READING LESSON PLAN

▣Letter form

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| Date(which the letter was written on)  Sender  Receiver  Letter Content    Greeting  Sender  Sender’s title or his company |

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| *March 3, 2006*  *Dan Lumber*  *Soft Tech Inc.*  *998 Grand Ave.*  *Burbank, CA 91522*  *Robert Hill*  *773 Simon Rd.*  *San Francisco, CA 94010*  *Dear Mr. Hill,*  *We are sorry that you wish to end our sales agreement that has been in effect for 18 months. We do understand your position.  I have enjoyed working with you, Mr. Hill, and I know that our paths will cross again in the future.*  *Sincerely yours,*  *Dan Lumber,*  *Software Development Manager* |

***Q1.*** Who sent this letter?

***Q2.*** What is the purpose of this letter?

***Q3.*** What is the relationship between sender and receiver?

**Strategy**

Letter/E-mail form: Think commonsensically

**Strategy 1.** There is no letter without purpose

**Strategy 2.** Mostly it’s simple

**Strategy 3.** You should not confused about number

▣***Advertisement***

***(Tip)***

1. What is it advertising?

2. What is the benefit and in what can you get a discount?

3. Is there any condition in the ad?

4. Check the questions first. Otherwise it takes much time(if you do this, you can find the answer easily saving time while reading the text).

**Questions 1-3 refer to the following advertisement.**

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| New Weight Loss Salons invites all of you who are dissatisfied with your present figure to join our Exercise for Lunch Bunch. Instead of putting on even more weight by eating lunch, you actually cut down on your daily caloric intake by exercising rather than eating. Every single one of us has the potential to be slim and fit, so take the initiative and begin losing excess pounds today. Don’t eat! Exercise! You’ll lose weight and feel stronger, happier, and more attractive. Call toll free 1-800-LOSEFAT today! |

***Q1.*** According to the advertisement, what method is used to lose weight?

***Q2.*** How much do you have to pay to call New Weight Loss Salons?

**Q3.** For whom is this advertisement intended?

**Strategy**

***Advertisement***

**Strategy 1.** Find the product and service which are being advertised

\* What is being advertised?

\* What is the purpose of the ad?

**Strategy 2.** Find the merits and demerits of product.

\* What is one advantage of ~?

\* Which is NOT a requirement for ~?

**Strategy 3.** Be susceptible to number

\* How much/many ~?

\* When ~?

▣***Article***

**Strategy1*.*** *Mostly, articles have the main ideas at the front part of the passage.*

Once you get the point of the article, you can understand other supporting things easily.

**Strategy2*.*** *You need to know sophisticated words.*

*In articles, many sophisticated words are used. So it’s better for you to memorize vocabulary regarding economy, politics, society, health etc….*

1. Why was the article published?

(a) to introduce the latest trends in healthy eating

(b) to explain the strategies commonly used by entrepreneurs

(c) to recount how a successful business achieved its objectives

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| --- |
| **Business Insider**  By Tony Litzmark  A twenty-four hour convenience store that topped its competitors by selling healthy sandwiches has been named the Best Company of the Year by the Midwestern Retailers Federation.  After nine years, Stop Avenue finally won the prestigious award for successfully introducing a sandwich bar-the first in a convenience store in the region. Stop Avenue gave standard American sandwiches a twist by introducing new flavors and organic ingredients, thus promoting healthy eating. Since last year, the sandwich bar has become increasingly popular among the office crowd. The new offering boosted the sales of Stop Avenue by 40 percent from the previous year.  According to Stop Avenue general manager Aaron Patel, the person behind the success of the company is Felix Richardson, the youngest son of Stop Avenue founder Francis Richardson. Felix took the position of marketing director two years ago, during a time when company sales were declining by 20 percent every quarter. Knowing that the business was in bad shape, Felix decided to reinvent Stop Avenue to gain higher market share. He gave Stop Avenue outlets a new look, offered discounts, and introduced the sandwich bar. “It was a bold attempt to change Stop Avenue, but Felix proved that the key to staying on top of the competition is constant change,” Patel said in an interview with Businessmate at the company’s thanksgiving party. More changes are expected to come as the company reaches out to its twenty- to thirty-year-old female clientele. “We’re planning to offer fruit shakes next month,” Patel adds, “using purely organic ingredients of course.”  The sweet smell of success has attracted greater numbers of franchise applications. This past month alone, eighty new stores have joined the growing chain, more than at any other time since Felix Richardson took over. At its present rate of growth, the network is expected to hit the one thousand mark in less than two years. It seems nothing can slow the momentum for this “Company of the Year”. |

(d) to encourage prospective store owners to apply for a franchise

2. What is indicated about Felix Richardson?

(a) he cofounded Stop Avenue.

(b) he took drastic measures to save his company.

(c) he works under Mr. Patel’s supervision.

(d) he chairs a regional business association.

3. Why did Stop Avenue win an award?

(a) it introduced a new product Line.

(b) it advocated healthy eating

(c) it used effective advertisements.

(d) it hired competitive employees.

4. What was NOT done to improve Stop Avenue?

(a) change store interiors

(b) open a sandwich bar

(c) sell fruit shakes

(d) give discounts

5. According to the article, what is expected to happen at Stop Avenue?

(a) its revenues will peak at over eight hundred thousand dollars.

(b) its branches will be linked by a computer network.

(c) it will start to hire more female executives.

(d) it will continue its upward trajectory.

***We are what we do repeatedly, excellence, therefore is not an act but a habit.***

***- Aristotle-***

What does this maxim mean?

(1) The \_\_\_\_\_\_ step of this project will be to present our proposal to the board of trusrtee and the acting CEO.

(a)final (b)finally (3)finality (4)finalize

(2)The company, known for its air-tight good \_\_\_\_\_\_, began manufacturing non-stick pans in an attempt to hold a broader part of the kitchenware market.

(a)dishes (b)bowls (c)containers (d)plates

(3)In an urgent announcement yesterday, TNA Electronics issued a \_\_\_\_\_ for a total

(a)regard (b)request (c)resignation

(d)retirement

recall on all Chop-O-Matic blenders. After an unusually large number of complaints received by their customer service hotline from consumers, the company stated they had no choice but to officially acknowledge a malfunction with a part used in the Chop-O-Matic. A company spokesman said the component used to hold the blades in place was not properly aligned during assembly. Because of this \_\_\_\_\_\_\_ , the cutting (a)risk (b)defect (c)characteristic (d)alteration

device can easily become dislodged, injuring users. The company wished to offer customers their sincerest apologies by providing full medical compensation for those harmed and \_\_\_\_\_\_ all returned products with a newer, safer version of their Chop-O-Matic blender. (a)replacement (b)replace (c)replacing (d)replaced