***Teaching Plan for Applied Writing***

***Argumentation- Embracing the Magic of Print Media***

**Teaching Objects:**

After this lesson, students are expected to

1. Analyze the required points
2. Grasp the genre and layout of argumentation
3. Write a passage which can engage the readers

**Teaching Procedure:**

**Step 1: Analyze the genre and required points**

***Phenomenon***

***Reasons***

***Measures***

***What***

***Why***

***How***

Argumentation (layout/ content/ linguistic features)

Para. 1: Current Situation

Para. 2: The Importance of Print Media

Para. 3: The Appeal

**Step 2: What to write and how to write? (content+ linguistic features+ coherence devices)**

1. Topic (Print Media)

**表示原因：There’s a tendency of ... due to.../ as.../ because.../ with...**

What is print media?

What is the current situation?

What causes this phenomenon?

1. The Magic of Print Media?

**结构化：总——分（from general to specific）**

What are the advantages of print media?

How to organize those points?

**表示并列：and, also, moreover, besides, furthermore, apart from that, in addition...**

1. Embrace the magic of print media (call to action)

**表示转折：However,/ Yet,/ But; Instead; Otherwise…**

1. How to transit the information?
2. How to engage the readers?

**表示结果：Therefore,/ Hence,/ As a result,/ So**

**Step 3: Review the possible version from the aspects of structure, language, and coherence.**