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| --- | --- | --- |
| **Our Text** | **Generic** | **Innovation** |
| **Title**  Why Simple Forms of Communication are almost Extinct | **Title**  Why simple \_\_\_\_\_ are \_\_\_\_\_\_\_\_ | **Title** |
| **Beginning**  Introduce what is being explained – why have simple forms of communication changed? | **Beginning**  Introduce what is being explained. Why something has changed. | **Beginning** |
| **Middle – Key reason**   * Invention of the telephone | **Middle – Key reason**  Give main reason. Explain/support with some details. | **Middle – Key reason** |
| **Middle – related reason 1**   * Shouting disturbed people and animals, caused sore throats. | **Middle – related reason 1**  Give reason related to the main one. Explain/support with some details. | **Middle – related reason 1** |
| **Middle – related reason 2**   * Use phone is quicker and easier than writing letters | **Middle – related reason 2**  Give another reason related to the main one. Explain/support with some details.  . | **Middle – related reason 2** |
| **Conclusion/Ending**   * Now rarely receive letters or hear people shouting | **Conclusion/Ending**  So that is why…   * Briefly answer original question. | **Conclusion/Ending** |

