

CARS & DRIVING

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SAFETY AD

INSTRUCTION SHEET

INSTRUCTIONS:

At the end of the Driving Unit, students choose an issue that they feel is most important. They are to prepare a poster to highlight what they learned, or what they want others to remember when driving.

REQUIRED STRUCTURES: making plans, agreeing and disagreeing, delegating responsibilities

REQUIRED VOCABULARY: as per students' individual ads

GROUP SIZE: individual, pairs or small groups

HANDOUTS: other ICBC, Counterattack, MADD ads as examples

OTHER MATERIALS REQUIRED: rulers, coloured pens, paper, magazines for photos, scissors

RELATED GRAMMAR: "Headline" English

FOLLOW-UP ACTIVITIES:

Finished posters/ads can be mounted in school common areas.

Activity could be modified as a radio ad.