



Developing a product

Before watching

1 Look at the tips for presenting a new product. Which do you think are good and bad? Circle ✓ or X.

- | | |
|---------------------------------------------------|-------|
| 1 Show people the product. | ✓ / X |
| 2 Say how the product can help people. | ✓ / X |
| 3 Say negative things about other products. | ✓ / X |
| 4 Say how much the product costs. | ✓ / X |
| 5 Say things that aren't true about the product. | ✓ / X |
| 6 Speak clearly and look at people when you talk. | ✓ / X |

While watching

2a **43** Watch the product presentation and complete the sentences.



- The product is called the
- You can put your or a key in it.
- Half the class says it's a

2b **43** **VIDEO SKILLS** Read the video skills box. Before you watch again, can you remember what the things below are? Think of the word in your language. Then watch again. Do you want to change your answers? Finally, match the words with the definitions below.

- | | | | |
|-----------------------|--------------------------|---------------|--------------------------|
| towel | <input type="checkbox"/> | baseball cap | <input type="checkbox"/> |
| sandals or flip-flops | <input type="checkbox"/> | pockets | <input type="checkbox"/> |
| sunglasses | <input type="checkbox"/> | questionnaire | <input type="checkbox"/> |

- You wear them on your feet when it's hot.
- It's a collection of questions for other people.
- There are some in your jeans. You put things in them.
- You use it after you have a shower, bath or swim.
- They protect your eyes when it's sunny.
- You wear it on your head.

VIDEO SKILLS: Understanding new words

- Look for the word in the video. Does the speaker touch or point to it, or say where it is?
- Think about the context. Can you guess its meaning from other words the speaker says, or from what the speaker is talking about?

3a **43** Watch again and answer the questions.

- The CashCap is good if you go to two places. What places?
.....
- Why don't people touch the CashCap?
.....
- How many people in the class usually wear a cap?
.....
- Where can you buy a CashCap?
.....
- Why is it a good product for teenagers?
.....

3b Do you think the presentation for the product was good? Why/Why not? Look at the tips in 1 to help you.

After reading

4a Think of a product that's very popular with teenagers at the moment (but not a digital device). Why is it successful? How does it help you in your daily life?

4b SKILLS 4 LIFE We are in contact with aliens from another part of the universe. This opens up new markets for popular products on Earth. Prepare a short presentation of a popular product to show to the aliens. Follow these steps.

- Think of a popular product – something that helps us in our daily lives.
- Think how to describe the object, and make a list of the reasons why it's useful.
- Prepare a short presentation of the product for the aliens. Remember that they haven't seen the product before and need to know everything about it. Use these expressions to help you:
It's called ...
You use it for verb + -ing ... It's very useful when you need to ...

REFLECT ON IT



We often hear that we live in a consumer society, and that we buy a lot of things that we don't really need. Do you think this is true? Can you think of any examples? Do product presentations and adverts make us buy these things?