

¿tacTICa o TACtica?

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Competentes en TIC sí, pero...

*El profesorado y el alumnado son altamente competentes en el uso de las TIC con propósitos lúdicos, pero son **muy poco o nada hábiles** en cómo aprovechar las TIC en el aprendizaje. [TAC]*

Dolors Reig (2012)



- **Centrado en el alumnado y en su aprendizaje 100%**
- **Participación y colaboración**
Alumnado activo en el proceso y producto de aprendizaje
- **Objetivos pedagógicos** que impactan en el aprendizaje
- **Papel clave** en la construcción de conocimiento

Un caso TACtico

La tarea

Destreza y nivel: Expresión escrita (B1+ - B2.1)

Tipología: Carta formal

Función comunicativa: Formular una queja escrita

Objetivos: Escribir una carta de queja con el registro, estructura y convenciones lingüísticas adecuadas.

Actividad 1

Estudiar y discutir el [FAQ](#) de un curso de pronunciación en línea

The screenshot shows the website for PronunciationPro. At the top, there is a navigation bar with 'PRICING', 'RESOURCES', 'PronunciationPro', 'FAQ', and 'CONTACT'. A 'MEMBER LOGIN' button is also visible. The main content area is titled 'English Pronunciation Course - Have A Question? Need help?'. It contains several sections: 'Have A Question? Need help?' with an email contact; 'How will my Pronunciation Pro membership work?' with details about the 7-day free trial and the \$19.97 monthly fee; 'How do I cancel my membership?'; 'We also have a variety of upgraded packages...'; 'To view all of our packages and pricing, click here.'; 'Click here to start your FREE 7-day trial'; 'What do I get with the free 7-day trial?'; and 'The minute you become a member and start your 7-day free trial, you will have access to the first module of our proven, guaranteed 12-module program...'. On the right side, there are two promotional banners. The top one is for a '7-DAY FREE TRIAL' with a 'START MY FREE TRIAL NOW!' button. The bottom one is for a 'SIGN UP FOR OUR FREE VIDEO SERIES' with a 'GET MY FIRST VIDEO!' button and a form for 'First Name', 'Email', and 'Native Language'.

Objetivos

- Construir conocimiento
- Conocer vocabulario y convenciones lingüísticas
- Informarse y participar activamente en el contenido de aprendizaje
- Conocer y utilizar mapas conceptuales digitales

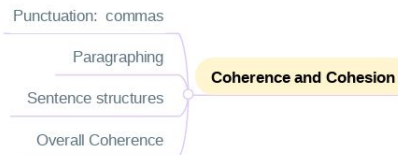
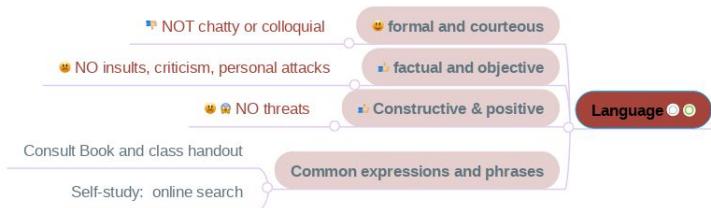
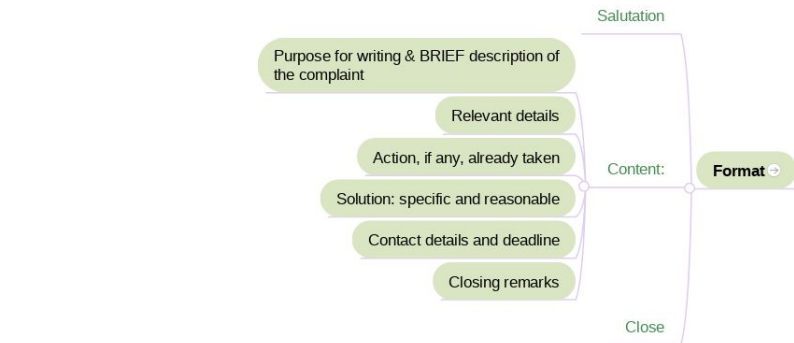
Actividad 2

Consensuar PAUTAS
cognitivas y criterios de
evaluación

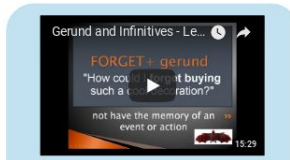


Objetivos

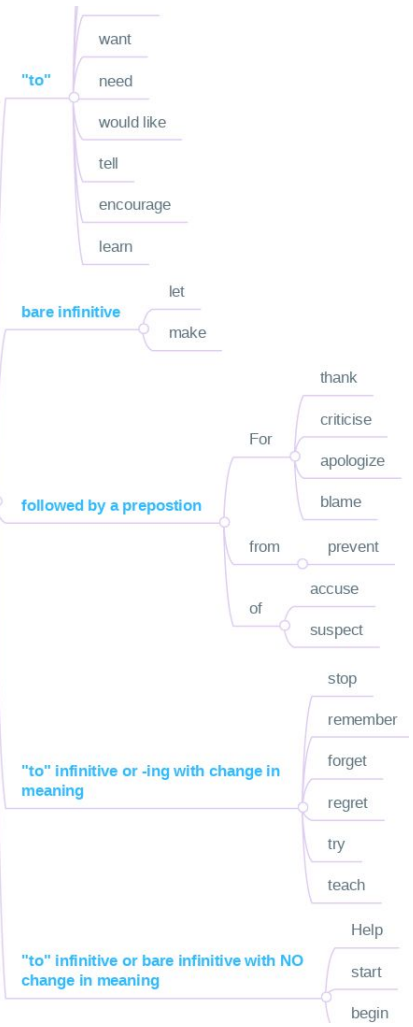
- Reflexionar sobre el proceso y producto de aprendizaje
- Construir conocimiento: convenciones lingüísticas
- Participar y colaborar en la (auto)evaluación
- Conocer y utilizar mapas conceptuales digitales



Grammar



infinitive and -ing forms of verbs
(don't forget format : Subject + 1st verb+object+(preposition)+2nd verb



Write an effective complaint letter

Actividad

Evaluación formativa



Objetivo

Fomentar la reflexión, toma de conciencia, y la participación en la evaluación del producto de aprendizaje

2 months ago Reply

You have a fused sentence (also called a run-on sentence or a run-on) or a comma splice. These all refer to two INDEPENDENT clauses that are run together (or "fused") either because they don't have an appropriate conjunction or punctuation mark (usually a comma, period, or semi-colon) between them. Check out the link for information on how to avoid/solve this common but bothersome punctuation problem.

2 months ago Reply

<https://owl.english.purdue.edu/owl/resource/598/02/>

2 months ago Reply

prep Reply

2 months ago Reply

WO Reply

2 months ago Reply

While you want to provide all the details, you want to keep everything as short and sweet as possible. Leave out any background information that isn't absolutely essential to your complaint. If you find you tend to ramble (to talk on and on and on and on :)), try using bullet points of one sentence each to focus your thoughts. After you have the information stated concisely, you can remove the bullets and break up the sentences into paragraphs.

2 months ago Reply

comma Reply

2 months ago Reply

0:13 Reply

2 months ago Reply

Feedback (resaltado en 4 colores)

"lessons" previamente creadas

Texto escrito (docente y alumnado)

Voz (docente y alumnado)

COMPLAINT LETTER

Dear Sir or Madam,

I'm writing to complain about the online Pronunciation Program [fee](#) that I've signed up to on your [Website](#).

After reading and analysing the conditions, I decided to choose the Basic Package, which is 19.97\$ per month. The [three first](#) months there wasn't any [problem](#), [you](#) had charged me the correct amount. My surprise was when I checked my bank account in the fourth month: I had a charge of 599\$. [As consequence, my bank account dropped considerably up to a point that I couldn't pay my water bill, so they cut it off.](#)

[I couldn't stay for long without water, so I went to talk immediately with the banker. He told me that I had one week to solve the problem, or they would cut the water off for one month.](#)

Considering the circumstances, I would be grateful if you could return my money [as soon as possible, within next 6 days](#). [I also ask you to check my membership fee and to solve the problem that caused this situation, to be sure that it doesn't happen again.](#)

Please, contact me by [4 444 578](#) [a@gmail.com](#) [within next 3 days](#).

[I appreciate a quick solution, thank you.](#)

[Angela](#)

ii. Writing an effective complaint letter

This complaint letter is highly effective because it uses proper format and language conventions, gives relevant and specific content, asks for a reasonable solution within a reasonable time frame, and gives your contact information. Excellent writing!

a month ago Reply

ii. Paragraphing

Information and ideas are really well organized into proper paragraphs. Paragraphs are unified and adequately developed.

a month ago Reply

ii. coherence

The text is fluid for the most part, but the reader has to reread a part of it a bit more carefully to guarantee understanding. After rereading meaning is clear.

a month ago Reply

In general your sentences are longer than normal writing conventions in English. (Paragraphs 1 and 2, especially).

a month ago Reply

Dear Sir/Madan:

I am writing to express my dissatisfaction with the course 'PronunciationPro' Basic package. At first view, it is a good course, so I tried it during the seven-day free trial and I liked it, especially the live trainer- led study groups, and I decided to pay for the Basic Package.

The problem was with the live trainer group. Our first appointment, which was in the first days, was great, with a native english speaking trainer, who introduce the members of the group and guide the session. Unpredictably, I had waited one month for next appointment. Moreover, we were left without anyone to lead the session and to guide our learning. This situation was repeated once more and consequently I have decided to cancel my inscription.

The publicity of your product is not real, because you should announce the number of services you offer per month and, furthermore the service is not good enough. I requested information about my rights in the Consumer Association and they told me me ask you the refund of the money. So, I ask you to refund me the payments for the last two months.

I would like to have this problem solved quickly and my money refunded, please. If I do not hear from you within 7 days, I will have an appointment with the personal of the consumer association to know what is the next step to claim my rights.

I look forward to hearing from you within the next week.

You can contact with me by telephone in the number:

Yours sincerely,

Feedback sobre los “skills” (destrezas) previamente consensuados con el alumnado.

Las rúbricas se crean en Kaizena

Are you complaining about your membership or a particular feature that you are dissatisfied with?

2 months ago

Both because my membership depends on the features

2 months ago

I would suggest a more precise rewrite: I am writing to complain about my dissatisfaction with the personalized feedback feature of the PronunciationPro Plus Package I signed up for on ____ (date).

2 months ago

Reply

WW. Check out this dictionary entry <https://dictionary.cambridge.org/dictionary/english/feature>

2 months ago

I wanted to write a synonym of "package", but I don't know if "modality" is correct.

2 months ago

As the link suggests, the best word in this case is "feature". Also, look at the handout from the website which also uses that word. Modality means something else entirely: <https://www.merriam-webster.com/dictionary/modality>

2 months ago

Reply

Dear Sir/Madam

I'm writing to complain about my **membership** to the English Pronunciation Course.

I have enrolled **for** the Plus Package and I **did one** payment of \$597. This **option** includes **personalized feedback** from an American trainer. I am interested in this **modality** because I often do business with American people **and I need to improve my accent**.

After a few days, I noticed that **his accent** was a bit **weird so**, I asked the trainer where **did he live** and he **answered to me** that he **is living** in Paris since he **is** two years **old, but** was born in America. **As a result**, the **course** isn't as I expected according to what you advertise.

I have sent you an email **asking a solution but**, you **answered me** that the materials and trainers **conform to the contract**.

To resolve this matter, **I request that I should be trained by authentic** American people **or refund me the money that I have paid**.

Please contact me within one week of the date of this letter to confirm that **of these steps have** been taken. If you need to reach me by telephone my number is 600123456.

Thank you for your attention to this matter.

Yours faithfully,

Consulta y conversación con el alumno

Versión 1

A complain letter

Dear Sir or Madam:

I am writing to complain about a song you play in one of your commercials.

Last week I was watching your TV channel. My surprise was during the advertising. I noticed you were using the song "Summer issues" of my group "The Cool" to promote your new program "Travelling" without our consent.

I have already conversed with my lawyer. Your company is infringing the law and your Privacy policy because you do not have our permission. Although the song is uploaded in "YouTube", we have paid the copyright valuation, so you can not use it.

According to my explanation, I request you to remove our song of your advertising without delay. Furthermore, your company should pay us the amount that the law indicates in these circumstances.

Please, contact me by email at | @yahoo.es within five days of the date of this letter. If you follow these steps or you justify a reason to need more time, we will avoid taking legal action.

Thank you for your attention to this concern.

Yours faithfully,

Versión 2

A complaint letter

Dear Sir or Madam:

I am writing to complain about the inadequate use you did with the song "Summer issues" of my group "The Cool" in the commercial of your new BBC program "Travelling around the world".

Last Monday I was watching the BBC when suddenly I noticed you were using the song I have referred to, to promote your new program. Obviously, the song is not on your property, so you are not allowed to play it.

I have already conversed with a lawyer who has informed me that your using our song is illegal because it infringes on copyright laws. Although the song is uploaded to YouTube, you cannot use it.

To resolve this matter, I request you to remove our song of your advertising without delay. Furthermore, the copyright laws indicate your company should pay us a penalty of 2400€.

Please contact me by email at !@yahoo.es within one week of the date of this letter to check if you have retired the song and you have paid the 2400€.

Thank you for your attention to this matter.

Yours faithfully,

Versión 1

Dear Sir or Madam,

I am writing to complain about the Pronunciation Pro Website because the personalized feedback was not as I expected.

I signed up for your 7-day free trial and I decided to continue participating in the program. Then, I registered on the Plus Package plan because I thought that the personalized feedback from an American trainer would help me to improve my pronunciation more than the Basic Package, because I supposed that the personalized feedback was face to face, so that we could have a conversation through the webcam. However, the feedback is only through a written message, so I decided to cancel my membership and to re-register in the Basic Package.

To resolve this matter, I request that you explain in detail the services that you offer in the advertisements, so that there are no more misunderstandings. I also request that the Plus Package fee not be charged to me.

Please contact me before one week. My telephone number is

I look forward to hearing from you soon.

Yours faithfully,

María

Versión 2

Dear Sir or Madam,

I am writing to complain about the Pronunciation Pro course because the materials were not as I expected.

Two weeks ago, I signed up for your 7-day free trial and I decided to continue participating in the program because it seemed appropriate to improve my pronunciation. However, yesterday I downloaded the downloadable mp3s and the audios are not heard. It does not sound anything. So, I am really disappointed with the course materials.

To resolve this matter, I request that you solve this problem by changing the mp3s for others that work well and are heard. I would also like to suggest that you pay more attention to the functioning of the course materials and have them updated, so that the members are satisfied.

Please contact me before one week to confirm that you are going to solve the problem of the audios and for when it will be fixed. My telephone number is

I look forward to hearing from you soon.

Yours faithfully,

María

Caso TACTico: Resultados

Mayor **competencia lingüística**

Mayor **autorregulación, consulta**

Mayor **toma de conciencia**

Mayor **reflexión**

Mayor **compromiso**

Mayor **autoevaluación**

Mayor **motivación y autonomía**

Mayor **colaboración e intercambio**



tacTICa

- **Centrado en el docente**
Facilita su labor de impartir contenidos
 - **Práctico pero no pedagógico**
Sin impacto directo en el aprendizaje del alumnado
 - **Alumnado pasivo** y sin voz
 - No juega **papel** en la construcción de conocimiento
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