

## The Co-operative Bank (TV Ad, UK), "Everyday Rewards"

### Introduction

- 1) Do you enjoy watching adverts on TV or on the internet?
- 2) Do these adverts influence you to buy things or access services?
- 3) Do you have a favourite advert? Can you remember any particularly successful adverts that everybody was talking about?

### The Videos

You are going to watch a series of adverts with the title "Everyday Rewards". Watch the videos and make notes on what the people do to get their "everyday reward".

Video 1: <i>Richard's Story</i>	
Video 2: <i>Joshua's Story</i>	
Video 3: <i>Read 2 Dogs</i>	
Video 4: <i>Lauren's Story</i>	

- 1) What do you think about the four ideas?
- 2) Which idea do you think would be most rewarding?
- 3) Have you ever done any voluntary work?
- 4) What service could you provide to give a helping hand to society?

### Grammar: Gerund Review

Watch the videos again and fill in the gaps below with the correct gerund.

Video 1: <i>Richard's Story</i>	"_____ in a high-rise concrete tower block we've got a 10th floor view of one of the most urban parts of the capital city..."  "I went along to a guerrilla gardening dig and he was _____ it..."  "It definitely warms the soul of the neighbours; they can see that someone is _____ about far more than their own personal patch of land..."  "_____ is a fantastic conversation starter...."
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	"there's nothing better than _____ a trowel in hand for _____ all sorts of people to stop and ask what's _____ on"  "I am _____ something a little bit different..."
Video 2: <i>Joshua's Story</i>	"It's not just about me _____ hair for homeless people, it's about _____ with people as well as _____ a difference."  "_____ this for homeless people is _____ something different...it's _____ out on to the street and _____ a positive difference to somebody's day..."
Video 3: <i>Read 2 Dogs</i>	"If students struggle with their reading, they might be nervous about _____ judged or criticised..."
Video 4: <i>Lauren's Story</i>	"The whole idea behind "yarn storming" is you knit something, you put it on something in public and then you run away _____..."  "I started _____ because I got very ill..."

### Gerunds as Subjects or Objects

"**Gardening** is a fantastic conversation starter."

"**Doing** this for homeless people is **doing** something different."

If a verb is the subject of another verb (usually at the start of a sentence), it is normal for the verb to be in the gerund form. The same rule is used if the object of a verb is another verb. In the second example above, "doing" is both the subject and object of the verb "is".

### Gerunds Follow Certain Verbs

"I started **knitting** because I got very ill."

There is a list of verbs which, if followed by another verb, that verb must be in the gerund form. Common examples are: **to start, to continue, to like, to love, to hate, to enjoy, to avoid, to finish, to practice**, however the list is much longer. There are no rules or reasons why these verbs use the gerund and not the infinitive; you just have to learn them! (<https://turnitonenglish.wordpress.com/word-list-verbs-that-need-the-gerund/>)

## Gerunds After Prepositions

"It's not just about me **cutting** hair for homeless people, it's about **connecting** with people as well as **making** a difference."

If you are using a verb after a preposition, the verb needs to be in the gerund form. The preposition in the example above is *about*. Common prepositions include **in, on, at, by, for, of, with, without, about, out, before, after** etc. Although they don't always include a preposition, **phrasal verbs** are also followed by a gerund (or a noun), examples of phrasal verbs are **give up, carry on, go on** etc.

## Continuous Tense

"I went along to a guerrilla gardening dig and **he was leading** it."

"**I am doing** something a little bit different."

The continuous tense is formed with *to be* and shows the idea of actions happening *at the moment* for the present continuous, or *at that moment* for the past.

## Conversation Activity

Fill in the following sentences with your own ideas (use verbs in the gerund form). When you have finished, discuss your answers with a classmate.

Recently, I have started .....

..... is a fantastic conversation starter.

There's nothing better than ..... for .....

I met my best friend when I was .....

At the moment, I am .....

I get really nervous about .....

..... would be a great idea for making the world a better place.