

NEWS ENGLISH LESSONS.com

California car license plates to flash ads

MANY FLASH AND ONLINE ACTIVITIES FOR THIS LESSON, PLUS A LISTENING, AT:

http://www.NewsEnglishLessons.com/1006/100623-license_plates.html

IN THIS LESSON:

| | |
|----------------------------|----|
| The Reading / Tapescript | 2 |
| Phrase Match | 3 |
| Listening Gap Fill | 4 |
| Multiple Choice | 5 |
| Spelling | 6 |
| Put the Text Back Together | 7 |
| Scrambled Sentences | 8 |
| Discussion | 9 |
| Writing | 10 |
| Homework | 11 |

ALL ANSWERS ARE IN THE TEXT ON PAGE 2.

23rd June, 2010

THE READING / TAPESCRIPT

From: http://www.NewsEnglishLessons.com/1006/100623-license_plates.html

Leaders in California are thinking about turning car license plates into mini adverts. California owes a lot of money. This is one idea it has to make cash to pay off its debts. San Francisco technology firm Smart Plate is developing the software for the advertising plate. Developers say when a car has stopped for more than four seconds, advertisements would flash up on the plate. Democratic state senator Curren Price said: "We're just trying to find creative ways of generating additional revenues." California could be the first state to introduce this form of advertising.

People really need to be careful before they go ahead with it. Having adverts on car license plates might be dangerous. Drivers could forget they are driving a car and that might cause accidents. There are already too many things on the road to confuse people. Perhaps the only benefits of these smart plates are if they remind motorists to drive slowly or keep a safe distance. It seems advertisers want to get into every area of our lives. This is a clever way of doing that but they must put people's safety before profits.

PHRASE MATCH

From: http://www.NewsEnglishLessons.com/1006/100623-license_plates.html

Match the following phrases from the article.

Paragraph 1

- | | |
|-------------------------------|------------------------|
| 1. turning car license plates | a. additional revenues |
| 2. California owes | b. up on the plate |
| 3. pay off its | c. a lot of money |
| 4. advertisements would flash | d. of advertising |
| 5. ways of generating | e. into mini adverts |
| 6. introduce this form | f. debts |

Paragraph 2

- | | |
|--------------------------|-------------------|
| 1. People really need | a. accidents |
| 2. go ahead | b. before profits |
| 3. that might cause | c. with it |
| 4. things on the road to | d. drive slowly |
| 5. remind motorists to | e. to be careful |
| 6. put people's safety | f. confuse people |

LISTENING GAP FILL

From: http://www.NewsEnglishLessons.com/1006/100623-license_plates.html

Leaders in California _____ car license plates into mini adverts. California owes a lot of money. This is one idea it has to _____ its debts. San Francisco technology firm Smart Plate is developing the software for the advertising plate. Developers say _____ for more than four seconds, advertisements would _____. Democratic state senator Curren Price said: "We're just trying to find creative _____ revenues." California could be the first state _____ of advertising.

People _____ before they go ahead with it. Having adverts on car license plates might be dangerous. Drivers _____ driving a car and that might cause accidents. There are already _____ the road to confuse people. Perhaps the only benefits of these smart plates are if they remind motorists to _____ safe distance. It seems advertisers want to get into every area of our lives. _____ doing that but they must put people's _____.

MULTIPLE CHOICE

From: http://www.NewsEnglishLessons.com/1006/100623-license_plates.html

Leaders in California are thinking about turning car license plates (1) _____ mini adverts. California (2) _____ a lot of money. This is one idea it has to make cash to pay off its debts. San Francisco technology firm Smart Plate is (3) _____ the software for the advertising plate. Developers say when a car has stopped for more than four seconds, advertisements would flash (4) _____ on the plate. Democratic state senator Curren Price said: "We're just trying to find creative ways of generating additional revenues." California could be the first state to introduce this (5) _____ of advertising.

People really need to be careful before they (6) _____ ahead with it. Having adverts on car license plates might be (7) _____. Drivers could forget they are driving a car and that might cause accidents. There are already too many things on the road to (8) _____ people. Perhaps the only benefits of these smart plates are if they remind motorists to drive slowly or keep a (9) _____ distance. It seems advertisers want to get into every area of our lives. This is a clever way of doing that but they must put people's safety (10) _____ profits.

Put the correct words from this table into the article.

- | | | | |
|-----|--------------|-----------------|----------------|
| 1. | (a) onto | (b) into | (c) up to |
| 2. | (a) owes | (b) goes | (c) shows |
| 3. | (a) develops | (b) development | (c) developing |
| 4. | (a) in | (b) up | (c) down |
| 5. | (a) farm | (b) form | (c) firm |
| 6. | (a) go | (b) come | (c) stop |
| 7. | (a) danger | (b) dangers | (c) dangerous |
| 8. | (a) confuse | (b) confusion | (c) confused |
| 9. | (a) safety | (b) safely | (c) safe |
| 10. | (a) before | (b) after | (c) while |

SPELLING

From: http://www.NewsEnglishLessons.com/1006/100623-license_plates.html

Spell the jumbled words (from the text) correctly.

Paragraph 1

1. mini sdaervt.
2. California sweo a lot
3. pay off its tbdse
4. developing the twefsora
5. find creative wyas
6. California could be the tifsr

Paragraph 2

7. leylra need to be careful
8. Drivers could rgoetf
9. useac accidents
10. osfcuen people
11. drive oylwls
12. a rvcllee way of doing that

PUT THE TEXT BACK TOGETHER

From: http://www.NewsEnglishLessons.com/1006/100623-license_plates.html

Number these lines in the correct order.

- () things on the road to confuse people. Perhaps the only benefits of these smart plates are if they remind motorists to
- () drive slowly or keep a safe distance. It seems advertisers want to get into every area of
- () People really need to be careful before they go ahead with it. Having adverts on car license plates might be
- () trying to find creative ways of generating additional revenues." California could be the first state to introduce this form of advertising.
- () firm Smart Plate is developing the software for the advertising plate. Developers say when a car has stopped for
- (**1**) Leaders in California are thinking about turning car license plates into mini adverts. California owes a lot of
- () money. This is one idea it has to make cash to pay off its debts. San Francisco technology
- () more than four seconds, advertisements would flash up on the plate. Democratic state senator Curren Price said: "We're just
- () our lives. This is a clever way of doing that but they must put people's safety before profits.
- () dangerous. Drivers could forget they are driving a car and that might cause accidents. There are already too many

THE READING / TAPESCRIPT

From: http://www.NewsEnglishLessons.com/1006/100623-license_plates.html

With a partner, put the words back into the correct order.

1. license Turning mini plates car adverts into.

2. lot money California a of owes.

3. for software the Developing plate advertising the.

4. on up flash would Advertisements plate the.

5. first form introduce state of this The advertising to.

6. really to careful People need be.

7. could a forget car they are Drivers driving.

8. things confuse on people the road Many to.

9. to motorists Remind slowly drive.

10. lives our of area every into Get.

DISCUSSION (Write your own questions)

STUDENT A's QUESTIONS (Do not show these to student B)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Copyright © www.NewsEnglishLessons.com

DISCUSSION (Write your own questions)

STUDENT B's QUESTIONS (Do not show these to student A)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

HOMEWORK

1. VOCABULARY EXTENSION: Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

2. ADVERTS: Search the Internet and find more information about adverts. Talk about what you discover with your partner(s) in the next lesson.

3. MAGAZINE ARTICLE: Write a magazine article about adverts on license plates. Include imaginary an interview with a road safety officer and an advertising executive. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

4. WHAT HAPPENED NEXT? Write a newspaper article about the next stage in this news story. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

5. LETTER: Write a letter to the California leader. Ask him/her three questions about these adverts. Give him/her three of your opinions on how safe or dangerous they are. Read what you wrote to your classmates in the next lesson. Your partner will answer the questions you asked.