

Food commercials

Upper-Intermediate level

Попробуйте себя в онлайн-преподавании вместе со Skyeng — оставьте [заявку на нашем сайте](#), это займет около минуты.

Ваш путь к преподаванию начнется сразу же и займет около 14 дней. Мы будем сопровождать и поддерживать вас на каждом этапе.



Task 1. Warm-up

Study the pictures and match the words to the definitions.



What do you think these photos are for?

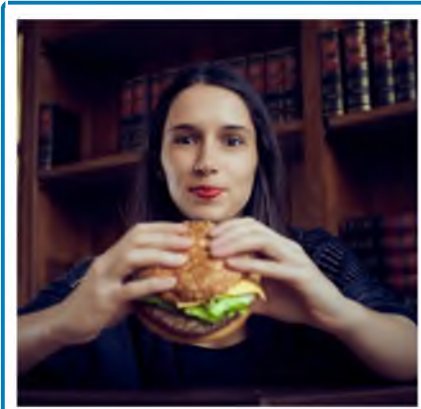
Which burger would you choose? Why?

Task 2. Vocabulary presentation

Look at the pictures below and match the words with their definitions.



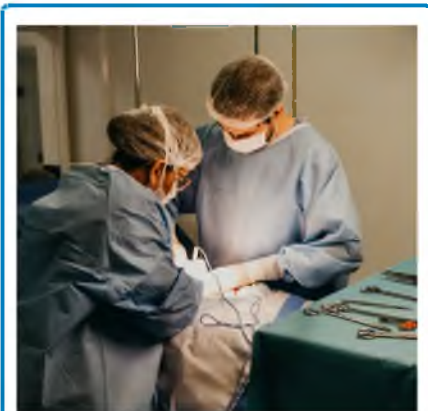
a) on (the) set



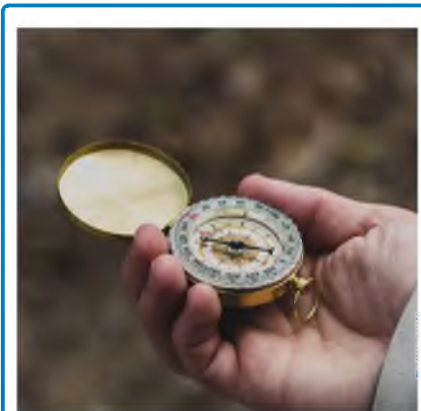
b) mouthwatering



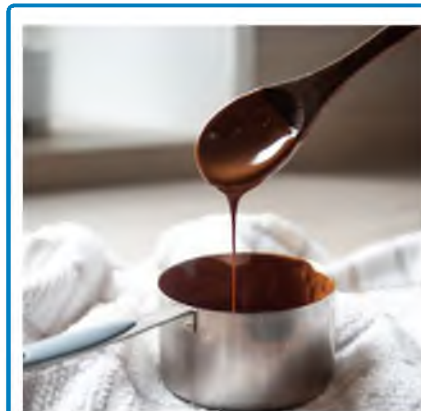
c) trial



d) crucial



e) precise



f) melted

1. exact, clear and accurate
2. in the place where a film or play is performed or recorded, and the pictures, furniture, etc. that are used
3. extremely important to make something succeed
4. smelling, looking, or sounding delicious
5. the act of testing something
6. changed from a solid to a liquid state

Task 3. Vocabulary practice

Complete the sentences with the given words.

a) crucial b) melted c) mouthwatering d) precise e) trial f) on the set

1. We met _____ of “Star wars”.
2. There were plenty of _____, delicious food on the table.
3. Resolving this issue is _____ for making peace work.
4. The _____ date and place of his birth are unknown.
5. The vaccine will be released soon for a _____ in hospitals.
6. Pour the _____ butter into a large mixing bowl.



Task 4. Food commercials

Watch the [video](#) “How food commercials are made” and find out why food looks so appetising in the commercials. Mark the sentences as **True** or **False**.

1. Food commercials are pretty cheap to shoot.
2. People who make commercials call the robots they use to make shots motion controls.
3. There are lots of people on set who work on making an advertised product look mouthwatering.
4. Not only freshly cooked products are used in food commercials. For example, melted chocolate can be poured on a brownie to make it look hot and appetising.
5. With the help of high-tech robots, commercials are made in a single shot, so multiple takes are not required.
6. Human hands can also be helpful in creating a commercial.



Task 5. Causatives

Study the sentences and choose the function of the construction.

to get someone to do something to have something done
to have someone do something to get something done

1. I got my recipe shot and hoped it'd get lots of views and likes.
 - a) a less formal way to talk about paying someone to do something for you
 - b) to ask someone to do something for you
2. My sister is a photographer. I 'd like to have her take several photos for our commercial, but she refuses.
 - a) to ask someone to do something for you
 - b) to persuade/convince a person to do something for you
3. I believe that not only photos should be eye-catching but the content as well. That's why I have them revised by a professional writer.
 - a) to ask someone to do something for you
 - b) to pay someone to do something for you, which is often used for services
4. I get my mum to cook her specialities for my blog. She's great at cooking, and I'm thinking about creating her personal account.
 - a) to persuade/convince a person to do something for you
 - b) a less formal way to talk about paying someone to do something for you

Task 6. Practice

Correct the mistakes in the sentences.

1. I'm having my manager organised the shooting next week.
2. We got Sam present our best ads at the International Commercial Mediation Competition.
3. Right now, Leonel is getting his camera issues fix.
4. Let's have Sasha to host the panel discussion next time. I'm sure she will handle it.
5. You know, I have just opened a Japanese restaurant. Do you think I should make videos myself or hire someone else and have it do?
6. This brand is going to get its social media profile rebrand.



Task 7. Discussion

1. Remember the last time when the ads persuaded you to order/buy the advertised food. Answer the questions below:

- a) What company was it? What product was advertised?
- b) Could you describe this commercial?
- c) What food did you order? Were you hungry/stressed at that moment?

2. What types of commercial can make you buy some product? (videos, photos, radio/TV, etc.)

3. Open the [link](#) of Daily commercials and watch a few videos. Which of them do you like? Why? Do you have a craving for any of this food after watching the videos?



Lesson vocabulary

trial

the act of testing something

mouthwatering

smelling, looking, or sounding delicious

precise

exact, clear and accurate

crucial

extremely important to make something succeed

melted

changed from a solid to a liquid state

on (the) set

in the place where a film or play is performed or recorded, and the pictures, furniture, etc. that are used

Keys

Task 1

Stage aim: to warm up the student.

Possible answers: These are food commercials.

Task 2

Stage aim: to present the target vocabulary.

a) — 2; b) — 4; c) — 5; d) — 3; e) — 1; f) — 6

Task 3

Stage aim: to provide the student with vocabulary practice.

1. — f); 2. — c); 3. — a); 4. — d); 5. — e); 6. — b)

Task 4

Stage aims: to practise listening for detail.

1. False; 2. True; 3. True; 4. True; 5. False; 6. True

Keys

Task 5

Stage aim: to provide the student with controlled practice of causative verbs.

Key: 1. — a); 2. — a); 3. — b); 4. — a)

Elicit that: “got my recipe shot” is **get something done**; “to have her take several photos” is to have someone do something; “have them revised” is **to have something done**; “get my mum to cook” is **to get someone to do something**.

Task 6

Stage aim: to provide the student with more practice of causative verbs.

1. organise; 2. to present; 3. fixed; 4. host; 5. done; 6. rebranded

Task 7

Stage aim: to organise a discussion.

Команда Skyteach объединила методистов, опытных преподавателей, профессиональных авторов статей, редакторов и дизайнеров. Вместе мы трудимся над тем, чтобы создавать качественные и доступные материалы для учителей.

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Хотите получать дополнительный доход и вести уроки прямо из дома?

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