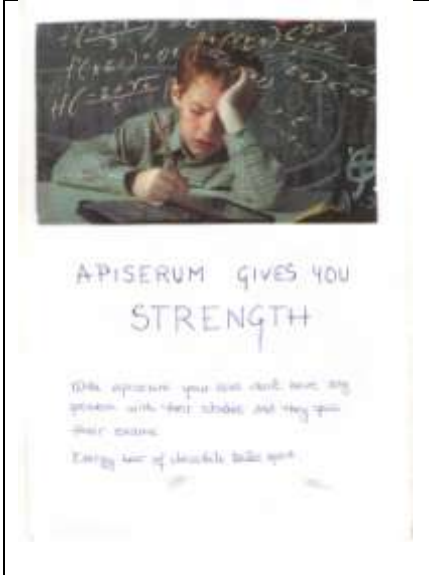


Advertisements

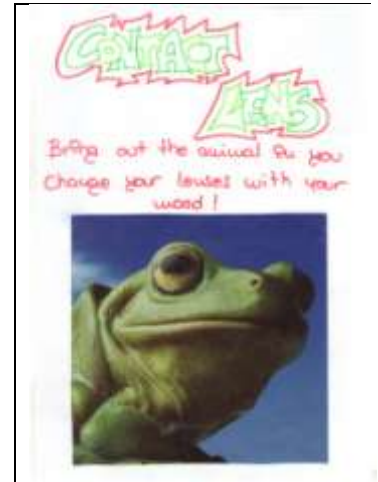
Level: All secondary school students

1. Cut out interesting photos from magazines, newspapers or advertising brochures. Divide your class into small groups, and give one photo to each group. Get them to brainstorm a product that they will use the photograph to “sell”/promote – complete with brand name, and even design/logo if you wish.



2. Students then brainstorm a short, effective slogan – a good example to use is “Red bull gives you wings” because it is very effective, and because it is exactly the same in English as it is in Spanish.

3. Students must then write a short paragraph to “sell” the product (magazine adverts don’t usually have too much writing – so perhaps you can market it as a joint radio/magazine campaign, and they have to write the radio version). It might be a good idea for older and more ambitious students to use the opportunity for them to use more creative and adventurous vocabulary – especially adjectives and verbs. Students write the advert, and then select certain “common” verbs/adjectives, and research something more interesting to substitute these verbs. Younger students can use the opportunity to practise comparatives and superlatives.



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4. More ambitious teachers can then give out radio-cassettes or mp3 players, with a selection of music, to each group. Students must then practise delivering the paragraph they have written, as if it were a radio advert, with music, increasing the volume for introductions, during silent moments and for dramatic effect etc. Probably only best for older students.

