

Writing file 3

Writing a product description

1 Work with a partner and discuss the following questions.

- 1 What was the last electrical product you bought?
- 2 Why did you buy that model and that brand?

2 Read the extract from a leaflet. What is being advertised? How do you know? Complete the last sentence of the leaflet with your answer.

This is our newest model and it is our most compact yet. It is only 2.5 centimetres thick and weighs only 2.12 kilograms, making it perfect for the travelling business person. In spite of its size, it still keeps its attractive and stylish design and remains highly functional, with all the features you have come to love in our products.

It remains user-friendly, with our unique touch operating system and it has all the practical functionality you would expect from our products, including wi-fi, Bluetooth, and a huge 1TB hard drive.

The OP245Y is our most attractive, but most economical _____ yet.

3 Read the leaflet again and answer the following questions.

- 1 Why is the product good for travelling business people?
- 2 Is the product nice to look at?
- 3 Is the size of the product a problem?
- 4 Does the writer think that the reader has used previous models?
- 5 Is the product easy to use?
- 6 Does the leaflet make you want to buy the product?

4 Look at the leaflet and complete the table with information about the product.

What is the product?	Features	Functions

5 Look back at the leaflet and choose the correct answers from the options in *italics*.

- 1 Most verbs are in the *present simple / present continuous*.
- 2 There are four *comparatives / superlatives* in the leaflet.
- 3 The verb *remain / expect* is found twice in the leaflet.
- 4 The noun from the adjective *practical / functional* is also in the leaflet.
- 5 The phrase *with all the features you have come to love in our products / it has all the practical functionality you would expect from our products* could be a sentence on its own.

6 Match adjectives 1–6 from the leaflet to definitions a–f.

- 1 compact: _____
 - 2 user-friendly: _____
 - 3 unique: _____
 - 4 practical: _____
 - 5 economical: _____
 - 6 stylish: _____
- a high quality in appearance / design
b suitable, effective
c easy to use
d small and neat
e costs less time or money than usual
f not like anything else

7 Think of a product that your company sells, or a product you have recently bought. Write a list of the product's features and functions.

8 Write a promotional leaflet for the product, but don't say what the product is.

9 Exchange leaflets with a partner. Can you guess what the product is?