

## Listening and speaking Advertisements

- 1 What's your favourite advertisement at the moment? What's it for? Does it have a story? Is it funny?



- 2 6.8 Listen to the beginning of five radio advertisements and after each one, guess which of the things in the chart they are advertising. Write the number.

| What's advertised?                                      | Company/Product name | Characters involved | Selling point |
|---|----------------------|---------------------|---------------|
| Washing powder <input type="checkbox"/>                 |                      |                     |               |
| Batteries <input type="checkbox"/>                      |                      |                     |               |
| New car with free insurance <input type="checkbox"/>    |                      |                     |               |
| Store opening hours <input checked="" type="checkbox"/> |                      |                     |               |
| Chocolate snack <input type="checkbox"/>                |                      |                     |               |

- 6.9 Listen to the complete adverts and check, and complete the chart.

- 3 6.9 Listen again and answer the questions.

- How does the vicar try to hurry up the wedding? What is he in a rush to do after the service? Why isn't that necessary?
- Describe Sarah's playshirt. What do you think she might be bringing into the house?
- Which river does the guide refer to? Which cathedral? Which painting? Why is what he says a problem?
- What does the man want to invite Sue to do? Why does he keep correcting himself? Why is this not successful?
- How old do you think the father and daughter are? In what ways does the daughter make fun of her father?

### Writing an advert

- 4 Work in pairs or small groups. Write a radio or TV advert based on a dialogue between people.

Choose or make up a product or service, or use one of these ideas.

- Bonzo dog food
- Blue Mountain Coffee
- Carlton bank accounts for students
- Dazzle washing-up liquid
- Carlo's Restaurant
- Scrumptious Chocolate

- 5 Rehearse your advert and then act it out to the class.