

# Practical English Writing

26-10-2009

# Last time

- Translating Ikea advertisement cards

# today

- Continue: Ikea cards
- Chapter 3: paragraph structure (p.46-54)

# Before we start: homeworks

- Homework 1: what do I want to achieve in the class?
- Homework 2: professional biography/CV

*Have you e-mailed yours?*

To come is

- Homework 3: news brief

# Chapter 3: paragraph structure

## *The sandwich*

- Controlling idea
- Supporting ideas
- Supporting details

Controlling idea

# News report

- Formal, but not too formal
- Time is money. Brevity is key.
- $\text{Quality} = \text{information} / \text{length}$

# News brief: an example

- [http://news.bbc.co.uk/sport2/hi/football/eng\\_prem/8316379.stm](http://news.bbc.co.uk/sport2/hi/football/eng_prem/8316379.stm)

- Liverpool beats Man united 2-0

Fernando terres 65 minute

Ngog 90 minute

Rejuvenated Liverpool beats Man United 2-0, sending the Premier League Champions to the second place.

Liverpool created more chances but the match was deadlocked until Torres scored in the 65th minute.

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# homework

- Pick a piece of news and write a brief
- Send it to me by email
- Graded by: content, grammar, accuracy, style