

Term 3 – WEEK 3 Contents– Intensive 1 Class (IC1)

Today's Agenda

- 1. REVIEW: Describing a Company Product using “Rule of 3”
- 2. CHECK: Homework Assignment
- 3. New Homework Assignment

REVIEW:

Week 2 – IC1 Class – Using “Rule of 3”: Describing a Product

January 2016

Today, we are going to use the “Rule of 3” to discuss a company product. Take a look at the example below and analyze how to use the “Rule of 3” with product descriptions.

Product Description using the “Rule of 3:”

- **Let me take this opportunity to tell you about** our new product, the **x-100 headphone** model.
- This new product has three (**attractive / key / appealing**) points that I believe (**customers/you**) will like.
- **For starters**, the weight of this product is **very light**. As a result, these headphones can be used for **“long periods of time.”**
- **In addition**, the bass sound of this product is very deep and powerful and is **“second to none.”** Consequently, I believe many DJs and music lovers will also want to buy and use these new headphones.
- **Finally**, the price of these headphones are **“reasonably priced”** compared to other high end headphones in the market. Hence, from my perspective, we can sell many headphones to both younger and older customers.
- **Ending: That’s** the **x-100 headphone** model.

Key words:

1. **Long periods of time:** means “can be used for a long time”
 2. **Second to none:** means “Number 1”
 3. **Reasonably priced:** means the price is “not expensive,” or “fair” price
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CHECKED Homework:

- **Directions:**
- 1. Think of **3** products from your company.
- 2. Using the “Rule of 3,” describe **three** of your company products and their “3 key features.”
- 3. Be sure to also bring a picture of each of your products to show to your classmates next week.
- Example:
- **Product A:**
- 3 Key Features
- **Product B:**
- 3 Key Features
- **Product C:**
- 3 Key Features

- Total: **3** product descriptions and **3** pictures (A4 Size)

- Good luck!

ACTIVITY: Class Presentation using Homework

Homework:

- Next week, you will present TWO products consecutively.
- As a result, using the same products as this week, select two products to present.
- Then, practice saying your data to present TWO products in the next class.
- Good luck!

----- End of Lesson -----