THE COMMERCIAL TASK (5pts.) - GUIDELINES

Objectives:

* To raise awareness of the authentic language use.
* To work on intonation, stress and pronunciation of language used in everyday situations.
* To become familiar with the vocabulary and authentic fixed expressions.

Guidelines:

1. Find a friend to work with from your section.
2. Choose an already existing or an imaginary product or service. Shoot a commercial which lasts 3-4 minutes for the product or the service by using one of the common strategies used in commercials (page 65). Do not shoot a commercial that already exists.
3. Make sure that each of you gets on average an equal chance to speak during the advertisement.
4. Upload your video as an unlisted video on one of the group member’s YouTube account.
5. Save the link to be used when viewing your video in class.
6. For similar examples, please refer to

<https://www.youtube.com/playlist?list=PL3xCa-mi5vBieagpdFGg2Y3Ft9XqRGny5>