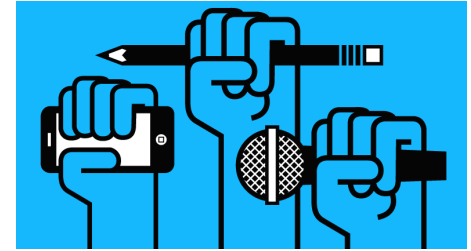


Press Release



Which words are above B1?

St Patrick's Day Festival

The unique Green Button Festival will enable city-dwellers in New York, London, Milan and Sydney to interact with the billboards to trigger sound and vision recordings of some of Ireland's top talent performing at various locations around the island.

The festival will be brought to life when passers-by use their smartphone to scan giant QR codes and press the green button to activate a performance.

<https://media.ireland.com/en-us/news-releases/local/2018/global-irish-music-festival-to-light-up-billboards>

1. Oxford Text Checker (a)

www.oxfordlearnersdictionaries.com/text-checker

Text Results Activities

Word list: Oxford 5000

CEFR level: A1 A2 B1 B2 C1

The unique Green Button Festival will enable city-dwellers in New York, London, Milan and Sydney to interact with the billboards to trigger sound and vision recordings of some of Ireland's top talent performing at various locations around the island. The festival will be brought to life when passers-by use their smartphone to scan giant QR codes and press the green button to activate a performance.

will = modal verb A1; noun B2

1. Oxford Text Checker (b)

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Results

Activities



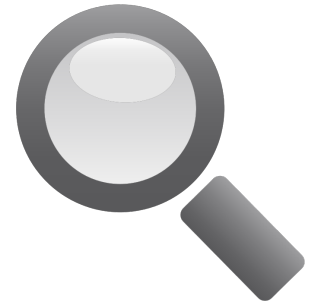
creates an exercise on words you choose

CEFR level	Number of words	% of total
 A1	36	55 %
 A2	7	11 %
 B1	7	11 %
 B2	6	9 %
 C1	0	0 %
 Unclassified	9	14 %

Genre analysis

the ability to identify a genre's defining organization, language, intended audience and purpose

- Content
- Structure
- Vocabulary
- Grammar
- Style
- Audience / purpose



Press Release



What is it?

“A press release is a **short, compelling news story** written **by a public relations professional** and sent to targeted members of the media. The **goal** of a press release is to **pique the interest** of a journalist or publication.”

key words

Press Release

in groups



What could you do? (for a 60-120' lesson)

AIM:

to enable students to write a press release on a topic of interest / relevance.

IATEFL MUSIC FESTIVAL BELFAST ANNOUNCES FULL LINE-UP FOR 2022

IMFB to bring new local talent to perform at favourite venue

[Belfast, N. Ireland, 16 May 2022] – IMFB Festival has announced its full line-up for the 5th edition, 2022 event. Scheduled for the first weekend in July, this year's IMFB festival opens with greater capacity than ever, at their new Falls Park venue. Bille Eilish tops the bill – but many more favourites are guaranteed to entertain visitors in the heart of Northern Ireland this summer.



Besides other top acts already announced, such as Jordan Nocturne and Carlton Doom, guaranteed to draw the crowds, this year's IMFB billing includes up-and-coming local musicians, such as Jordan Adetunji, Joshua Burnside, and Emma Horan, as well as – from south of the border – Soda Blonde. Party-goers will be able dance into the early hours with newcomers Cherym, and the New Pagans.

"We were devastated to have missed two years' music making at IMFB," explained Darren Mitchell, the festival's Director. "It's an unmissable date in the calendar, and it just wasn't going to work online. So, we're back this year, bigger and better, to make up for it – and thrilled to be showcasing so many new artists too."

"To say we're over the moon is an understatement," laughed Nyree Porter, of Cherym, from County Derry, and first-timers to perform at IMFB. "It's a fantastic opportunity, and we all need to shake off those blues and get out. We can't wait!"

IMFB was once again last year shortlisted amongst the top ten major European festivals at the European Festival Awards. As ever, the line-up features bands across a variety of genres, who'll be performing on the three different stages at Falls Park.

The new Falls Park venue is just 3km southwest of the city centre. "We're laying on extra transport, into the early hours too. There'll be no excuses for missing any of it," clarified Amy Smith, Festival Co-ordinator.

Volunteers seeking to work at the festival are encouraged to get in touch: imfb.com/volunteer

ABOUT: The 5th IATEFL Music Festival Belfast is a 3-day event, running from 1-3 July 2022 at Falls Park. IMFB is committed to introducing new talent and music. Early-bird full weekend tickets are on sale from £79 via [IMFB.com/tickets](https://imfb.com/tickets) until 31 May. Day tickets cost £44. From 1 June, weekend tickets will be £99, day tickets £50. Concessions are available with appropriate ID.

More information and full line-up: imfb.com
Press: Alyson Meers ameers@imfb.co.uk

###

Press Release (a)

in groups



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###

Blank template for notes or additional information, consisting of several rounded rectangular boxes.

Press Release (b)

in groups



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###

Focus (skills / language):

- 1
- 2
- 3
- 4

Press Release

Ideas



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###

Press Release



2 Corporate image

2.5 Writing Press releases

Reading

- 1 Read the headlines and subheads of press releases below. What are the companies doing to promote their products? Why do you think they are doing this?
- 2 Work with a partner. Individually, read one of the texts. Summarize the main point of each paragraph so that you can tell your partner.

The Skinny Cow Gets a Makeover

Leading ice cream manufacturer R&R gives its highly successful brand, The Skinny Cow, a great new look for the winter season.



Now worth over £10m, the Skinny Cow's latest exciting transformation includes clearer fresher packaging, even higher-quality ingredients and new flavours for the 500ml tubs. Delicious new Dreamy Creamy Cookie and Skinny Cow Cheeky Choc Biscuits variants will be available across the trade from September and February respectively and are priced at RRP £2.99.

The Skinny Cow makeover is a result of consumer research, and the fresh new packaging now creates great stand out in the freezer aisle, with an eye-catching clear brand design centred on the black and white cow print. Quality has also been improved in response to consumer demands and trends in the market place for an even healthier great-tasting, low-fat offering, made with skimmed milk and ensuring natural colours and

flavours across both the tubs and the sticks. Nicola Hobbs, Brand Manager, comments: 'We've responded to our consumer research and completely redesigned the entire Skinny Cow range. At Skinny Cow, we are always listening to our customers and taking on board any comments. The fresh new range will stand out in the freezer aisle, and will generate further incremental sales. We recommend retailers stock up to avoid missing out on a fantastic opportunity'. The Skinny Cow is a leading producer of low-fat ice cream products. With a wide range of cones, sandwiches and bars, ice cream lovers across the world can enjoy the products without having to worry about their waistlines.

For more information contact us on s.cow@skinnycow.com



Sony Signs Sponsorship Contract with Lang Lang

World-Renowned Pianist to Promote Sony Brand Globally

Sony Corporation today announced that it has signed a three-year sponsorship agreement with world-renowned classical pianist Lang Lang. Through this relationship, Lang Lang will appear in Sony events and campaigns and use the company products to enhance and promote the Sony brand throughout the world, with a particular focus on China, his home country. Lang Lang personally enjoys using a wide range of Sony products, and will draw on his keen interest in electronics and technology to actively collaborate in their promotion.

Lang Lang has gained widespread popularity and critical acclaim throughout the classical music industry for his breathtaking talent, exquisite technique and unique charisma. His expressive playing style and captivating performances have extended his appeal beyond traditional classical music lovers to wide audiences, including younger listeners. 'As a global leader in the electronics and entertainment industries, Sony is delighted to welcome Lang Lang as a "brand ambassador" who can reach and connect with audiences around the world,' said Sir Howard Stringer, Chairman and CEO, Sony Corporation. 'Lang Lang has legions of fans representing diverse cultures and interests, and is especially adored in his home country of China. He is uniquely positioned to introduce a wide range of Sony products and services and dazzle a new generation of Sony fans.'

'I am thrilled to have the opportunity to represent Sony and its products,' said Lang Lang. 'I am a long-time Sony user, and am looking forward to the opportunity to bring the excitement and joy of music through Sony's cutting-edge technologies.' Lang Lang will travel the world along with many Sony products, such as its High-Definition products, to share his experiences with fans via his website, and its Walkman™ and noise-cancelling headphones so he can enjoy his favourite music even while on the plane. Sony Corporation is a leading manufacturer of audio, video, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, computer entertainment and online businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world.

Sony Global Web Site: <http://www.sony.net/>

Internet research

Search for the keywords press release and the name of a company you are interested in. Write a three-sentence summary of the press release.

Analysis

1 In which order would you put these in a press release?

- | | |
|--|--|
| <input type="checkbox"/> back-up paragraph | <input type="checkbox"/> headline |
| <input type="checkbox"/> contact information | <input type="checkbox"/> lead - a summary of the story |
| <input type="checkbox"/> information about the company | <input type="checkbox"/> subhead |

Read the texts opposite to check.

Language / Style

2 Work with a partner. Look at these press release headlines. What do you think are the main features of headlines like this?

Energex to Cut Carbon Emissions by Reduced Car Fumes

Global Crisis Hits Home with UK Water Shortages

Headlines

3 Work with a partner. Make press release headlines from the stories below.

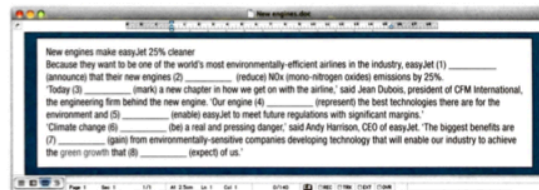
1 Superways, the online supermarket, has captured four times more online orders than its closest rival during the first six months of this year.

4 Reykjavik will be promoting alternative tourism this summer by offering 'cool' venues - midnight guided tours, and swimming pool film screenings.

2 Mr Fix-it Group's annual report was released today, with the focus on growth opportunities and long-term plans.

5 The Royal Scottish National Orchestra is building on the success of last year's community educational programme by running music workshops for the elderly, as well as those with special needs.

6 Look at this example of a press release lead. Put the verbs in brackets in the correct tense.



7 The style is inappropriate. What changes would you make?

Writing

8 Choose one of the news items in 4 above, and work with a partner to write a press release of about 400 words. Invent any extra information such as quotes or statistics you might need. Use the extra tips below to help you.

- 1 In the headline, use title case for all words excluding prepositions and articles. Use no more than 170 characters (approx 25 words). Do not include a full stop.
- 2 Have an angle on the story, not just fact; remember you have to grab the journalists' attention. Try to include a human touch to help relate the story to the community.
- 3 Only include an email address at the end, not in the body of the text.
- 4 Don't pad out the press release; keep it short and to the point.
- 5 Don't use jargon.

Press Release: Genre analysis



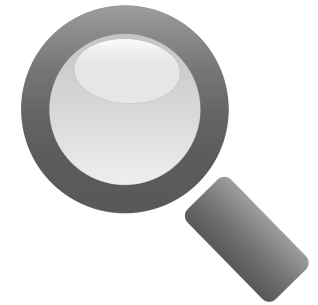
- **Content**

- Who? What? Where? When? Why?



- **Organisation / Layout**

- Lead paragraph
- 1-2 body paras; quotation(s)
- Final para: “About the company” + www. / contact info



- **Language**

- Vocabulary: short punchy headline
- Grammar: for headlines (verb tenses; determiners)

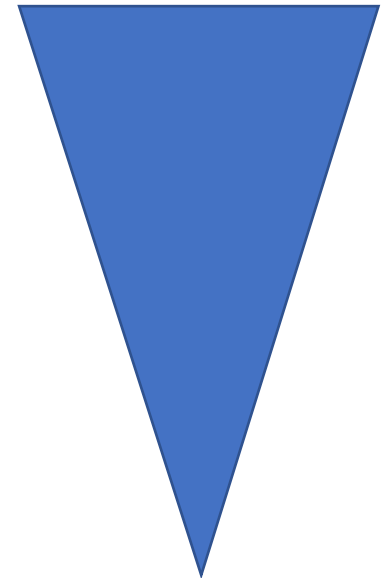
- **Style**

- Formal: ‘on behalf of the company’

Press Release: Structure

Put the items below into the correct order to make an effective Press Release.

- a. Boilerplate (“About”) paragraph
- b. Call to action
- c. Headline **(1.)**
- d. Lead (initial summary paragraph)
- e. Place-and-date line
- f. Quotations
- g. Sub-headline
- h. Website + contact information



Press Release: Language



HEADLINES

- Use of 3rd person (on behalf of a company)
- Headlines
 - Use of determiners (*a, the, some* etc.)
 - Verbs / tenses
 - Vocabulary

Press Release

HEADLINES

Headlines

The Queen has cancelled her visit to Northern Ireland, and has accepted medical advice to stay at home to recuperate.

Queen cancels trip to N. Ireland to rest at home.

present tense
for 'news'
(immediacy)

"punchy"
vocabulary

no *a, the, her, etc.*

Headlines: practice

Make press release headlines from the stories below.

FastFly will have to cancel many flights this week because many of their staff are off work sick. They are asking travellers to get in touch in advance to check on the status of their flight.

Inspired by polar bears, a group of students in Reykjavik has developed a pop-up igloo with a concertina-skin to trap in snow. The snow – up to 40mm – will act an insulator to maintain temperatures in side.

Writing your own texts (150-200 words)

“ **Research** [your topic] in **at least four** different places and ideally listen to a **podcast** and watch a **video** about it as well. [...] The next stage is to **write an article**, an interview, a blog post, a lecture or a conversation based on that topic. If you are trying to **contextualise some grammar**, put three or four examples in but don't overload the text. **Check your vocabulary level** through the English Vocabulary Profile or Textinspector.

Using Authentic Materials



Genre Analysis

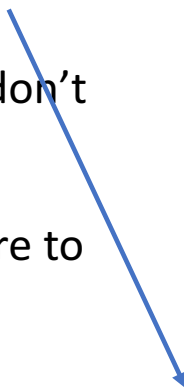
- Content
- Structure
- Language
- Style
- Audience / purpose

Text analysers

Using your own texts

Materials writing tips

Match the sentence halves.

- | | |
|--|---|
| 1. Know your students: you'll | a. creative; focus on language / skills. |
| 2. When writing instructions, don't | b. give too much non-essential information. |
| 3. Don't try to be too | c. provide a model. |
| 4. If focusing on writing, be sure to | d. then share online (a blog, or e.g. FREEED) |
| 5. Do the exercise(s) | e. with a friend / colleague and get feedback |
| 6. Once written, leave | f. write more personalised materials. |
| 7. Share the materials you write | g. your materials overnight; tweak again later. |
| 8. Start small: for yourself / colleagues; | h. yourself first! |
- 

Any other tips?

References

Allison, J. (2017). *How To Write Business English Materials*, ELT Teacher2Writer.

Clandfield, L. & Hughes, J. (2017). *ETpedia Materials Writing*, Pavilion ELT Publishing.

Hughes, J. (2022). '10 Secrets that no-one ever tells you about materials writing', www.youtube.com/watch?v=E3QUqjyaxyQ&list=PLZU-Zlji2iFp76_T2UHRbKjibLF46wZ1x&index=8

Hughes, J. (2021). 'Text analysing tool for materials writers', https://www.youtube.com/watch?v=jiCn2qUI-NQ&list=PLZU-Zlji2iFp76_T2UHRbKjibLF46wZ1x&index=14

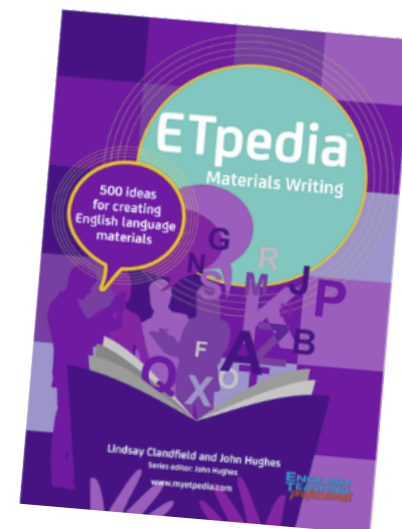
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Hutchinson T., and Waters, A. (1987). 'A materials design model', *English for Specific Purposes: A learning-centred approach*. CUP. pp109, 118

McLarty, R. (2017). 'Writing in five easy stages', *MET*, 26 (4), Pavilion Publishing.

Images from www.freepik.com



Useful sources

Katherine Bilborough – a series of articles in *MET*; she also writes regularly in *IATEFL Voices*, and on her blog:

www.creatingeltmaterials.com/blog

Emily Bryson – ‘Creating accessible learning materials’, *IATEFL Voices*, (280), May-June 2021

John Hughes: YouTube playlist: www.youtube.com/playlist?list=PLZU-Zlji2iFp76_T2UHRbKjbbLF46wZ1x

Silvina Mascitti – www.eflcreativeideas.com

‘**How to write**’ series: Business English Materials, EAP materials, ESP Materials, Corporate Training materials

(**John Allison, Julie Moore, Ros Wright, Evan Frendo**)

<https://eltteacher2writer.co.uk>

Materials Writing

Promoting clarity: technical issues

Using authentic materials: ways to handle

Rachel Appleby, BESIG PCE, May 2022

