

Learning objectives in this lesson

Raising awareness of the content needed in product descriptions and the kind of language used. By the end of the lesson, students will be able to write a leaflet describing a product using appropriate language.

- 1 Ask students to work in pairs and discuss the questions, before feeding back to the rest of the class.
- 2 Ask students to read the leaflet before answering the questions.

Answer

The leaflet is describing a laptop.

- 3 Ask students to read the leaflet again in more detail and answer the questions. They can then check their answers in pairs before feeding back to the rest of the class. Be prepared to help students with answers to questions 3 and 4 – they may need help with the vocabulary.

Answers

- 1 It is small and light.
- 2 Yes – it is attractive and stylish.
- 3 No – the writer expects some people to think that because it is very small, this might result in problems, but by using the phrase '*in spite of its size*' the reader knows that this has not caused a problem because the product still has everything you would expect.
- 4 Yes – the use of the phrases '*you have come to love in our products*', '*you would expect from our products*' implies that the writer believes the reader has used previous models, or at least has extensive knowledge of previous models.
- 5 Yes – it's described as *user-friendly*.
- 6 Answers will vary.

- 4 Ask students to look at the leaflet again and complete the table. You might need to explain the words *features* (typical qualities of something) and *functions* (what something does – its purpose). During feedback highlight the fact that a product description needs to include information in all three categories in the table.

Answers

What is the product?: Newest model laptop, OP245Y

Features: compact, thin, light, perfect for travellers, attractive, stylish, highly functional, user-friendly, economical

Functions: wi-fi, Bluetooth, large hard drive for storage of data

- 5 Ask students to look at the leaflet again and answer the questions. They can then compare their answers in pairs before feeding back to the rest of the class. This task encourages students to notice typical linguistic features of this type of text. During feedback, point out that for question 5 the other phrase starts with the word *with*, and therefore has to be a continuation of a previous piece of information describing the product.

Answers

- 1 present simple
- 2 superlatives
- 3 remain
- 4 functional (functionality)
- 5 It has all the practical functionality you would expect from our products.

- 6 Ask students to match the adjectives to the definitions.

Answers

1 d 2 c 3 f 4 b 5 e 6 a

- 7 Ask students to think of a product, preferably one that their company sells, and brainstorm as many features and functions as they can.
- 8 Ask students to write their leaflet. Encourage them to use some of the adjectives and expressions they have focused on during the lesson.

Evaluation tips

Look out for the inclusion of relevant information, logical ordering, and appropriate language. Give positive feedback to students who accurately incorporated the language features studied in the lesson. Remember to comment on content as well as accurate language use.

Sample answer

The new E45 is the perfect camera for travellers. It is our most compact and lightweight camera to date, meaning it is possible for anyone to take amazing pictures. Purposely designed to be user-friendly, the E45 is a camera that suits both the amateur and professional photographer. The unique menu system means the camera is easy to navigate, while remaining attractive and stylish. This camera is light enough to carry with you everywhere, making beautiful photography a reality.

- 9 Ask students to exchange their leaflets and decide what product is being described. You could also ask students to correct each other's leaflets, or if you prefer, you could collect in the leaflets for you to correct.