

Digital voice-recording tools—Upper-Intermediate

Let's discuss

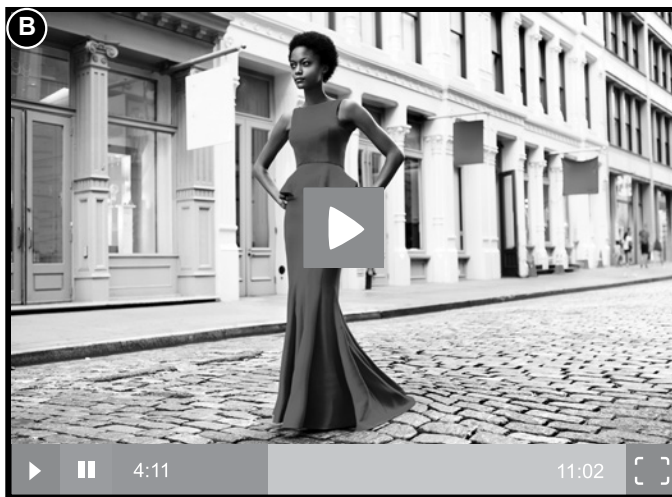
A Read the text and answer the questions.

Digital voice-recording tools allow you to record your voice with a click of the mouse and to easily share your ideas and opinions with others. These tools can be found as apps or online. Some of these tools are strictly for recording your voice or a sound and sharing it with others, however, some apps enable you to overlap sound with images and videos. This is a technique often used in advertising to create persuasive and eye-catching adverts.

1. Have you ever used a digital voice-recording tool? What did you use it for?
2. Can you think of some instances where voice recordings have been used in adverts you have seen?

Let's analyse

B Look at the images. Answer the questions in groups.



1. What type of advertising do they represent?
2. What do the adverts show? Who is the target audience? Are they eye-catching?
3. What could you do with a voice recording app to make these ads more persuasive?
4. What do you think the voice recording would say?
5. When would it be an advantage in advertising to only hear a recording but not see any images?

Let's do it!

- Step 1** Choose a product you would like to create an advert for and decide what you are going to say. What will the advert show? Who will the target audience be?
- Step 2** Search for a voice-recording app or online tool. You can choose one that can combine video/image and sound.
- Step 3** Record your advert. Look for images or videos online that you could use in your advert, and remember to vary your tone of voice and not speak too quickly.
- Step 4** Once you have finished, share the link or the audio file of your advert with your teacher and classmates.