

## Lesson 55: Product Advertising

By Xandra

### 1. Dialogue

*First, repeat after your tutor. Then, practice each role.*

Mayumi and Roger work for an advertising company. They're talking about a promotional poster for their new product.

Mayumi: The design team suggested this promotional poster.

Roger: Hmm... It's too plain.

Mayumi: What's your suggestion?

Roger: I think it should be more colorful.

Mayumi: I agree. These colors are not attractive.

Roger: Let's use more red and yellow, **instead of** black and grey.

### 2. Today's Phrase

*First, repeat after your tutor. Then, make a few sentences using Today's phrase.*

1. How about riding your bike to work, **instead of** driving your car?
2. You should eat more fruits and vegetables, **instead of** junk food.
3. **Instead of** studying, Roger watched TV all day.

\* **instead of** ~ / ~の代わりに、~ではなくて

### 3. Your Task

*You have to make a promotional poster, and the product is tomato sauce. Your boss (=your tutor) is asking for suggestions for the poster. Give him some ideas for the poster.*

### 4. Let's Talk

*What's the purpose of advertisements?*

*Where can you find / see / hear advertisements?*

*How many kinds of advertisements can you think of? Talk to your tutor about them.*

### 5. Today's photo

*Describe the photo in your words as precisely as possible.*



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