

## 9 Worksheet on Presentation: Bingo

Text: Topic *Advertising*, from Düwel/von der Grün, *The Media*, Viewfinder Topics New Edition plus (München: Langenscheidt, 2011), pp. 50ff.

### A THE “BAD PRESENTATION BINGO”

Everywhere – in companies, schools, political meetings etc. – there are lots of bad presentations: too long, too boring, too many pictures etc.

Monica Metzler, president of the Illinois Science Council, developed a game called “Bad Presentation Bingo”.

Bingo is a game of chance and all the players get a board with a random 5×5 matrix of squares with numbers. A presenter calls out the numbers and when you have a line of 5 in a row, column or diagonally, shout “Bingo” and you win. Bad presentation bingo works similarly. You judge the presenter and once he or she does five things poorly, you win.

<http://illinoisscience.org/docs/badpresentationbingo.pdf>

(Please copy and paste this hyperlink into your browser.)

It might not be fair to play this bingo game in class, but, it could be used as a starting point for a discussion on what to avoid when talking to an audience (e.g. facing the screen, reading out long passages, using small fonts etc.).

### B ADVERTISING BINGO

Bingo games can be used in classrooms or at home with classmates in many situations, with basically any subject and any degree of difficulty. There are so many possibilities as you can use picture prompts, words, short sentences etc. Teachers, for example, could use them to practice new words with his/ her class. You could use them to test your classmates. (E.g.: Did they really listen to your presentation?)

Example – presentation on American history:

You say, "This person is the x<sup>th</sup> president of the United States " and the students put a marker on "44".

The following example can be used by teachers to present (or test) advertising vocabulary. Students can use it to learn new words in the field of advertising, or simply to revise them.

**Preparations:**

You need the first board for the presenter plus **different** boards for **all** the players, so copy the player board below, mix the words and print them out (see versions 1 and 2).

If you google “bingo maker”, you’ll find many websites that create bingo cards automatically, and you’ll simply have to enter the terms given below. (By the way, a huge number of bingo cards is available online, also for other subjects, e.g. Maths.)

**This is how it works:**

One person reads out the definitions and the players have to match them up.

Example: Presenter says (or sings) the slogan “Meine Quelle” and the players mark “rhythm”.

**Advertising Bingo (presenter’s board)**

<b>long vowels:</b> Cool water, too good for losers	<b>soft consonants:</b> Bitter Lemon, fresh like a fist in your face	<b>onomatopoeia:</b> meow	<b>repetition:</b> more than one use of the same word in close proximity	<b>rhyme:</b> Don't be vague. Ask for Haig.
<b>interjections</b> a word associated with a sudden expression of emotion	<b>non-standard forms:</b> Der Rudi geht vorn nei (VW Team Sondermodelle)	<b>elision:</b> Volkswagen. Das Auto.	<b>assonance:</b> The Magic of Freixenet.	<b>hard consonants:</b> Es gibt immer was zu tun. (Hornbach)
<b>alliteration:</b> Cortal Consors	<b>short vowels:</b> they have a clipped abrupt effect	<b>assimilation:</b> sliding together of two sounds into one	<b>rhythm:</b> Meine Quelle.	<b>slogan:</b> DeLonghi – Living Innovation
<b>motto:</b> Ich bin doch nicht blöd.	<b>product placement:</b> We know that Carrie Bradshaw has a pink Nokia cell phone	<b>want ad:</b> VHS movie camera bought in 1986 new for \$1600 will sell for \$25 needs battery charger	<b>roadside signs:</b> another word for outdoor advertising	<b>jingle:</b> Waschmaschinen leben länger mit Calgon!

**Advertising Bingo (player's board – version 1)**

long vowels	soft consonants	onomatopoeia	repetition	rhyme
interjections	non-standard forms	elision	assonance	hard consonants
alliteration	short vowels	assimilation	rhythm	slogan
motto	product placement	want ad	roadside signs	jingle

**Advertising Bingo (player's board – version 2)**

soft consonants	repetition	long vowels	onomatopoeia	rhyme
jingle	alliteration	interjections	short vowels	hard consonants
elision	rhythm	assonance	assimilation	roadside signs
product placement	slogan	motto	want ad	non-standard forms

*(Daniela Pröls)*