

## INSTITUTO SUPERIOR CEM – INGLÉS Y SU ENSEÑANZA 3

### Lesson Plan

Name trainee: Cotabarren, Aldana	Tel. number:	Date: 26/05/08	Class number:
Course: 5th Adol	Time:	Coursebook:	Topic: Advertisements

Objectives: That students are able to:  
 -Interpret ads  
 -Create an advertisement

TIME	OBJECTIVES	ACTIVITIES	LANGUAGE					MATERIALS	INT. PATTERN	ANT. PROBLEMS
			G	V	R	L	S			
15 min.	That students are able to infer the word advertisement and the different companies in the video	The teacher will start the lesson by showing students a video on youtube which contains different funny advertisements. She will ask students to look at the video and tell her what they are. Then, she will ask them to guess who they are advertising.					X	Computer	Whole class	That students are not able to understand the video (the teacher will help them or guide them to understand it)
10 min.	That students be able to associate the slogans with the companies	The teacher will ask students to work in pairs. She will give each pair a slogan representing one of the companies in the video. She will tell students that they will						Computer	Pair work	The computer might not work  That students cannot listen to each other (the teacher will ask them to speak

15 min	That students be able to identify the purpose behind the advertisement and think critically about it	<p>have to match the slogan with the advertisement</p> <p>The teacher will ask students to work in groups of 4. She will ask students to watch the video again and discuss:          What are the companies advertising?          What is the message that they want to convey?</p>				X	x			Group work	louder so that everyone can listen)
15 min.	That students be able to create an advertisement	<p>The teacher will ask students to imagine that they are graphic designers. She will tell students that there is a company that needs an advertisement on the internet. She will give students the link and they will have to create the advertisement. Once they created the advertisement, they will share them with their partners and they will have to vote which is the best.</p> <p>- <a href="http://pbskids.org/dontbuyit/advertisingtricks/createyourwnad_flash.html">http://pbskids.org/dontbuyit/advertisingtricks/createyourwnad_flash.html</a></p>								Individual work	

## APPENDIX: SLOGANS

“Just do it”

“Make or Break Moments”

“It keeps going and going and going and going”

“Open happiness”

"Snack Strong"

"How Dirty Boys Get Clean"

“Streak-Free Shine!”

“Live in your world, play in ours”