BUSINESS



Advertising slogans

by David Riley and Simon Greenall

Age: Adult

Activity: Pairwork, whole class – reading, speaking Level: Intermediate

<u>Aim:</u> To read some advertising slogans and speculate about which products they promote <u>Time:</u> 10–15 minutes

<u>Grammar and functions:</u> Speculating: might, must, may

Vocabulary: Slogan, vicious cycle, luxury Materials: One copy of the worksheet for each pair of students; a few advertising slogans the students are likely to know, in case they struggle to think of any in step 1

Procedure

- Tell the students that they are going to do a speaking activity about advertising slogans. Ask the students to think of slogans they have seen recently, either in their own language or in English, and write them on the board.
- 2. Put the class into pairs, and hand out the worksheets.
- 3. Explain the task. The slogans are all genuine. They must think of as many products as possible that could have been advertised with these slogans.
- 4. As the discussion comes to an end, bring the students back together as a group to compare the possibilities they thought of. Give them the 'answers'.

Key:

- 1. a telecommunications company (Verizon)
- 2. a soft drink (Dr Pepper)
- 3. a hotel chain (Cresta Hospitality)
- 4. a charity for homeless people (Bruce House)
- 5. a business training seminar (London Business School)
- 6. a car (Acura cars)
- 7. a bank (Swiss Bank Corporation)
- 8. a car (Audi A4)
- 9. an airline (United Airlines)
- 10. a musical (Mama, I Want to Sing)

Follow-up

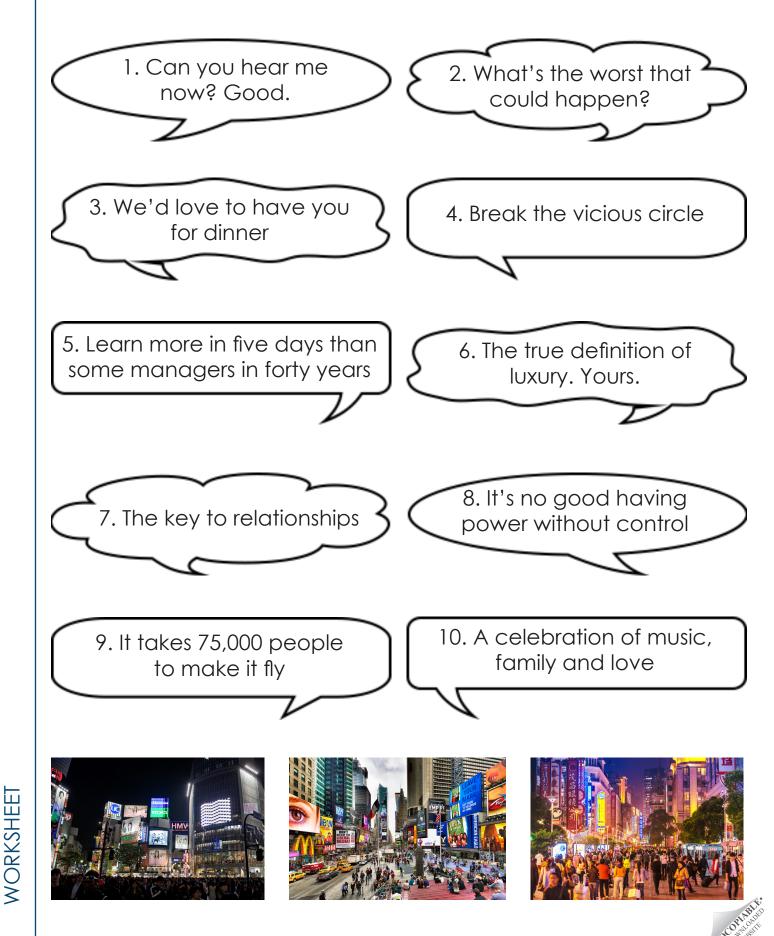
Ask the students to translate five slogans from their own language into English and decide if they work or not when translated.



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