

Summary Writing 2B: Business EXAMPLE

Aim: To support students in their ability to produce two 90-150 word summaries by following the suggested six steps. The steps were introduced in summary writing 1B and are recapped in this lesson.

Time: 60-90 minutes & homework task.

Delivery: This lesson can be delivered face-to-face or online. For online delivery, each worksheet could be placed in a class document on OneDrive or OneNote.

Lead in

- Distribute or project **worksheet 1**. Students complete **task 1**: recapping what to include in a summary.
- Feedback: distribute or project **worksheet 1 task 1 ANSWERS**.

Review

- Students complete **task 2**: the steps to writing a summary.
- Feedback: distribute or project **worksheet 1 task 2 ANSWERS**.

Guided Practice

- Distribute or project **worksheet 2**. Students use the six steps to produce a 90-150 word summary (**Task 1**).
- Feedback: students compare with each other and the **MODEL ANSWER** before identifying their strengths and weaknesses.
- Distribute or project **worksheet 3**. Students use the six steps to produce a 90-150 word summary (**Task 1**).
- Feedback 1: students use the given checklist (**Task 2**) to give their partner some feedback.
- Feedback 2: students compare their summary and notes with the **MODEL ANSWER**.
- Students complete **task 3**: Classroom Assessment Techniques. This will enable the teacher to gauge who needs more practice. If students need more support with their summary writing, go here: <https://academic-englishuk.com/summary-skills/>

Homework

- In pairs, students choose a topic connected to their studies and use the summary writing steps to write a summary.
- Feedback: students conduct peer feedback using the provided checklist.

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Worksheet 1: Summary Writing

Task 1

- What do you remember about summary writing? Which of the following should be included in a summary?

Should you include....	Yes	No	Not sure
Your own opinion? [Redacted]			
Cohesive devices? [Redacted]			
Examples? [Redacted]			
Evaluation of the ideas? [Redacted]			
Main points of the text? [Redacted]			

Task 2

- There are six steps to writing a good summary. Do you remember what they are? Compare with a partner when you've finished.

	Steps
1.	
2.	
3.	
4.	
5.	
6.	

⇒ You're going to use these steps to produce two summaries.

Worksheet 2: Guided Practice

Task 1

- You're going to write a summary of between 90-150 words of the following paragraph using the summary writing techniques.

Celebrity endorsements

Today's advertising can take many different forms, but one aspect that has remained a constant since the early 1920s is celebrity endorsement, or more recently, celebrity collaboration. Celebrity [redacted] a well-known personality is used to promote a company's product or service. If done well, it can reap [redacted] business being advertised. According to Marketing Schools (2021), the main reasons for a firm to [redacted] or service is to grow sales and profits by improving the brand's credibility and overall perception. This can be [redacted], so that the advert can reach as many demographics as possible. In addition, the reputation of the public [redacted], so that the product associated with them can be seen as equally dependable. Finally, the celebrity [redacted] endorsing. This is supported by Lintz (2021) who agrees that although a company may be tempted [redacted], or only choose the household name who is currently most popular, it is perhaps considerably more [redacted] who is highly likely to use the product or service they advertise. This, in turn, could lead to a quality, [redacted] and [redacted] to introduce new products and services to the public in a familiar and comfortable way. However, one [redacted] the [redacted]. Thus, the balance between risk and reward is ever more delicate, especially in today's markets which [redacted]

Note-taking area

Summary

Task 2

- Compare with your partner. Have you included the same points?
- Compare your notes and your summary with the model answer.
- What did you do well and what could you improve? Complete the following table.

Strengths	Areas to work on
<p>www.Academic-EnglishUK.com</p>	

Worksheet 3: Guided Practice

Task 1

- You're going to write a summary of between 90-150 words of the following paragraph using the summary writing techniques.

Language learning apps

The popularity of online language learning has risen exponentially over the last decade. In the UK in particular, interest in learning a second language online increased by over 120% in 2020 alone, [redacted] (Sandle, 2020). Instead of now looking for a private teacher or attending an evening class, people are turning [redacted] and more, with [redacted] Babbel and Duolingo. Duolingo specifically is considered to be the market leader in this field and has gone from strength to strength over the [redacted] reasons [redacted] business model that is data-informed, according to Product Habits (2019). They state that Duolingo's business [redacted] a free language learning app subsidised through selling user-translated content to playing a key [redacted] [redacted] for Schools programme, and flashcard software, all of which was implemented on the basis of data collection. [redacted] over 200 million users worldwide still remains free to this day, as it became clear that people wanted to learn [redacted] [redacted] These days, Duolingo, as with most applications, monetizes its app through advertising, though users [redacted] to remove the adverts (Product Habits, 2019). Thus, it seems that most people who are interested in [redacted] a small monthly [redacted] ability to learn at their own pace, with their smartphone, and at a time that suits them.

Note-taking area

Summary

Task 2

- Use the following checklist to give your partner some feedback on their notes and summary.

Analysis of Notes		Yes	No	Not Sure
<i>Has your partner.....</i>				
1.	Written a clear set of notes?			
2.				
3.	Used abbreviations and symbols?			
Analysis of Summary				
<i>Has your partner.....</i>				
1.	Written a clear and concise summary?			
2.				
3.	Excluded all the details?			
4.				
5.	Excluded personal opinion?			

Task 3

- Reflect on your summary writing skills by selecting the appropriate option.

	Statement	Tick
1.	My summary writing has improved a little.	
2.		
3.	My summary writing has improved considerably.	

Homework

- Work with a partner to complete the following steps:
 - Select an article from your subject.
 - Choose one [redacted]
 - Read the article, take a set of notes and write a summary.
 - Use the [redacted] some feedback.

Summary Writing **ANSWERS**

Worksheet 1

Task 1

Should you include....	Yes	No	Not sure
Your own opinion?			
	√		
Cohesive devices?			
	√		
Examples?		√	
		√	
Evaluation of the ideas?			
		√	
Main points of the text?	√		
	√		

Task 2

1.	Read the source text.
2.	Make notes.
3.	Write the summary from your notes.
4.	Add the reference.
5.	Reread the original.
6.	Proofread and edit.

The full table for writing a detailed summary (for reference):

1.	Read the source text.	Read the article as many times as you need to. You won't be able to write a good summary if you don't understand the source text.
2.	Make notes.	Note down the key information and important supporting details, but avoid examples, dates, numbers, statistics and data.
3.	Write the summary from your notes.	Use your own words but keep the key words of the original text, and use transition words to link ideas. Don't add your own opinion.
4.	Add the reference.	Check what referencing system your school uses (Vancouver, Harvard, APA) and then add the in-text citation and the full reference.
5.	Reread the original.	Check you haven't forgotten important information.
6.	Proofread and edit.	Read through your summary carefully. Can it be made more concise? Are there any language errors?

Worksheet 2

Sample Notes

Celeb. endorse. not new but v. pop.

Fam. / reput. / relev. of celeb = ↑ brand [redacted]. (Marketing Schools, 2021).

Celeb must be fam., have a gd reput. & likely 2 use the prod. or serv. (Lintz, 2021).

[redacted]. prods. & servs. = ↑ profits

BUT acq. celeb & maintain long relation. is costly esp. in cnsmr-drvn. bus. wrld. now

Sample Summary

Celebrity endorsements

Celebrity endorsements are not a new form of advertising, but they are [redacted]. The main idea behind celebrity endorsements is to use the familiarity, reputation and relevance of the celebrity [redacted] perception (Marketing Schools, 2021). If a company chooses to collaborate with a famous person who [redacted], well-earned reputation and is extremely likely to use the product or service themselves, it can [redacted], of both [redacted] services (Lintz, 2021). Nonetheless, acquiring the celebrity and maintaining a long-standing partnership can be costly, [redacted] by consumers. (128 words)

Worksheet 3

Sample Notes

Lang. learn. online ↑ dram. lst. 10 yrs. esp. w/ apps.

Duolingo: +big incr. thnx. 2 evolv. bus. [redacted]. (Product Habits, 2019).

Duolingo app: 200 mil. cust. / free due 2 transl. sales 2 comps. & ads BUT pay small fee = no ads [redacted] learn. ↑ by 120% (Sandle, 2021).

Bus. model fits w/ desire 2 learn langs. thru. [redacted]

Sample Summary

Language learning apps

Language learning online has increased dramatically over the last ten years, above all through the use [redacted], Duolingo has grown considerably, largely thanks to its evolving business model and expansion of [redacted] (2019). Duolingo's application, which has 200 million global users, is free to use, initially owing [redacted] their users, [redacted] subscription fee to remove the adverts. Thus, it seems clear that as the interest in learning a language [redacted] especially, [redacted] (Sandle, 2021), it seems that Duolingo's business model fits perfectly with our desire to learn a [redacted]. (142 words)