience with children and knowledge of first aid an advantage.

**HAVE A GREAT SUMMER, IMPROVE YOUR ENGLISH AND EARN SOME MONEY AT THE SAME TIME!**

Please apply to Ross Field, ross@wwsc.net.

- 1 I enjoy outdoor sports and games.
- 2 I got good results in my English exams.
- 3 I like the countryside, but I don't particularly like sleeping in tents!
- 4 I'd like a job in March or April.
- 5 I swim five times a week and I'm very fit.
- 6 I haven't worked with children before, but I think I'd be good at it.
- 7 I'm good at planning things, although I'm a bit shy with people.

## Writing task

You have seen the advertisement in Exercise 7 in the *International Student Times* and want to apply for the job. Write a letter of application for the job.

#### A Write your letter in 80–130 words. Include these points.

- Say where you saw the advertisement.
- Say what you are doing now and give reasons why you are interested in the job.
- Mention your CV and any relevant work experience.
- Say when you are available for an interview.

#### B Use the ideas in the WRITING FOCUS and the model to help you.

#### C Check.

- ✓ Have you mentioned all the points in the question?
- ✓ Have you used the correct opening and closing for a formal letter?

## Parallel Task



# Focus: A Product Approach to Writing



**Practice Makes  
Perfect...**



Bigos z grzybami zaprawiany zu

„Bigos“ - Dish of chopped mat and co

Dish of chopped mat

Zapiecek  
POLSKIE PIEROGARNIE

hand-made dumplings since 1913  
pierogi lepimy ręcznie od 1913 roku

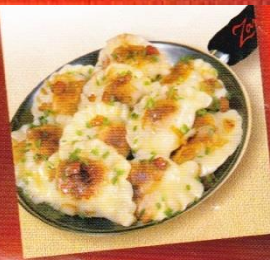


Tyskie beczkowe  
keg beer



8,99 zł / 500 ml

we serve stir-fried dumplings on hot flying pans  
and meats, crepes on cast irons



pierogi podsmażane podajemy na gorących patelniach  
a mięsa i naleśniki na rozgrzanych żeliwach



Pearson

**Thank You  
- and Happy  
Teaching**

[robdeantraining@gmail.com](mailto:robdeantraining@gmail.com)

