

Methodological tool: The purpose of the text

Number of methodological Tool	EUPA_LO_050_M_001
Work Area Code and Title	WA 4: Written communication
Unit Code and Title	3.6: Use written communication skills to produce non-routine documents based on specific instructions
Learning Outcome Number and Title	LO050. Demonstrate the ability to explain different styles and tones of language, and situations when they may be used in written communication as well as how written communication can be adapted for meeting the needs and characteristics of different audiences;
Objective of the methodological tool	After the completion of this activity, participants will be able to: <ol style="list-style-type: none"> Describe different styles (eg formal and informal) and tones of voice (aggressive, defensive etc) and situations when they may be used for written communications.
Approximate Time needed for the completion of this exercise	30 minutes
Individual or group exercise	<input checked="" type="checkbox"/> Individual <input type="checkbox"/> Group
Type of methodological tool	<input type="checkbox"/> Written exercise <input checked="" type="checkbox"/> Group exercise <input type="checkbox"/> Video analysis <input type="checkbox"/> Simulation <input type="checkbox"/> Multiple choice <input type="checkbox"/> Group exercise with cards <input type="checkbox"/> Exercise using ICT <input type="checkbox"/> Role play <input checked="" type="checkbox"/> Group discussion <input type="checkbox"/> Case study <input type="checkbox"/> Creative Group Work
Description of the exercise/Procedure	<ul style="list-style-type: none"> Ask learners to read the provided written piece and answer the questions (provided with EUPA_LO059_M01_Att1)
Exercise is	EUPA_LO059_M01_Att1

accompanied by	
Exercise solution	<p>ARE YOU SEEKING NEW OPPORTUNITIES, MORE MONEY, AND HIGHER STANDARD OF LIVING?</p> <p>If this is what you are looking for, then take part in the Small Business Programme – a new initiative run by Zedcom.</p> <p>The programme will teach you how to start up and run your own business.</p> <p>You'll learn, in a simple and practical way, how to:</p> <ul style="list-style-type: none"> ✓ Manage and market products ✓ Work out pricing levels ✓ Improve the quality of products and services ✓ Control stock ✓ Train and involve colleagues <p>You will also learn basic management skills and techniques.</p> <p>The programme is free of charge, so call 0800 000000 to register your place now.</p> <p>Don't miss out – this is just the opportunity you have been waiting for!</p>
Other comments to the trainer	After the completion of the activity, discuss with the participants how they feel about the importance of written communication, style, diction and tone