

Lesson description

In this lesson you will design a product and present it to your class. You will listen to an example of a product presentation and identify useful phrases to use to organise your presentation. There will also be work on vocabulary to describe gadgets.

Aim

Developing and presenting a product.

Language

Expressions to structure a presentation and product description vocabulary.

Task

Design a product and present it to the class.

Materials

Student handout

Flashcards or IWB images of gadgets
(do a Google search for images of
crazy inventions)

Image of spatcher <http://www.youpest.com/katcha-bug-spider-catcher-p-25722.html>

Dictionaries

Audio U010CEU-1.mp3

Photocopiable – audio script

Self-study activities

(available on platform)

Vocabulary

Handout activity number:

Language focus 1

Suggested running order

Lead-in	Look at pictures of crazy gadgets and discuss them.
Input	Listen to a description of a gadget and try to draw it. Listen to a TV presentation about the product and take notes.
Language focus	Dictionary work on adjectives to describe gadgets. Oral practice describing gadgets.
Task	Identify useful phrases for organising the presentation. Plan and deliver a presentation about a gadget.

Lead-in

- 1 Search 'crazy inventions' in Google images (or similar) and you will come up with any number of strange pictures! If you do not have access to internet in class, you will need to print out some of the pictures in advance.


Show the students the images and have them discuss the images in pairs. Follow with brief class feedback about their reactions.

Input

- 1 Read out the description below and see if students can draw the object (obviously, you can use your own product if you wish).

This product is a long green stick with a transparent pyramid at one end and a handle at the other. A special button on the handle enables you to slide the pyramid open or closed without touching the pyramid itself. The whole product is about 50cm in height. The pyramid is 10cm wide by 10cm long at the base and the stick and handle are 6cm wide, so it is easy to hold. It is lightweight and is made of plastic.

After students have shown their own ideas put the 'Picture of a Spatcher' on the IWB (See <http://www.youpest.com/katcha-bug-spider-catcher-p-25722.html>) (You could draw it yourself.)

- 2  Tell the students they are going to listen to the inventor of this gadget talking about it. They should take notes as they listen. Have the picture of the 'Spatcher' ready on display. Go through the answers with the whole class at the end.

Suggested answers

Name of gadget	<i>the 'Spatcher'</i>
Purpose	<i>to catch spiders and other insects</i>
Background – why it was invented	<i>It was invented because the presenter had to ask a neighbour to get rid of a spider and wanted to be able to get rid of the spider on her own.</i>
Description	<i>stylish, but practical design, an attractive colour, 50cm long, made of lightweight, but durable plastic</i>
Advantages	<i>The insect is not harmed, it has a long handle so can reach high places, it's small and lightweight so is very portable, it's good value for money.</i>
Price	<i>£9.90 or 3 for £20</i>

- 3 Students comment on the product and say why they would / wouldn't buy it.

Language focus

- 1 You will need to have dictionaries ready for this task. If you do not have access to a dictionary, go through the words individually and encourage students to explain the meaning to their classmates. Check pronunciation.
- 2 Elicit possible descriptions of the three objects.
- 3 Have students work in pairs to use some of the adjectives to describe the inventions they looked at in the *Lead-in*.

Task

- 1 Give each pair a copy of the audio script and ask them to underline useful expressions for organising the talk.

Draw attention to phrases like the following.

I'm going to tell you about ...

... then I'll describe

After that I'll turn to ... and finish up by

So, let me tell you how ...

So let's move on to a description of ...

This brings me on to my next point ...

Furthermore, ...

Moreover, ...

Finally let me just mention ...

If there is time, you could also draw attention to other useful language, e.g. for describing the product:

... is designed to ... without having to ...

... and the way the story is told as background.

- 2 Have the students work in groups to plan a presentation on a TV show about a product they have invented. Show them the pictures used in the *Lead-in* or tell them they can invent their own idea. If so, they should draw it too. Remind them to structure their talk following the guidelines. Monitor and help as they prepare, ensuring they organise their talk appropriately and use appropriate adjectives.
- 3 Each group presents their gadget to the class. Allow students to feedback after each presentation. Did they like the product? Would they buy one? If there is time at the end, get students to choose which product they could buy if they could only buy one.

Feedback and review.

Audio script

Audio 1

I'm going to tell you about my new product – the amazing hands-free spider catcher! First, I'm going to tell you how I came up with the idea, and then I'll describe the product to you. After that, I'll turn to the advantages and finish up by talking to you about the price.

So, let me tell you how I invented this fantastic spider catcher. One evening when I was on my own in the house, I noticed something moving above my head. I looked up and saw the biggest spider I had ever seen, crawling along the ceiling. I was paralysed with fear. What could I do? I couldn't get near the monster because I couldn't reach the ceiling and even if I had been able to reach it, I'd have been too afraid to touch it. In the end, I decided to take the only sensible decision I could – I went around to the neighbour's house and had to ask her to help me! After she'd had a good laugh, I decided that this must never happen to me again. I invented ... the spider catcher!

So let's move on to a description of this handy product. The spider catcher is designed for anyone who, like me, is afraid of spiders, so that includes the majority of the population. It's called the 'Spatcher' and is designed to catch spiders or indeed any other insects without harming them and without having to come into physical contact with them. As you can see from the picture, it has a stylish, but practical design and the photo also shows that the 'Spatcher' is an attractive colour. It's a handy size – about 50 centimetres long – and is made of lightweight, but durable plastic. Beetles, centipedes, even flies and bees could be caught in the 'Spatcher'.

This brings me on to my next point – the advantages of this product over existing products. Obviously there are plenty of ways of dealing with spiders in the home. There are sprays and powders which poison them or you could just squash them, but this is a way of dealing with spiders without harming them. Furthermore, how do you squash a spider which is out of your reach? This handy gadget with its long handle gives you an extra half metre of reach to get to spiders in those high-up places. Moreover, the 'Spatcher' is lightweight and small enough to fit in your bag, so it's easy to take with you wherever you go!

Finally, let me just mention the price of this outstanding product. This ingenious little gadget is available to you at the very reasonable price of £9.90. £9.90 will give you years of protection from even the most frightening spiders. What's more, if you want to buy more than one, we are offering three Spatchers for the unbelievable price of £20. Why not buy one for your friends and, who knows, maybe even your fearless neighbour would like one too!