3.5 Writing A product description

Discussion

1 Read the items in the box and identify the four features of this car and the four corresponding benefits to consumers. Then discuss the questions below.

ABS air-conditioned comfort alloy wheels automatic climate control head-turning good looks power on demand safe braking and cornering 3.0l V6 engine	

1 What do you look for in a car – features or benefits? Why?
2 When you buy a computer, a mobile phone, or software, are you more interested in its features or benefits? What about other products?

Model

2 Read the product description and list the main benefits of using OpenOffice.

●●● OpenOffice.org.3

Great software ... Easy to use ... and it's free!

A OpenOffice.org 3 is the leading open-source office software suite. It is available in many languages and works on all common computers. It stores all your data in an international open standard format and can also read and write files from other common office software packages. It can be downloaded and used completely free of charge for any purpose,

A new approach to office productivity software

B OpenOffice.org 3 gives you everything you'd expect in office software. You can create dynamic documents, analyze data, design eye-catching presentations, produce dramatic illustrations and open up your databases. You can publish your work in Portable Document Format (PDF) and release your graphics in Flash (SWF) format – without needing any additional software.

C If you're used to using other office suites – such as Microsoft Office® – you'll be completely at home with OpenOffice.org 3. However, as you become used to OpenOffice.org 3, you'll start to appreciate the extras that make your life easier. You can of course continue to use your old Microsoft Office files without any problems – and if you need to exchange files with people still using Microsoft Office, that's no problem either.

What's in the suite?

D WRITER – a powerful tool for creating professional documents. You can easily integrate images and charts in documents, create everything from business letters to complete books and web content.
CALC – a feature-packed spreadsheet. Use advanced spreadsheet functions and decision-making tools to perform sophisticated data analysis. Use built-in charting tools to generate impressive 2D and 3D charts.
IMPRESS – the fastest way to create effective multimedia presentations. Your presentations will truly stand out with special effects, animation and high-impact drawing tools.
DRAW – produce everything from simple diagrams to dynamic 3D illustrations and special effects.
Find out more – try it today!
Get OpenOffice.org 3 now!
Go to www.openoffice.org for an introduction in Flash format.

Analysis

3 Number the five sections in the box in the order they appear in the OpenOffice.org text above.

background compatibility details of features and benefits invitation overview of benefits	