

Tourism task



Unit 2: Lesson 1B



Upper Intermediate (B2-C1)



Objectives



In this lesson you are going to present your ideas for a blog entry to your classmates. You'll also explore similarities and differences between spoken and written text.

After completing this lesson you should be able to:

- ▶ Present a person and a place and state reasons for the choices you made.
- ▶ Read two short texts to decide which is most persuasive.
- ▶ Explore one important difference between spoken and written grammar.



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Deciding the better effort

A

A Task.

You have found out that the newspaper you were to write a blog entry for has already had a large number of entries sent to them. They have asked that only one entry be sent from each educational institution in your town so that they can evaluate which ones would be most effective in attracting the attention of tourists. The consequence of this is that your class will need to decide between the blog entries you write and send only one of these.

Look at your notes again.

Make sure you have included these things.

A description of the person
What makes them special
Some connection with your place
Any other details you decide on



A description of the place
Reasons for the fall in tourist numbers
Effects this had had on the place
Effects this has had on the people
A lead in to your solution



What your location has to offer tourists
How your person has helped in the past
How they could help attract visitors
Concluding remarks



B

Practice presenting your ideas. Use your notes to help you.

Do this several times.

REMEMBER

You are trying to persuade the other members of the class that your ideas would be more appealing to the editor of the newspaper than those of your classmates.

You will be evaluated on the organization of your ideas as much as the language you use.

C

Present your person and the reasons you chose them.

D

As you listen to the other presentations use the ideas on the next page to vote for the winning presentation.

- ◆ Modify your notes and add to them if necessary.
- ◆ Allocate parts of your notes between you.

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B

How did you do?



Task feedback.

Assess each presentation using these criteria.

Give a mark out of ten for each one.

	SCORE
An easy to follow structure.	<input type="checkbox"/>
Clear connections between the person and place.	<input type="checkbox"/>
Background information about the place and person chosen.	<input type="checkbox"/>
The place would appeal to under-25s.	<input type="checkbox"/>
Phrases and words which could be easily transferred to writing for a blog entry.	<input type="checkbox"/>
Tourists would be much more likely to visit if reading a blog based on the presentation.	<input type="checkbox"/>

FEEDBACK

- ✓ Compare scores in groups.
- ✓ Tell the people in the other groups the marks you gave them and say why you did so.

Give your decision to the class. Explain your group's decision.

Vote on the best presentation.

FIND OUT ABOUT LANGUAGE

Spoken and written grammar

- ◆ The grammar of spoken and written language have a lot in common on a basic level.
- ◆ However, there are significant differences.
- ◆ The most important difference is that speech is organized around phrases and clauses rather than sentences.
- ◆ This means that 'bits' of information can be added before or after the main message when we speak. This is not done in the same way in writing.

Diane, she runs the café in Amble, she's done a lot for the kids in the area.

Diane, who runs the café in Amble, has done a lot for the kids in the area.

- ◆ Conversational spoken language (utterances) often has this structure.

head	body	tail
The Harbor Café	you know the place	Sue.

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Written to persuade

C

A

Task follow on.

Read these texts taken from tourist blogs.



Officially designated as an Area of Outstanding Natural Beauty, the very center of England can't possibly be a bad place to spend a day or two!

Take a leisurely day trip

from London and you'll experience a region known as the garden of England, a trip which offers the tourist incredible variety. Visit the rolling hills of the Cotswold's, the world-renowned universities of Oxford and Cambridge, and Stratford-upon-Avon, the birthplace of William Shakespeare all in one day. Immerse yourself in history and dreamlike scenery, admire picturesque villages and enjoy amazing culture.

B

Work with a partner.

Decide these things.

- ◆ The article which includes the most descriptive noun phrases with adjectives, e.g. rolling hills, a vibrant capital.
- ◆ The article which has a more neutral feel overall.
- ◆ Places which might be more appealing to visitors under 25 years age.
- ◆ Which one you think is better as an advertisement for the place described.

C

Report your ideas to the class.

Tell the class about these things.



Visit Sydney, Australia's vibrant capital. Here you'll find a wide range of attractions to entertain visitors including the beautiful Bondi Beach, the iconic Sydney

Opera, Taronga Zoo, the Sea Life Aquarium, and of, course, the natural wonders of Sydney Harbor National Park. There are many sightseeing tours to choose from. The city is also famous for its shopping, its hospitality, its nightlife and the very agreeable climate.

- ◆ Where you last went on holiday.
- ◆ What you liked about the place.
- ◆ Things that could have been better.
- ◆ Whether you'd recommend it to other people of your age.

Example

Florence in Italy, it's an amazing place. It's really colorful and full of sites to see...churches and museums. Maybe better for older people though...

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Summing up

Today you...

- ◆ prepared a presentation in order to persuade people to visit a place and decided on which group produced the most persuasive presentation.
- ◆ considered a major difference between spoken and written grammar.
- ◆ read and analyzed two short texts about two quite different places to decide which was most persuasive.

Homework Idea

- ◆ Write a blog entry based on your presentation and the feedback you received on this.
- ◆ Do some research to find out more information about the place.
- ◆ Ask a classmate to read your blog entry and find areas which could be improved - use the correction code.



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