

Online adverts—Pre-Intermediate

Let's discuss

A Read the text and answer the questions.

- Ask students to read the text and discuss the questions in pairs. Elicit some answers and discuss as a class.
- Most students will have seen online advertising as it's everywhere on the web. Encourage students to discuss the adverts they like and dislike, and why.

Online adverts. Extra information

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.

Companies collect online data about users' interests to target advertising. This is called 'behavioural targeting' and it means many adverts on a web page are related to its specific content to interest the user.

Key

- 1 *Adverts can be made by companies, agencies or by individuals who want to promote their ideas or business.*
- 2 *Students' own answers.*

Let's analyse

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

- Encourage students to give their opinions about the advert. This will help them to focus on their own adverts in the next stage. Allow time for discussion about use of text and images.

Key

- 1 *It is advertising a science fair.*
 - 2 *You can find out about dangerous experiments, modern technology and the best of science today.*
 - 3 *Students' own answers.*
- Go online and show students a few websites, resources or apps for creating online adverts.
 - Try making a group advert using suggestions from the class. Ask students what they want to make the advert about and what information and images they want to include. Make the advert on screen.

Let's do it!

- This can be completed in class or as homework.
- Ask students to make an online advert for 'The school of the future'. They can do this individually or in pairs.
- Once you have all the links to the adverts, use one lesson to view them all as a class. Students can vote for their favourites and choose the best three.

TIPS!

Creating adverts

Before class, look for websites that allow you to create online adverts for free using different media types by typing "online ad maker" or "online video ad maker" into the search engine.

It is best if you practise on your chosen website in advance of the lesson to make sure you understand its features, and also to create a sample to demonstrate to your students.