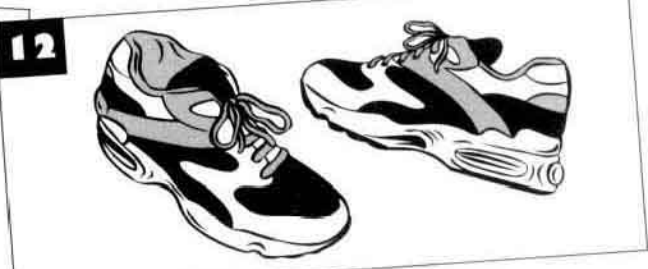
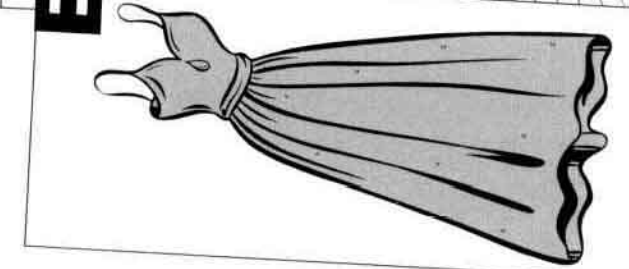
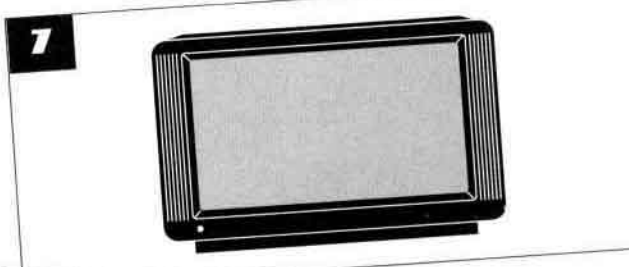
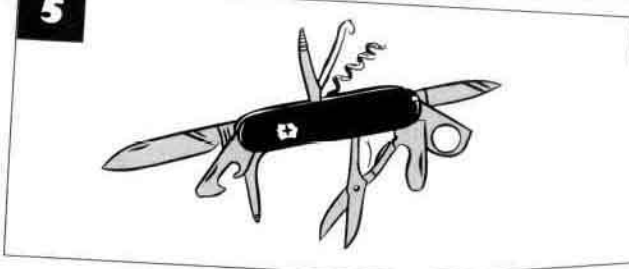
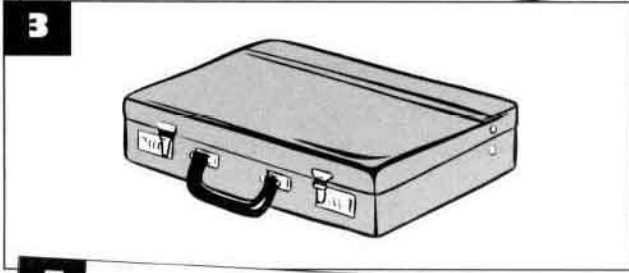
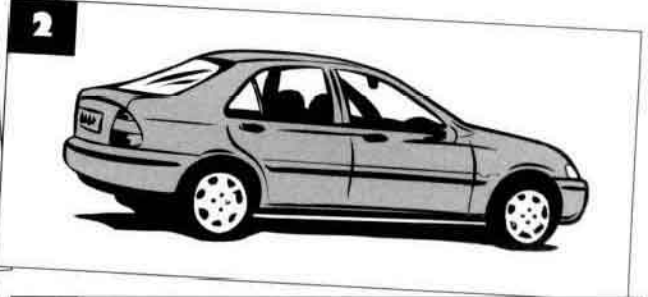
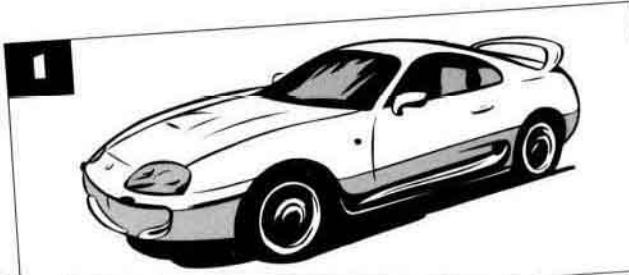


27

Advertising



fast ■ well-made ■ traditional ■ comfortable ■ economical ■ casual ■ smart ■ useful ■ elegant
beautiful ■ cheap ■ exclusive ■ efficient ■ powerful ■ luxurious ■ modern

Advertising

Worksheet

27

ACTIVITY

Pairwork: speaking, writing

AIM

To write short advertisements for products.

GRAMMAR AND FUNCTIONS

Describing objects

VOCABULARY

fast, well-made, traditional, comfortable, economical, casual, smart, useful, elegant, beautiful, cheap, exclusive, efficient, powerful, luxurious, modern

PREPARATION

Make one copy of the worksheet for each student. Try to make sure there are some bilingual dictionaries available.

TIME

20 to 30 minutes

PROCEDURE

- 1 Tell the students they are going to look at advertising language.
- 2 Give out the worksheets.
- 3 Ask the students to identify the pictures:
What's number 6? etc.
- 4 Divide the class into pairs or small groups.
- 5 Ask them to look at the words at the bottom of the worksheet and decide which product(s) each word could describe. Allow 5 to 10 minutes. Circulate and monitor.
- 6 When most pairs have finished, reconvene the class to compare answers.
- 7 Divide the class into small groups.
- 8 Ask each group to choose a product.
- 9 Ask them to write the text for an advertisement for the product they have chosen. Circulate, helping with grammar and vocabulary.
- 10 As each group finishes, get them to put their advertisement up on the wall.
- 11 Let students circulate, reading each other's advertisements.