

Advertising slogans

by David Riley and Simon Greenall

Age: Adult

Activity: Pairwork, whole class – reading, speaking

Level: Intermediate

Aim: To read some advertising slogans and speculate about which products they promote

Time: 10–15 minutes

Grammar and functions: 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

Follow-up

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

Procedure

1. 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)*

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1. Can you hear me now? Good.

2. What's the worst that could happen?

3. We'd love to have you for dinner

4. Break the vicious circle

5. Learn more in five days than some managers in forty years

6. The true definition of luxury. Yours.

7. The key to relationships

8. It's no good having power without control

9. It takes 75,000 people to make it fly

10. A celebration of music, family and love

