

Brands and bands

Level

Pre-intermediate and above

Tasks

Talking about the students' favourite singers and pop groups
 Scanning an article for the names of singers and pop groups
 Reading an article about the advertising link between brands and musicians
 Identifying whether key words in the article are nouns, verbs or both
 Discussing questions and doing a task arising from the article

How to use the lesson

1 Tell your students the lesson will be about advertising and music. Hand out the worksheet and let students make their lists of their favourite singers and groups. Put them in pairs to compare their lists. Find out if anyone had any names of singers and groups in common.

2 Ask students to scan the article and find the names of any singers or bands they can in a minute.

Answers

Paragraph 1: *Duffy*

Paragraph 2: *Madonna / The Spice Girls / Moby*

Paragraph 3: *U2 / Groove Armada*

3 Students read the whole article about the advertising hook up between famous brands and music. Ask students to give specific examples of bands linking with brands. Get them to tell you about the changes in the music industry. You may wish to look at any useful vocabulary, such as: *complimentary / selling out / file sharing / partnerships / award-winning / duo / tap into*.

4 Ask students to decide if the words are nouns, verbs or both.

Answers

Nouns: *forum / consumers / sales / partnership / reputation / product / consultancy*

Verbs: *promote / criticise*

Both: *blog / post / label / share / tour / sponsor / campaign / link / award*

5 Ask students to work in small groups to answer the questions and complete the task. Then, ask each group to report back their ideas to the class. Encourage questions and discussion. Finish the lesson by giving language feedback.

Related websites

Send your students to these websites, or just take a look yourself.

<http://www.youtube.com/watch?v=mFQXhivo0Ds>

<http://www.youtube.com/watch?v=w-XA2lsbgjA>

<http://www.soundsfamiliar.info/tvads12.php>

http://www.mobileindustryreview.com/2009/03/u2_gets_sponsored_by_blackberry.html

<http://www.brandrepublic.com/News/798239/Groove-Armada-sign-record-deal-Bacardi/>

<http://www.heartbeats.fm/>