E-Project: Art of Persuasion

May 13th 09.00h to 17.00h in ESINI

C1 - Level

Course Objective

- o   Identify different type of collocations
- o   Learn to write about an advert
- o   Learn to write advertising messages
- o   Use collocations to write an ad for a product

Course Content

1. Vocabulary and speaking:
   - English collocations
   - Advertising messages
   - Controversial ads
   - Advert analysis

2. Phonetics: strong and weak forms

3. Business skills: On-line reviews

4. Business talk: Gadgets

A2 - Level

Course Objective

- o   Identify different type of collocations
- o   Learn to write about an advert
- o   Learn to write advertising messages
- o   Use collocations to write an ad for a product

Course Content

1. Vocabulary and speaking:
   - English collocations
   - Advertising messages
   - Controversial ads
   - Advert analysis

2. Phonetics: strong and weak forms

3. Business skills: On-line reviews

4. Business talk: Gadgets