

J'adore Blackpool, Chuck*: YouTube lures the French to the British seaside resort

British seaside resort Blackpool is hoping to attract a throng of French visitors after relaunching itself as a romantic and sophisticated holiday destination. Tourism chiefs have harnessed the power of YouTube with a new 90-second film that's artfully shot. Its images include the town's famous tower, trams and fairground. It features the dulcet tones of a pretty French girl Valerie in a chic Parisian style art deco cafe in Blackpool. The mini drama, entitled 'Blackpool - J'aime la Tour', (I love the tower) aims to put the resort on the map as greater numbers of French tourists are predicted to visit the UK this year on the back of a strong euro. The promotional video shows the French girl's fear of leaving Blackpool – the town she has fallen in love with. The film uses stylish flashbacks of Valerie enjoying the resorts attractions with her Lancastrian boyfriend before she orders a Lancashire hotpot* in French in a cafe in Stanley Park, Blackpool.

Helen France, executive director of tourism and regeneration at Blackpool Council said, "Often when we get French visitors – they like to do London, Stratford and Edinburgh and often drop off at a seaside town on the way, and we hope this will encourage them to Blackpool." She added, "Blackpool has a very positive message to tell. And with this being billed as the British holiday comeback we've made sure that Blackpool has a huge amount to offer. Social networking sites like YouTube will help ensure that we get the message out to young people and new audiences planning a day out or weekend break this summer season." Ms France added, "The great weather, coupled with the variety of quality attractions for families, the youth market and the older generation has brought a surge of visitors to Blackpool over the recent bank holidays." About 10m people visit Blackpool each year and the council wants to swell those numbers even further. With its *Golden Mile* of sands, sea, nightlife and hotpots Blackpool is definitely a place worth visiting this year. Blackpool has seen huge investment over the last few years – from 5 star guest houses to beach volleyball. The new Blackpool has plenty to shout about. This quirky short film will encourage people to think again about the resort and discover a new side to Blackpool for themselves. (*see p8)

Category: Leisure / Holidays in UK / Blackpool

Level: Intermediate / Upper intermediate

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EXERCISES

1. **British seaside resorts:** What three things do you know about British seaside holiday resorts? What do you think of them? Go round the room swapping stories.

2. **Geography: Britain & Blackpool:** Where is Britain? In what part of Britain is Blackpool? What cities are nearby? Draw a map on the board then look at Google maps.

3. **Dictation:** The teacher will read four to six lines of the article slowly and clearly. Students will write down what they hear. The teacher will repeat the passage slowly again. Self correct your work from page one - filling in spaces and correcting mistakes. Be honest with yourself on the number of errors. Advise the teacher of your total number of errors. Less than five is very good. Ten is acceptable. Any more is room for improvement! More than twenty - we need to do some work!

4. **Reading:** Get students to read the passage aloud. Swap readers every paragraph.

5. **Vocabulary:** Students look through the article. Underline/highlight any vocabulary you do not know. Look in dictionaries. Discuss and help each other out. The teacher will go through & explain any words or phrases you do not understand.

6. **The article:** Students look through the article with the teacher.

- a) What is the article about?
- b) Is the promotional film a good marketing exercise?
- c) What is hotpot?

7. **Blackpool:** With your partner list four things Blackpool is famous for*.

1	3
2	4

The teacher will choose some pairs to discuss their findings in front of the class. (*See links on p8)

8. **Let's think!** Think of five British seaside resorts. (Maybe use the internet) Then add five examples of things you might do at the seaside. Write them below. Which resort is best? Explain to your partner why you chose these?

Five British seaside resorts	Things to do at the seaside
1	1
2	2
3	3
4	4
5	5

The teacher will choose some pairs to discuss their findings in front of the class.

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9. Quick debate: Students A believe British seaside resorts are definitely worth visiting. Students B believe otherwise. You prefer other non-British resorts.

10. A trip to Blackpool: In pairs/groups. Each person chooses to be one of the following listed. Create a short story to tell your partner/group about what that person did in Blackpool. (Imagine!) Try to make it interesting, funny, the challenges etc... Students try to interlink (or even interact) student storylines!

1 A tourist	3 A Blackpool landlady
2 A fairground worker	4 A Blackpool donkey!

The teacher will choose some pairs to tell their stories in front of the class.

11. A trip to a British fairground: Look at the different traditional British fairground rides and sideshows by the sea listed below. Which have you been on? Which was the scariest? Which was the most fun? Who did you go with? Discuss and compare your choices with your partner.

1) Ghost train	6) The Big Wheel
2) Dodgems / Bumper cars	7) Helter Skelter
3) Hall of mirrors	8) Carousel / Merry go round
4) Coconut side stall	9) Chair O planes
5) Roller coaster / Big dipper	10) Waltzer

The teacher will choose some pairs to discuss their findings in front of the class.

12. Let's do 'The Article Quiz': Have the students quiz each other in pairs. They score a point for each correct answer and half a point each time they have to look at the article for help. See who can get the highest score!

Student A

- 1) What does Chuck mean?
- 2) What is hotpot?
- 3) Name the girl.
- 4) In what cafe was the film made?
- 5) How many people visit the resort each year?

Student B

- 1) What is the name of the mini drama?
- 2) What does the promotional video show?
- 3) What does the new video's images include?
- 4) What will the quirky film encourage?
- 5) What is the resort famous for?

13. Let's write! An e-mail: Write and send a 200 word e-mail to your teacher about: **Blackpool**. Your e-mail can be read out in class.

14. Sentence starters: Finish these sentence starters. Correct your mistakes. Compare what other people have written.

- a) Blackpool _____
- b) Blackpool Tower _____

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DISCUSSION

STUDENT A's QUESTIONS

- 1) Did the headline make you want to read the article?
- 2) What do you think of Blackpool?
- 3) Would you like to visit Blackpool?
- 4) Do you think Blackpool is as popular today as it once was?
- 5) Would you like to visit Britain (again)?
- 6) Where is Blackpool?
- 7) What do you know about Blackpool's famous landladies?
- 8) Would you like to stay in a bed and breakfast style accommodation when in the UK?
- 9) What do you think Blackpool's nightlife will be like?
- 10) Have you been to Lancashire?

STUDENT B's QUESTIONS

- 1) What do you think about what you read?
- 2) Suggest three ways you promote Blackpool?
- 3) Have you ever tried Blackpool Rock*, (*see link on p8) Hotpot, or fish and chips? Would you like to try them?
- 4) Would you like to visit Blackpool Tower, walk on the pier, go on a Blackpool tram or have a ride on the beach on a Blackpool donkey?
- 5) Would you wear a 'Kiss-Me-Quick' hat?
- 6) Do you think the film on YouTube will attract the French to Blackpool?
- 7) Is the Blackpool tourist board onto a winning idea here?
- 8) What do you think of the British weather?
- 9) Is Blackpool the new Las Vegas?
- 10) Did you like this discussion?

SPEAKING

Let's discuss! British seaside resorts:

Allow 10-15 minutes - Small groups / pairs / 1 to 1

Discuss the following together:-

- | | |
|------------------------------|-----------------------------|
| 1) 5 British seaside resorts | 4) 5 types of accommodation |
| 2) 5 fairground rides | 5) 5 types of entertainment |
| 3) 5 Blackpool attractions | 6) 5 types of British food |

The teacher can moderate the session.

GAP FILL: READING

Put the words into the gaps in the text.

British seaside resort Blackpool is hoping to attract a _____ of French visitors after relaunching itself as a romantic and sophisticated holiday destination. Tourism chiefs have harnessed the power of YouTube with a new 90-second film that's _____ shot. Its images include the town's famous tower, trams and fairground. It features the _____ tones of a pretty French girl Valerie in a _____ Parisian style _____ cafe in Blackpool. The mini drama, entitled 'Blackpool - J'aime la Tour', (I love the tower) aims to put the resort on the map as greater numbers of French tourists are predicted to visit the UK this year on the back of a strong euro. The _____ video shows the French girl's fear of leaving Blackpool – the town she has fallen in love with. The film uses stylish _____ of Valerie enjoying the resorts attractions with her Lancastrian boyfriend before she orders a Lancashire _____ in French in a cafe in Stanley Park, Blackpool.

promotional

art deco

chic

dulcet

artfully

hotpot

flashbacks

throng

Helen France, executive director of tourism and _____ at Blackpool Council said, "Often when we get French visitors – they like to do London, Stratford and Edinburgh and often drop off at a _____ town on the way, and we hope this will encourage them to Blackpool." She added, "Blackpool has a very positive message to tell. And with this being billed as the British holiday _____ we've made sure that Blackpool has a huge amount to offer. Social networking sites like YouTube will help _____ that we get the message out to young people and new audiences planning a day out or weekend break this _____ season." Ms France added, "The great weather, coupled with the _____ of quality attractions for families, the youth market and the older generation has brought a surge of visitors to Blackpool over the recent bank holidays." About 10m people visit Blackpool each year and the council wants to swell those numbers even further. With its *Golden Mile* of _____, sea, _____ and hotpots Blackpool is definitely a place worth visiting this year.

ensure

summer

nightlife

seaside

regeneration

sands

comeback

variety

PUT THE ARTICLE BACK TOGETHER

- () Lancastrian boyfriend before she orders a Lancashire hotpot in French in a cafe in Stanley Park, Blackpool. Helen France, executive director of tourism and regeneration at Blackpool Council said, "Often when we get
- () *Golden Mile* of sands, sea, nightlife and hotpots Blackpool is definitely a place worth visiting this year.
- () to tell. And with this being billed as the British holiday comeback we've made sure that Blackpool has a huge amount to offer. Social networking sites like YouTube will help ensure that we get the message out to young
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- (1) British seaside resort Blackpool is hoping to attract a throng of French visitors after relaunching itself as a romantic and sophisticated holiday destination. Tourism chiefs have harnessed the power of YouTube
- () people and new audiences planning a day out or weekend break this summer season." Ms France added, "The great weather, coupled with the variety of quality attractions for families, the youth market and the older
- () promotional video shows the French girl's fear of leaving Blackpool – the town she has fallen in love with. The film uses stylish flashbacks of Valerie enjoying the resorts attractions with her
- () French visitors – they like to do London, Stratford and Edinburgh and often drop off at a seaside town on the way, and we hope this will encourage them to Blackpool." She added, "Blackpool has a very positive message

GRAMMAR

Put the words into the gaps in the text.

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British seaside resort Blackpool is hoping (1)___ attract a throng (2)___ French visitors after relaunching itself as a romantic and sophisticated holiday destination. Tourism chiefs have harnessed the power of YouTube with a new 90-second film that's artfully shot. (3)___ images include the town's famous tower, trams and fairground. It features (4)___ dulcet tones of a pretty French girl Valerie in a chic Parisian style art deco cafe in Blackpool. The mini drama, entitled 'Blackpool - J'aime la Tour', (I love the tower) aims to put the resort on the map as greater numbers of French tourists are predicted to visit the UK this year (5)___ the back of a strong euro. The promotional video shows the French girl's fear of leaving Blackpool – the town (6)___ has fallen in love with. The film uses stylish flashbacks of Valerie enjoying the resorts attractions with (7)___ Lancastrian boyfriend before she orders a Lancashire hotpot in French (8)___ a cafe in Stanley Park, Blackpool.

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SPELLING TEST

The teacher will ask the class individually to spell the following words that are in the article. Afterwards, check your answers with your teacher, using the following ratings: **Pass = 12, Good = 15, Very good = 18, Excellent = 20**

1	regeneration	11	sophisticated
2	relaunching	12	romantic
3	attractions	13	quirky
4	definitely	14	volleyball
5	dulcet	15	investment
6	artfully	16	swell
7	promotional	17	audiences
8	Lancashire	18	encourage
9	Edinburgh	19	throng
10	flashbacks	20	hotpot

LINKS http://www.attractionsblackpool.co.uk/Blackpool_Donkeys.htm
http://www.attractionsblackpool.co.uk/Blackpool_Rock.htm <http://www.visitblackpool.com/>
<http://www.youtube.com/watch?v=xp6Jbi87ZfE&feature=related>
<http://www.youtube.com/watch?v=6xgxkxqqUH0> <http://the-pier.co.uk/blackpool-piers>
Hotpot: <http://www.visitlancashire.com/site/food-and-drink/best-of-lancashire/lancashire-recipes/hotpot-by-nigel-haworth>

NOTE: (*from p1) Chuck: Is an informal way of greeting someone in Northern English especially in Lancashire i.e. All right Chuck! Happy Birthday Chuck!)

NOTE: (*from p1) Blackpool is in Lancashire, a county in North West England.

ANSWERS

GAP FILL: J'adore Blackpool, Chuck: YouTube lures the French to the British seaside resort: British seaside resort Blackpool is hoping to attract a **throng** of French visitors after relaunching itself as a romantic and sophisticated holiday destination. Tourism chiefs have harnessed the power of YouTube with a new 90-second film that's **artfully** shot. Its images include the town's famous tower, trams and fairground. It features the **dulcet** tones of a pretty French girl Valerie in a **chic** Parisian style **art deco** cafe in Blackpool. The mini drama, entitled 'Blackpool - J'aime la Tour', (I love the tower) aims to put the resort on the map as greater numbers of French tourists are predicted to visit the UK this year on the back of a strong euro. The **promotional** video shows the French girl's fear of leaving Blackpool – the town she has fallen in love with. The film uses stylish **flashbacks** of Valerie enjoying the resorts attractions with her Lancastrian **boyfriend** before she orders a Lancashire hotpot in French in a cafe in Stanley Park, Blackpool. Helen France, executive director of tourism and **regeneration** at Blackpool Council said, "Often when we get French visitors – they like to do London, Stratford and Edinburgh and often drop off at a **seaside** town on the way, and we hope this will encourage them to Blackpool." She added, "Blackpool has a very positive message to tell. And with this being billed as the British holiday **comeback** we've made sure that Blackpool has a huge amount to offer. Social networking sites like YouTube will help **ensure** that we get the message out to young people and new audiences planning a day out or weekend break this **summer** season." Ms France added, "The great weather, coupled with the **variety** of quality attractions for families, the youth market and the older generation has brought a surge of visitors to Blackpool over the recent bank holidays." About 10m people visit Blackpool each year and the council wants to swell those numbers even further. With its *Golden Mile* of **sands**, sea, **nightlife** and hotpots Blackpool is definitely a place worth visiting this year.
(Note: This lesson is a remodelled version from 2009)

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