

Task 4: A Line to Remember (LT 1.17 – 1.19)**Part 1: Introduction**

1. Have students study the slogan and the extract of a restaurant review on Slide 1 of PPT 1.2 (LT 1.17). Ask students to compare them and discuss which is better in helping customers remember the restaurant and why. Guide students to think of the characteristics of a slogan, i.e. short, easy to remember and fun.
2. Ask students to think of any slogans they remember and share them with the class.
3. Tell them that there are two ways to make a slogan easy to remember, i.e. rhyme and alliteration.
4. Explain what ‘rhyme’ is using examples on PPT 1.2. Point out that rhyming words do not always have the same spelling, e.g. ‘run’, ‘fun’ and ‘everyone’.
5. Read out the slogans from Part A of LT 1.18 and ask students to find out which slogans include rhyming words and what the rhyming words are.
6. Explain what ‘alliteration’ is. Go through the characteristics of alliteration using examples on PPT 1.2. Ask students to complete Part B of LT 1.18.

Part 2: Slogan design

1. Play two ‘Bingo’ games with students to consolidate their understanding of ‘rhyme’ and ‘alliteration’. (For details about the games, please refer to GA 6 & GA 7.)
2. Explain to students that to design a good slogan for a restaurant, they should find out what is special about it and focus on the specific areas of the restaurant, e.g. the environment, food, price and staff of the restaurant.
3. Tell students that some adjectives used to describe the four areas in the review of the Golden Crown Restaurant are listed in LT 1.19. Ask them to put the adjectives in Part A into two groups, i.e. rhyme and alliteration, and complete the table. Tell them to underline the rhyming parts and bracket the alliterative parts.

4. Illustrate how to make slogans with the words given in Part B. Identify the special features by underlining the rhyming parts and bracketing the alliterative parts:

e.g.

- Our food is yummy and our staff are friendly!
- (F)ay (F)ay Restaurant is (f)amous! Our (f)ood is delicious!
- Try our yummy, spicy (c)rab (c)urry.

Ask students to get in groups and design a slogan for their mini-restaurant.

5. Show students how visual effects make slogans fun with the use of Slides 6-8 of PPT 1.2. Ask students to identify the key word(s) they want to highlight in their slogans and use graphics and/or pictures to help their customers remember the thing/place/quality they want to highlight.
6. Invite some groups to share their slogans and designs, and give comments.
7. Ask students to check whether their slogans meet the three requirements, i.e.
 - short
 - easy to remember (using rhyme and/or alliteration)
 - fun (using graphics and/or pictures)
8. Ask students to improve their drafts and hand in their work in the next lesson.