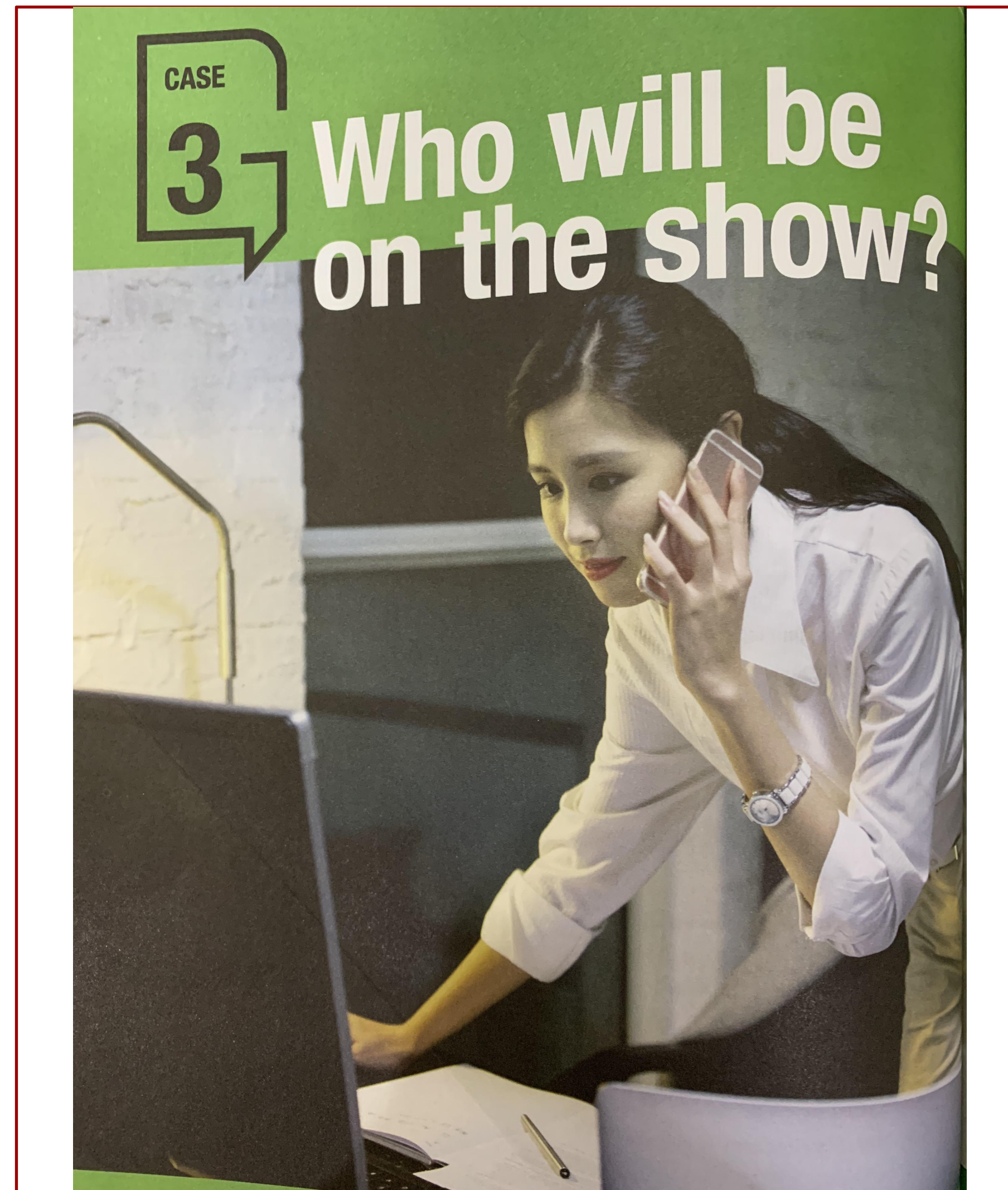


Task-based Language Teaching Design

Textbook



Case 3



Target Students

- **Upper-Intermediate** Students in a 211 Institute.

Teaching Objectives

Students are able to:

- get familiar with the structure of a proposal email;
- write an effective subject line;
- choose proper language style;
- write a proposal email.

Target Students

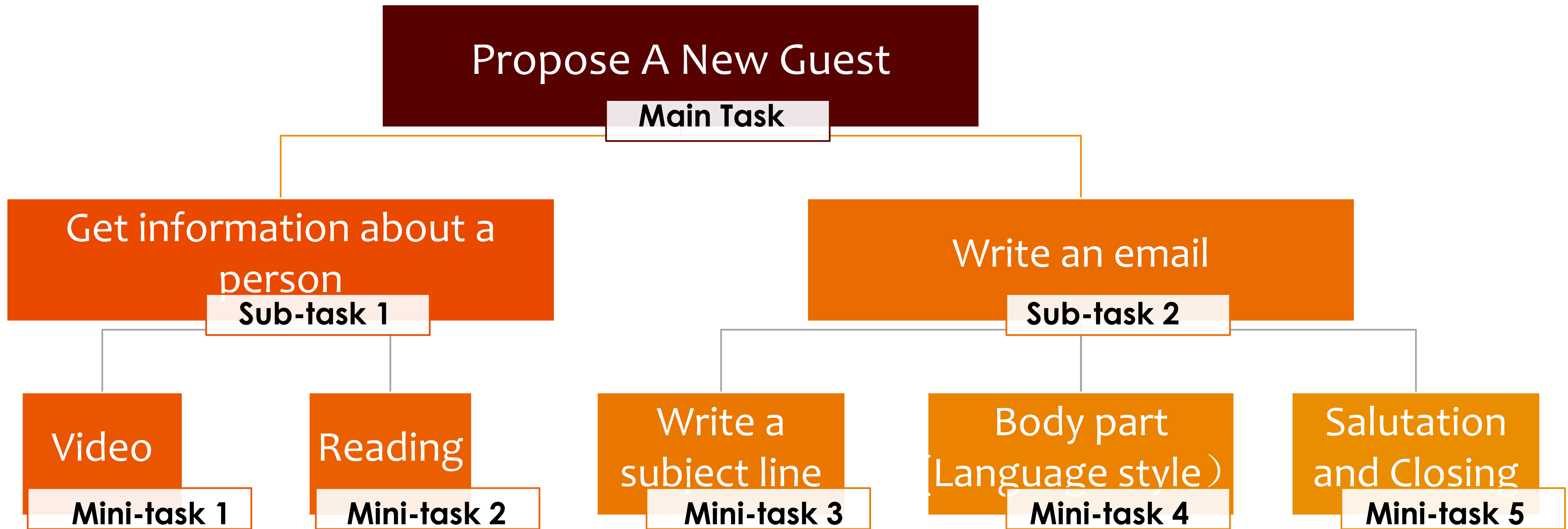
- **Upper-Intermediate** Students in a 211 Institute.

Teaching Objectives

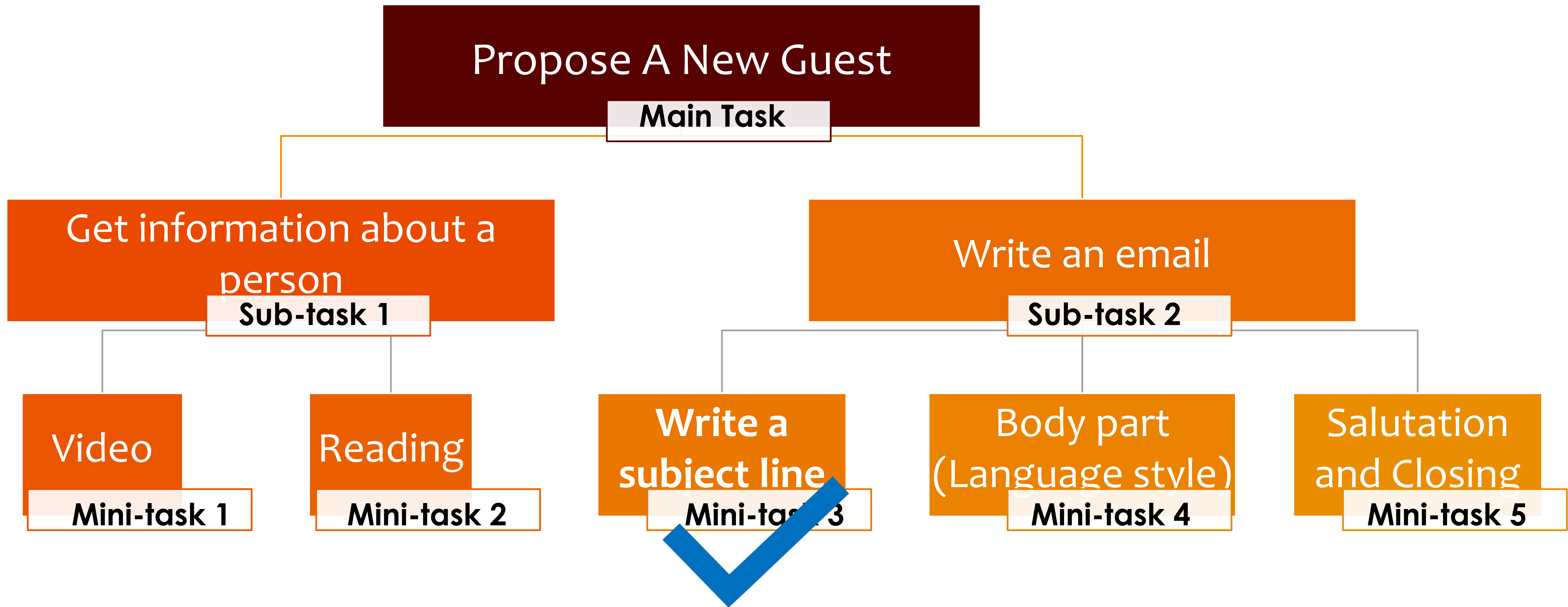
Students are able to:

- get familiar with the structure of a proposal email;
- **write an effective subject line;**
- choose proper language style;
- write a proposal email.

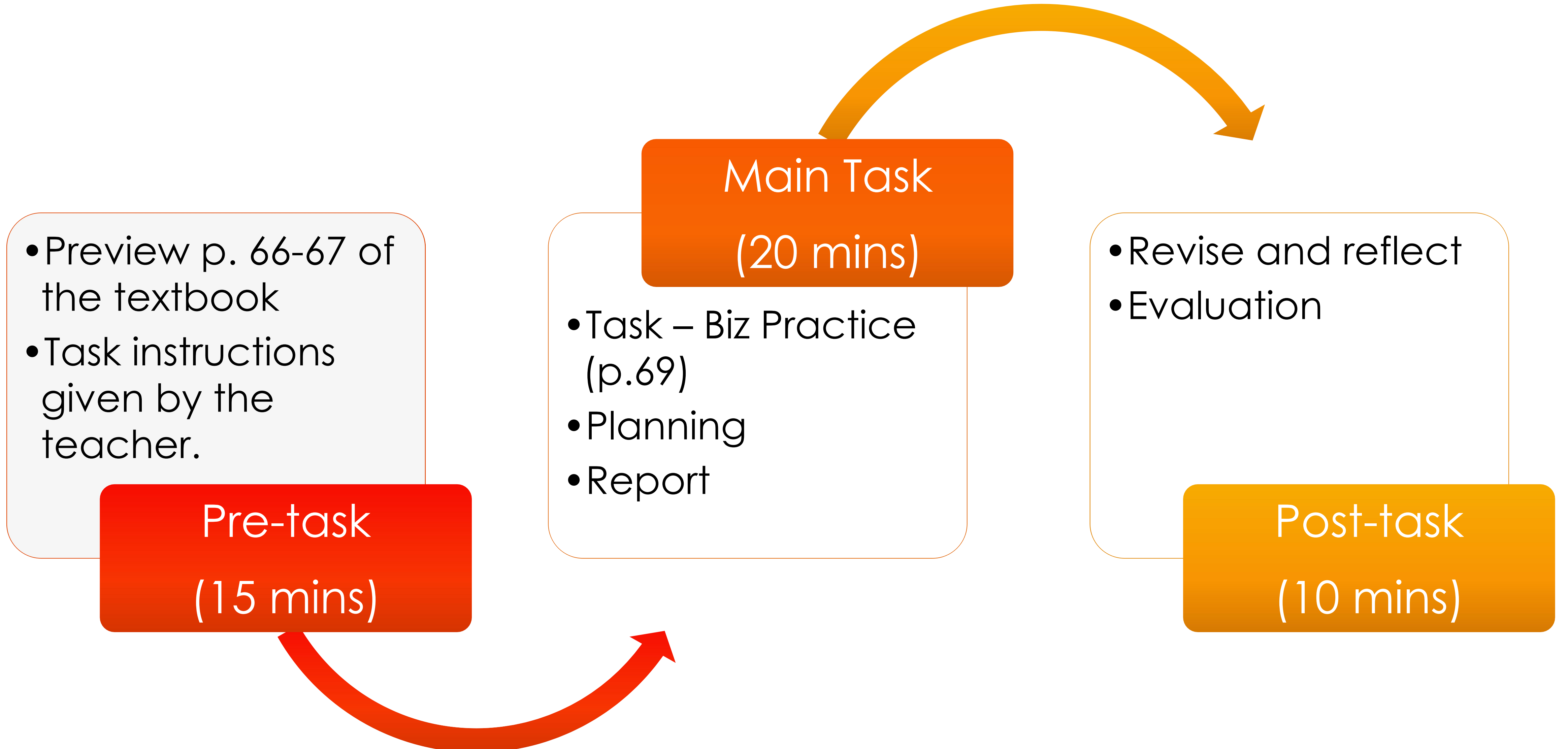
Task Description



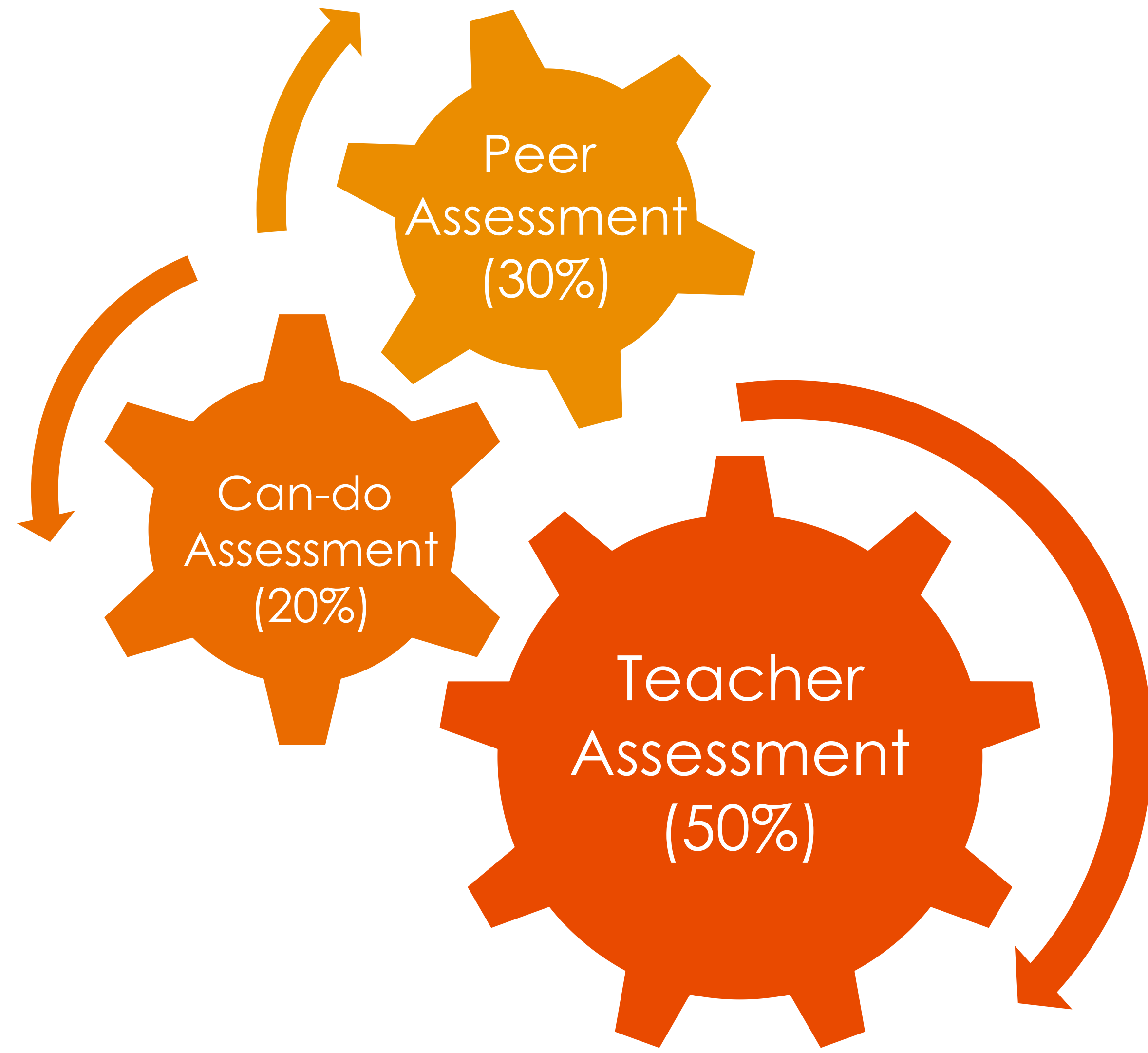
Task Description



Teaching Procedures



Teaching Assessment



Can-do Assessment

A. Attendance and participation					
	No			Yes	Comments
I am present and on time every day.	1	2	3	4	_____
I participate with a positive attitude.	1	2	3	4	_____
I speak and write only English.	1	2	3	4	_____
B. Performance					
	No			Yes	Comments
I can understand the features of a good subject line.	1	2	3	4	_____
I can adopt three ways to write a subject line.	1	2	3	4	_____
I have developed awareness towards Business English.	1	2	3	4	_____
I can write with few grammatical errors.	1	2	3	4	_____

Teaching Procedures – Teaching Demonstration

- Preview p. 66-67 of the textbook

- **Task instructions given by the teacher.**

Main Task

(20 mins)

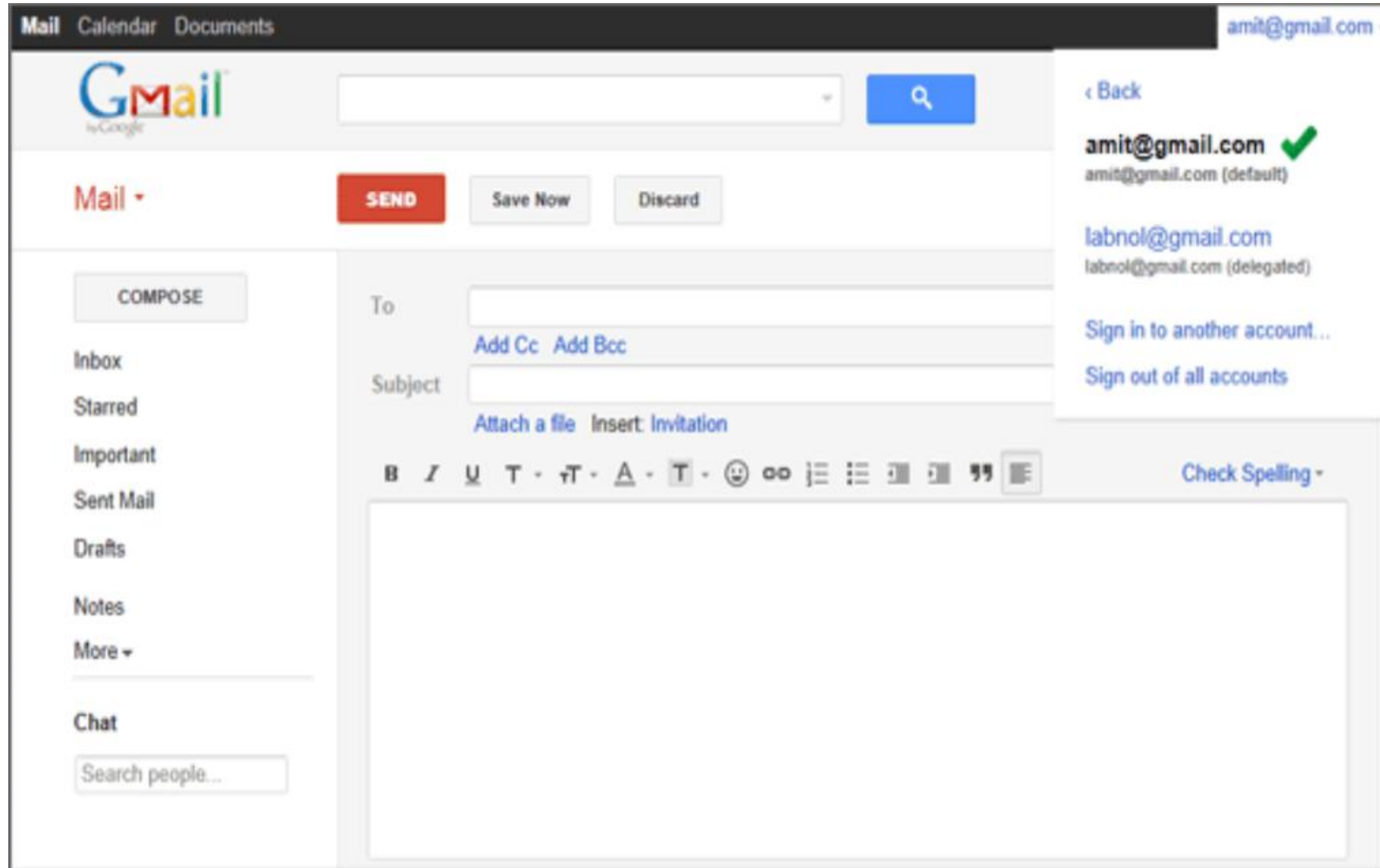
- Task – Biz practice
- Planning
- Report

- Revise and reflect
- Evaluation

Post-task

(10 mins)

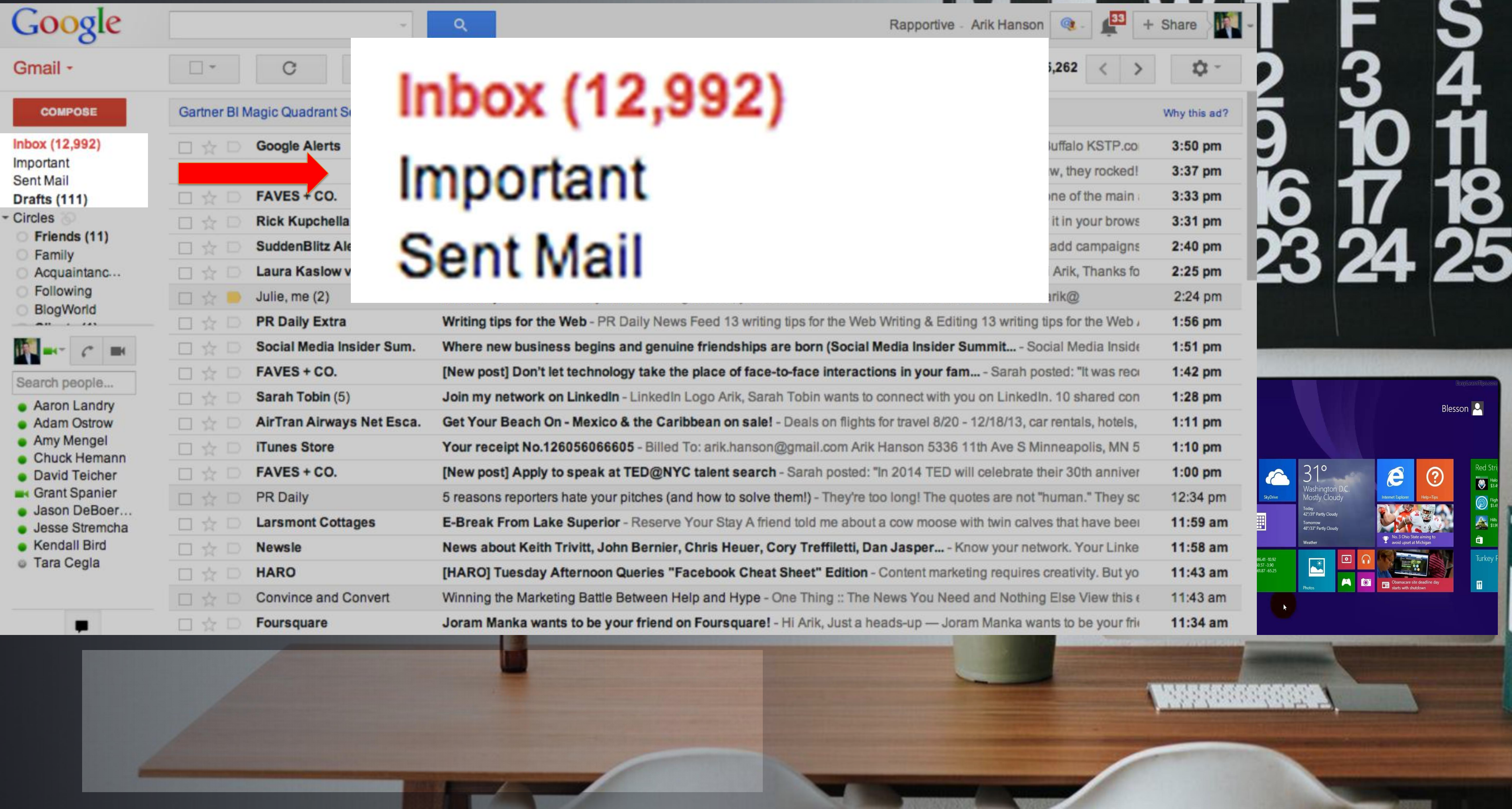
Write An Effective Subject Line



Teaching Objectives

After learning this lesson, you will be able to:

- * grasp the features of a good subject line;
- * write an effective subject line.



Google

Gmail

COMPOSE

Inbox (12,992)

Important

Sent Mail

Drafts (111)

Circles

Friends (11)

Family

Acquaintanc...

Following

BlogWorld

...



Search people...

- Aaron Landry
- Adam Ostrow
- Amy Mengel
- Chuck Hemann
- David Teicher
- Grant Spanier
- Jason DeBoer...
- Jesse Stremcha
- Kendall Bird
- Tara Cegla

Search bar

Refresh and expand icons

Gartner BI Magic Quadrant S...

Google Alerts

FAVES + CO.

Rick Kupchella

SuddenBlitz Ale

Laura Kaslow v

Julie, me (2)

PR Daily Extra

Social Media Insider Sum.

FAVES + CO.

Sarah Tobin (5)

AirTran Airways Net Esca.

iTunes Store

FAVES + CO.

PR Daily

Larsmont Cottages

Newsle

HARO

Convince and Convert

Foursquare

Inbox (12,992)

Important

Sent Mail

- Writing tips for the Web - PR Daily News Feed 13 writing tips for the Web Writing & Editing 13 writing tips for the Web , 1:56 pm
- Where new business begins and genuine friendships are born (Social Media Insider Summit... - Social Media Inside 1:51 pm
- [New post] Don't let technology take the place of face-to-face interactions in your fam... - Sarah posted: "It was reci 1:42 pm
- Join my network on LinkedIn - LinkedIn Logo Arik, Sarah Tobin wants to connect with you on LinkedIn. 10 shared con 1:28 pm
- Get Your Beach On - Mexico & the Caribbean on sale! - Deals on flights for travel 8/20 - 12/18/13, car rentals, hotels, 1:11 pm
- Your receipt No.126056066605 - Billed To: arik.hanson@gmail.com Arik Hanson 5336 11th Ave S Minneapolis, MN 5 1:10 pm
- [New post] Apply to speak at TED@NYC talent search - Sarah posted: "In 2014 TED will celebrate their 30th anniver 1:00 pm
- 5 reasons reporters hate your pitches (and how to solve them!) - They're too long! The quotes are not "human." They sc 12:34 pm
- E-Break From Lake Superior - Reserve Your Stay A friend told me about a cow moose with twin calves that have bee 11:59 am
- News about Keith Trivitt, John Bernier, Chris Heuer, Cory Treffeletti, Dan Jasper... - Know your network. Your Linke 11:58 am
- [HARO] Tuesday Afternoon Queries "Facebook Cheat Sheet" Edition - Content marketing requires creativity. But yo 11:43 am
- Winning the Marketing Battle Between Help and Hype - One Thing :: The News You Need and Nothing Else View this c 11:43 am
- Joram Manka wants to be your friend on Foursquare! - Hi Arik, Just a heads-up — Joram Manka wants to be your fri 11:34 am

Rapportive - Arik Hanson

Navigation and settings icons

- Why this ad?
- buffalo KSTP.co 3:50 pm
- w, they rocked! 3:37 pm
- one of the main i 3:33 pm
- it in your brows 3:31 pm
- add campaigns 2:40 pm
- Arik, Thanks fo 2:25 pm
- arik@ 2:24 pm



COMPOSE

Inbox (12,992)

- Important
- Sent Mail
- Drafts (111)
- Circles
 - Friends (11)
 - Family
 - Acquaintanc...
 - Following
 - BlogWorld



Search people...

- Aaron Landry
- Adam Ostrow
- Amy Mengel
- Chuck Hemann
- David Teicher
- Grant Spanier
- Jason DeBoer...
- Jesse Stremcha
- Kendall Bird
- Tara Cegla

Gartner BI Magic Quadrant See Where BI is Going in 2013. - QlikView.com/Magic_Quadrant - Don't Make A Move Without It!			Why this ad?	
<input type="checkbox"/>	<input type="checkbox"/>	Google Alerts	Google Alert - open streets minnesota - News 1 new result for open streets minnesota Open Streets Buffalo KSTP.co	3:50 pm
<input type="checkbox"/>	<input type="checkbox"/>	Spotify	This Week's New Music - See what's new on Spotify View in your browser Spotify They came, they saw, they rocked!	3:37 pm
<input type="checkbox"/>	<input type="checkbox"/>	FAVES + CO.	[New post] Reddit promotes "Restore Your Rights Rally" on July 4th - Sarah posted: "Reddit is the one of the main	3:33 pm
<input type="checkbox"/>	<input type="checkbox"/>	Rick Kupchella	The Afternoon News - To view this email as a web page, go here. Email not displaying correctly? View it in your browe	3:31 pm
<input type="checkbox"/>	<input type="checkbox"/>	SuddenBlitz Alert	57% OFF! \$16 for a 8 pack of Mach 3 Turbo Refill Blades with Free shipping a (\$36.99 Va... - Please add campaign	2:40 pm
<input type="checkbox"/>	<input type="checkbox"/>	Laura Kaslow via LinkedIn	RE: Opportunity with Allina? - Laura Kaslow Communications expert with a focus in public relations Hi Arik, Thanks fo	2:25 pm
<input type="checkbox"/>	<input type="checkbox"/>	Julie, me (2)	talk today? - Sure—what's your number again? Or, you can call me at 612.875.2979. Also: Email me at arik@	2:24 pm
<input type="checkbox"/>	<input type="checkbox"/>	PR Daily Extra	Writing tips for the Web - PR Daily News Feed 13 writing tips for the Web Writing & Editing 13 writing tips for the Web	1:56 pm
<input type="checkbox"/>	<input type="checkbox"/>	Social Media Insider Sum.	Where new business begins and genuine friendships are born (Social Media Insider Summit... - Social Media Insid	1:51 pm
<input type="checkbox"/>	<input type="checkbox"/>	FAVES + CO.	[New post] Don't let technology take the place of face-to-face interactions in your fam... - Sarah posted: "It was rec	1:42 pm
<input type="checkbox"/>	<input type="checkbox"/>	Sarah Tobin (5)	Join my network on LinkedIn - LinkedIn Logo Arik, Sarah Tobin wants to connect with you on LinkedIn. 10 shared con	1:28 pm
<input type="checkbox"/>	<input type="checkbox"/>	AirTran Airways Net Esca.	Get Your Beach On - Mexico & the Caribbean on sale! - Deals on flights for travel 8/20 - 12/18/13, car rentals, hotels,	1:11 pm
<input type="checkbox"/>	<input type="checkbox"/>	iTunes Store	Your receipt No.126056066605 - Billed To: arik.hanson@gmail.com Arik Hanson 5336 11th Ave S Minneapolis, MN 5	1:10 pm
<input type="checkbox"/>	<input type="checkbox"/>	FAVES + CO.	[New post] Apply to speak at TED@NYC talent search - Sarah posted: "In 2014 TED will celebrate their 30th anniver	1:00 pm
<input type="checkbox"/>	<input type="checkbox"/>	PR Daily	5 reasons reporters hate your pitches (and how to solve them!) - They're too long! The quotes are not "human." They sc	12:34 pm
<input type="checkbox"/>	<input type="checkbox"/>	Larsmont Cottages	E-Break From Lake Superior - Reserve Your Stay A friend told me about a cow moose with twin calves that have bee	11:59 am
<input type="checkbox"/>	<input type="checkbox"/>	Newsle	News about Keith Trivitt, John Bernier, Chris Heuer, Cory Treffiletti, Dan Jasper... - Know your network. Your Linke	11:58 am
<input type="checkbox"/>	<input type="checkbox"/>	HARO	[HARO] Tuesday Afternoon Queries "Facebook Cheat Sheet" Edition - Content marketing requires creativity. But yo	11:43 am
<input type="checkbox"/>	<input type="checkbox"/>	Convince and Convert	Winning the Marketing Battle Between Help and Hype - One Thing :: The News You Need and Nothing Else View this €	11:43 am
<input type="checkbox"/>	<input type="checkbox"/>	Foursquare	Joram Manka wants to be your friend on Foursquare! - Hi Arik, Just a heads-up — Joram Manka wants to be your fri	11:34 am



Windows 8 desktop interface showing the Start screen with various live tiles including weather (31° Washington D.C.), Internet Explorer, Photos, and social media updates.

SUBJECT LINE

Rick Kupchella **The Afternoon News -**

- COMPOSE**
- Inbox (12,992)**
- Important
- Sent Mail
- Drafts (111)**
- Circles
- Friends (11)
 - Family
 - Acquaintanc...
 - Following
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- Search people...
- Aaron Landry
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 - Jason DeBoer...
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 - Kendall Bird
 - Tara Cegla

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Google Alerts	Google Alert - open streets minnesota - N	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Spotify	This Week's New Music - See what's new	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Rick Kupchella	The Afternoon News -	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Laura Kaslow via LinkedIn	RE: Opportunity with Allina? - Laura Kaslow Communications expert with a focus in public relations Hi Arik, Thanks fo	2:25 pm
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Julie, me (2)	talk today? - Sure—what's your number again? Or, you can call me at 612.875.2979. Also: Email me at arik@	2:24 pm
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	PR Daily Extra	Writing tips for the Web - PR Daily News Feed 13 writing tips for the Web Writing & Editing 13 writing tips for the Web ,	1:56 pm
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Windows 8 desktop environment showing a Start screen with various live tiles for weather, news, and social media.

3 Ways to Write An Effective Subject Line



Primary



Social 1 new
LinkedIn



Prom
Think



Emmett, George, Tracy

Partner content for November - Hi guys, I spoke with Br



Mark Dudder

Need email promo ASAP - Hi Emily, we decided to pro



Edward Victors

(No Subject)

due



Zapier

3 Reasons You're Not Getting More Done - If you str



IR Advertising

November 2016: Marketplaces, Marketing and You - Arr



Anva Reed

Proposal Status Notification - Hi Emily, this is to let you



Mark Dudder

Update featured content on website ASAP - Hi Emily, I



WordPress

Please moderate: "5 Surefire Strategies to Get More



Scott Keish

October Invoice - Hi Emily, My invoice is attached. All



Time Warner Cable

Try our newest offers - no contract required!





Edward Victors

(No Subject)

due

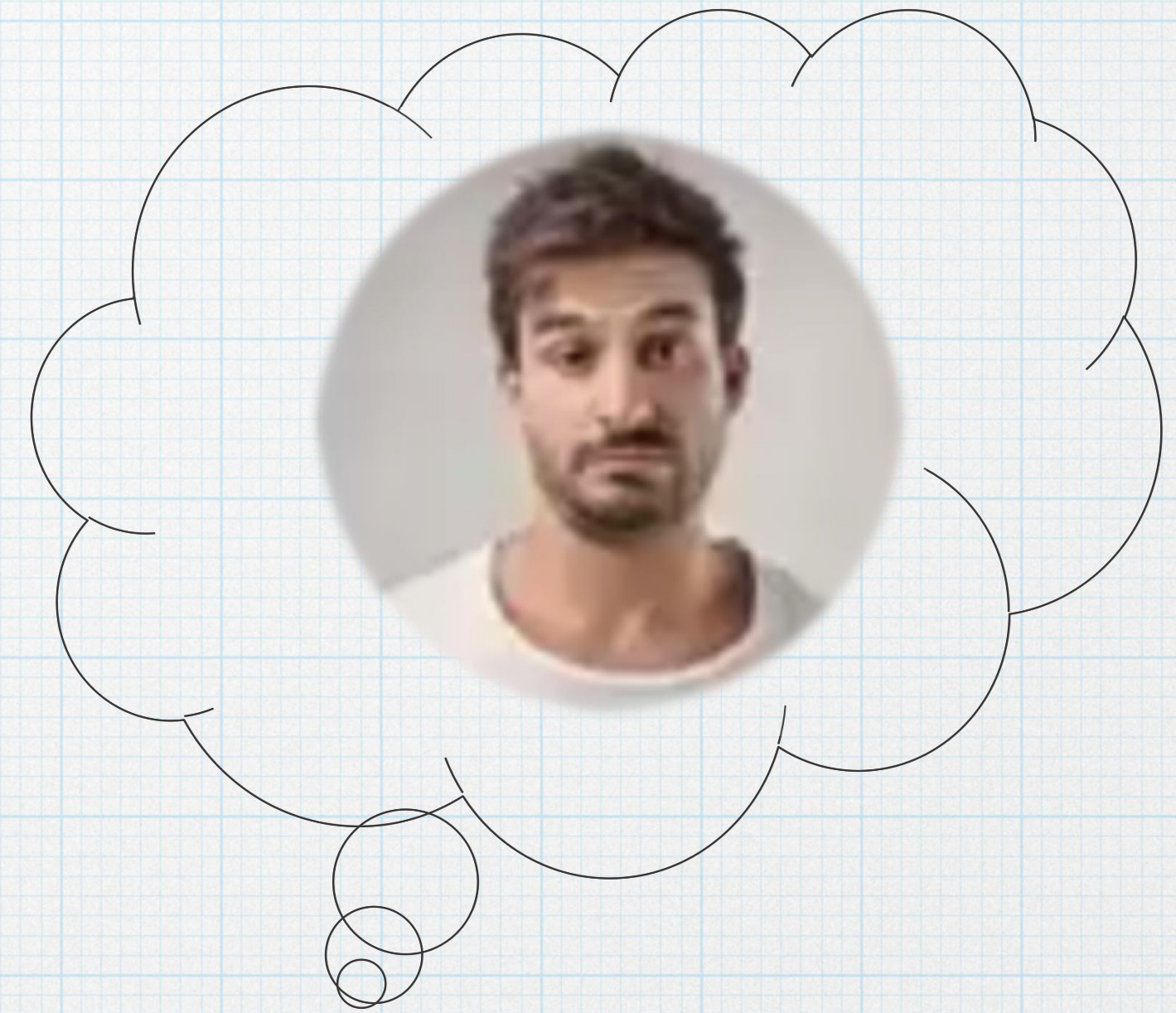





Edward Victors

(No Subject)

due



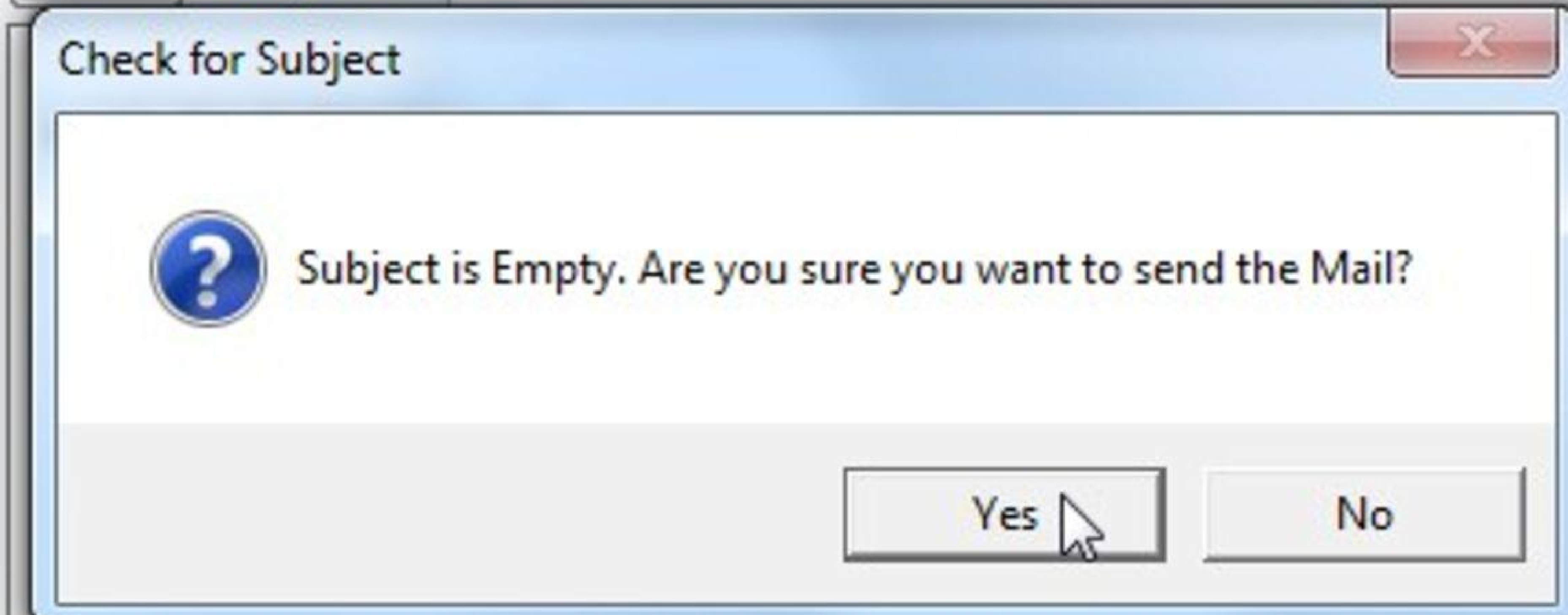
I. Don't keep the subject line BLANK!

 Send

To... geek@howtoqeeek.com

Cc...

Subject:



Good Subject Line Examples

SHORT

FOCUSED

- * Workshop Reminder: How to Build a Resume
- * Reaching Out for Partnership Opportunity
- * Following up from the Small Business Expo
- * Wednesday: Happy Hour 6PM at the Bark Park

2. Be clear and specific about the topic of the email.

Example:

- * Situation: You are the project manager. Your manager asks about the progress of the project, so you need to send the newly updated project progress to your manager.
- * Topic : Newly Updated Project Progress

2. Be clear and specific about the topic of the email.

Example:

- * Situation: You are the project manager. Your manager asks about the progress of the project, so you need to send the newly updated project progress to your manager.
- * **Subject :** Newly Updated Project Progress

3. Keep it short and place the most important words at the beginning.

- * Workshop Reminder:
- * Reaching Out for Partners
- * Following up from the
- * Wednesday: Happy Ho

Words Used:

1. Noun phrases
2. Verb phrases
3. Content words



3. Keep it short and place the most important words at the beginning.

Example:

- * Situation: You attended a job interview for the secretary of the department manager last week. Now you are going to write an email to the HR staff asking about the result of the interview.
- * Subject: _____

3. Keep it short and place the most important words at the beginning.

Example:

- * Situation: You attended a job interview for the secretary of the department manager last week. Now you are going to write an email to the HR staff **asking about the result of the interview.**
- * Subject: **Inquiry about the Interview Result**

What have we learned?

1. What features does a good subject line have?
2. How to write a subject line?



Complete the Task in
Biz practice