

Read the following attention grabbers. Write the number of the technique next to each one:

a) "In 1998, advertisers in the United States spent \$15.4 billion on radio advertising" ()

b) "As I was listening to my favourite radio program the other day, an ad caught my attention. It was a song about a special kind of coffee, and before I knew what was happening, I also started singing." ()

c) "If you're like I am, you probably enjoy listening to the radio but hate the ads. Well, if you start to think about the ads as entertainment, you might start to enjoy them." ()

d) "Have you ever wondered how advertisers get ideas for their ads?" ()

PAIRWORK 1

Work with a partner. Write a suitable attention grabber for each of the following products/services. Use a different technique each time:

1. Hawaiian vacation package tour: _____

2. Toothpaste: _____

3. Laundry detergent: _____

4. Ear plugs: _____
