

# Kim's Coffee Shop

## Action video note

Instruct Ss to make their own commercials for a product, a service, or a place they know.

## Write the script

- **Preview the activity:** Tell Ss they will work in groups to make their own commercials for a product, a service, or a place they know. Point out that commercials need to include important information such as features, benefits, locations, and hours of operation. Brainstorm ideas with the class.
- **Option:** If it's appropriate for your class, suggest that Ss remake well-known commercials in their own amusing ways.
- **Write the script:** Put Ss into groups of three to five people. Model the sample script below with four volunteers. Then have groups choose a topic for their commercial and write a script. Encourage Ss to use the target language *there is / there are* in their scripts. Remind Ss to give speaking parts to every member of the group.

## Sample script

Student A: *Welcome!*  
 Student B: *Hi!*  
 Student C: *Hello!*  
 Student D: *Nice to meet you!*  
 Student A: *Do you speak English?*  
 Student B: *Do you want to learn?*  
 Student C: *Then come to Mrs. Smith's English class!*  
 Student D: *There are great students!* (show classroom, smiles)  
 Student C: *There's a lot of talking!* (show Ss talking)  
 Student B: *Even the homework is fun!* (show video camera)  
 Student A: *And Mrs. Smith is really nice!*  
 Mrs. Smith: *100 percent!* (shows test score on paper)  
 Student C: *Class is every Monday and Wednesday from 7:00 p.m. to 8:00 p.m.*  
 Student D: *Mrs. Smith's English class is great!*

- **Check the script:** Have Ss rehearse their scripts. Go around the room and give help as needed. Make sure Ss have provided sufficient information in their video.

## Make the video

- **Plan the video:** Tell Ss to plan where and how they will make their videos. Remind Ss to decide who is going to operate the camera in each scene.
- **Make the video:** Have Ss make their videos.
- **Option:** If Ss enjoy working with video, they can edit their videos and add any music, graphics, or captions they like.

## Share the video

- Ss share their videos with the class.
- **Option:** Have the class vote on which commercials are the most successful at "selling" their products, services, or places. Then discuss what makes them successful.