

## THE IMPERATIVE

### FORM:

+            **Sit**    down

**Be**     quiet

Please     **wait**   here

Please     **follow** me

—            **Don't talk**

**Don't smoke**

Please     **don't touch**

Please     **don't go**

### USE:

We use the imperative

(i) to give instructions, e.g.

“**Insert** your card, **enter** your PIN number, **collect** your money”

(ii) to give advice, e.g.

“**Don't keep** your PIN number with your card”

(iii) to give warnings, e.g.

“**Be** careful ! **Look** out!”

(iv) to give orders, e.g.

“**Sit** down, **be** quiet and **don't move**”

# ADVERTISEMENTS

## 1) REGISTER & GENRE ANALYSIS

**Genre:** A 'genre' is a goal-directed communicative event with a specific purpose and a distinctive schematic structure (Swales 1990). The rhetorical structure of each text can be broken down into a number of **Steps** (Harper 2006), like the stepping stones you might use to cross a river or the moves in a game of chess. These are the component units of a text which, together and in sequence, realize its communicative purpose.

**Register:** The schematic structure of a text operates below the surface level of words. This means that each **Step** can be expressed in a number of different ways, depending on, (i) **Field:** the communicative purpose of the text (what it is about and who it is for); (ii) **Tenor:** the role relationship of addresser and addressee (formal, colloquial, neutral); and (iii) **Mode:** the means of communication involved (e.g. written, spoken, online). These three factors determine the 'register' (Halliday 1978) or the variety of language that is appropriate for a particular message within a given situational context (Brown & Yule 1983: 195).

**Before Preparing the Text:** Before you start writing, preparing or translating a text, therefore, you should study typical examples of the genre and try to identify the conventional **Step** structure, common phrases and/or technical terms. You should then ask yourself, (i) What is the purpose of this text ? (ii) Who is the ideal reader ? (Bhatia 1993: 23) (iii) What are the ideal reader's expectations of this genre ? (iv) What does the ideal reader already know ? (v) What does the ideal reader need to know ?

## 2) READING ACTIVITY

Read the following advertisements and imagine what sort of client would be interested in each holiday.

2a) Who is the ideal guest at **CLUB 20's Only** ?

- a) Age .....
- b) Nationality .....
- c) Marital status .....
- d) Social status / income group .....
- e) Favourite activities .....
- f) Personality .....

2b) Who is the ideal guest at **CLUB BONTON** ?

- a) Age .....
- b) Nationality .....
- c) Marital status .....
- d) Social status / income group .....
- e) Favourite activities .....
- f) Personality .....

# CLUB 20's Only

One or two weeks a year that make the other fifty worth living !



## WELCOME 2 CROATIA !

### FUN ! FUN ! FUN !

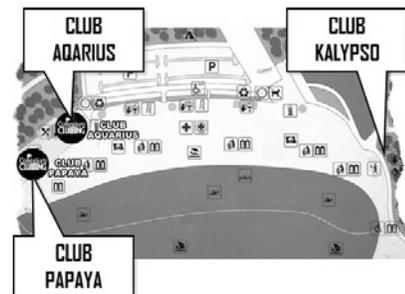
Novalja is a seaside resort in Croatia that is completely hassle free. It's only two hours from Stansted airport and you can probably hear it from there as well !

### WHERE TO GO

A sun-lover's paradise and a clubber's dream, Novalja is awesome ! By day, you can join one of our legendary boat parties, lounge at the poolside to top up your tan or check out the Poseidon Adventure water-park with its slides, giant waves and roller-coaster water-ride. By night, chilled clubs play hot tunes to a sizzling crowd. At nearby Zrce Beach, big-name DJ's at Club Aqarius, Club Kalypso, and Club Papaya make it THE summer party location.



### ZRCE BEACH MAP



### THE BEACH

Zrce beach is a mile long and very clean. The whole seafront is lined with cool beachside bars and restaurants. And if you want to go back home with an all-over tan, there's a nudist beach, too.

## **BARs AND CLUBS**

Novalja is the club capital of Croatia - the town that never sleeps ! Start your big night out by wining and dining at Moby Dick's, Gonzo or Fugazi. Then party with your mates at Stags (an all-British place that shuts at 5 a.m.), Lush (holds 1000 people, plays trap, hip-hop, house and grime) or Mash Up (trendy, cosmopolitan nightclub with balcony and dance-floor). Bars: there's the Queen Vic. (just like the real thing from 'Eastenders' !), Pogue Mahone's Irish pub with a massive terrace and a widescreen TV for football and boxing, or the Collapso, offering chic Caribbean cocktails till you drop.



## **TRIPS**

All aboard the Schettino Special ! Take a scary high-speed catamaran ride along the coast and wind up in Dubrovnik (just like King's Landing in 'Game of Thrones'). Solid fun in a big fat package. Food, drink and entertainment all pre-sussed and in your face !

## **CRASHING OUT**

If you want some sleep (and most of you don't !), our Holiday Village provides single and double rooms.

## **HOW MUCH ?**

Pint of beer £3.10. Soft drink £1.80. Bottle of water £1.30. three-course meal £13.50. Breakfast £7.50. Club entrance £6. One-week all-inclusive Festival Events Package, plus a free Club 20's Only T-shirt, for just £189.

## **WHAT ELSE ?**

The Riviera Rager pub crawl, pool parties, foam parties, mini-golf, bungee jumping ETC. ETC. ETC. !

# CLUB BONTON invites you to Pulau Surgadunia.



Wake up to find yourself in paradise...

Pulau Surgadunia (Paradise Island): never was a place more appropriately named. Here, in regal splendor, colonial-style villas enclosed by gardens present a taste of quiet elegance. Our harborside restaurant offers fine dining while the silver sand of a half-moon beach provides a perfect setting for a whole host of sports and activities.

Further afield, there are lush tropical gardens, an aquarium in the form of an undersea glass tunnel, tennis courts and a golf course to choose from. Whether our guests desire play or relaxation, Pulau Surgadunia offers everything they seek and more.

## USEFUL INFORMATION

Location: Our colonial-style village is to be found on Pulau Surgadunia in the Java Sea.

Address: Club Bon Ton, PO Box IN-5123, Jakarta, Indonesia.

Transfers: Sukarno-Hatta airport, Jakarta (90-minute transfer).

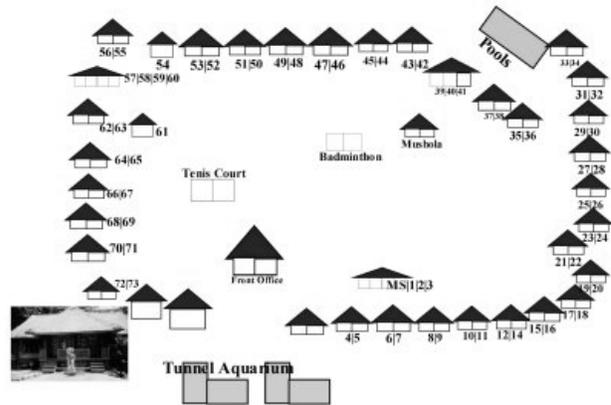
All ages are welcome but there are no special facilities for children or the elderly.

Languages: English, French and Indonesian in the village.



## ACCOMMODATIONS

Beachcomber Cabins: 30 beachside bungalows with air-conditioning, private bathroom and desalinated water. Decorated in restful earth tones or bright pastel tints, accented with tasteful local artwork, each double room features one king size or two twin beds plus TV, phone and Wi-Fi broadband internet connection.



Rustic Retreats: 10 two-story Balinese villas with wrap-around porches on both levels are also available. Set in pristine tropical gardens at a discreet distance from the beach, each villa has a fully equipped and well-stocked kitchen, living room, satellite television and stereo, plus private maid service.

## RESTAURANTS AND BARS

Two restaurants: the 'Mata Hari' with its fine views of Jakarta Bay and the Thousand Islands and the 'Bagus' set on the beach offering fine French cuisine and a cocktail lounge.

## SPORTS AND LEISURE

Water Sports: scuba diving, PADI certificate course (\$500 extra), snorkeling, windsurfing, kite-surfing, sailing, beach volleyball and water exercises, plus Olympic swimming pool.

Land Sports: tennis (including intensive workshops with our resident tennis pro and an ATP tour supervisor), golf, aerobics, gym and exercise classes.



## SOCIAL ACTIVITIES

Nightly shows by local dancers and musicians, piano bar, classical music auditorium, picnics, boat rides and much, much more...

## EXCURSIONS

Sailing trips to the pristine coral reefs of the Thousand Islands, discover the ruined volcano of Krakatoa on the 'Seaworld Explorer', swim with turtles, deep-sea fishing (by request).

### 3) SPEAKING ACTIVITY

Now recommend one of the two package holidays to:

(i) Tommy Atkins: a single 22-year-old electrician from London. He is looking for fun with British people of his own age and exciting nightlife. He also wants a suntan.

(ii) Monsieur and Madame Dupont: he is a 40-year-old businessman, she is a 30-year-old corporate lawyer. They have recently married and are both from Paris. She wants to relax in peace and quiet in exotic surroundings for a couple of weeks. He wants to keep fit and improve his tennis.

Describe and recommend:

- a) The location.
- b) The accommodation.
- c) Food and drink.
- d) Music and dancing.
- e) Sports, games and activities available.
- f) Trips and excursions.

#### USEFUL LANGUAGE: MAKING RECOMMENDATIONS

"How about...?"

"What about...?"

"If you're looking for... you could..."

"Club .... is famous for..."

"If I were you, I would..."

"If you stay at... you can..."

"I think you'll find that..."

"You might prefer... because..."

"Probably the best thing about... is..."

"Another good thing about... is that..."

### 4) WRITING

You work for Club Dionysus, a company which offers all-inclusive package holidays. In groups of two or three, write a suitable advertisement for your holiday village in ONE of the following locations:

i) Riccione – Party Central: home to the best clubs in Europe.

ii) Porto San Giorgio – the yachtsman's paradise.

iii) San Benedetto del Tronto – a family friendly resort.

Don't forget to mention, a) the location; b) the accommodation; c) sports, games and activities available; d) food and drink; e) music and dancing; f) trips and excursions.

## APPENDIX 3: PREPOSITIONS

### 1) PREPOSITIONS OF PLACE

Look at the prepositions of place shown below. Then put a ● in the right position to illustrate each preposition. (the first one has been done for you).

●

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>ABOVE</i> <i>OVER</i>	<i>ON</i>	<i>IN</i>	<i>UNDER</i> <i>BELOW</i>	<i>NEXT TO</i> <i>BESIDE</i>	<i>NEAR</i>	<i>BEHIND</i>	

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	//	<input type="checkbox"/>	<input type="checkbox"/>
<i>IN FRONT OF</i>	<i>BETWEEN</i>		<i>OPPOSITE</i>	<i>INSIDE</i>	<i>OUTSIDE</i>

<input type="checkbox"/>	<input type="checkbox"/>
<i>ON THE LEFT</i>	<i>ON THE RIGHT</i>

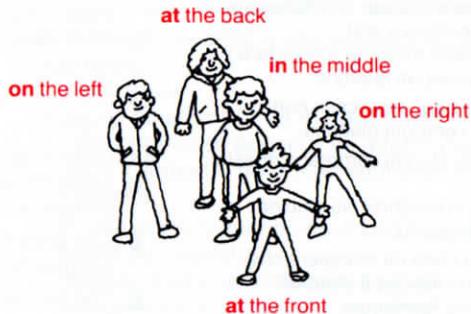
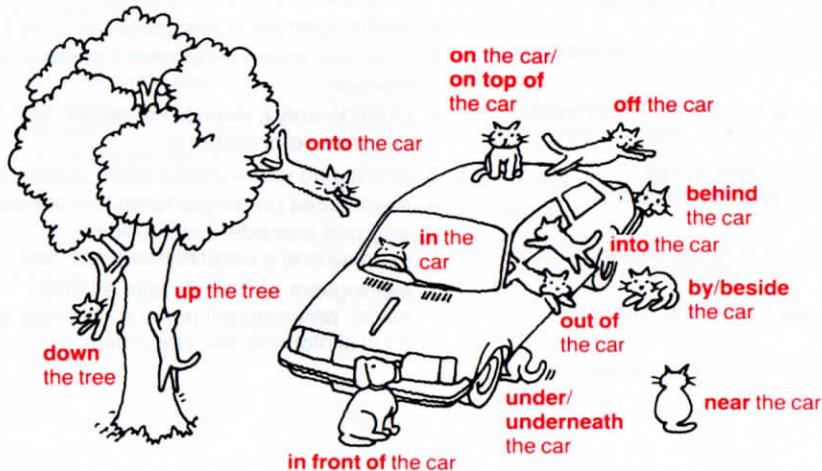
### 2) PREPOSITIONS OF MOVEMENT

Look at the prepositions of movement shown below. Then put a → going in the right direction to illustrate each preposition (the first five have been done for you).

↑	↓	↙	↘	↻	<input type="checkbox"/>
<i>UP</i>	<i>DOWN</i>	<i>TO THE LEFT</i>	<i>TO THE RIGHT</i>	<i>AROUND</i>	<i>ONTO</i>

<input type="checkbox"/>		//				
<i>OFF</i>	<i>OVER</i>	<i>UNDER</i>	<i>INTO</i>	<i>OUT OF</i>	<i>THROUGH</i>	<i>ACROSS</i>

			
<i>ALONG</i>	<i>FROM</i>	<i>TOWARDS / TO</i>	<i>PAST</i>



The flats are **over/above** the shops.

The shops are **below** the flats.

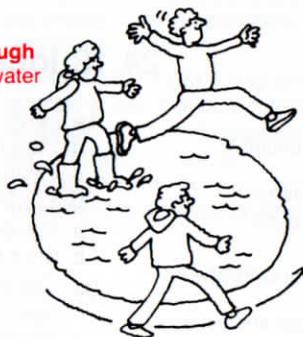
**in/inside** the shop



The shoe shop is **between** the book shop and the pet shop.

The book shop is **next to** the shoe shop.

**through** the water

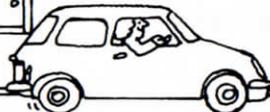


**round** the water

**across** the road



waiting **outside** the shop



**along** the road  
**past** the shops

**opposite** the shoe shop

He's going **from** his house **to** the sports club.

He's going to play tennis **at** the club.



Sports Club



London

**towards** London

**away from** London



### 3) IN, AT, ON & BY

- IN**            *the world / the solar system / the galaxy / the universe*  
*Asia / Europe / America / Australia / Antarctica / Africa*  
*Italy / England / the United States / the EU / the Eurozone*  
*Tuscany / Sicily / Lombardy / Piedmont / Sardinia / Apulia / the Marche*  
*Venice / Milan / Rome / Turin / Naples / Genoa / Florence / Padua / Mantua*  
*Downing Street / Via Don Minzoni*  
*a house / an apartment / a block of flats / a hotel / a palace*  
*the attic / the cellar / the basement / the kitchen / the toilet / the living room*  
*prison / hospital / court / the police force / the air-force / the army / the navy*  
*a car / a Fiat 500 / a van / a caravan / a camper-van*
- AT**            *school / college / university*  
*home / work / the office*  
*10 Downing Street / Via Don Minzoni 11 / Buckingham Palace / the White House*  
*the seaside / a disco / a party*  
*the cinema / the restaurant / the theatre / the stadium / a gallery / a museum*  
*the station / the airport / the bus station / the bus stop*  
*Platform 4 / Gate number 10 / Bay 12 / the next stop*
- ON**            *holiday / the beach / an island / a farm*  
*the ground floor / the first floor / the second floor / the top floor*  
*TV / Facebook / You Tube / DVD / CD-ROM / video / the radio / stage / the screen / the monitor*  
*a bicycle / a motorbike / a horse / a camel / an elephant / foot*
- BY**            *lorry / truck / road / train / rail / plane / air / ship / sea / car / motorbike / bicycle*

### 4) PREPOSITIONS OF TIME

- IN**            *the spring / the summer / the autumn / the winter*  
*the morning / the afternoon / the evening*  
*January / February / March*  
*2015 / the 1990's / the nineteenth century / the Middle Ages / prehistoric times*  
*"See you in two weeks' time"      "The train arrives in five minutes"*
- AT**            *night / the weekend / the time*  
*four o'clock / 5.30 / midday / noon / midnight / breakfast time / lunchtime*  
*Christmas / New Year / Easter*
- ON**            *Monday / Tuesday / Wednesday*  
*Christmas Eve / New Year's Eve / Easter Sunday*  
*May 1<sup>st</sup> / my birthday / our wedding day / our honeymoon*
- FOR**            *ten minutes / two hours / three days / a long time*
- SINCE**        *last night / 1973 / I was a child / we were married*
- WHILE**        *you were out / I was watching TV / they were having breakfast*
- BY**            *"Your car will be ready by tomorrow / by Friday / by five o'clock."*
- FROM** ..... **TO / UNTIL / TILL** .....      *from 9.00 to / until / till 12.00*
- BEFORE / DURING / AFTER**                      *"He wrote during the 1920's, after WWI but before WWII"*

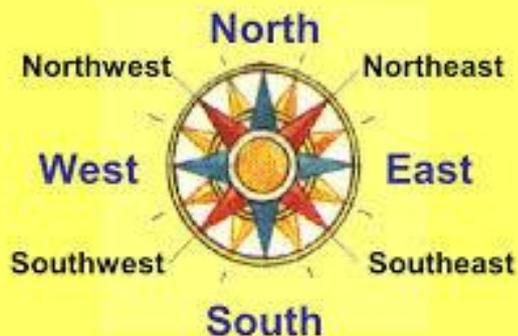
# Prepositions

Complete these sentences with appropriate prepositions (*in, at, on, etc.*). In some cases, more than one answer may be possible.

1. The bureau de change is open every day \_\_\_\_\_ 8.30am \_\_\_\_\_ 6.30pm, but it closes \_\_\_\_\_ lunchtime \_\_\_\_\_ Sundays, and \_\_\_\_\_ the off-peak season it is closed \_\_\_\_\_ weekends. It is also closed \_\_\_\_\_ December 25th and January 1st.
2. Most people go \_\_\_\_\_ bus or taxi \_\_\_\_\_ the suburbs \_\_\_\_\_ the city centre, but sometimes it's quicker to go \_\_\_\_\_ foot.
3. The flight lands \_\_\_\_\_ Heathrow Airport \_\_\_\_\_ half past eight, and it should take you about 45 minutes to collect your baggage \_\_\_\_\_ the carousel and get \_\_\_\_\_ immigration and customs. If you take the airport express, you should arrive \_\_\_\_\_ the city centre by ten o'clock.
4. As soon as you've checked \_\_\_\_\_ your hotel, meet me \_\_\_\_\_ the lobby and we can go \_\_\_\_\_ a drink \_\_\_\_\_ the bar.
5. Your guide, who is an authority \_\_\_\_\_ Roman architecture, will meet you \_\_\_\_\_ the ticket office \_\_\_\_\_ the ampitheatre, and then you'll go \_\_\_\_\_ the ampitheatre \_\_\_\_\_ a tour.
6. We stayed \_\_\_\_\_ a wonderful hotel \_\_\_\_\_ the sea, and it was only a minute's walk \_\_\_\_\_ a beautiful beach. I would recommend it \_\_\_\_\_ anyone!
7. All our steaks are served \_\_\_\_\_ salad or seasonal vegetables, and come \_\_\_\_\_ a choice \_\_\_\_\_ five different sauces.
8. We've just been \_\_\_\_\_ Italy, where we stayed \_\_\_\_\_ a really nice Italian family who we've known \_\_\_\_\_ years (ever \_\_\_\_\_ we met them in London in 1998).
9. We're not satisfied \_\_\_\_\_ the service here. Who is responsible \_\_\_\_\_ dealing with customer complaints, and are they free \_\_\_\_\_ help us now?
10. If you have a complaint or a problem, please speak \_\_\_\_\_ the manager. He is usually available \_\_\_\_\_ the mornings. \_\_\_\_\_ the evenings or \_\_\_\_\_ night you can discuss any problems \_\_\_\_\_ the duty manager.
11. We apologise \_\_\_\_\_ the delay, and are grateful \_\_\_\_\_ all our passengers \_\_\_\_\_ their patience and understanding.
12. The city is famous \_\_\_\_\_ its beautiful architecture, and it is very rich \_\_\_\_\_ history and culture. The people who live there are very proud \_\_\_\_\_ their heritage, and are always friendly and welcoming \_\_\_\_\_ visitors.
13. Alison works \_\_\_\_\_ a receptionist in a small hotel (just \_\_\_\_\_ me). Her manager makes her work \_\_\_\_\_ a slave (just \_\_\_\_\_ mine!).
14. We would like to compliment the chef \_\_\_\_\_ an excellent meal, and thank the waiters and waitresses \_\_\_\_\_ all their hard work. Between them, they have succeeded \_\_\_\_\_ making the evening a great success.
15. Tourists often suffer \_\_\_\_\_ minor stomach upsets when they are \_\_\_\_\_ holiday. This is usually the result \_\_\_\_\_ a sudden change of diet, but sometimes it indicates poor standards of hygiene \_\_\_\_\_ the kitchen.
16. Henry travels all \_\_\_\_\_ the world \_\_\_\_\_ business. He's just gone \_\_\_\_\_ Kuala Lumpur and will be back \_\_\_\_\_ a few days.



## Cardinal Points



1) Use prepositions and the names of the cardinal points to describe the location of the following:

Where is Cingoli? *Cingoli is right in the centre of the Marche region.*

Where is Urbino? *Urbino is in the north of the Marche region.*

Where is Ascoli Piceno?

Where is Ancona?

Where is San Benedetto del Tronto?

Where is Fabriano?

Where is the Monti Sibillini National Park?

Where is Pesaro?

Where is Sant'Angelo in Vado?

2) Use prepositions and the imperative to answer the following questions:

How do you get to Senigallia from Urbino?

How do you get to the Monti Sibillini National Park from Ancona?

How do you get to Ascoli Piceno from Falconara airport?

3) How would you translate these words into your own language?

A university town	A port	A seaside resort	A skiing resort	
A cultural centre	A ferry terminal	A religious centre	A historical town	
A village	A town	A city	An airport	An industrial town

4) How would you describe the following places and their location?

(a) Loreto   (b) Ancona   (c) Urbino   (d) Pesaro   (e) Macerata   (f) Ascoli Piceno

(g) San Benedetto del Tronto   (h) Fabriano   (i) Fano   (j) Falconara