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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** |

