

# 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

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#### 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
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# Lesson Plan

Teacher's Name ..... Date .....  
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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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# Lesson Plan

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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

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#### 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*