

Presenting a product

Lead-in

1 Your teacher will show you some pictures of gadgets. Look at each one, describe it, decide what it could be and if it is a good idea. Would you buy one?

Input

1	Your teacher is going to describe a gadget to you. See if you can draw it! What do you think it is?						
	2 Listen to a presentation on TV abo a partner.	ut this product and complete the grid below. Check with					
	Name of gadget						
	Purpose						
	Background – why it was invented						
	Description						
	Advantages						
	Price						

3 Would you buy this product? Why? Why not?

Language focus

1 Look at these adjectives. Look up the meaning of any words you don't know in a dictionary.

one-of-a-kind	d ingenious		ttractive	robust	portable	user-friendly
fashionable	sleek	stylish	practical	useful	outstand	ling handy
stunning	up-to-date	state	of the art	efficient	reliable	good value for money
high quality	economi	cal li	ghtweight	durable	unique	

- 2 Use some of the adjectives to describe the following.
 - · a thin, new smartphone
 - a designer folding umbrella
 - a cheap, but good quality folding toothbrush
- **3** Look at some of the gadgets in *Lead-in* 1 again. Which of the words above could you use to describe each product?



Upper-intermediate Discussing careers and the workplace

Presenting a product

Task

- 1 You are going to make a presentation on a TV show about a gadget you have invented. First work in pairs. Look at the audio script and underline any useful phrases for organising the talk.
- **2** Work in groups. Choose one of the products that you looked at earlier, or if you prefer, you can describe another gadget. Plan your presentation. Remember to structure your presentation appropriately.
 - Say what you're going to talk about.
 - Explain how and why you invented it.
 - Describe it.
 - State the advantages.
 - Tell the audience the price and encourage them to buy it.
- 3 Listen to each group present their product and decide whether you would buy one.

Review