LESSON 5

WRITE AN ONLINE PRODUCT AD

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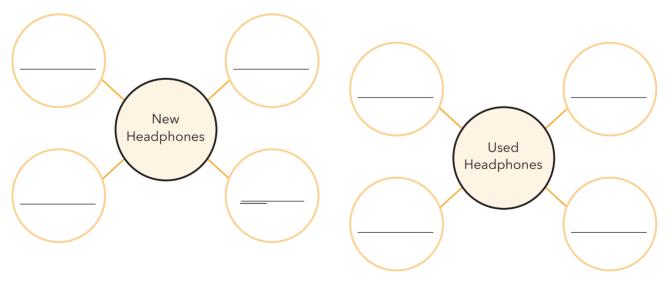
I'm buying headphones online. Here are the two I'm thinking about. Which should I get?

1 BEFORE YOU WRITE

A Read the ads. What are the differences between the headphones?

Sell Your Stuff USA > New York > For Sale > Electronics > Headphones Categories "Sound Swim" headphones for sale! Call now! furniture "Sound Swim" Headphones \$400 bicycles Don't buy cheap headphones! These Sound Swim headphones are new. They work well with any phone or desktop computers headphones am computer, and they sound great. They are expensive, but your music will never sound better! laptops They come with a light USB power cable. smartphones Contact Andy for more details. Please send a text or leave a voicemail. TV Show Contact | Details | Posted October 14 tovs CONTACT Used headphones Headphones \$45 Don't pay too much for headphones! These headphones look a little old (I bought them two years ago), but they're really great. The sound is really nice, and they are very soft. Please contact Ali by email for more information. Show Contact | Details | Posted October 14

B Read the ads again. Fill in details about the headphones in each of the circles.



C PAIRS Which headphones are better? Why?

A: I think the used headphones are better.

B: Really? Why?

A: Well, ...

2 FOCUS ON WRITING

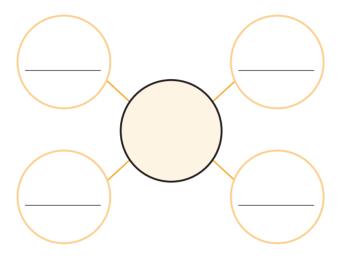
- A Read the Writing Skill.
- **B** Read the ads again. Underline the adjectives that describe the headphones.

3 PLAN YOUR WRITING

WRITING SKILL Add details

Details make your writing clearer and more interesting. You can add details to your description with adjectives. Adjectives come before nouns and after some verbs (*be, sound, look, etc.*). Use *very* to make adjectives stronger. Use a *little* to make adjectives weaker.

- She has an expensive car.
- Jim is very shy.
- The movie looks a little boring.
- A Think of something you want to sell. Write the name of the item in the middle. Fill in details about your item on the lines.



PAIRS Tell your partner about something you want to sell.

I want to sell my desk ...

4 WRITE

Write an online ad for something you want to sell. Include details to describe it. Remember to use adjectives. Use the ads in 1A as a model.

5 REVISE YOUR WRITING

- A PAIRS Exchange papers and read your partner's ad.
 - 1. Did your partner write a good description?
 - 2. Did your partner use adjectives to describe the item he or she wants to sell?
- **B** PAIRS Can your partner improve his or her ad? Make suggestions.

6 PROOFREAD

Read your ad again. Can you improve your writing?

Check your

- spelling
- punctuation
- capitalization

I CAN WRITE AN ONLINE PRODUCT AD.