

araq

StartUp 7

Writing

Unit5 – Lesson5

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READ ABOUT REVIEWS.

Everyone informally reviews things, explaining to friends and family the advantages and disadvantages of new products and services. Reviews can be more formal, such as on websites and online consumer magazines. When writing a review, it is helpful to categorize the different features of the product—for example design, performance, and usability.



Have Ss skim the text again and do the task. Then check the answers in class.

READ THE ONLINE REVIEW. DOES THE REVIEWER RECOMMEND PURCHASING THIS ITEM?

The EverWarm Mug: Is a hot cup of coffee worth it?

We've all been there: You make a hot cup of coffee, but ouch! It's too hot to drink. You put it down and go back to your work. When you pick it up again, it's cold. Now you have to decide: Do you drink it cold? Do you dump it out? Do you put it in the microwave, compromising the flavor? The EverWarm mug proposes to fix this age-old problem. By using an integrated heating element, it keeps your drink the exact temperature you want. But it does come at a price: It's far more expensive than a normal coffee cup.

How does it work?

Like everything these days, the EverWarm mug works with an app. After downloading the app, you use Bluetooth to connect your mug to the app. I found this process very straightforward and smooth.

The cup itself needs to be turned on and charged, using the charging coaster that comes with it. After charging and connecting, you use the app to set the temperature you want for your drink. The mug will turn on as soon as it senses liquid in the cup. It will keep your coffee at the set temperature, even if there's not much left inside. When the cup is empty, it turns itself off—a great feature.

But does it actually perform? I'm happy to say, yes. I tested my coffee with a thermometer, and it was exactly the temperature I had set. And it stayed warm until I was finished. Happy customer!

Design and specs

The EverWarm mug is a great-looking mug. It comes in a range of rainbow colors—choose your favorite. But it doesn't hold quite enough liquid. I would prefer a 280 ml mug instead of a measly 200 ml. Also, it's a little heavier than an ordinary mug. Still, the main issue I have with the design is that you have to wash the mug by hand. It would be great to see a dishwasher-safe model in the future.

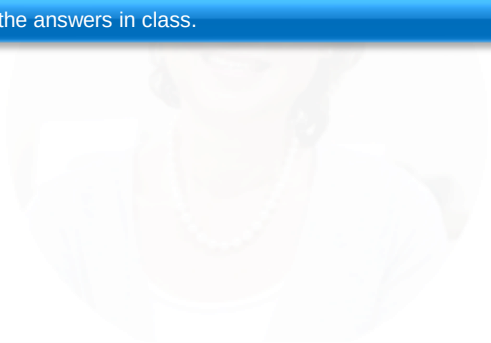
Pricing

Here we go. Currently priced at $99.99, this is not a cheap mug. But, it's true that *you get what you pay for*. I really can't complain. The features are amazing, and for someone like me, totally worth it to get a hot cup of coffee, every single time.

Was this review helpful? Yes 87 No 2

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Have Ss scan the text again and do the task. Then check the answers in class.



D Read the model again. Take notes in the chart.

Benefits	Drawbacks
• process of _____ is straightforward • cup maintains _____ even when _____ • when empty, it _____ • great-looking and comes in _____	• doesn't hold enough _____ • _____ than an ordinary mug • you have to _____ it by hand • at $99.99, the mug is _____



2 FOCUS ON WRITING

Read the Writing Skill. Then look at the sentences from the model. Under which subtitle does each sentence fit? Write *A*, *B*, or *C*. Check your answers against the model.

Subtitle A: How does it work?

Subtitle B: Design and Specs

Subtitle C: Pricing

___ 1. When the cup is empty, it turns itself off–a great feature.

___ 2. Also, it's a little heavier than an ordinary mug.

___ 3. After downloading the app, you use Bluetooth to connect your mug to the app.

___ 4. Currently priced at $99.99, this is not a cheap mug.

___ 5. It comes in a range of rainbow colors–choose your favorite.

WRITING SKILL Use titles and subtitles

A catchy title draws your readers in and helps inform them about what information they will learn. Using subtitles helps organize information and make it clear to readers. Besides reviews, long essays and reports also benefit from this kind of organization.



WRITING INPUT

Advantages

One of the main benefits is that...
Example: *One of the main benefits of online learning is that you can study at your own pace.*
It offers a great advantage because...
Example: *Working remotely offers a great advantage because it saves time on commuting.*
A key advantage is the ability to...
Example: *A key advantage of using renewable energy is the ability to reduce carbon emissions.*
It's highly beneficial for...
Example: *Using a project management tool is highly beneficial for keeping track of tasks and deadlines.*

Teach the models to the Ss.

WRITING OUTPUT

One of the main benefits is that...
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Use the phrases to write a few sentences about two advantages of coffee .

Ask the Ss to personalize the model in the public chat.

WRITING INPUT

Disadvantages

One major drawback is that...
Example: One major drawback of living in the city is the high cost of housing.
A significant disadvantage is...
Example: A significant disadvantage of electric cars is their limited range on long trips.
It can be a downside because...
Example: Social media can be a downside because it may cause distractions and reduce productivity.
The main disadvantage is the fact that...
Example: The main disadvantage of working night shifts is the impact it has on your sleep schedule.

Teach the models to the Ss.

WRITING OUTPUT

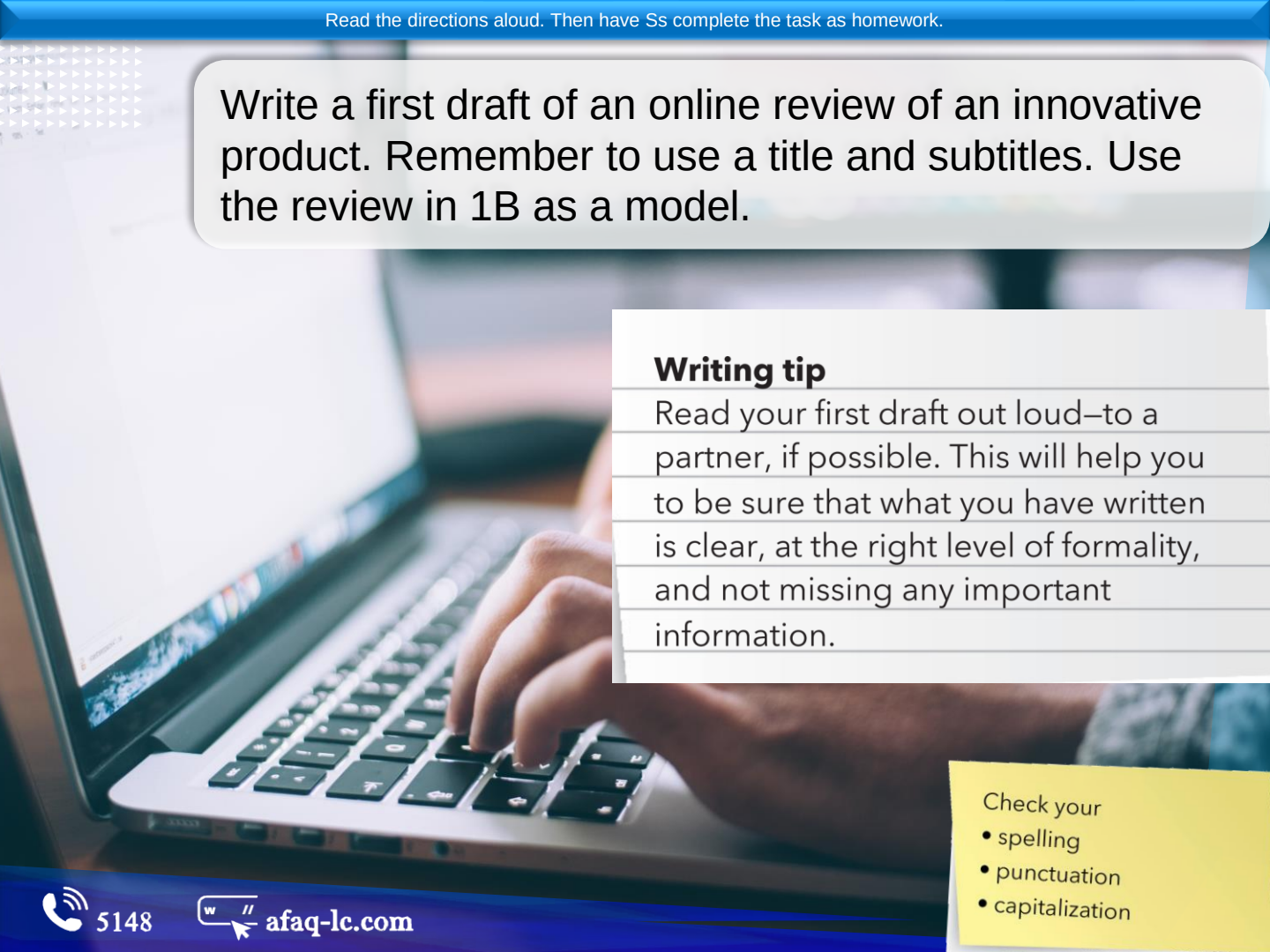
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Example: Social media can be a downside because it may cause distractions and reduce productivity.
The main disadvantage is the fact that...
Example: The main disadvantage of working night shifts is the impact it has on your sleep schedule.

Use the phrases to write a few sentences about two disadvantages of coffee .

Ask the Ss to personalize the model in the public chat.

Read the directions aloud. Then have Ss complete the task as homework.

Write a first draft of an online review of an innovative product. Remember to use a title and subtitles. Use the review in 1B as a model.



Writing tip

Read your first draft out loud—to a partner, if possible. This will help you to be sure that what you have written is clear, at the right level of formality, and not missing any important information.

Check your
- spelling
- punctuation
- capitalization