

Online adverts—Pre-Intermediate

Let's discuss

A Read the text and answer the questions.

An **online advert** is used to give a message about a product to internet users. Adverts can be made by companies, agencies or by individuals who want to promote their ideas or business. They are also used to sell products online.

Today, companies have advertising departments who design adverts for their products. Only the best adverts are selected to go online. They can use images, charts and text in a visually attractive way.

1. Who makes online adverts?
2. Do you think advertising is an interesting job?

Let's analyse

B Look at the example of an online advert. Answer the questions in groups.



Do you want to be a scientist?

Find out about dangerous experiments, see modern technology live in action and experience the best of science today.

SCIENCE FAIR!

1. What is this poster advertising?
2. What can you find out about if you go to the fair?
3. Would you like to go to this fair? Why or why not?

Let's do it!

Step 1 You are going to make an online advert for a competition called 'The school of the future'. Remember to use grammar structures related to making predictions and talking about the future.

Think about your ideas for the perfect school. Here are some suggestions to help you:

- Classroom organization (desks, sofas, air-conditioning, colourful walls ...)
- Technology (personal interactive white boards, individual laptops ...)
- Teacher (robot, virtual teacher, no teacher ...)

Step 2 Go online and search for some adverts. Think about colours and images for your advert to make it more visually attractive. Make some drawings of the design and the text. Think of an interesting or funny title for the advert so that everyone looks at it.

Step 3 Go online and search for some digital tools which will help you create the advert. Watch video tutorials about how to make it and what to include.

Step 4 Put all your ideas and drawings together and create your advert.

Step 5 Share your advert with your teacher and classmates. Have a class competition to decide on the best 'School of the future'. Will your advert win?