

# *Advanced Class Writing*

*Friday, August 22*

*Monday, August 25*

*Longman Academic Writing Series 3*

*4<sup>th</sup> Edition – Paragraphs to Essays*

*pp. 99 ~ 101*

## Warm-up: Summary Writing

- A **summary** gives the **main information** without giving all the details.
- This is an **important skill** when you want to **express** the **basic, overall** message of a long piece of writing.
- You will need to **summarize** information from **textbooks, newspapers, theses** written by yourself or others.

# Keys to Writing a Summary

- A summary is between a quarter to a third the length of the original.
- **Include** contents in the **topic sentence** and **main points** but **omit** unimportant details.
- Always **rephrase** the content with **your own words**.
- **Never copy** sentences from the original.
- Do not add any ideas that are **not** in the original.
- Do not give your **opinion**.

## Let's Try Summarizing!

Let's practice summarizing using the model-paragraph on p. 98:

Why Advertisers Care about  
Young Shoppers

## Why Advertisers Care about Young Shoppers

There are three main reasons why advertisers target young people. First of all, advertisers know that individuals in the 18-to-34 age group do a lot of consumer spending. When young people go to college and start to live on their own, for example, they have to buy many basics. For school, they need books, computer equipment, and other items. For the home, they need furniture, kitchen appliances, and dishes. <sup>Of</sup> ~~of~~ course they may also want a luxury item such as a television. A second reason to target young shoppers is that they tend to be more impressionable than older adults therefore they are easier to influence. Advertisers use young people's concern about "the cool factor" to sell them products, they know that young adults often make purchases to keep up with the latest styles. Finally, advertisers focus on young consumers because 18-to-34-year-olds have a lifetime of buying ahead of them, advertisers want them to become loyal to a brand. If consumers buy a product and grow attached to it when they are young, they are likely to continue to buy it throughout their lifetimes. Building brand loyalty is an important advertising tool it works for all kinds of products from small items like running shoes to large purchases such as cars. In short, young adults may not have a great deal of money, but advertisers work very hard to get them to buy their products now and in the future.



# Textbook

Chapter 4  
Timed Writing Exercise  
pp. 99 ~ 101

# The Writing Process

## Step 1: Prewrite to brainstorm ideas

- Use **listing** or **freewriting** to **brainstorm** ideas .
- Gather ideas and details about your topic.
- Underline or **highlight** the **ideas** you like **best**.

## Step 2: Organize your ideas

- Make a detailed **outline** based on p. 84.
- Include a **topic sentence**, main points, supporting details, and a **concluding sentence**.
- Use **capital letters** to denote main points.
- Use **numbers** to denote supporting details.



## Step 3: Write the first draft

- Write your **first draft** based on your outline.
- Have a topic sentence with a **controlling idea**.
- Stick to the topic. (**Unity**)
- **Organize** information in **logical order**. (**Coherence**)
- Use **transition signals** and **consistent nouns**.
- Use **synonyms** to avoid boring repetition.
- Avoid **run-on** sentences and **comma-splices**.

## Step 4: Proofread the first draft.

- Refer to the proofreading guidelines for Chapter 4 on pp. 260 ~ 261.
- **Fix all errors** related to format, content, organization, and grammar.
- **Remove** all **irrelevant** information.
- **Reorganize** information in the **correct order**.

## Step 5: Write the final draft

- Based on your proofreading, **re-write** your final draft.
- Set a **title** which **clearly identifies** your **topic**.
- **Read over** and practice your writing for your presentation.

## Peer Review and Self-Check (pp. 260 ~ 261)

- Check that we have met all the criteria in this guide.
- What do we need to keep in mind before, while, and after writing?

## Topic-Options:

1. What are **three** kinds of **stores** where **students** should shop if they want to **save money**?
2. Your **friend** suffers from **low self-esteem**. What **three things** can we do to help them **love themselves** more?
3. You're on **vacation**! What are **three activities** you must try to **make the most of your time** there?
4. If you were the **leader** of your **country**, what are **three policies** you would introduce to solve **child-poverty**?

Choose your prompt from the list. (2 minutes)



# Timed Writing Activity (35 Minutes)

## Step 1: Prewriting

**8 minutes:** Use listing or freewriting to generate ideas.

## Step 2: Outline

**3 minutes:** Organize your best ideas into an outline.

## Step 3: First Draft

**15 minutes:** Write your first draft.

## Step 4: Revise and Edit

**4 minutes:** Proofread your first draft.

## Step 5: Final Draft

**5 minutes:** Write your final draft.

# Group-Presentations

## Present Your Paragraph

- After you finish, you can choose the next presenter.
- Let's give a warm applause and positive feedback.
- You don't have to present from memory.

## Post-Presentation Options:

- Discussion about each other's presentation-topics.
- Finish writing your paragraph.
- Start previewing Chapter 5.

## Homework

Submit the writing-assignment.

Preview pp. 102 ~ 107.