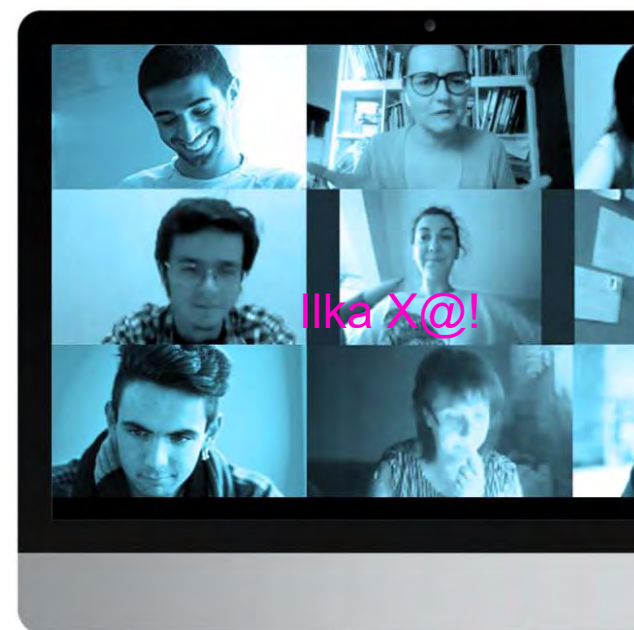


Writing for the web

Theme:
Writing with a Purpose

Before we start, please make sure...

- ✓ your name on Zoom is clear (use Latin letters)
- ✓ your camera is on and mic is off (unmute when needed)
- ✓ you are in a quiet area that helps you focus
- ✓ you have a notebook or a note app ready to take notes



Zoom features

Check your audio and video settings



Use Latin letters for your name



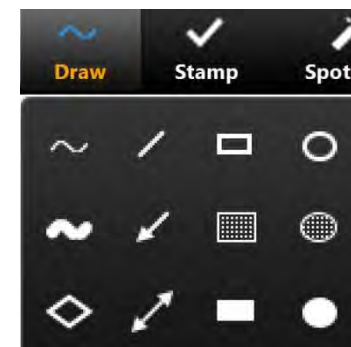
Ask questions in the Chat or use Reactions

Share Screen when the teacher asks



English Online | www.britishcouncil.org

Use Annotate when a screen is shared



Use Save to make screenshots

Welcome to English Online

How does it work?

You need to complete all three parts to get the most out of English Online.



After-class speaking session

Stay back after class for 5 or 10 minutes to talk to your classmates from around the world.

This extra speaking practice will help you...

- improve your conversation skills
- practise using language learnt in class
- support and help your fellow students
- practise using English in a natural context
- become a part of a global learning community



Pre-lesson activities

Before this class, you:

- read an article about how people read online texts
- identified the features of a good web text
- learnt the dos and don'ts of web writing

Lesson objective

What do you expect to learn by the end of this class?



Lesson objectives

In this **live** part of the lesson, you will brainstorm and discuss ideas in preparation for writing a text for a web page to promote an event.

You will also review criteria of a good web text and evaluate webpages related to the article that you read **before** the lesson.

Skill focus:

Writing a web text

Evaluating webpages

Lead-in

Discuss these questions with your group.

1. Do you usually read online for pleasure or to get information?
2. What makes a website easy to read?
3. How does reading online differ from reading print?



Skill focus: criteria of a good web text

Before class, you identified the criteria of a good web text. Do you remember what they are?

- easy to scan
- objective or factual
- accurate and concise
- easy to understand
- credible

Skill focus: criteria of a good web text

Skim the following webpages. Answer the questions.

Website A: <https://www.britishcouncil.pt/en/english/courses-adults/mycla>

Website B: <https://www.art.yale.edu/about/study-areas/graduate-study-a>

1. Who created the webpages?
2. What information is presented?

Skill focus: criteria of a good web text

Work with a partner to evaluate the webpages.

Complete the table by putting a tick (✓) or cross (✗) for each criterion

Criteria	Website A	Website B
1. easy to scan		
2. objective or factual		
3. accurate and concise		
4. easy to understand		
5. credible		

Report your evaluation to the class. Why did you put a tick (✓) or cross (✗)

Task



Task preparation: brainstorming

You are going to write the text for a webpage to promote the following

You are organising a conference for international students in your home city. The idea of the conference is for students to get a chance to hear about other people's experiences and get advice from experts / local business people about work opportunities in various fields, in the form of lectures and talks.

Brainstorm ideas and make notes on the following information:

- date, time and location of the event
- other activities or facilities that are available
- how to register for the event
- other relevant information



Task preparation: planning and drafting

Work with a different partner. Take turns to share your information. Can add to your notes?

Discuss and organise your information using the following plan:

Title
Section 1 - Heading 1 (<i>eg. About the conference</i>)
(Short description – use dot points or short sentences)
Section 2 - Heading 2
(Short description – use dot points or short sentences)
Section 3 - Heading 3
(Short description – use dot points or short sentences)
Section 4 - Heading 4
(Short description – use dot points or short sentences)

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Writing and success criteria

Write up your web text.

Follow the success criteria below:

Success criteria

- The text contains sufficient and relevant information and will have a positive effect on reader.
- The text is appropriately ordered and organised on the page with suitable headings and easy to scan.
- The language used is clear, direct and neutral in style, appropriate for online text.
- Ideas are expressed clearly and concisely using appropriate structures and lexis.
- The text is free of errors of grammar and spelling.



Feedback

Lesson materials

Make sure you have

- **downloaded the *.pdf with this presentation**
- **saved the Zoom Chat**



How can you get your writing marked?

1

**Draft your
email/essay/report
etc**

2

**Type it up (Use
Microsoft Word or
Google Docs)**

3

Book a private class

4

**Get feedback and
correction from
one of our expert
teachers**

How can you make more progress?

Complete the Practise after class activities online.



Review what we have practised today.



<https://www.seattleu.edu/web/content/writing/>

After-class speaking session

You can talk about any topic that interests you!

Use these questions as a guide, if needed.

- How can you tell if the information on a website is subjective or objective?
- Do you think websites such as Wikipedia contain reliable information?
- How can you tell if a website is trustworthy?
- What are two sources of news that you trust?
- Do you think governments should restrict access to websites that contain false information?

For help, contact:
support.englishonline@britishcouncil.org

Dos

- ✓ Treat everyone with respect
- ✓ Keep your camera on and on mute
- ✓ Let others share ideas too
- ✓ Listen to everyone
- ✓ Click 'Leave' if you cannot attend

Don'ts

- ✗ Don't take pictures or recordings
- ✗ Don't share personal details
- ✗ Don't let your children be onscreen

What do you think?

Do you like the new writing lessons?

What did you think of the activities?

What further information do you need?

For more information, write to

support.englishonline@britishcouncil.org



Teacher's Notes

This slide deck was made by Ee Loon Chwa

Notes

Share your thoughts about the lesson with the next teacher