

Product-Review Video

Student Name:

Student number:

Group member names:

For the **Product-Review Video Project**, you will be working together in groups of 3 or 4. The purpose of this project is to use casual English to review similar products. Videos should also be informative and entertaining. **Video length: 6-8 minutes.**

The video must:

- Review and rate a group of similar products.** This video must review and give opinions about several similar products, for example, food, technology, clothes, stationary, household goods, beauty products, etc. You should:
 - describe your products in detail
 - compare and contrast them (give similarities and differences)
 - give your opinions about what you like or don't like about them, and tell why
 - Use English casually in a group.** Videos must use all English. You may prepare scripts or a speaking guide, but you should not read from the script or be too memorized. The purpose is to use natural, adlibbed English with others in a group. If Japanese is used occasionally, you must add English subtitles.
 - Inform.** Videos must give the audience information about the items reviewed and during your demonstration. Use titles and text in your video to better organize your information. Also, tell which product you recommend or don't recommend and give each item a rating. Your rating system is up to you. (1-10, thumbs up/down, 5 stars, etc.)
 - Entertain.** Videos should be entertaining and interesting. To keep your audiences' attention you can use music, graphics, and give your group an interesting name. Be sure to be energetic and use a clear voice.
 - Length: 6-8 minutes**
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YouTube Video Examples

Scan the QR codes to the right, watch the Youtube video, and then answer the corresponding questions.

A. Why do Videos go Viral?

- What is Kevin's job?
- How many hours of videos are uploaded to YouTube every minute?
- What are the 3 factors that make videos go viral?
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- The M-Cat video has many versions. Name the 5 international versions shown in the video.
- How is YouTube different than "old media"?



B. *Review and Opinions Video: "Trying Harry Potter Candy"*

1. Who are the two hosts and what is their relationship?
2. What 2 items comes inside the Chocolate Frog package?
3. How do the hosts rate the Eyeball candy? Why?
4. What words and adjectives did the hosts use to describe the Chocolate Cauldrons? Did they like it?
5. Based on the hosts' opinions, which three Harry Potter candy do you want to try?



C. *Blind Taste-Test Rankings: "What's the Best Potato Chip"*

1. What are the two host's names?
2. What 7 types of potato chips do the hosts taste and review?
3. This is "blind" test, but how do the hosts know that they are eating *Pringles*?
4. What is the difference between "*Simply Lay's*" and regular "*Lay's*" chips? What superlatives did the hosts use?
5. What scores did the hosts give *Munchos*? And what did they say was the "drawback"?
6. Which chip did the hosts choose as the winner?
7. Why did the hosts choose #6 as the winning chip? How did they describe it?
8. Based on the reviews of the chips, which chip do you think you would like the best? Why?



Product-Review Video Planning

- **BRAINSTORMING.** Brainstorm several types or categories of products that your group could compare and contrast for the product-review video. (Try to think of 10 ideas)

- **What will you review?** What category of products did your group decide to review?

- List the products that your group will review. Give specific and detailed information. What is their name or brand name? Describe them and write some good or bad points about each item.

Product name (brand)	Detailed description	Where can it be bought or found?	Price (price/unit)	Additional information (good or bad points?)
A.				
B.				
C.				
D.				
E.				
F.				

- Why did your group choose these products? Who would likely buy these products? Why should they buy/not buy them?

- How will you compare the products? What **points of comparison** will you use?
*(For example, **chips** can be compared by taste, amount of flavor, texture, greasiness, crunchiness, aftertaste, packaging, price, amount per bag, etc. A **smart phone** can be compared by user friendliness, design, price, memory, storage, speed, etc.)*

Point of Comparison	Product A:	Product B:	Product C:	Product D:	Product E:	Product F:
1.						
2.						
3.						
4.						
5.						
6.						

Make a Plan. *Make a plan to make your product-review video? Place? Time? What materials do you have to buy, find or gather? Make a note of every member’s schedule. Who will be responsible for what?*

Make a Script/Vocabulary Guide. *Plan your script and what you want to say below. Make notes. While you can make notes and prepare, your video should use natural speech. Adlib, don’t memorize!*