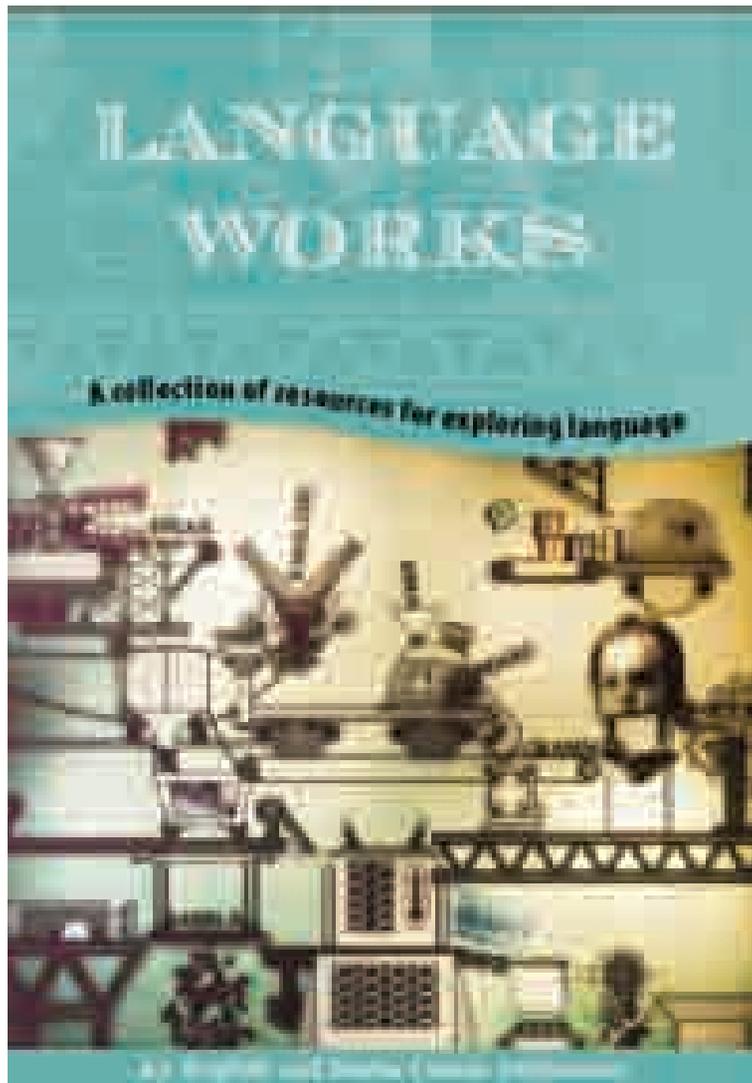


From Language Works: Words that Sell



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Stop! Read me!

1. What does this Video PDF include?

Pages 1-17 are activity sheets for you to print out. They look like this:



Activities which use a video clip are indicated with this icon: 

Clicking on this icon will take you directly to the video page.

Pages 18-22 are video pages (like a DVD). They look like this:



These pages include all the video clips referred to in the activity sheets.

2. How do I play the video clips?

First make sure you have saved the file to your desktop.

To play the video clips you need to open the file in Adobe Reader 9 or above.

You can download this free application by clicking here.



Follow the instructions to install the latest version of the Adobe Reader program. Once it is installed and you have agreed the license, open the program.

Go to 'File – Open' and navigate your way to the PDF you have downloaded. **NB: The video files will not display or play if you open the PDF in Adobe Reader 8 or below.**

Move your cursor onto the video image. Click and the video will begin to play within the page.

To play the video clips to a class you will need a computer, data projector and screen.

3. How can I play the video clips full screen?

Position the cursor on the video image. On a PC: right click. On a Mac either right click or 'Control+click'.

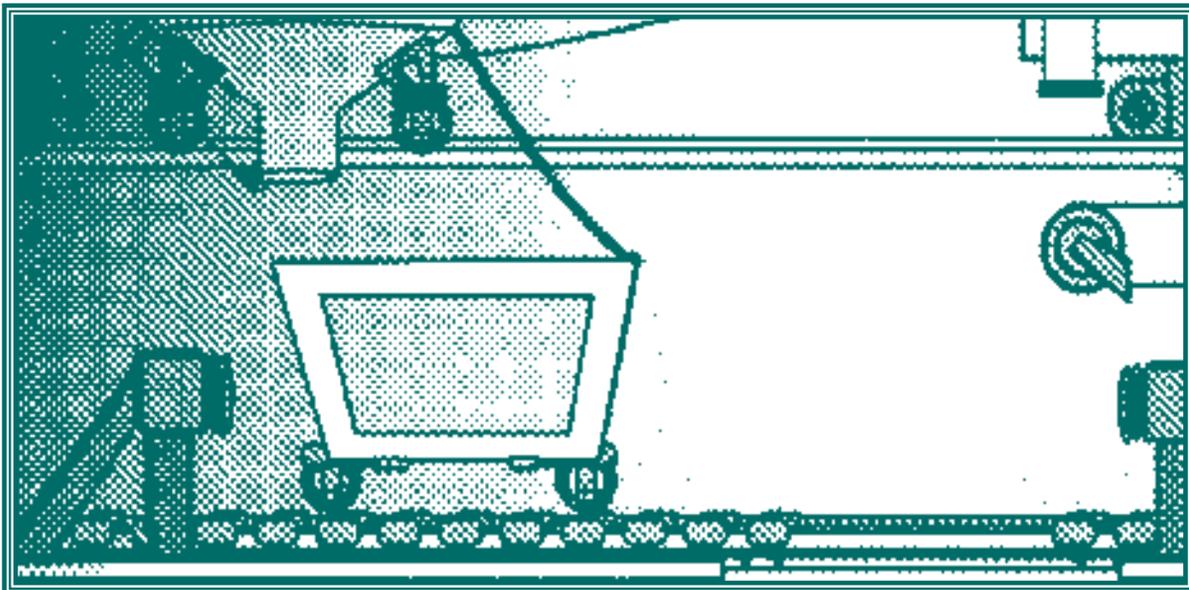
4. How do I stop the video clips playing?

Either move to another page in the PDF or click the Play/Pause button on the control panel, as shown here. **NB: The control panel is visible only when you move your cursor over the video image.**



5. What do I do after the video clip has finished playing in full screen mode?

To exit full screen mode, press the escape button on your computer.



COCOA BEAN

WORDS THAT SELL

Teachers' Notes

Video Clips

How we got started

Our packaging

Admiring Innocent

Working on the words

Wild and Classic

Inside the packaging

Words That Sell

In this unit you will:

- explore the way verbal language and visual language is used in marketing
- learn in more detail about the way one company uses language to create an image of its product
- experiment with using language to sell a product.

Painting a Picture, Selling a Product

Some people make their living from advertising. They use words that will persuade people they really can't manage without a particular product – a cereal, snack, chocolate bar or car, for example. They have to use language to get across the image they want to create.

- Look at the names of products listed here.

Innocent

Comfort

Sunny Delight

Vanish

Glade

Mr Sheen

- For each one, talk about what type of product you think (or know) is being advertised and why the producers might have decided on this name. Some of the things you might think about are:
 - the meaning of the word
 - the sound of the word
 - associations the word has
 - what is being sold.

It's not only the name of the product which is important; it's also the *way* in which the product is described. Printed on page 4 are the top adjectives and verbs used in advertising.

- You are going to work in pairs on three adjectives and three verbs.
- Write down your three adjectives and three verbs with plenty of space around them. Use one colour to annotate each word with the associations it has for you. In a second colour, add notes on the type of product you think might use these words.
- Talk about the advantages and disadvantages of using words which instantly conjure up a particular image in the mind of the customer.

Adjectives

fresh

new

good

best

better

free

delicious

full

sure

clean

wonderful

special

great

fine

real

easy

bright

extra

safe

rich

Verbs

make

get

give

have

see

buy

come

go

know

keep

look

need

love

use

feel

like

choose

take

start

taste

Arresting Language

One of the problems of using too many of these very common descriptions is that customers stop noticing them or they can't remember which product is described by which term.

The producers and their advertisers are constantly trying to think of new ways to use language imaginatively so that their customers notice and remember their product. The car manufacturer Nissan based a whole advertising campaign around the invention of a new language: 'Do you speak Micra?' it asked the audience, before going on to define the new words invented to describe the car:

'modtro' – modern yet retro

'simpology' – simple technology

spafe' – spontaneous yet safe

You are going to have a go at using language inventively to help get a product noticed.

- Choose a product you know well, for example a drink, a type of trainer or a magazine.
- Without thinking too much, write notes on the qualities and characteristics of the product. For example a trainer might be comfortable, cool or well-fitting.
- Take the words you have written down and experiment with inventing new words to describe the product (perhaps by blending two words or by choosing a word which sounds good or which has a slang meaning as well as its standard meaning).
- Take it in turns to read out your words, without mentioning the product and see if the rest of the class can guess what you are describing.

Video pages

The download you are previewing is a Video PDF publication.

This preview does not include the video pages.

In the download video pages (like a DVD) are included at the end of the PDF. They look like this:



These pages include all the video clips referred to in the activity sheets.

For a preview of the video clips included in the Video PDF publication, please click 'Video preview' on the website.

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