

Making a Radio Commercial Assignment 2

In pairs (groups of 2 people)

Section A: What to do

Choose a product.....

Think of a product that everyone uses in his or her everyday lives. Choose a product that will be easy to sell and that has appeal.

Examples:

Toiletries:	Toothpaste, shampoo, aftershave/perfume...
Food and drink:	Milk, bread, tofu, natto...
Household items:	Washing powder, vacuum cleaner, futon...
Clothing:	Socks, sweaters, shirts, pants...
Outdoor:	BBQ, fishing rod...
Sports:	Soccer ball, golf clubs...
Car accessories:	Car light, steering wheel cover, GPS system
Electrical:	i-pod, television, DVD player.

Section B: Script

Write a script for a radio commercial. Look at the following examples to get you started...

KEEP IT SIMPLE.

- ❑ Be clear.
- ❑ Use short sentences.
- ❑ Tell stories – using a “Beginning. Middle. End.”
- ❑ Be enthusiastic (*Genki!!*)

Examples:

1. "It's [STORE NAME]'s biggest sale in [45] years! Save up to [80%] on our wide collection of [MERCHANDISE] from today until Saturday!"
2. "Oh, No! Itchy flakey dandruff again! Isn't it time to get rid of Itchy Dandruff once and for all? Call 1-800-NO ITCH6 for our free...."
3. A: "Wow! Jill aren't these hotdogs deeee-lish!?"
 B: "I love your new Jumbo Dog Barbecue Grill, Mary Sue."
 A: "And Jill, the *Model 1065* Jumbo Dog Barbecue Grill comes with my choice of easy-to-clean brushed aluminum or stainless steel interchangeable grills!"
 B: "Wow! Interchangeable grills!"...

What to do and include:

- You must include price
- You must describe the product
- You must tell us where we can buy it...?
- You must try and make everyone want to buy this product.
- You have a maximum of three minutes to present your product.
- Both people in the group must speak.
- You should try to make your presentation interesting or funny.
- You should use BGM or background music.
- Record onto "Garage Band" and give to your teacher.

Section C: Grading

Your presentations will be graded on the following points

- Presentation, professionalism, and creativity.
- You have included all the necessary details as listed above.
- Pronunciation, intonation, and fluency.
- Spoken and written grammar.
- Appropriate choice and use of music.
- Team work/participation.
- A typed copy of the script (title, names, class and what is said clearly written) is given to the teacher.

Due: Friday May 23, 2008