



Read to Speak (R2S): Developing 21st Century Communication Skills through Interaction with Multigenre and Multimodal Texts

Lee Kau Yan Memorial School

Ms. Amy CHUNG

Mr. Brett CRAIG

Ms. Annie SIN



Content

- Our school – student profile
- Goals to achieve through the “Read to Speak” project
- Unit design – an overview
- Input – multiple entry points
- Process – task design and learning activities
- Output - students’ work

Our school – student profile

Level of Students	Class	
Low / Mixed ability	4D	4E
Average / Mixed ability	4B	4C
High ability	4A	



Goals to achieve through the 'Read to Speak' project

- **Learning Objectives:** Students are expected to develop the following physical, linguistic, cognitive, social and emotional skills that enable effective communication.

- Lexical resource
- Register
- (Text) Grammar
- Rhetorical devices

Linguistic



- Voice (e.g. pacing and pronunciation)
- Body language (facial expression, eye contact, gesture and posture)



Physical

Cognitive



- Content & structure
- Reasoning
- Explaining, clarifying & summarising
- Self-monitoring



Social & Emotional

- Working with others
- Confidence in speaking
- Listening & responding
- Audience awareness

Linguistic, cognitive, physical, and social & emotional skills enable **effective communication**, e.g. successful discussion, inspiring presentation / speech.



Unit design – an overview

Setting the scene: technology and app development



Understanding customer service and identifying customer needs: designing and promoting the new products



Representing ideas: speaking, writing and presenting

Watch the TED Talk video of “A 12-year-old app developer”



Listen to a radio chat show about an award-winning app



Listen to a radio interview about best-selling apps

L1-L3

Question to think about: how do people sell or promote their products?

Making an emotional appeal - Happiness, Purpose, Freedom and Prosperity?

The 4Ps of selling



Question to think about: how do we find out customer needs?

Failure to identify customer needs (Mr. Bean cartoon)



Question to discuss: what are the best app ideas that have not been made yet?

20 Great Mobile App Ideas That Haven't Been Made Yet

The app design worksheets



Identify the customer needs and problems to be solved through an app (The Soup Man video)

Design an app to solve the problems faced by the Soup Man's customers

L4-L6

(L5-L6: School-based lesson study)

Planning the presentation



Delivering the presentation



Writing a proposal

L7-L10

An aerial photograph of a large, multi-story school building with a white facade and colorful horizontal stripes. A prominent red cross is visible on the right side of the building. The school is surrounded by green trees and a parking lot. In the background, there are other buildings and a road.

*Embracing Learner Diversity
through
Viewing and Speaking Activities*

Input – multiple entry points

Reading materials (spoken texts)

- Textbook materials
- Web articles



Online Business

20 Great Mobile App Ideas That Haven't Been Made Yet

By Editorial Staff - May 28, 2018

Source: <https://makeinbusiness.com/20-great-mobile-app-ideas-that-havent-been-made-yet/>



Viewing materials

A 12-year-old app developer
(TED Talk)

What customer service is
(Mr. Bean cartoon)

Identifying customer needs and
problems to be solved
(The Soup Man)

Marketing strategy

Questions to think about

- Why is there such a difference in price?
 - *The Armoury Umbrella vs. the 7-Eleven Umbrella*

How to sell anything to anyone?

Makes people feel:

- happiness
- purpose
- freedom
- prosperity

How to sell anything to anyone

– *the 4Ps of Selling*

Promise – (happiness, purpose, freedom and prosperity)

- Start with a promise – a benefit that the customer can get from buying the service or product;

Picture – (happiness, purpose, freedom and prosperity)

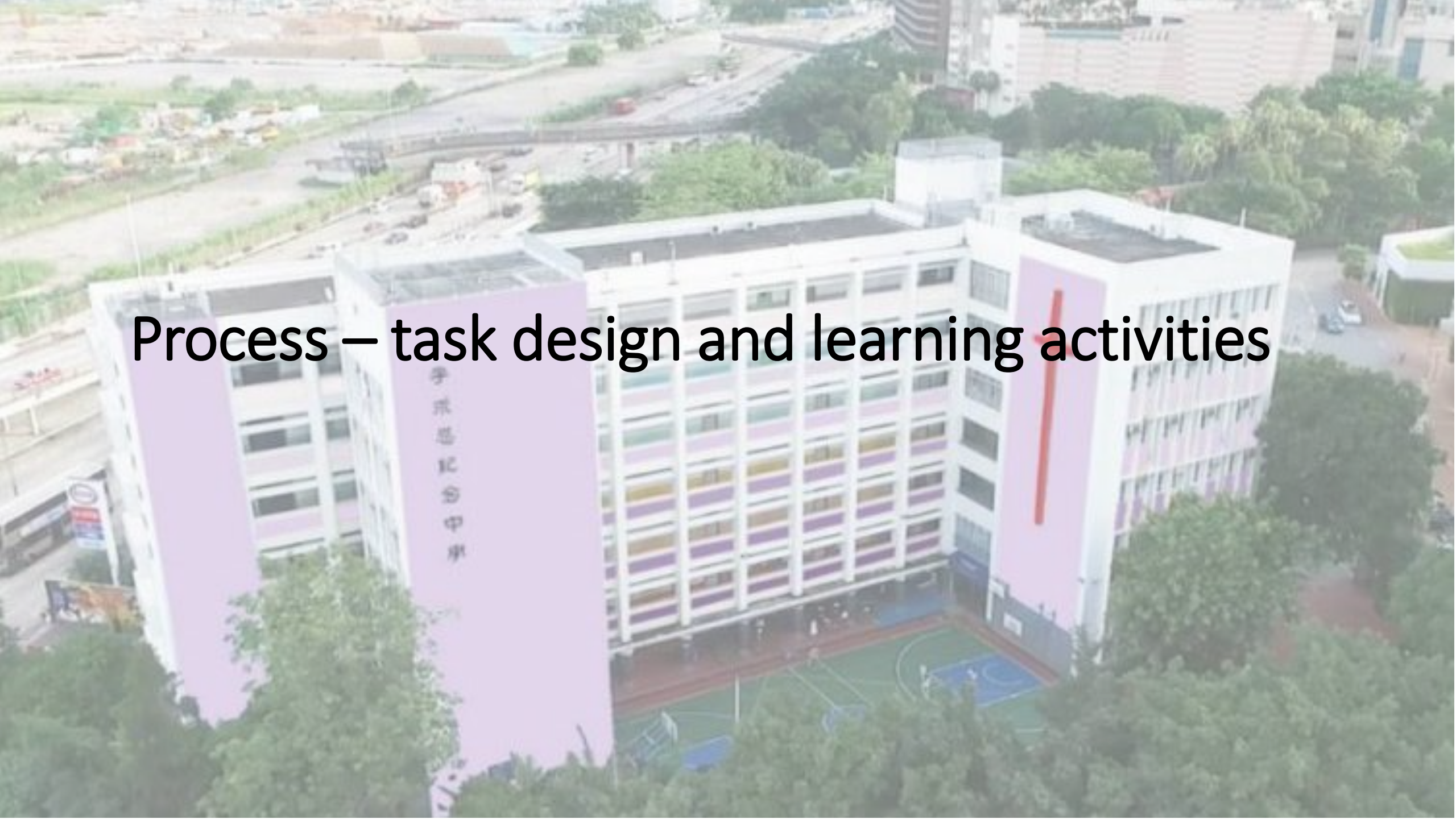
- Paint a vivid picture of how your customer can enjoy the benefits, using descriptions and phrases that they can connect with;

Proof

- Provide proof (e.g. customer reviews, expert opinions, research and media coverage) for your customers and convince them to believe in what you are selling; and

Pitch

- Provide more details of the product (e.g. features, functions, the overall design and limited time offers) to attract more customers to purchase the service or product.

An aerial photograph of a large, modern school building with a white facade and colorful horizontal stripes in shades of purple, pink, and yellow. The building is U-shaped, surrounding a central courtyard that features a green basketball court with blue and red markings. The school is surrounded by lush green trees and a parking lot. In the background, there are other buildings and a road. The text "Process – task design and learning activities" is overlaid in the center of the image.

Process – task design and learning activities



School-based lesson study

- To develop learning and teaching materials to cater for learner diversity (e.g. worksheets of various scaffolding and support)
- Peer lesson observation for staff development

Lee Kau Yan Memorial School
Lesson Observation 2020-2021
English Language - Lesson Plan

Teachers: Ms. Connie KAN (4A), Ms. Amy CHUNG (4B), Mr. Brett CRAIG (4C), Ms. Carol CHAN (4D), Ms. Annie SIN (4E), Ms. Gae RICHARDS, Ms. POON		Class: 4A - 4E	Date: 12 May 2021, Day 3, L2 (4B) 12 May 2021, Day 3, L3 (4D) 12 May 2021, Day 3, L4 (4C) 13 May 2021, Day 4, L3 (4A) 13 May 2021, Day 4, L4 (4E)
Class Size: 4A - 23 4B - 25 4C - 22 4D - 19 4E - 20	Time: L2: 9:00-9:40 (4B) L3: 9:55-10:35 (4D) L4: 10:35-11:15 (4C) L3: 9:55-10:35 (4A) L4: 10:35-11:15 (4E)	Level of Students: ☐ below average ☐ average ☐ above average (4B) ☐ below average ☐ average ☐ above average (4D) ☐ below average ☐ average ☐ above average (4C) ☐ below average ☐ average ☐ above average (4A) ☐ below average ☐ average ☐ above average (4E)	
Topic: Working and Giving			
Objectives: ● To understand and identify customer needs and problems ● To show how customer problems can be solved by using an app to buy online ● To design an app to cater for customer needs ● To acquire the target vocabulary items (related to customer needs and problems) ● To recycle the use of modal verbs			
Stage	Teaching Focus/Strategy	Activity*	Teaching Resource#
Pre-lesson preparation (10 mins)	To raise Ss' awareness of the topic (customer needs / service)	T asks Ss to watch a video clip (Mr Bean) and fill in a survey form on Google Classroom before the lesson.	Video clip (1:38) https://www.youtube.com/watch?v=ya3LmcNdmFw
Lead-in (5 mins)	To introduce the topic (customer needs / service)	T discusses the results of the customer survey with Ss. T establishes that not all service is perfect. (T ↔ Ss, Ss ↔ Ss)	Google Classroom
Learning tasks (25 mins)	To introduce key vocabulary items	T shows another video clip (Seinfeld Soup) and introduces key vocabulary, including "salesperson", "customer service", "satisfied", etc. Ss complete <u>Worksheet 1</u> under the guidance of T. (T ↔ Ss)	Video clip (3:16) https://www.youtube.com/watch?v=rp-P_XIB1K4 Worksheet 1
	To brainstorm ideas and elicit response from Ss	T brings up the idea that creating an app for online purchase could	

		improve the situation / even solve the problem. Ss complete <u>Worksheet 2</u> under the guidance of T. (T ↔ Ss, Ss ↔ Ss) T explains that Ss will be designing an app, and the app will be presented to the class in a presentation. (T → Ss)	Worksheet 2
Lesson wrap-up & extended tasks (10 mins)	To prepare Ss for the presentation	T shows Ss "20 great mobile apps that haven't been made yet", and encourages Ss to think about the kinds of apps that they could make. T assigns homework: Ss need to think of an idea for an app. It can be their own, or something taken from the list of 20 apps not yet made (<u>Worksheet 3</u>). (T → Ss, Ss ↔ Ss)	"20 great mobile apps that haven't been made yet" https://makeinbusiness.com/20-great-mobile-app-ideas-that-havent-been-made-yet/ Worksheet 3

* lecture/questioning/role play/presentation/discussion/debate/experiment/demonstration/cooperative learning/flipped learning
textbook/worksheet/notes/audio-visual clip/online resources/teaching software/PowerPoint/subject resources/ concept map

Lee Kau Yan Memorial School
S4 English Language
Unit 4 - Working and Giving
Flipped classroom – Google Questionnaire

A. Watch the video.



Customer Service – Mr. Bean Cartoon

Video clip (1:38)

<https://www.youtube.com/watch?v=ya3LmcNdmFw>

B. Suppose that you were Mr. Bean. Complete the survey below after you left the shop.

1. How would you rate the salesperson? ('5' – excellent, '1' – very poor)

1 2 3 4 5

2. Were you happy with the service you received in the shop?

('5' – completely satisfied, '1' – completely dissatisfied)

1 2 3 4 5

3. Do you think that our salesperson: ('5' – completely agree, '1' – completely disagree)

i. knew about the product they sold you? 1 2 3 4 5

ii. knew how the product worked? 1 2 3 4 5

iii. could answer all the questions you had about the product? 1 2 3 4 5

4. Were you satisfied with our company and customer service? ('5' – completely satisfied, '1' – completely dissatisfied)

1 2 3 4 5

C. Vocabulary – English Notebook



Collins Dictionary

<https://www.collinsdictionary.com/dictionary/english-chinese>

Write down the words below, the part of speech and the Chinese meaning in your English notebook.

Unit 4 Working and Giving

1. salesperson (n.) (銷售人員)
2. service (n.) ()
3. product (n.) / goods (n.) ()
4. quality (n.) ()
5. satisfaction (n.) / satisfied (adj.) ()
6. customer need (n. phr) ()

Teacher's Notes

1. Explain the meaning of a salesperson within the context of a shop. The teacher should talk about personality, body language, attitude, appearance and use of language, and these can affect the customer, and whether or not they will buy a product.
2. Explain the meaning of service (a noun with many definitions, but the one to focus on is the help you receive in a shop).
3. Explain the meaning of product (a noun, which in this case means goods, as in a new phone).
4. Explain the meaning of quality of the product, i.e. is the product well-made, is it cheaply made, and so on.
5. i) *What do you expect when you visit a shop?*
ii) *What do you think is more important to you when you visit a shop? Quality of a product? Price? Services?*
6. Explain what is meant by "satisfied with our company and customer service". (Not all service is perfect.)

High / Average / Mixed ability Worksheet 1

Lee Kau Yan Memorial School
S4 English Language
Unit 4 - Working and Giving
Worksheet 1 - The Soup Man

Name: _____ Class: S4 () Date: _____

Watch the video clip about the Soup Man and answer the following questions.

Who are the target customers for the Soup Man?

- _____
- _____



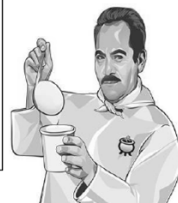
The Soup Man

What problem(s) do the customers have?

- _____
- _____

How can the customers' problems be solved?

- _____
- _____
- _____



Lee Kau Yan Memorial School
S4 English Language
Unit 4 - Working and Giving
Worksheet 1 (Soup Man)
Useful Vocabulary for Self-Learning

Name: _____ Class: S4D () Date: _____

Copy the words below in your English notebook. Scan the QR code to listen to the pronunciation.

	Video pronunciation (Collins Dictionary - British accent)	English word	Part of speech	Chinese meaning	Remarks / Usage
1.		complain	v.		to complain about something
2.		rude	adj.		
3.		target	adj.		target customer
4.		customer	n.		A return customer is a customer who visits a shop again after his first visit.
5.		queue	v.		queue up for something (e.g. queue up for the bus)
			n.		join a queue
6.		problem	n.		
7.		solve	v.		to solve a problem

Lee Kau Yan Memorial School
S4 English Language
Unit 4 - Working and Giving
Worksheet 1 - The Soup Man

Name: _____ Class: S4D () Date: _____

Watch the video clip about the Soup Man and answer the following questions.

Who are the **target customers** for the Soup Man?

- _____ customers who _____ the soup
- _____ customers who have heard about how good the soup is.

The Soup Man

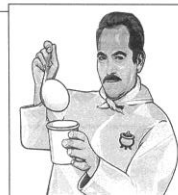


What **problem(s)** do the customers have?

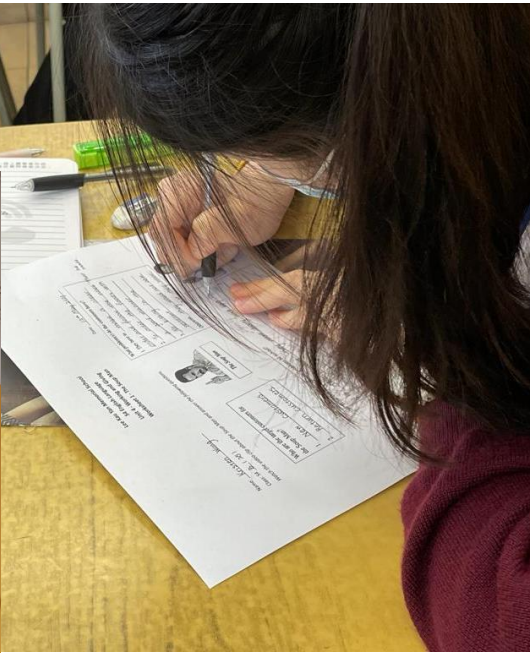
- Is the soup man a nice person? _____, he is _____.
- How long do the customers have to wait for their order?
They have to queue for a _____ time.
- How did the customers pay for their food?
When they pay for their food, they have to _____.
- Why didn't the woman get anything?
It was because _____.

How can the customers' problems be **solved**?

- When you buy some soup from the soup man, _____
- You can buy some soup from _____
- _____



Low / Mixed ability Worksheet 1



Sample app 1 – The TSM App

TSM

The Soup Man app



Japan



Thailand



China



Hong Kong



Taiwan



How our food
is cooked

Food Cat

Breakfast

Lunch

Dinner

Drone window delivery

Name:

Address:



Phone #

We'll call you when
your food arrives.

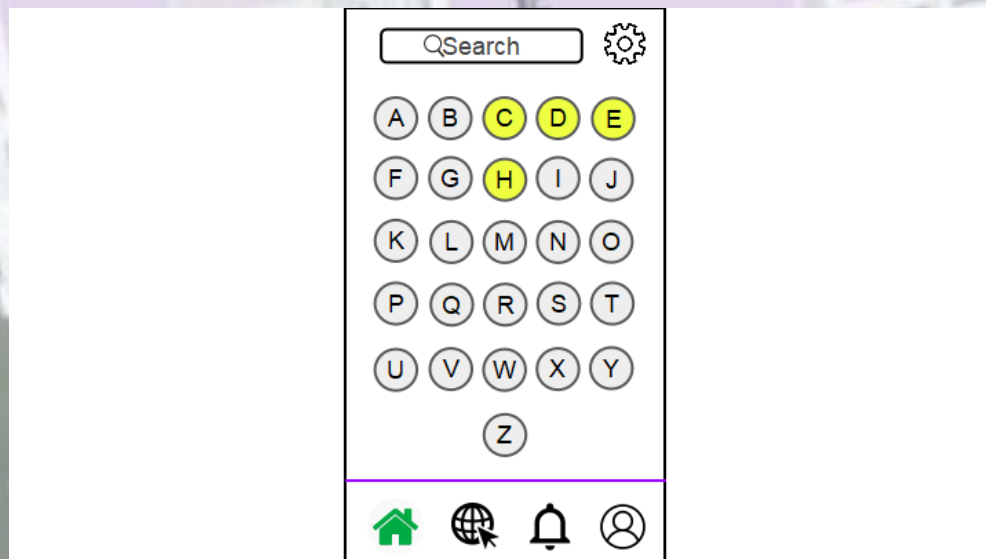
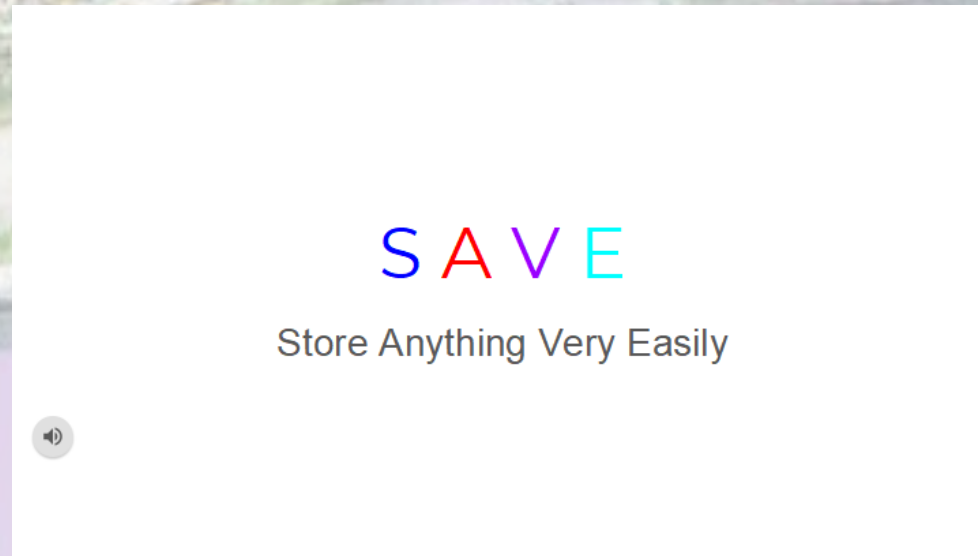
Discount

☐ I'm a Hong Kong student

Internet coupon code



Sample app 2 - SAVE





Lee Kau Yan Memorial School
S4 English Language
Unit 4 - Working and Giving
Worksheet 2 - Designing an App for Soup Man's Customers

Name: _____

Class: S4 ()

You work for Creative Apps - an IT company specialising in designing online purchase apps.

Work with your teammates to design an app for the Soup Man's customers.

Date: _____

What is the name of the app?

What problem(s) can the app solve?

What goals could the new app achieve?

What will make this app different from other apps?

How does the app work?

How can this app get people to use it many times?

*Designing an app
for the Soup Man's customers*



Lee Kau Yan Memorial School
S4 English Language
Unit 4 - Working and Giving
Worksheet 2 - Designing an App for Soup Man's Customers
Basic Vocabulary

Name: _____

Class: S4D ()

Date: _____

Copy the words in your English notebook. Listen to the pronunciation by scanning the QR code.

	Video pronunciation (Collins Dictionary - British accent)	English word	Part of speech	Chinese meaning	Remarks / Usage
1.		goal	n.		The goal of the app is to ...
2.		convenient	adj.		
3.		order	n.		e.g. order food
4.		save	v.		e.g. save time
5.		simple	adj.		
6.		menu	n.		
7.		variety	n.		a variety of choices

Lee Kau Yan Memorial School
S4 English Language
Unit 4 - Working and Giving
Worksheet 2 - Designing an App for Soup Man's Customers

Name: _____

Class: S4D ()

Date: _____

You work for Creative Apps - an IT company specialising in designing online purchase apps. Work with your teammates to design an app for the Soup Man's customers.

What is the **name** of the app? (Include the word 'soup' in your new app's name)

What problem(s) can the app solve?

What **goals** could the new app achieve?



*Designing an app
for the
Soup Man's customers*

What will make this app different from other apps?

Delivery services:

Pricing:

How does the app work?

First, _____

Second, _____

Third, _____

How can this app get people to use it many times? (*Hint: Is there any discount and promotion?*)



High / Average / Mixed ability Worksheet 2

Low / Mixed ability Worksheet 2

Low / mixed ability Worksheet 3

Lee Kau Yan Memorial School
S4 English Language
Unit 4 - Working and Giving
Worksheet 3 - Designing an App to Cater for Customers' Needs

Name: _____ Date: _____
Class: S4D ()

A New App for Your Smartphone

A. You are asked to design a new app. What will it be? It can be your own idea. You may also take the idea from 20 apps that haven't been made yet.

Here are some examples.



1. An App that take Picture of a person and then lists the details of the cloths and accessories that he or she is wearing

Suppose you are walking on the road and you find a gentleman who is wearing a pair of shoes that you find attractive. You can click the picture of that shoes and then the app will analyse the shoes and its details and the come up with its detail and where you can buy it.



2. An App that can calculate the calories and ingredients in a food through scanning:

Suppose you went to a wedding where there are varieties of food which you may not be familiar with. An app that can calculate the calories in it along with nutrients would be best.



3. An App that can find the real-time location of people in your contact list:

An app where people can mutually allow each other to trace them when needed using GPS location can work wonders. Suppose you want to know where your friend is right now then you can use the app to locate him using his network and GPS location.

You may also scan the QR code below to explore some other examples.



20 Great Mobile App Ideas That Haven't Been Made Yet

<https://makeinbusiness.com/20-great-mobile-app-ideas-that-havent-been-made-yet/>

You may take a look at the best smartphone apps for 2021:



PC Magazine: The 100 Best Android Apps for 2021
<https://www.pcmag.com/picks/best-android-apps>



• Food Apps: <https://www.pcmag.com/picks/best-android-apps#food>



• Health & Fitness apps: <https://www.pcmag.com/picks/best-android-apps#health-fitness>



• Productivity apps: <https://www.pcmag.com/picks/best-android-apps#productivity>



Mobile App Daily Reviews: 10+ Must-Have iPhone Apps [2021]:
<https://www.mobileappdaily.com/must-have-apps-for-iphone-users>

Food app:



Health and Fitness app:



Productivity app:



Password app:



High / Average / Mixed ability Worksheet 3

Lee Kau Yan Memorial School

S4 English Language

Unit 4 - Working and Giving

Worksheet 3 - Designing an App to Cater for Customers' Needs

Name: _____ Class: S4____ () Date: _____

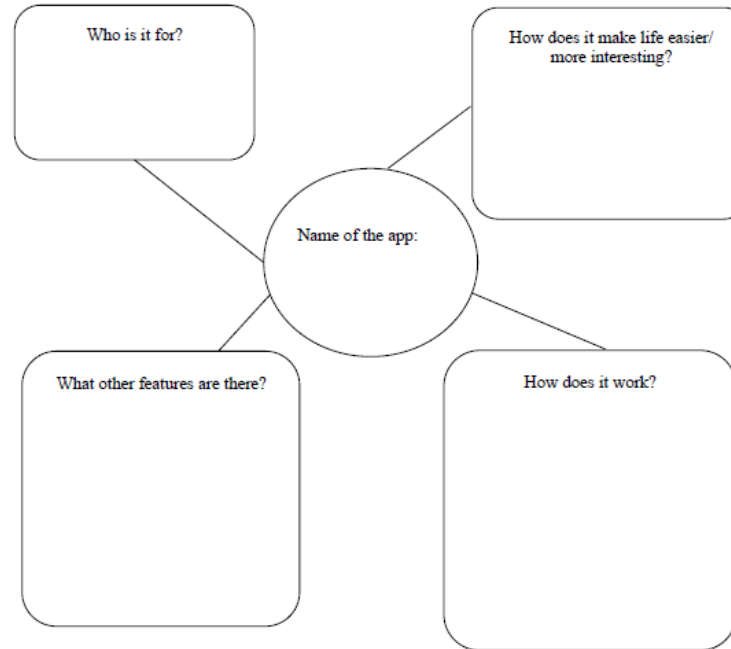
Task 1 Read the article '20 Great Mobile App Ideas That Haven't Been Made Yet'. After reading the article, answer the following questions.

<https://makeinbusiness.com/20-great-mobile-app-ideas-that-havent-been-made-yet/>

1. Which app idea do you like most?

2. What makes you like this app idea? (Write at least 2 reasons)

Task 2 You work for Creative Apps - an IT company specialising in designing apps. You need to think of some ideas for a new app. Write down some notes below to help you present the app to your classmates.



Draw a picture of the logo here.

Price: _____

Low / Mixed ability

Worksheet 3

Useful Expressions

Greeting	Good morning teacher and fellow classmates,
Introduce the topic + Name of the app	Today, we're going to introduce a new app. It is called ...
Who is it for?	The target customers are ... (busy businessmen, lazy students, workaholic, etc.)
How does it make life easier?	● Our app can ● It will ... ● If you use our app, you don't have to ...
What other features are there?	● Our app is better than / stands out from other food app for its ... (e.g. user-friendly layout, colourful design, etc.) ● It has ... ● It shows ... ● You can find ... ● If you order your food, you can ... ● It also allows you to ...
How does it work?	● First, choose ... ● Second, select ... ● Third, click on ...
Conclusion + Encourage people to use your food app	● Our app is ... ● What're you waiting for? Download the app for free now! (e.g. easy to use, user-friendly, convenient, etc.)

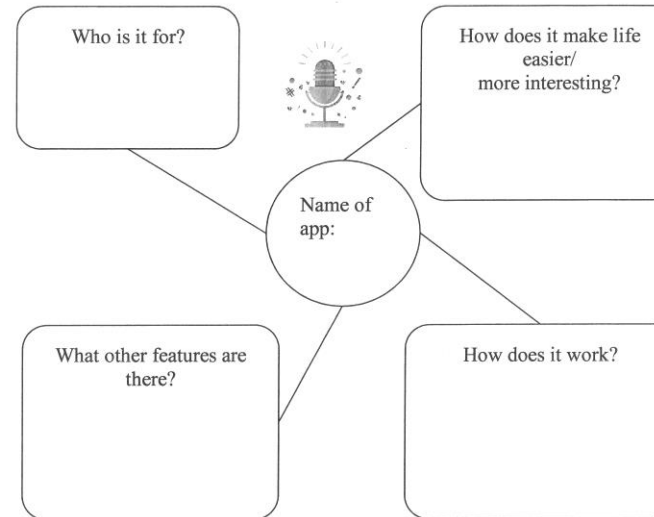


Collins English – Chinese Dictionary

(with video pronunciation)

<https://www.collinsdictionary.com/dictionary/english-chinese>

B. Think of a new app for your target customers. Who are they? Who do they need? Take notes below to help you present the app to your classmates.



Draw a picture of the logo here.

Cost: _____

An aerial photograph of a large, multi-story school building. The building has a white facade with numerous windows. A prominent red cross is painted on the side of the building. In front of the building is a basketball court with a green and blue surface. The surrounding area includes trees, a road, and other buildings in the background.

Output - students' work

Lee Kau Yan Memorial School
S4 English Language
Unit 4 - Working and Giving

Name _____

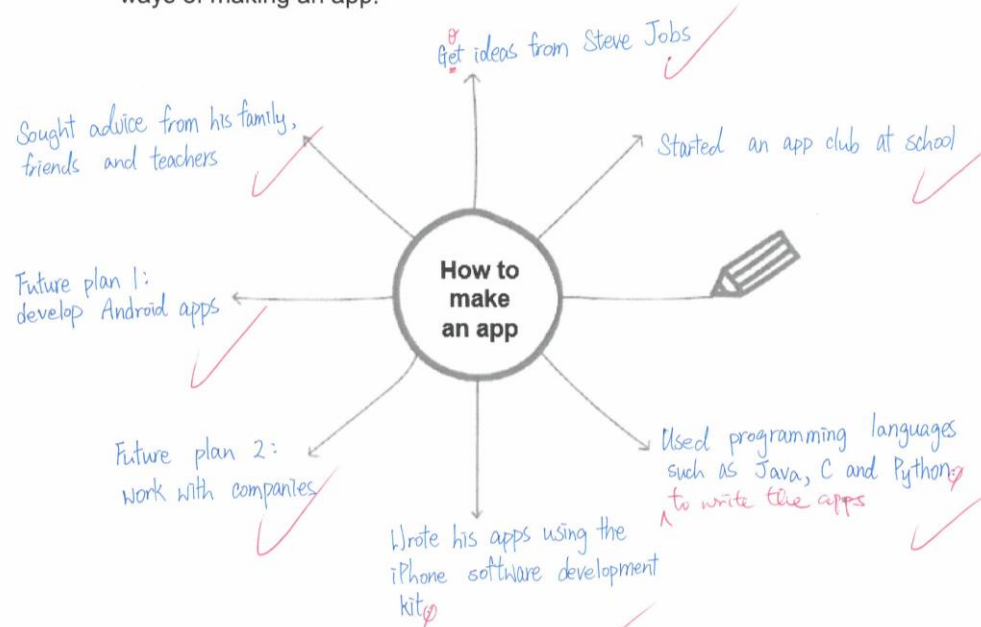
Date: 12th May, 2021

Class: _____

1. Watch the TED Talk on 'A 12-year old app developer':
<https://qrqo.page.link/E67hS>

In the video, Thomas talked about the 2 apps he had created. The first app was called Earth Fortune and his most successful app is Bustin Bieber.

He also shared his journey on creating apps. Put down his different ways of making an app.



The Soup Man



We have :

Japan

Thailand

Taiwan

...



Food Isaac



student

☐ Yes ☐ No

code =

Name =

Address =

Phone =



FoodElephant

soup man Deliveroo apps

You can choose
different soup !

We promise shop
delivery on time



Mushroom soup 🍲 🍲 🍲



Corn soup 🌽 🌽 🌽



Clam Soup 🍲 🍲 🍲



Soup Per Men

Our soup per everyone

download
Tel: 1222 3465



We have superman speed, always keep the food fresh and warm to your house, so as not to suffer the influence of the weather.



People who choose to use our app can get a coupon for the food delivery fees. In addition, if our food arrives in more than one hour as expected, we will not charge the next shipping fee as compensation



We already have the chef's mark on the food container. Once there is a problem with the food, we are willing to actively solve the problem for you. In addition, if the problem is the quality of the food, we will refund unconditionally. The food in question can be thrown into the trash can and will not be sold again.

Aim : "To be the best, fastest food delivery app. Avoid the time they would waste while they are waiting in line.



SOUP MAN

Output 2 - Writing Task

姓 名	4D
電 腦 編 號	Tracy
科 目	9
English Writing	

季 永 恩 紀 念 中 學
LEE KAU YAN MEMORIAL SCHOOL

14th May 2021

Writing Task 6 - proposal

Proposal for productivity app

Introduction

I would like to propose a new app. It is called Homework Helper. Its target customers are student who don't know how to do some difficult homework or answer some questions.

Problem the app solves

Our app can perform various functions. It can answer the questions which students ask. It will answer them fast. If you use our app, you don't have to pay for a private tutor or go to a tutorial school.

Features

Our app is better than other app for its usefulness

姓 名	4D
電 腦 編 號	Tracy
科 目	9
English Writing	

季 永 恩 紀 念 中 學
LEE KAU YAN MEMORIAL SCHOOL

and the clear layout. It has you can take a photo and enter the question on our app.

you can find the answer quickly. It also allows you to help you to know how much time you spend on doing your homework.

How It Works and Download Fee

First, click on the green button to the take some photo. If you take photo, you need to the underline the word. Second, click on the red button to enter your question. Third, press 'submit' and the wait for the response.

Compatibility of the app, Download Fee and Promotion

We Will ensure that our app works with smartphones and tablets, no matter what brand users have. The basic version is free to the download. To attract more

姓 名	4D
電 腦 編 號	Tracy
科 目	9
English Writing	

季 永 恩 紀 念 中 學
LEE KAU YAN MEMORIAL SCHOOL

customers to download our app, we can offer e-coupons.

Conclusion

In conclusion, our app is easy to download and easy to use. It is one-of-its-kind. I hope this proposal will be approved.

班 別	4C
姓 名	Jeremy
電腦編號	21
科 目	

李求恩紀念中學
LEE KAU YAN MEMORIAL SCHOOL

本頁積分

--

Proposal for Design-an-App Competition.

Submitted by: Jeremy member of South Kowloon Secondary School Technology Club.

Problem the app will help to solve.

Our app will help people who are always don't know where is the money gone. For examples, when you back home and check out your's wallet and you find out you just have \$10. We decided to solve this problem because we wanted to help people to save their money.

Name

The name of the app is 'Hi! Money! Where you go?'

We chose this name because it was memorable and dramatic at the same time. It also clearly explains what the apps does.

How it works.

The apps will help you to records all the things that you have buys. You need to put on what have you buys for aday. For

班 別	4C
姓 名	Bosco
電腦編號	
科 目	

李求恩紀念中學
LEE KAU YAN MEMORIAL SCHOOL

本頁積分

--

proposal for Design-an-App Competition

Submitted by: Bosco Kowloon Secondary School Technology Club.

Problem the app will help to tackle.

Our app will help people to help some students to do the homework, help you check the answer and its improved his knowledge. We decided to tackle this problem because nowadays some student homework is very difficult, they did not ask teach how to do in after school and they don't know how to do, so We decided the app to help make sure every student don't want any time.

Name of App.

The name of the app is homework boss, We chose this name because some people feel the boss have a authority, so I want they look the app in first time can like boss to solve every problem.

How it work.

First of all, you need to take the photo or writ down the homework you don't know, the app will scanning the question. Secondly, the app



Thank you!