



Group Members:

## **B. Developing your Invention**

*As a group, choose one of the inventions from the list above. Draw a picture of your invention!*



1. What did you decide to invent? What would name your invention? (Our invention is a....We call it a....)
2. What does your invention do? What is the problem you hope to solve with your invention? (Ex: We hope to solve the problem of/with...)
3. How does your invention make life better or more convenient?
4. Who would use this product? (Ex: Children, KG Students, Teachers, Grandmothers, etc.)
5. What descriptive words would you use to describe this product? Write 3 below. (Ex: exciting, new, wonderful, cutting-edge, etc.)

# Make an Invention Commercial

Group Members:

**Assignment:** Make a one-minute commercial (CM) for your invention and present it to the class. The commercial must be a video or live action commercial. You can either perform it live in class or make a video and play it for the class.

## Sample TOEIC Part 4 radio commercial:

Hey guys. Are you having trouble sleeping at night? I was too, until I discovered Snoozers. I'd tried everything -- pills, tea, counting sheep -- but nothing was working for me. Then a friend introduced me to Snoozers, an amazing, fast-acting medication that worked the first time I tried it, and has kept on working to give me the rest I deserve. Snoozers is an all-natural, herbal remedy that interacts naturally with your body, leaving you relaxed and ready to lay down and sleep. Just one teaspoonful, mixed with warm water, is all you need to ensure a good night's rest. Just \$9.99 a bottle or you can try it today for free! For a limited time, you can get a free sample by calling 1-888-666-5454. That's 1-888-666-5454. Take it from me, Pat O'Donnell, Snoozers works! Don't spend another night thrashing and turning. Call 1-888-666-5454 for your free Snoozers sample now!

## Planning the Commercial

**Step 1:** Decide on whether you will make a video or live commercial. Will you record it or perform it live?

**Note:** Please make sure that your video formatting will work before class starts. Problems with technology are no excuse for not completing the assignment in class.



**Step 2:** Write a script for your commercial using advertising language.

1. What is it?
2. What can it do?
3. How does it make life easier and more convenient?
4. Where can you buy it? Who should buy it?
5. How much does it cost?
6. Use words that make people want to buy it:
  - 1 compound noun - top-quality, economy-size, chocolate-flavored, feather-light, longer-lasting....
  - 1 superlative - It's the best, the fastest, the cheapest....
  - 1 adjective - new, modern, clean....

Script:

**Step 3:** Submit your script to Matthew by next week for editing

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### **Presentation Day (Week 4):**

**Step 1:** 20 minutes to practice your commercial with your group or prepare your video.

**Step 2:** Perform or play your commercial.

**Step 3:** After your commercial, please shortly explain your answers to the following questions to the class.

1. What did you invent?	
2. Who is your target audience? Old, young, teenagers...?	
3. What kind of language do you use in the commercial to make people want to buy it?	
4. What difficulties did you encounter when designing the commercial?	
5. What skills do you think you have learned from this challenging activity?	

**Step 4:** Submit a final written copy of your script. Put all the names of the group members on the sheet.

### **Presentation Grading Criteria**

- Each member speaks /5
- The presentation is of an original invention/creative /5
- Group is clearly prepared for the presentation /5
- The commercial is 1 minute in length /5
- The commercial uses advertising language (at least 1 adjective, compound noun, and superlative) /5
- Questions after performing the commercial /5
- Grammar /5
- Pronunciation /5

**Total: /40**