

# Week 1. Lessons 1-2: Syllabus Introduction

English for Professional  
Purposes

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# Week outline



# Asynchronous task

- Open the link. Read the texts about 5G network and complete the tasks.

[https://forms.office.com/Pages/ResponsePage.aspx?id=8xWPFeCDBkmCTGm9xQ2dYWoU\\_TL\\_RhJkEq6FpsrbyhUNEpMNkg4SkFTV1BLUVdPVIQySVEyTkVXVC4u](https://forms.office.com/Pages/ResponsePage.aspx?id=8xWPFeCDBkmCTGm9xQ2dYWoU_TL_RhJkEq6FpsrbyhUNEpMNkg4SkFTV1BLUVdPVIQySVEyTkVXVC4u)

# Warm-up activity: For me success means:

Rank the following items in order of their importance to you, from 1 (most successful) to 10 (least successful).

- being rich
- getting good grades
- having a good job
- having a happy family life
- having lots of friends
- being famous
- always being the winner
- being respected by everyone
- having freedom to do what I want
- Being emotionally stable

## Syllabus introduction: Scan the syllabus and answer the questions (5 min)

- What are the learning outcomes of the course? What skills this trimester will focus on?
- How many assessed tasks are there? What are their weight?
- How many projects you should complete during the course? What are those projects?
- What are the asynchronous and self-study tasks? How will they be assessed?

## Syllabus introduction: Scan the syllabus and answer the questions

- Why it is not a good idea to submit your assignment after the deadline?
- What if a student's attendance rate is less than 70%?
- What if a student's grade for Midterm or End term is lower than 25 out of 100 %?
- What is a good way and proper time to message your instructor?

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# Video Tutorial

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## VT project objective:

- ✓ Informing and giving clear and effective instructions in English on how a website/application works

## Lesson outline:





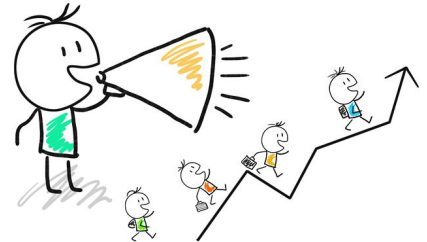
# What is a video tutorial (VT)?

A video tutorial is one of the educational means, which has been used as an alternative to other teaching methods.



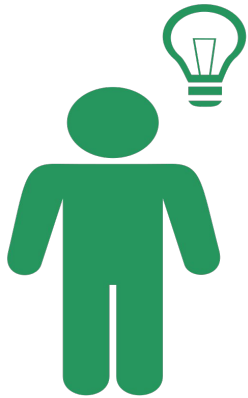
# What are the purposes of a VT?

- ★ to guide a student's participation in the viewing experience;
- ★ to require higher order cognitive skills for processing information;
- ★ to transform a passive viewing experience into an active learning experience.



# The VT should...

**inform** the audience of the purpose of viewing the video



**instruct** the audience to make observations and record information



**challenge** the audience with questions related to information presented in the video



**direct** the audience to **discuss** questions with others, **respond** to audience questions



**engage** the audience's thinking on a variety of cognitive levels, for example, from simple recall, description and identification, to analysis and evaluation



# The VT's stages:

- ★ Hook
- ★ Introduction
- ★ Body (content)
- ★ Middle Engagement
- ★ Call for Action

# The VT's stage: Hook

A good hook should do the following:

- ★ Gain the viewers' attention (surprising statistics, asking questions, an interesting story, graphics and music).
- ★ Give the reason why they should stay with you and make them want to watch until the end (because of an incentive).
- ★ Keep it simple by using conversational language.
- ★ Be funny or emotional.

**\*additional  
notes below**

# The VT's stage: Introduction

An introduction should do the following:

- ★ Include self presentation and personal mission.
- ★ Tell the viewers what the video is about and reinforces that the video will answer/solve their question/problem.
- ★ Tell what is going to be covered in the video or what the viewer is expected to see.
- ★ Give additional information to related to the tutorial purpose.

**\*additional  
notes below**

# The VT's stage: Body

**Body of a tutorial** is content of the video. This is what for the viewer clicked the video to see.

Content should be sequential and contain 3-5 parts and give specific information how smth works, demonstrate how to do smth, introduce what the product does, what should be done to register in ....

It should be finished with concluding sentence, “Remember 3-5 tips and summarise your words”.

**\*additional  
notes below**

# The VT's stages: Middle engagement and Call for Action

**Middle engagement** increases the viewer's engagement in the process by asking the question “*Does it make sense?*” and guiding the viewers.

**Call for action implies** telling the viewers what to do next, e.g. ‘*subscribe to the channel*’, ‘*see another tutorial*’, ‘*give a thumbs-up*’, ‘*press a link*’ and etc.

\*additional  
notes below



# A quick task/competition

- Watch the tutorial 2 times in class [https://www.youtube.com/watch?v=TQw9j8qE-\\_E](https://www.youtube.com/watch?v=TQw9j8qE-_E)
- Ready for Kahoot?! Test your comprehension of the tutorial  
<https://create.kahoot.it/share/canva-tutorial-how-to-make-a-logo/dd12683c-29ef-4f07-8490-8f1ca10cb588>
- Top 3 students earn extra points (to be confirmed by an instructor )
- Discuss the presentation of the tutorial in small groups/pairs (next slide).



# Presentation. Discuss the following questions in small groups:

1. What was the manner of presentation? Do you suppose Sara managed to engage the audience?
2. Would you describe the presenter's look and voice as appropriate? What could be improved?
3. Have you got any comments regarding the body language Sara used?
4. Was the presentation style formal or informal?
5. What is your opinion about the graphics and effects Sara applied?
6. Do you consider the video tutorial well organized and structured? Why?

If not, what should be changed in the terms of structure design?



# Example Script

Video Tutorial Script:

[https://docs.google.com/document/d/1zOo4huXH-MHo\\_qi9odEP6LtlueqXBna0UpZb1j7iNv8/edit?usp=sharing](https://docs.google.com/document/d/1zOo4huXH-MHo_qi9odEP6LtlueqXBna0UpZb1j7iNv8/edit?usp=sharing)

# Here are some examples:

1. [https://www.youtube.com/watch?v=2Ojm-SkL\\_zE](https://www.youtube.com/watch?v=2Ojm-SkL_zE)
2. <https://www.youtube.com/watch?v=LiEGspEwZ-E>
3. <https://www.youtube.com/watch?v=EfBELqSjfZg>
4. <https://www.youtube.com/watch?v=wGXIoKpkR50>
5. <https://www.youtube.com/watch?v=3PY6v9s1MU8>
6. <https://www.youtube.com/watch?v=Fqch5OrUPvA>
7. [https://www.youtube.com/watch?v=ZSFyB\\_I9QnI](https://www.youtube.com/watch?v=ZSFyB_I9QnI)



# VT Project: Guess the questions



#	FAQs	Answers
1		5-10 minutes
2		one VT can be prepared by two students
3		giving clear and effective instructions in English on how a website/application works
4		helping English speaking foreigners with using the websites and applications in Kazakh and Russian by providing a tutorial in English
5		<ol style="list-style-type: none"><li>1. It should be in Kazakh or Russian</li><li>2. It should offer not less than 4 services/features (i.e., you can rent/buy/sell a flat/house/office). The tutorial should explain all these 4 services/features.</li></ol>
6		For instance, how to use a website/ application for... purchasing online railway/airline/ cinema/theatre, etc. tickets, finding a job or recruiting an employee/ a freelancer using Kazakhstani applications renting/buying/ selling a car/ bicycle/ motorbike getting online banking services (e.g., making transactions, taking loans, opening a deposit account) getting an online medical consultation (registering for Covid vaccine/ tests; getting information about tests/services)
7		20%

# VT Project



#	FAQs	Answers
1	What should be the length of a VT?	5-10 minutes
2	Is it an individual or group project?	one VT can be prepared by two students
3	What is the educational objective of a VT?	Informing and giving clear and effective instructions in English on how a website/application works
4	What is the practical objective of a VT?	helping English speaking foreigners with using the websites and applications in Kazakh and Russian by providing a tutorial in English
5	Which website/application is appropriate for the VT project?	<ol style="list-style-type: none"><li>1. It should be in Kazakh or Russian</li><li>2. It should offer not less than 4 services/features (i.e., you can rent/buy/sell a flat/house/office). The tutorial should explain all these 4 services/features.</li></ol>
6	What does a service/feature mean in the previous question?	For instance, how to use a website/ application for... purchasing online railway/airline/ cinema/theatre, etc. tickets, finding a job or recruiting an employee/ a freelancer using Kazakhstani applications renting/buying/ selling a car/ bicycle/ motorbike getting online banking services (e.g., making transactions, taking loans, opening a deposit account) getting an online medical consultation (registering for Covid vaccine/ tests; getting information about tests/services)
7	What is the weight of the project in the whole course grade?	20%
8	Your questions	

# VT project management timeline: distribute the tasks by the weeks

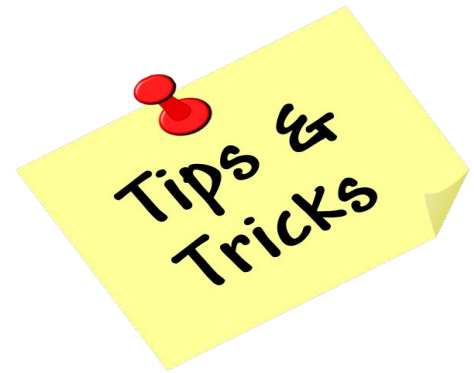
Project tasks	Week-1	Week-2	Week-3	Week-4	Week-5
Distributing the workload by stages and between partners using a Gantt chart					
Presenting the Gantt chart in groups					
Presenting tutorials. Filling peer-evaluation forms.					
Finding a partner for the project					
Preparing and presenting the script using signposting language, peer-assessing the scripts in groups					
Editing and polishing the tutorial					
Watching the sample tutorials					
Selecting a website/application for your project and posting it on Padlet (websites and applications should not be repeated)					

# VT project management timeline

	Week-1	Week-2	Week-3	Week-4	Week-5
Distributing the workload by stages and between partners using a Gantt chart		+			
Presenting the Gantt chart in groups		+			
Presenting tutorials. Filling peer-evaluation forms.					+
Finding a partner for the project	+				
Preparing and presenting the script using signposting language, peer-assessing the scripts in groups			+		
Editing and polishing the tutorial				+	
Watching the sample tutorials	+				
Selecting a website/application for your project and posting it on Padlet (websites and applications should not be repeated)	+				



# Additional tips (1):



## 1. Know Your Stuff

The first step to making a good tutorial is to know all of the ins and the outs of your topic. If you have some gaps, you should probably run through it a few times to make yourself as knowledgeable as possible.

## 2. Write a Bullet-Point Script

Having a few key bullet-points in front of you on a piece of paper or electronic device can help make sure you don't miss anything important and remind you what's coming up next.

## 3. Create a Clean Environment

If you're recording your computer screen that may include recording your desktop background, programs you have running, browser windows you have open, your bookmarks, and more. Before you press record, make sure that your computer's display looks professional and won't show any overly personal information.

# Additional tips (2):

## 4. An Optimized Acoustic Environment

Turn off any fans, heaters, or other devices that produce ambient noise. Also look out for flat, uncovered walls and hardwood floors that may create harsh, reverberant echoes. If the room that you're in is producing too much reverb, you can cover the floors with rugs, the walls with blankets or paintings, and place pillows or comforters in the corners. Or simply record in a different room with better acoustics.

## 5. The Sound of Silence

After you've finished recording your voice walking through the video, record about 30 seconds of dead silence. When you're editing the video later, you may need to separate parts of the voiceover and you can use that "white noise" to fill in the gaps without the audio cutting out entirely and distracting the viewer.

## 6. Background Music

There's a variety of sites online to find licensed music for free in the creative commons ([ccmixter.org](https://ccmixter.org) etc.)

# Assessment criteria

Assessment criteria		Scores	
<b>Content:</b>	The tutorial meets the objective of the task.	5	<b>25</b>
	The tutorial offers the explanation to not less than 4 services/ features of the chosen website/ application.	20	
<b>Structure:</b>	<b>Introduction</b> 1. The presentation starts with a hook that gains the attention of the audience. 2. Presenters introduce themselves and state the purpose of the tutorial. 3. A clear outline is offered.	2 2 2	<b>20</b>
	<b>The body:</b> Content is sequential and contains the explanation of all services (give specific information how smth works, demonstrate how to do something, introduce what the product does, what should be done to register in...)	10	
	<b>Conclusion:</b> Presenters finish with 4 tips about using the website/ application to summarize their tutorial.	4	
<b>Presentation:</b>	<b>Presenters:</b> 1. use a variety of vocabulary and expressions. 2. use a variety of grammar structure with few grammar errors. 3. use a clear voice and correct, precise pronunciation so that all audience members can hear presentation. 4. use signposting language to guide the audience coherently though the tutorial. 5. hold attention of entire audience (with the use of direct eye contact/ without reading notes) 6. speak smoothly with little hesitation, the speech is well-paced, keeps to the time limit (5-10 minutes). 7. present in an interesting and creative manner (originality)	5 5 5 5 5 5 5	<b>35</b>
<b>Pair work:</b>	1. Equal distribution of workload in a Gantt chart is provided. 2. The speaking time is divided equally between the speakers. 3. Each student demonstrates full knowledge by answering class questions with explanation and exploration. 4. Collaboration* (see on the next slide)	5 5 5 5	<b>20</b>
<b>Total:</b>			<b>100</b>

# \*Collaboration rubric

Skills	Exceeds expectations  5	Competent – meets expectations  4	Progressing - does not fully meet expectations  3	Beginning - does not meet expectations  2	0-1
Contributions & Attitude	Always cooperative. Routinely offers useful ideas. Always displays positive attitude.	Usually cooperative. Usually offers useful ideas. Generally displays positive attitude.	Sometimes cooperative. Sometimes offers useful ideas. Rarely displays positive attitude.	Seldom cooperative. Rarely offers useful ideas. Is disruptive.	Is not cooperative. Does not offer any ideas.

# Thank you for participating!



# Key phrases: General

## **Introducing your topic**

What I'd like to present to you today is....

Today's topic is .....

The subject/ topic of my tutorial is .....

In my tutorial I would like to report on .....

In my talk I'll tell you about....

## **Stating your purpose**

The purpose/ objective/ aim of this tutorial is to....

Our goal is to determine how/ the best way to...

Today I will be showing you/ reporting on...

## **Structuring**

I've divided my tutorial into three/four/five parts.

In my presentation/video I'll focus on three major issues.

## **Moving to the next point**

Let's now move on/ turn to....

Let's take a look at ....

## **Highlighting information**

I'd like to stress/ highlight/ emphasize the following point(s)

I'd like to start by drawing your attention to....

Let me point out that ...

I'd like to focus your attention on...

What's really important here is....

Let's look more closely at....

## **Indicating the end of your talk**

I'm now approaching/ nearing the end of my presentation/ tutorial....

Well, this brings me to the end of my presentation/ tutorial.

As a final point, I'd like to ...



# Key phrases: Main parts

## Introducing the topic

We are going to look at ... and how you can utilize it to...

I am going to demonstrate the key features that you can use to...

The first thing I am going to do is...

If you are using it for the first time than...

## Main part of the presentation

Let's dive into it!

On the side there is a number of options

At the top (underneath) we have...

This can include...

I have already created a demo ....

Scroll down to the bottom...

Once we're done we can select...

You have to go to the general tab first...

Alternatively, if you click on this button right here you get...

This really allows you to ...

If you want to get a general overview

Check and make sure that ...

## Concluding your presentation:

These are some of the basics that will allow you and enable you to.....online

I hope you found this helpful



# Vocabulary Bank (from textbook “English for Professional Purposes)

## Unit 4 /Abbreviations

### Unit 1

Hyperlink  
Miscalculate  
Restart  
Subnetwork  
Developer  
driver  
Instruction  
Paperless  
Variable  
Plug in  
Install, operate, maintain  
Spam(junk) mail  
Flaw in program  
Computer bugs  
Program freezes  
Operating System (OS)  
crashes  
Requirements specification  
Systems(software) design

### Unit 2

Electronic point of sale  
CAD-computer-aided design  
CAM – computer-assisted  
manufacturing  
Technical support  
Video-conferencing  
Upgrade  
Font  
Computer aided

### Unit 3

Application software  
Remote  
Embed  
Encode  
Transmit  
Utilize  
Outsourcing

CAL-computer assisted learning  
CLI-command line interface  
GUI-graphical user interface  
HCI- human- computer interaction  
HTML-hypertext markup language  
HTTP- hypertext transfer protocol  
ISP-Internet service provider  
RAM-Random access memory  
ROM-read only memory  
URL- uniform resource locator  
USB-universal serial bus  
VLE-virtual learning environment  
WIMP-windows, icons, menus, pointers  
Default  
Jump to the web page  
On the main/dashboard  
Software products on offer



# Vocabulary Bank

## Unit 5

Data was stored and converted into  
Input types  
Set up  
Decode  
Decrypt  
Portable  
Less/ more capacity

## Unit 6

Design specifications  
Functionality of the software  
Web development  
End-user applications  
Streaming/stream

## Unit 7

Host/hosting  
Initial layout  
Video sharing service  
Access the service  
Exchange video and music files

## UNIT 8

To measure how well a system is  
using  
To minimize  
Storage  
Clustering  
To incorporate  
To convert  
Outage

## UNIT 9

Hardware specification  
Input device

## UNIT 10

Business penetration  
To encrypt  
To exploit  
Bandwidth  
Government legislation  
Non- commercial transaction  
Regulatory framework  
To submit

## Unit 12

Based on  
Deal with  
Handle a situation  
Overlap  
Built-in camera