

The Language of Advertising

Aim

- 1) To raise awareness of the type of language used in advertising:
 - extreme adjectives
 - superlative phrases
 - 'glowing' idioms
 - travel vocabulary
- 2) To use the target language as a basis to write an effective advert for the student's own town or city.

Materials

- Four versions of the advertisement text (**A**, **B**, **C** and **D**)
- **Language Analysis and Practice - Advertisement Adjectives**
- **Advertisement Idioms**
- **Travel Vocabulary**
- **Writing Practice**
- **Answer Key**

Time

One hour

Lesson steps

- 1) Give out versions **A**, **B**, **C** and **D** (each text is gapped differently) so that students can later get into groups of four, with one **A**, one **B** etc. in each group.
- 2) Students look at their own gaps in the text and write appropriate questions (eight gaps in each version) to elicit the answer for each gap.
- 3) Form groups of **A**, **B**, **C** and **D**. Students ask and answer each other's questions. (Total time for steps 1, 2 and 3 is 15 minutes)
- 4) Hand out **Language Analysis and Practice** (three sheets). Suggest they work through the three sheets individually and then come together to share their answers. You can leave students in these groups for the **Language Analysis and Practice**. Change the grouping after the **Language Analysis** exercise if you want a different dynamic of interaction. (15 minutes)
- 5) Give out **Writing Practice** and allow enough time for individuals to write their advert (15 minutes) with 10-15 minutes left over for 'selling' their town at the end of the lesson.