



LESSON 1 • THE MOST FASCINATING PLACE IN THE WORLD

Instructions: You have been selected to write a commercial for a country (choose a country that has been featured in the newspaper recently). How can you make your commercial message informative and appealing? Use the following form to help you gather facts, brainstorm catchy phrases, and create inviting descriptions. Invite tourists to come and see the "most fascinating place in the world!"

Describe the location using descriptive phrases
(Nestled on the east coast, tucked between, etc.)

What special activities are available for people
interested in exercising, history, shopping, etc.

What are the people like (the physical
characteristics, ancestries, attitudes, occupations, etc)

Write a slogan – a brief, attention-getting
phrase- to promote tourism in your country.

Describe particular customs, special
celebrations, or holidays.

Draw a simple logo or design to represent
your country.