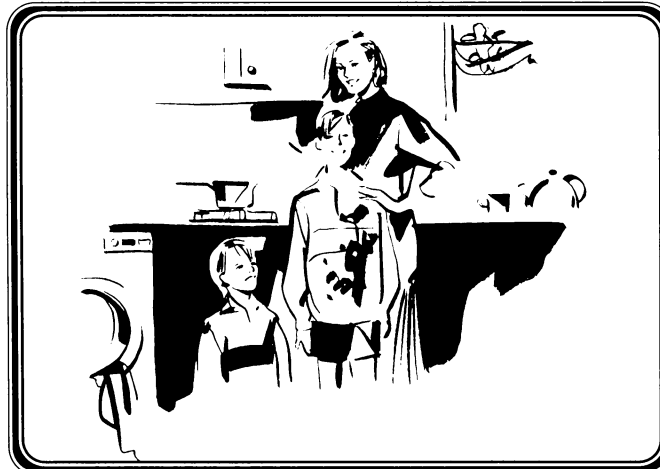


20a Advertising campaign



# Advertising campaign

## Worksheet

20a

### ACTIVITY

Groupwork: speaking

### AIM

To write and present a radio advertisement and to guess what products are being advertised.

### GRAMMAR AND FUNCTIONS

General

### VOCABULARY

The language of advertisements

### PREPARATION

Make one copy of the worksheet for every three students in the class. Make one copy of the words at the bottom of the Teacher's Notes and cut them up as indicated.

### TIME

40 minutes

### PROCEDURE

- 1 Tell the students that they are going to invent a radio advertisement and perform it for the rest of the class.
- 2 Ask the students to work in groups of three. Give one copy of the worksheet and three of the words from the box below to each group.
- 3 Tell the students that they are going to prepare a short advertisement for the radio based on one of the pictures on the worksheet. They must use the words you have given them in their advertisement.
- 4 Ask each group to choose one of the pictures on the worksheet, decide what sort of product it represents and give it a brand name. *They must not let the other groups of students know which picture they have chosen.*
- 5 They are ready to prepare their advertisement. While they are doing this, be on hand to offer help as this is quite a challenging task.
- 6 When they have finished, ask the groups of students to take it in turns to come to the front of the class and to perform their advertisement. The rest of the class should guess which picture the advertisement is based on.
- 7 The class can vote for the best advertisement.

### FOLLOW-UP

Ask the students to write a slogan for their product on the picture they chose.

### OPTION

If you have the facilities available, students can record their radio advertisement and play the tape instead of performing it in front of the class.

REFRESHING	FULL OF GOODNESS	AMAZING	GUARANTEED RESULTS
SCIENTIFICALLY PROVEN	LONGER-LASTING	THE LATEST	NEW, IMPROVED
FABULOUS	PURE	BRIGHTER AND WHITER	VALUE FOR MONEY
FAST	SAVE TIME	SAVE MONEY	SILKY
IRRESISTIBLE	MAGICAL	LUXURIOUS	SMOOTH