

# Practical Writing

## Writing for life

### Specifications

#### Level and versions

- ▶ Upper Intermediate  
CEF: B1-B2
- ▶ International English  
North American English

#### Options for running

- Standalone
- Network
- PC online
- Integrated phone app
- Mac online
- Library licence
- Tablet and iPad

**Practical Writing** is for students who need to use written English both at school and in their personal life. Whether they are writing a descriptive essay for their teacher or sending a text to a friend, Practical Writing helps them structure their message, select the right vocabulary and choose the right style.

- ✍ **Essays: for and against**
- ✍ **Job applications: your online profile**
- ✍ **Emails: asking for information**
- ✍ **A short report: graphs**
- ✍ **Review: hotels and restaurants**
- ✍ **Avoiding plagiarism**
- ✍ **Taking notes**
- ✍ **Essays: descriptive**
- ✍ **Textspeak**
- ✍ **Official letters**

While they work on these texts, they are learning a whole range of writing skills: topic sentences, signpost words, functional language, levels of formality and many more. And the program comes with a vocab app they can use on their phone, pre-learning new vocabulary on the go. Practical Writing is systematic, engaging and intensely relevant. Try our demo now.

## Writing for School



Alice

“I know I need a lot of practice in writing in English. It's not just the essays in my English course — I need to take notes in class, write reports and refer to my sources...”

## Writing for Life



Abdullah

“My friends and I are looking for jobs, sorting out immigration issues — and trying to have a social life too. So I need a lot of help in my writing...”

## How will Practical Writing help students like Alice and Abdullah?



### Teacher videos

A teacher explains the learning objectives of the unit — for example, to build an online profile and proofread it.



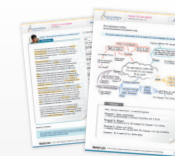
### Phone app for vocab

Learners can use the phone app to pre-learn vocabulary for the unit through study cards and games. It's fun and convenient.



### Interactive activities

In each unit, learners work through 12 interactive activities: exercises, quizzes, tests and writing assignments. There's lots of practice!



### Study sheets

And there's a resource bank of study sheets, transcripts and model writing. These are ideal as handouts in class, or for homework.

New!