



# Design a radio advertisement

A large rectangular area enclosed by a dotted border, designed for a radio advertisement. At the top center of this area is a double-lined rectangular box. Below this box are 15 horizontal lines for writing.

## Unit 12B



Teacher's Notes

# Design a radio advertisement

## Interaction

Group work

## Aim

To practice imperatives.

## Time

30–40 minutes

## Skills

Speaking

Listening

Writing

## Grammar and functions

Grammar structures used in advertising

## Vocabulary

Advertising

## Preparation

Make one copy of the activity sheet for each group.

## Procedure

- 1 Ask students if they can remember any radio ads they have heard recently. Do they like them or dislike them? Why?
- 2 Explain that radio advertisements are generally shorter and simpler than TV advertisements. The language of radio advertisements may often include imperatives. Ask pupils for examples of imperatives, e.g. *Use this detergent! Buy this car!* Write a list on the board for reference.
- 3 Put the students in groups of three or four.
- 4 Give each group a worksheet.
- 5 Explain that they are going to make up a radio advertisement.
- 6 Give students twenty minutes to write and practice their advertisement.
- 7 Move around the classroom listening and checking that students are including some imperatives in their advertisements.
- 8 If possible, let each group record their advertisement and play the recording to the class. If this is not possible, let them perform it and have the rest of the class listen with their eyes closed.
- 9 Have the class vote for the best advertisement.

## Additional ideas

Try to record some real radio advertisements (in English!) so that the class has a model.