

Unit 3

Lost!!!

Get ready to write

- Why do people put:
 - a notices on noticeboards and in shop windows?
.....
 - b small ads (small advertisements) in newspapers, magazines and on websites?
.....
- Tick the things people regularly use notices and small ads for in your country:
to sell a car to find a partner to offer language teaching to sell a house
to find somewhere to live to find a job
- What makes a good small ad? Write one answer.
.....

go to Useful language p. 83

A Small ads

Look at examples

1 Read these small ads. In which is the advertiser:

- a looking for a companion? ...4..
- b offering accommodation?
- c looking for help?
- d trying to sell something?

2 Look carefully at the context. What do you think these abbreviations mean?

- a kmkilometres.....
- b vgc.....
- c mins.....
- d pw.....
- e inc.....
- f no.....

1

B&B. Beautiful location!!!.
2km Font de Gaume Caves.
South Limoges airport 25 mins.
€65 or €350 pw.
(0)555 43 30 40

2

Rover 215 SE (1995) 150,000km.
Several new parts (inc clutch)
Silver paintwork, leather/walnut
interior. vgc £400 for quick sale.
tmel@yahoo.com

3

Volunteers needed

We are looking for women aged 18-45 years who may be interested in finding out more about how exercise affects the way our body uses and breaks down the food that we eat. By taking part in the study, you will receive a detailed health screening. If you would like any further information, please contact Kelly on 07980 - 65894.

4

WARM, fun-loving male (early 40s) seeks friendship and possible long-term relationship with independent female. Loves opera, Mexican food and lazing about. No smokers please. Box no. 09/08

3 All of the ads use bold lettering to give information special attention. Which ad also uses:

- a highlighting? 2 c exclamation marks?
- b capital letters?

4 In what way is ad 3 different from the other ads? What are the advantages/disadvantages of this type of ad?

.....

.....

5 All the ads are structured in a similar way. Put these in the correct order:

- contact details
- supporting information
- the main point (what is being offered/looked for)

Plan

6 Read the three advertisements below and complete these sentences:

- Advertiser A needs
- Advertiser B would like to improve
- Advertiser C has lost

A

I am a former lecturer from the University of Sydney and for the four weeks of July I am returning to Sydney with my new wife. I want to rent a flat, preferably in or near Darlington. I'd be really pleased if you were able to email me with offers at hhiggins@div.cam.edu.

B

I am a postgraduate student from Beijing. I want to speak English better. I would like to offer a language exchange with anyone who speaks Chinese. Why not give me a ring? My phone number is 06784-63109.

C

Unfortunately, we have lost our family cat, which is male and has long ginger hair. The poor thing disappeared on 4th July and we haven't seen him since. He is very timid and might run away if you see him. Naturally he is greatly missed at home so we are offering a reward of fifty dollars. If you see him - let's hope you do! - give me a ring on my mobile. My phone number is 0478-666-111.

Learning tip

- Keep your ads short and clear. Use short phrases and abbreviations (where possible).
- Choose your first word carefully. Readers will use it to find what they want.
- Structure your ad logically with the contact information last.
- For a noticeboard, highlight the most important words to make them stand out (e.g. bold/capital letters, colours, underlining, exclamation marks) but don't overdo it!

7 You are going to rewrite advertisements A-C for a university noticeboard. Tick ✓ the changes you will need to make.

- add in extra information
- remove unnecessary words
- use abbreviations
- make the sentences longer
- combine information
- make the ad more eye-catching

8 Look at advertisement A again.

- a Cross out any words you could leave out. Example: ~~I am a~~ former lecturer...
- b Which words can you abbreviate? Write some examples here. Example: weeks → wks.
-
-

9 Look at advertisement B again. Which information will you put:

- first? what the person wants
- second?
- third?

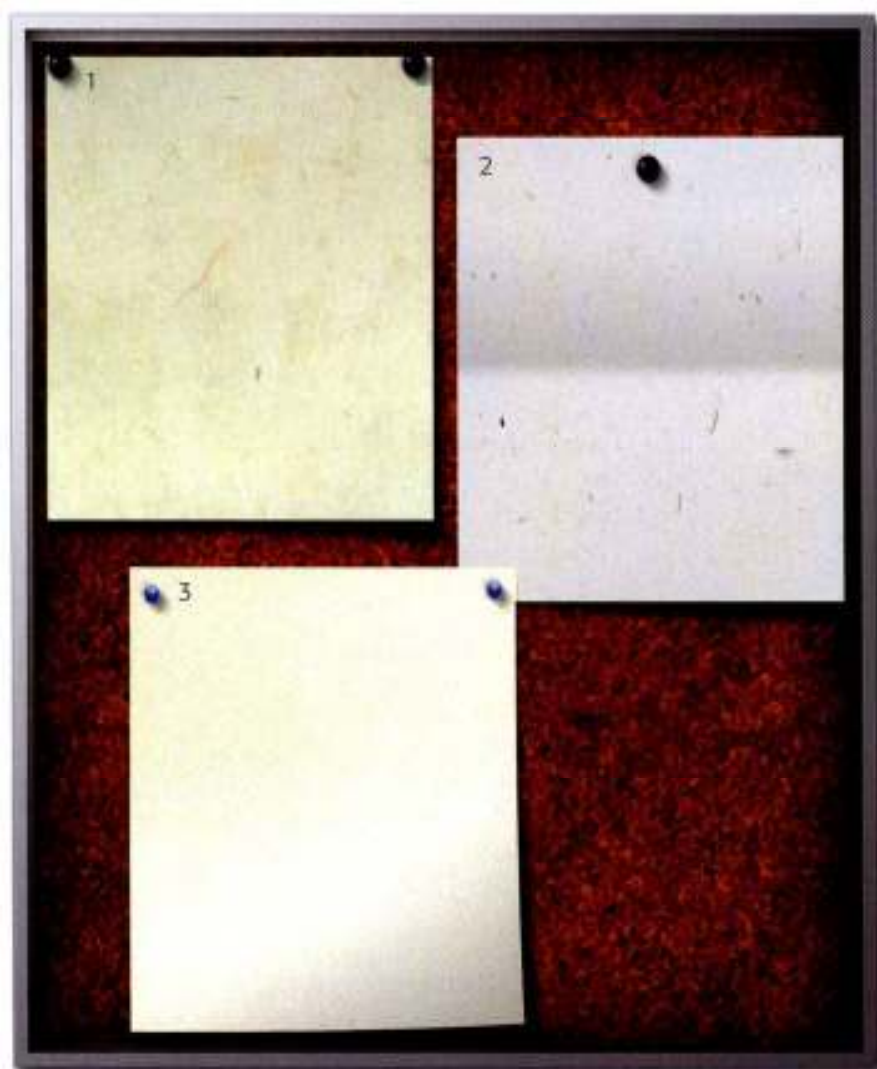
10 Look at advertisement C again. How could you change the style and keep the reader's attention? Example: **LOST!!!! Family cat.**

Did you know ...?

Newspaper and magazine advertisements are often short because people have to pay for every word or line. They therefore concentrate on words which give the essential information only.

Write

11 Make a draft of your small ads here.



Check

Read your small ads and answer the following questions. Make any changes that are necessary to your answer.

- Are they concise?
- Is the purpose of each of your ads clear?
- Are the ads organized logically?
- Is the information clear?
- Have you abbreviated words where possible without making the ad confusing?
- Will the ads attract the reader's attention?
- Have I spelt verbs ending in *-ing* correctly?

Focus on ...

-ing forms and past participles

-ing forms and past participles (-ed forms) are commonly used in small ads.

Examples:

-ing forms:

A young man ~~who is~~ **walking** round Tibet ...

I like scuba **diving** and **jogging**.

An **exciting** time guaranteed.

I am **travelling** (Br. E) / **traveling** (Am. E) around India.

Past participles


A young man ~~who was~~ last **spotted** walking round Tibet ...
(passive construction)



Complete these sentences with the correct participle form of the verb.


- a Travel companion (want) wanted for holiday in Mexico.
- b I am in my thirties and (look) _____ for someone to share the (drive) _____.
- c Co-driver (seek) _____ for the journey.
- d When she's not on holiday she's always on the move (do) _____ things.
- e She likes (lie) _____ on the beach (watch) _____ the sun go down.
- f Good (speak) _____ Spanish not necessary.
- g Some desert (trek) _____ a possibility.
- h Further details will be (put) _____ on the internet.

Extra practice 1

- 1  Karen has decided to have a vacation in Baja California. Listen to this conversation between Karen and her friend Jessica, and underline the correct alternative.



The person she is looking for:

- should be a man / woman in his / her teens / early twenties / mid-twenties / mid-thirties.
 - should be serious and hardworking / relaxed and easy-going.
 - has to / doesn't have to be able to speak Spanish.
 - should / doesn't have to be able to share the driving.
 - should / doesn't have to enjoy looking at the sights.
- 2 Complete the sentence.
Karen enjoys such things as
- 3 You are going to write Karen's small ad for her, telling anyone who's interested to phone (619) 299-7683. Read this draft. How would you shorten it?
TRAVEL COMPANION WANTED. A woman, whose name is Karen and is in her mid-twenties (likes swimming, cycling, lying around on the beach – speaks Spanish because she used to live in Argentina, is looking for a female companion to enjoy the sights with. Contact Karen on (619) 299-7683.
- 4  Listen again and decide if there is any other information you need to include.
- 5 Now write a draft of the advertisement on a separate piece of paper.

Extra practice 2

Write a small ad for the following situation.

You have found a set of car keys (with a metal badge and a logo on it) for a luxury car in the Castle Hill area of the city. They were probably dropped by someone walking their dog. If anyone thinks they belong to them, they should come to the reception at Shelley's Bookshop and identify them.

Class bonus

Start a small ad section on your classroom noticeboard. Decide on categories: e.g. *For Sale*, *For Rent*, *Wanted*, *Free*, *Exchange*. Either with another student or individually, write a small ad for the board. Maintain the board on a regular basis.

Can-do checklist

Tick what you can do.

- I can write a short, clear small ad for a noticeboard.
- I can write a small ad for a newspaper/magazine etc.
- I can structure a small ad logically.
- I can use abbreviations in notices.
- I can use participles in notices.

Can do



Need more practice

