

First Conditional Ads by Svetlana Gavrilović

Skills: Speaking, listening, reading
Grammar focus: First conditional
Level: Pre-intermediate
Age: Teenagers
Time: 20 minutes
Materials: In-class activity: One copy of the *if* clauses cue cards (cut up) and one copy of the result clauses cue cards (cut up)
 Online activity: One copy of the *if* clauses cue cards for half the students and one copy of the result clauses cue cards for half the students

Procedure

Warmer (5 minutes)

- Write the following advertising slogans on the board or show them on the interactive white board.
 If you give us 22 minutes, we'll give you the world. – WINS Radio, New York
 If Avis is out of cars, we'll get you one from our competition. – Avis Rent A Car
 If life is discovered on Mars, it will come as news to you. On CBS Radio. – CBS
- Ask students what these statements are (*advertising slogans*) and where they might hear or read them (*on the TV, radio, online, in a newspaper/ magazine*).
- Ask students to name the grammatical structure used in the slogans (*first conditional*).
- Ask students whether they know any other slogans with the same structure.

Grammar review (5 minutes)

- Revise the meaning and formation of the first conditional and write it on the board. Then, write the prompt for an advertising slogan below that.

If clause (present simple)	Result clause (future with will)
choose a SUNSET holiday	the fun doesn't stop at the end of the day

- Ask students to create an advertising slogan using the prompt in the form of a first conditional sentence, using *you*.

Key: *If you choose a SUNSET holiday, the fun won't stop at the end of the day.*

Grammar game (10 minutes)

- Ask students to stand up and divide into two groups. Distribute the cue cards. Give half the students an *if* clause cue card each and give the other half of the students a result clause cue card each.
- Tell them that they are going to make more advertising slogans by matching their card with a card from the other group. Model an example, if needed. A student with an *if* clause card reads the prompt on the card and says, e.g. 'If you wash your hair with GLAM, ...' The student with the matching result clause card says, '... you will look glamorous.'
- The pairs who make a match sit down. The activity goes on until all the slogans have been matched correctly and all the students have sat down.

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Key:

- If you drink YUMMY yoghurt, you will be healthy.*
- If you wear RODEO jeans, people will notice you.*
- If you sleep on a DREAMWAY bed, you will have sweet dreams.*
- If you use LUXIDOR paint, your house will thank you.*
- If you wash the dishes with POSH-WOSH, your glasses and pots will shine.*
- If you brush your teeth with SUNNY, you will have a movie star's smile.*
- If you use HOT TOMATO ketchup, your chips will never be boring.*
- If you use MYSTERY make-up, you will always look different.*
- If you clean shoes with RAYS, you will make old shoes shine.*
- If you watch television on a WORLD TV set, you won't want to go out.*
- If you shop at THRIFTY GUY, you will save money.*
- If you try SPACE hamburgers once, you will know they are out of this world.*
- If you drive a DELTA, you won't want to drive any other car.*
- If you read the DAILY TALK, you will know what people are saying.*

Variations

- For more repetition: Do the activity one more time but faster.
- For more challenge: Have students memorise the text on their card instead of reading the card.
- For more grammar focus: Repeat the activity with the result clause cards beginning the sentences.
- For online classes: Send the *if* clause list to half the class. Send the result clause list to the other half. Pair students with each list and send them to the breakout rooms to make as many sentences as they can in a given time.