

Advertising: Teachers' notes and tips

1 Pre-writing tasks: speaking

- a Write *Sale!!* on the board and elicit meaning. Introduce vocabulary such as *bargain* and *reductions*. When are the sales in this country?
- b Ask students to tell each other if they usually go to the sales, did they buy anything during the last sales? Listen for any interesting stories.
- c Ask one student to tell the whole class about their bargain – how much did they save?

Tip: use realia

Try to find some adverts for sales from English newspapers or magazines. Stick them up around the classroom.

2 Pre-writing tasks: vocabulary and reading to identify style

- a Write advertise on the board and elicit that it's a verb. Ask for the gerund advertising and the different noun forms advertisement, advert, ad. Make sure they have the stress on the correct syllable (as underlined).
- b Tell students they're going to be looking at some adverts for the sales. Handout the worksheet and do the exercise 1 open class as an example: *Buy one – get one free goes with Two for the price of one.*
- c Students read the advert. There are two offers: *two for one*, *free eye test*.
- d Then students identify the style of the advert – there are lots of exclamation marks, verbs are in the imperative form to encourage customers to *buy*, *don't delay*, *call now*, the eye catching heading and the extreme adjectives *amazing*, *fantastic* etc.

Tip: train students to recognise the style of a text

Advertisements belong to a particular genre, and those promoting sales have both a distinctive style and a clear function: to persuade (even more than normal!). How a text is presented and written needs to be recognised by the students for them to fully understand the message.

3 Pre-writing tasks: vocabulary

- a Students look at exercise 4.
- b Ask students to guess what the shops sell: *cars*, *clothes*, *furniture*.
- c In pairs students decide which phrases go with which shop, sometimes the phrase can go with two or all three of the shops. When doing the feedback try and get students to explain the reason for their ideas.

Tip: promote learner autonomy

Prevent students from always asking you for the meaning of words they don't understand. Either provide dictionaries or make them ignore the phrase until the feedback stage when another student may be able to help.

4 Writing: discussing ideas and making notes

- a Students, in pairs, are going to prepare a rough draft for three sale advertisements. They can either do the three shops from the previous exercise, or stronger students can advertise sales for another shop. Students have to:
- choose a suitable heading
 - decide on the offers and how many
 - write a short paragraph giving details of the item and the prices. This should include imperative forms, extreme adjectives and lots of punctuation marks!!!!
 - give the shop an address and telephone number.

Tip: monitor well

Make sure the students refer back to the example provided and are using the imperative form.

Tip: allow students to personalise the writing

If some students have a particular hobby or interest (e.g. photography), suggest they do the sale advert for a camera shop.

5 Writing: composing

- a Hand out the blank advert page, one for each student.
- b Students turn their notes and ideas into three advertisements adding a picture of the item(s) on sale which they can either draw or cut out from a newspaper / magazine.

Tip: provide pictures

If possible it would be great to have a collection of magazines (in any language) which students can look through to find suitable images. Make sure you have scissors and glue available.

6 Post-writing: reading and choosing

- a Put all the advert pages on the classroom wall. Tell students they have to read as many as possible in a given time (10 mins?) and have to choose one item they would like to buy.
- b When the time is up get students to tell their partners what they have chosen, and why.
- c Ask each student to say what they have chosen – is one item more popular than the others? Why is that?

7 Post-writing: listening

- a You can link this lesson with the elementary 'advertisements' activity in the listening section of onestopenGLISH.

Please note:

This writing task is one of many that make up pages for *One World* magazine. When the students have finished this activity ask them to keep the page somewhere safe. In the future, when all the pages are written, the students will have an opportunity to design a front cover and put the pages together to make a complete magazine.