



# 《學術英語Power Up》

## Unit 1

授課教師：國立中正大學 康惠晴講師

課程名稱：應用英語表達

教學主題：How to describe a poster & flyer?



## What is a poster/flyer?

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- A **poster** is a large printed notice, picture, or photograph, used to **advertise something** or as a decoration
- A **flyer** is a printed advertisement or announcement, often used to **promote events, sales, services, or causes.**

Group discussion: Look at the poster, find out the answers to each question, and write down your answers on the whiteboard.

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### **English Short Video Contest**

**World Wow:  
It's Your Show Time**



**Express your unique cultural  
perspectives and creativity in a 60-  
second video!**

Submission date: ~ May 1<sup>st</sup>

Contact: CCU EMI Resource Center

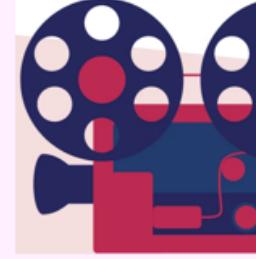
Email: [ccucls.emi@gmail.com](mailto:ccucls.emi@gmail.com)

1. What is the poster about?
2. When is the event held?
3. What do participants need to do to join the event?
4. If you have a question, who can you contact with?

Group discussion: Discuss with your group members, and the instructor will have one group share your description with the class.

Scenario: You are a student representative of the Center for Language Studies of CCU, and you are promoting the short video contest to encourage students to take part in it. Try to describe the poster to students.

**English Short Video Contest**  
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# Group discussion: Fill in the correct function of each element.

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a. Information includes website, phone number, email, or social media links	b. Serves as the main purpose of a poster
c. Encourages the viewers to take action	d. Easy-to-read information & key points only

Part of poster description	Element	Function
Introduction	Headline/title	
Main/Key features	Text/message	
	Call to Action (CTA)	
	Contact information	

# Structure of describing a poster

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Part of poster description	Element	Function
Introduction	Headline/title	<b>Serves as the main purpose of a poster</b>
Main/Key features	Text/message	<b>Easy-to-read information &amp; key points only</b>
	Call to Action (CTA)	<b>Encourages the viewers to take action</b>
	Contact information	<b>Contact details such as website, phone number, email, or social media links</b>

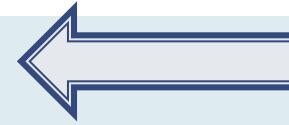
# Useful phrases for INTRODUCTION

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- **Look at** the poster about...
- The poster **highlights** the upcoming event/campaign
- The poster is **designed to promote**...
- The poster **provides important information** about...

Used to get the  
attention of your  
listeners.



# Useful phrases for MAIN FEATURES/KEY FEATURES

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Talking about the **time/place** of a specific event

The \_\_\_\_\_ will **take place/be held** at + place on + time/date

Moving to a **specific side** of the poster

- Take a look at the \_\_\_\_\_, **which says that** + clause
- **Locations:**  
**top** right/left corner  
**bottom** right/left corner  
**center**

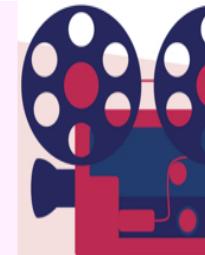
Used to talk about where a certain key point is

Group discussion: Complete the following passage based on the poster and write down your answers on the whiteboard.

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Submission date: ~ May 1<sup>st</sup>

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Look at this poster about the short video competition. The poster 1)\_\_\_\_\_ the upcoming competition. The competition will 2)\_\_\_\_\_ 3)\_\_\_\_\_. Please take a look at 4)\_\_\_\_\_ of the poster, which says participants need to submit a 60-second short video. If you have any question, you can contact the CCU EMI Resource Center at ccucls.emi@gmail.com.

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# Complete the following passage based on the poster

Introduction of the poster

Look at this poster about the short video competition. The poster

highlights/is designed to promote/provides information about the upcoming competition. The competition will take place/be held until May

1<sup>st</sup> at CCU. Please take a look at the center of the poster, which says participants need to submit a 60-second short video. If you have any question, you can contact the CCU EMI Resource Center at ccucls.emi@gmail.com.

Time & Place

Specific side/part of the poster

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**It's your turn!**



YOU WILL HAVE 40 SECONDS TO  
PREPARE AND 40 SECONDS TO  
DESCRIBE A FLYER.

## Preparation time

Scenario:

The Student Union of your university is organizing a Welcoming Camp for freshmen. Here is the flyer about the event. Please summarize the main points shown in the flyer.

### FRESHMEN WELCOMING CAMP

Held annually by the **Student Union**, the Freshmen Welcoming Camp provides a great opportunity for all freshmen to get to know each other at the beginning of their first school year.

**Dates: September 7–8**

Join this two-day camp to make new friends and have fun.

**Location: Shangrila Leisure Farm**

Camping equipment is **available** at the **campsite**<sup>1</sup>.

Pack lightly. A few personal **belongings** will do.

#### Major Activities

- **Setting up your own campsite**<sup>2</sup>  
Put up tents in groups and learn about **survival** skills.
- **Barbeque**  
Start a campfire to enjoy cooking outdoors.
- **Campfire night**  
Enjoy talent shows and team-building games around the campfire.
- **Beach clean-up**  
Make an effort to protect the ocean habitat.
- **Harvesting on farms**  
Experience the hard work of farmers.

Scan to sign up



## Response time

Scenario:

The Student Union of your university is organizing a Welcoming Camp for freshmen. Here is the flyer about the event. Please summarize the main points shown in the flyer.

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Class Dismissed!

