

Compose a Jingle

An extension of "US politicians want to ban eating cats and dogs"

A jingle is a short tune or song designed to be easily remembered. It is frequently used in advertising because a good jingle makes the advertisement more memorable. A good jingle sticks in your head, and you sometimes find yourself unknowingly humming the tune. Work in small groups to compose a jingle.

1. Read **"US politicians want to ban eating cats and dogs"** (page 17, *What's Up* October 2018).
2. Think about the advertisements that you have seen on television or in the cinema. Can you recall any memorable jingles? Share these with your group, and discuss what makes these jingles so unforgettable.
3. As a group, come up with a short jingle about animal rights. You may include anything you have read in the article.
4. Write down your lyrics in the space provided.
5. Perform your jingle to the other groups in your class!



