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What are the rules?

	Advertising and Trading Standards		
	You can	You can't	
Advertise tobacco			
Compare your product directly with another			
Say things that you cannot prove are true			
Use shocking images in advertisements			
Sell something for more than it says on the label			
Sell food without saying what is in it			
Use artificial colours in food			
Sell a product or service without first telling the customer what he or she will have to pay for it			
Refuse to give the customer his/her money back for a product which doesn't work			
Other _____ _____ _____ _____			

What are the rules?

Worksheet

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ACTIVITY

Pairwork: speaking

AIM

To talk about advertising and trading standards in different countries.

GRAMMAR AND FUNCTIONS

Can and *can't* for permission and prohibition

VOCABULARY

Trading: *a service, to pay for, to refuse, to give money back, a label, to prove, to compare, to work* (function properly)

PREPARATION

Make one copy of the worksheet for each student in the class.

TIME

30 minutes

PROCEDURE

- 1 Write the following words on the board and check their meaning and pronunciation, marking the stress where necessary: *image, advertisement, advertise, prove, label, artificial*.
- 2 Give one worksheet to each student. Ask them to think for a few minutes about advertising rules and practices in their country. They should then read the statements and tick the relevant box on the grid according to the rules in their own country.
- 3 Ask students to work in pairs or groups of three and discuss their answers.
- 4 Go through the answers with the whole class, asking them to comment on any practices that they found interesting or surprising.

FOLLOW-UP

Ask students to write a brief description of some of the standards which their company has set itself to ensure good working practice. For example:

A bank:

You can't offer credit without a guarantee.

Customers can keep their personal details secret from the bank.