

Week 1. Lessons 1-2: Syllabus Introduction

English for Professional
Purposes

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

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?

Video Tutorial

English for Professional
Purposes

VT project objective:

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

Lesson outline:



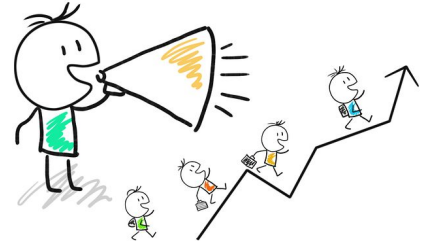
What is a video tutorial (VT)?

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



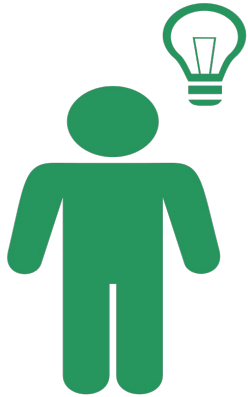
What are the purposes of a VT?

- ★ 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
- 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

Here are some examples:

1. 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=wGXIoKpkR5o>
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



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		1. It should be in Kazakh or Russian 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.
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"> 1. It should be in Kazakh or Russian 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.
6	What does a service/feature mean in the previous question?	<p>For instance, how to use a website/ application for...</p> <ul style="list-style-type: none"> 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	

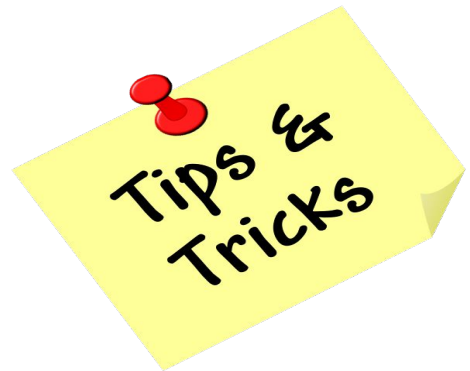
VT project management timeline: distribute the tasks by the weeks

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 etc.)

Assessment criteria

Assessment criteria		Scores	
Content:	The tutorial meets the objective of the task.	5	25
	The tutorial offers the explanation to not less than 4 services/ features of the chosen website/ application.	20	
Structure:	Introduction <ol style="list-style-type: none"> 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	20
	The body: 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	
	Conclusion: Presenters finish with 4 tips about using the website/ application to summarize their tutorial.	4	
Presentation:	Presenters: <ol style="list-style-type: none"> 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	35
Pair work:	<ol style="list-style-type: none"> 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	20
Total:			100

*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 ...

Keywords

Keywords are the words
Particular words or phrases
context of search engine
describes the content
describes or defines a content

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