

Lesson Plan

Teacher's Name Date

Grade Class(es) Date(s)..... M Tu W Th F

BUSINESS AND TECHNICAL WRITING

Business Letters *SE/TWE pp. 332–337*

FOCUS

Objectives: To understand the various formats, styles, and types of business letters; to organize and write an effective business letter

Skills: ordering; using precise language

Critical Thinking: analyzing content organization; comparing and contrasting; classifying

Listening and Speaking: discussing

_____ Bellringer and Motivating Activity, TWE p. 333

TEACH

- _____ L2, Types of Business Letters, TWE p. 334
- _____ L1, Viewing and Representing, TWE p. 334
- _____ Cooperative Learning, TWE p. 334
- _____ L2, Style of Business Letters, TWE p. 335
- _____ L1, Punctuating a Business Letter, TWE p. 335
- _____ L2, Understanding Tone, TWE p. 335
- _____ L1, Recognizing the Parts of a Business Letter, TWE p. 336
- _____ L3, Reviewing the Parts of a Business Letter, TWE p. 336
- _____ L1, Discussing Friendly Letters, TWE p. 336
- _____ L2, Using Friendly Letters, TWE p. 336
- _____ Writing in the Real World, TWE p. 336
- _____ Writing in the Real World, TWE p. 337

PRACTICE AND ASSESS

- _____ Evaluation Rubrics, TWE p. 337
- _____ Technology Tip, TWE p. 337

Additional Resources

_____ *Writing Assessment and Evaluation Rubrics*

CLOSE

_____ L2, Close activity, TWE p. 337

Homework Assignments

Assessment Options

- _____ *Tests with Answer Key*
 & *Rubrics*
 Business and Technical Writing
 Pretest
- _____ *Testmaker*
 Business and Technical Writing
 Pretest

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BUSINESS AND TECHNICAL WRITING

Memos *SE/TWE pp. 338–340*

FOCUS

Objectives: To understand the purpose and proper format for writing memos; to compose an effective memo

Skills: mastering guidelines; selecting essential information; proofreading

Critical Thinking: analyzing; evaluating; categorizing

Listening and Speaking: discussing; presenting

- ___ Bellringer and Grammar Link to the Bellringer, TWE p. 338
- ___ Motivating Activity, TWE p. 338

TEACH

- ___ Types of Memos, TWE p. 339
- ___ Comparing Styles, TWE p. 339
- ___ English Language Learners, TWE p. 339
- ___ L2, Technology Tip, TWE p. 340
- ___ Real World Connection, TWE p. 340

PRACTICE AND ASSESS

- ___ Evaluation Rubrics, TWE p. 340

Additional Resources

- ___ *Writing Assessment and Evaluation Rubrics*

CLOSE

- ___ Close activity, TWE p. 340

Homework Assignments

Lesson Plan

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BUSINESS AND TECHNICAL WRITING

Work Plans *SE/TWE pp. 341–343*

FOCUS

Objective: To learn how to properly organize and compose an effective work plan

Skills: planning; organizing; forming goals and objectives; scheduling; collaborating; itemizing tasks and information

Critical Thinking: evaluating; analyzing models; experimenting

Listening and Speaking: discussing; interpreting; seeking clarification

_____ Bellringer and Motivating Activity, TWE p. 341

TEACH

_____ English Language Learners, TWE p. 341

_____ Types of Work Plans, TWE p. 342

_____ Style of Work Plans, TWE p. 342

_____ Less-Proficient Readers, TWE p. 342

PRACTICE AND ASSESS

_____ Evaluation Rubrics, TWE p. 343

Additional Resources

_____ *Writing Assessment and Evaluation Rubrics*

CLOSE

_____ Close activity, TWE p. 343

Homework Assignments

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BUSINESS AND TECHNICAL WRITING

Public Service Announcements *SE/TWE pp. 344–347*

FOCUS

Objectives: To understand the parts of a public service ad; to understand how types of public service ads differ; to write an effective public service ad

Skills: using precise language; organizing

Critical Thinking: analyzing; evaluating

Listening and Speaking: discussing; presenting

___ Bellringer and Motivating Activity, TWE p. 344

TEACH

- ___ L2, Using the Model, TWE p. 345
- ___ L3, Types of Public Service Announcements, TWE p. 345
- ___ Cooperative Learning, TWE p. 345
- ___ L2, Discussion, TWE p. 346
- ___ Exploring Language, TWE p. 347
- ___ L2, Using Technology, TWE p. 347

PRACTICE AND ASSESS

___ Evaluation Rubrics, TWE p. 347

Additional Resources

___ *Writing Assessment and Evaluation Rubrics*

CLOSE

___ Close activity, TWE p. 347

Homework Assignments

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BUSINESS AND TECHNICAL WRITING

Newsletters *SE/TWE pp. 348–351*

FOCUS

Objectives: To understand the purpose and characteristics of newsletters; to create a newsletter

Skills: organizing; presenting

Critical Thinking: analyzing; organizing

Listening and Speaking: discussing; responding

_____ Bellringer and Motivating Activity, TWE p. 348

TEACH

_____ L3, Studying the Chart, TWE p. 349

_____ Using the Model, TWE p. 349

_____ Viewing and Representing, TWE p. 349

_____ L2, Brainstorm a Newsletter, TWE p. 350

_____ English Language Learners, TWE p. 350

_____ L1, Recognizing the Parts of a Newsletter,
TWE p. 351

_____ Using Computers, TWE p. 351

PRACTICE AND ASSESS

_____ Evaluation Rubrics, TWE p. 351

Additional Resources

_____ *Writing Assessment and Evaluation Rubrics*

CLOSE

_____ Close activity, TWE p. 351

Homework Assignments

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BUSINESS AND TECHNICAL WRITING

Multimedia Presentations *SE/TWE pp. 352–355*

FOCUS

Objectives: To understand the types of media involved in a multimedia presentation; to appreciate the value of a multimedia presentation; to plan and develop a commercial for a product or service

Skills: researching; communicating

Critical Thinking: evaluating

Listening and Speaking: discussing

_____ Bellringer and Motivating Activity, TWE p. 352

TEACH

- _____ L3, Types of Media, TWE p. 352
- _____ L1, Style, TWE p. 353
- _____ L3, The Parts of a Multimedia Presentation, TWE p. 352
- _____ Enrichment and Extension, TWE p. 353
- _____ L2, Using the Model, TWE p. 354
- _____ Exploring Language, TWE p. 354
- _____ Technology Tip, TWE p. 355

PRACTICE AND ASSESS

_____ Evaluation Rubrics, TWE p. 355

Additional Resources

_____ *Writing Assessment and Evaluation Rubrics*

CLOSE

_____ Close activity, TWE p. 355

Homework Assignments

Assessment Options

- _____ *Tests with Answer Key & Rubrics*
Business and Technical Writing
Mastery Test
- _____ *Testmaker*
Business and Technical Writing
Mastery Test
- _____ *MindJogger Videoquizzes*
- _____ *Interactive Tutor:*
Self-Assessment, Business and Technical Writing