#### Speaking Lesson Plan

**Title : Advertisement**

Level : Pre Intermediate

Instructor:June (Hyo Im Nam)

Students : 10

Length : 50 min

**Materials:**

* Activity worksheets (10 copies)
* Whiteboard/Marker
* Computer , Colored Pencils

**Aims: In this lesson the Ss will learn**

* To develop Ss’ communication & discussion skills
* To recognize the purpose of advertising & arouse the Ss’ wise consumption
* To present their advertisements to the whole class

**Language Skills:**

* Listening: The teacher’s instruction and the others’ opinions
* Speaking: Conversation in small groups to discuss
* Reading: Vocabulary and activity worksheets
* Writing: Activity worksheets

**Language Systems:**

* Phonology : Pronunciation of vocabulary
* Lexis: Vocabulary related to advertisement
* Function: Discussion & presenting their own advertisement

**Assumptions:**

* Ss are interested in advertisement & sharing their opinions.
* Ss know most of the vocabulary about advertisement.

**Anticipated Errors and Solutions:**

* Ss may not understand some words in the vocabulary sheet.
* Demonstrate and explain the words more.
* Ss may finish the activities earlier than expected.
* Presentation time for as many Ss as possible.
* Ss may need more time than expected.
* Cut the last activity. Presentation time for few pairs.
* Ss may feel uncomfortable and intimated about speaking in front of the class.
* Make communicative, fun atmosphere, tell Ss it’s just a game.
* If time is left.
* SOS activity “ Talk” : The elements of an advertisement”
* “ Role-play : Buyer & Seller

**References:**

<http://www.youtube.com/watch?v=psfzgOP18TQ>

<http://blog.naver.com/copybom?Redirect=Log&logNo=40164615683>

<https://esol.britishcouncil.org/category/skills/speaking-presentation/speaking-elaborate-ideas>

<http://blog.naver.com/toowide?Redirect=Log&logNo=130107033765>

<http://cafe.naver.com/tmtesol>

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| **Pre-task** | | |
| Materials: Whiteboard/Marker | | |
| **Time**  3 minutes | **Set Up**  Whole  Class | **Procedure:**   * Greeting * Instruction : Advertisement * Elicit the information from students * Where can we see or hear the advertising? * What do you feel seeing or hearing the advertising? |

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| **Task Preparation** | | |
| Materials: Whiteboard/Marker, activity worksheets (10 copies) | | |
| **Time**  4 minutes | **Set Up**  Three groups | **Procedure:**   1. Make the students three groups (3/3/4) 2. Distribute the Advert Blurbs & vocabulary worksheets. 3. Explain vocabulary related to the advertisement   - With a worksheet , check vocabulary  (Get cracking ~ hurry up)  - Mostly, let the Ss explain the word they already know. |

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| **Task Realization** | | | | | |
| Materials: computer, storyboard (+ questions worksheet), advert storyboard template, colored pencils | | | | | |
| **Time**  3 minutes  9 minutes  2 minutes  5 minutes  3 minutes  6 minutes  10 minutes | | **Set Up**  Three groups  Three groups | | **Procedure:**  # instruction 1   1. The Ss discuss and try finding out the products to the right blurbs.   Some of the words are missing from the blurbs so they will have to do some guessing.   1. When the products and blurbs have been matched, show the pictures & check the outcome. 2. Ask the class  * How did the Ss manage to match each product to its blurb. * Elicit highlight key language and clues such as “Say cheese!” being an obvious phrase connected with photography. * Ask the students to highlight the slogans on the worksheet  1. Introduce the idea of a slogan by quoting some famous slogans and having the class tell the product.   Some examples :  - I’m loving it. (McDonald’s)  - Just do it. (Nike)   * Do you remember any impressive advertisements of TV or radio, subway? * Smart phone, SKY   – movie star Lee Byung-heun   * Instant noodle, Big lid (parody ad) * - comedian Kim Jun-hyun * Impressive or funny picture & slogans persuade an audience.   # instruction 2   1. Storyboard  * Introduce the idea of a storyboard.   A storyboard is a series of pictures which show changes of action planned for an advertisement.  It is a cheap way for directors to get an idea of what the advert will look like before they start filming.   1. Distribute the **Pepsi Soda Drink storyboard** and the **storyboard questions worksheets.**   The students answer the questions about the **Pepsi** advert.  Complete this task by writing full sentences.   1. Show the **Pepsi Soda Drink storyboard** to the class and get them to describe the events in the advert.   Show the Pepsi film (to get the Ss’ attention)  (<http://www.youtube.com/watch?v=psfzgOP18TQ>)  # instruction 3   1. Make my own advertisement  * Distribute examples of real products to the class (choose object given or free) * Distribute the advert storyboard template & advertising Slogans * The Ss discuss their own advert. * The students now must produce their own storyboard.   The advert should tell a simple story like the **Pepsi** example. For each picture the Ss must write a few sentences describing what is happening.  (Ask quicker groups to think of the type of music that goes with the advert. They could even put a jingle or a song together.)   1. Each group presents ads with their storyboards  * Does the ad have a slogan? * Who is the target audience? * Is there a story in the ad? * Do you think it is an successful ad? * Which ads are the most convincing?   . | |
| **Post Task** | | | | |
| Materials: Whiteboard/Marker | | | | |
| **Time**  5 minutes  1 minute | **Set Up**  Three groups | | **Procedure:**  # Error correction  # Closing & Eliciting the Ss’ opinions   * What’s the purpose of advertisements? * How many times are we exposed to adverts in a day? * What you see is not all, only what you see is not the truth.   We need to be wise consumer.  # Greeting  # Unexpected situation or time’s left ;  < Plan B >  -Title : The elements of advertisement   * Show 2~3 adverts * KitKat New Ad Dancing Babies [HD full Advertisement] 2013   (<http://www.youtube.com/watch?v=yvEr0fqYWs0>)   * The Power of Union is Strength - Crabs VS Ants VS Penguins   (<http://www.youtube.com/watch?v=RQtFp3wY0SQ>)   * Award winning funny commercial   (<http://www.youtube.com/watch?v=zv750BWrUhY>)   * The elements of advertisement * 3B – Baby, Beauty, Beast * New trend   : 3S – Silver, Specialist, Sensibility  3G – Grandmother, Guy, Global   * Role-play : Buyer & Seller | |

**VOCABULARY (Students use)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Match the words in the first column with their explanation in the second column. Use the**  **grid at the bottom of the page to fill in your answers.** | | | |
| **1** | Product | **A** | when an individual (usually a celebrity) gives approval for a  particular product |
| **2** | Advertisement | **B** | a catchy piece of music that is associated with a particular  brand name or product |
| **3** | Brand | **C** | where an *‘actual consumer’* tells you about the good points  of a particular product |
| **4** | Testimonial | **D** | a short catchy sentence associated with a specific product |
| **5** | Media | **E** | an item or service that is for sale |
| **6** | Consumer | **F** | e.g. an actor in a movie eating a particular type of food that  is clearly labelled - also called product placement |
| **7** | Covert advertising | **G** | a name, symbol, image that separates one product from  another |
| **8** | Jingle | **H** | a person who buys a product or service |
| **9** | Logo | **I** | is the group of people that the advertisers want to sell to |
| **10** | Slogan | **J** | is manufacturers telling you about their product in the media in the hope that you will buy it |
| **11** | Endorsement | **K** | an emblem, sign or symbol associated with a specific  product to make it easily recognised |
| **12** | Target audience | **L** | is a means of mass communication which includes  television, radio, newspapers etc. |

**ANSWERS:**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** |  | **2** |  | **3** |  | **4** |  | **5** |  | **6** |  |
| **7** |  | **8** |  | **9** |  | **10** |  | **11** |  | **12** |  |

**VOCABULARY (Teacher uses)**

|  |  |  |  |
| --- | --- | --- | --- |
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| **1** | Product | **A** | when an individual (usually a celebrity) gives approval for a  particular product |
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**ANSWERS:**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | **E** | **2** | **J** | **3** | **G** | **4** | **C** | **5** | **L** | **6** | **H** |
| **7** | **F** | **8** | **B** | **9** | **K** | **10** | **D** | **11** | **A** | **12** | **I** |

**Advertisement storyboard (Ss use)**

**Worksheet A – Advert blurbs**

|  |  |
| --- | --- |
| 1 | Say cheese! With the Pixus 2000 !  Amazing \_\_\_\_\_\_ with this simple and easy to carry  digital \_\_\_\_\_\_ from Pixus. You’ll get the sharpest  images even when your subject is moving. Great for  \_\_\_\_\_\_\_\_\_\_\_ of kids and animals. The Pixus 2000  comes with a fashionable carry case and extensive  software to make managing your \_\_\_\_\_\_ as easy as  smiling. Amazing value for money! |
| 2 | Get the kids Cracking !  Crunchy Crackers are the brand new, fun and  nutritious \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_. Every box is bursting  with crunchy fruity goodness just waiting to explode in your mouth. Crunchy Crackers provide your body with all the vitamins and minerals it needs during the day all wrapped up a fantastic taste.  Crunchy Crackers come in three exciting flavours so don’t delay, get cracking today! |
| 3 | Own the Road !  Cool, sleek, and stylish, the new Hunter from  Advanced \_\_\_\_\_\_ is the most progressive \_\_\_ on the road today. The Hunter’s speed and power are  obvious from its futuristic looks but under the surface is a practical and reliable \_\_\_\_\_\_\_ that will keep you and your family safe. |
| 4 | Fresh as the morning breeze !  Stay dry and clean with Morning Breeze the new  hygienic way to stay smelling great. Now even on the  hottest of days you can feel confident and ready for  anything. In 5 refreshing . |
| 5 | Keep your smile right with Dazzle Bright!  You don’t have to give up your morning coffee to say  goodbye to those ugly yellow stains on your \_\_\_\_\_.  Simply change your brand to Dazzle Bright and in  seven days see your smile brighten. Developed in our  laboratories Dazzle Bright is the most advanced dental  formula on the market today. Try Dazzle Bright for one week. Bright \_\_\_\_\_ or your money back! |
| 6 | It could only be silk.  Make your \_\_\_\_ soft and strong with Silk,  the new that will transform your look.  With vitamins and minerals Silk will add extra shine and vitality to \_\_\_\_ weakened by pollution and modern living. Treat  yourself today. |
| 7 | Go for Gold!  Keep your kids healthy and warm on those cold winter  days. Get some Golden \_\_\_\_ inside them and they’ll  have enough energy for the rest of the day. With real  pieces of chicken breast and fresh vegetables Golden  \_\_\_\_ is the best way to keep them happy. |
| 8 | Feel as right as rain with Colderex.  Unblock that nose and put a stop to your sneezing with Colderex.  Don’t let a terrible \_\_\_\_ or \_\_\_ slow you down again. Use Colderex to soothe your throat and clear your headache.  You’ll soon be moving and ready to take on the world again. |

**Advertisement storyboard (Teacher uses)**

**Worksheet A – Advert blurbs**

|  |  |
| --- | --- |
| [삼성전자 NX2000](http://shopping.naver.com/detail/detail.nhn?cat_id=40002148&nv_mid=6894669825&frm=NVSCMOD&query=%EB%94%94%EC%B9%B42000) | Say cheese! With the Pixus 2000!  Amazing photos with this simple and easy to carry  digital camera from Pixus. You’ll get the sharpest  images even when your subject is moving. Great for  photographs of kids and animals. The Pixus 2000  comes with a fashionable carry case and extensive  software to make managing your photos as easy as  smiling. Amazing value for money! |
| [동서_콘푸라이트_600G](http://cr2.shopping.naver.com/adcrNoti.nhn?x=cvrqNaRkP3+PqWss0BW3bf///w==&nv_mid=5610668947&cat_id=40015990) | Get the kids Cracking !  Crunchy Crackers are the brand new, fun and  nutritious breakfast cereal. Every box is bursting  with crunchy fruity goodness just waiting to explode in your mouth. Crunchy Crackers provide your body with all the vitamins and minerals it needs during the day all wrapped up a fantastic taste.  Crunchy Crackers come in three exciting flavours so don’t delay, get cracking today! |
| 2013 Jeep Wrangler 도저 내 그릴 | Own the Road !  Cool, sleek, and stylish, the new Hunter from  Advanced Motors is the most progressive car on the road today. The Hunter’s speed and power are  obvious from its futuristic looks but under the surface is a practical and reliable vehicle that will keep you and your family safe. |
| [아모레퍼시픽 에뛰드하우스 핸즈 업 데오 케어 젤 50ml](http://shopping.naver.com/detail/detail.nhn?nv_mid=5763646627&cat_id=40015957&frm=NVSCPRO&query=%EB%8D%B0%EC%98%A4%EB%93%9C%EB%9E%80%ED%8A%B8) | Fresh as the morning breeze !  Stay dry and clean with Morning Breeze the new  hygienic way to stay smelling great. Now even on the  hottest of days you can feel confident and ready for  anything. In 5 refreshing fragrances . |
| [치약칫솔](http://imagesearch.naver.com/search.naver?sm=ext&viewloc=0&where=idetail&rev=17&query=%EC%B9%98%EC%95%BD&section=image&sort=0&res_fr=0&res_to=0&start=1&img_id=cafe21730295|55|55_3&ie=utf8&aq=0&spq=0&nx_search_query=%EC%B9%98%EC%95%BD&nx_and_query=&nx_sub_query=&nx_search_hlquery=&nx_search_fasquery=) | Keep your smile right with Dazzle Bright!  You don’t have to give up your morning coffee to say  goodbye to those ugly yellow stains on your teeth..  Simply change your brand to Dazzle Bright and in  seven days see your smile brighten. Developed in our  laboratories Dazzle Bright is the most advanced dental  formula on the market today. Try Dazzle Bright for one week. Bright teeth or your money back! |
| 아모스 녹차실감 샴푸액 500g 이미지1 | It could only be silk.  Make your hair soft and strong with Silk, the new  Shampoo that will transform your look. With vitamins  and minerals Silk will add extra shine and vitality to  hair weakened by pollution and modern living. Treat  yourself today. |
| http://postfiles1.naver.net/20130930_288/morpho00_1380529300559Cnxkl_JPEG/20130930IMG_0243.jpg?type=w2 | Go for Gold!  Keep your kids healthy and warm on those cold winter  days. Get some Golden Soup inside them and they’ll  have enough energy for the rest of the day. With real  pieces of chicken breast and fresh vegetables Golden  Soup is the best way to keep them happy. |
| [한국인의 대표감기약,](http://imagesearch.naver.com/search.naver?sm=ext&viewloc=0&where=idetail&rev=17&query=%ED%8C%90%ED%94%BC%EB%A6%B0&section=image&sort=0&res_fr=0&res_to=0&start=3&img_id=cafe13250587|11|6_1&ie=utf8&aq=0&spq=1&nx_search_query=%ED%8C%90%ED%94%BC%EB%A6%B0&nx_and_query=&nx_sub_query=&nx_search_hlquery=&nx_search_fasquery=) | Feel as right as rain with Colderex.  Unblock that nose and put a stop to your sneezing with Colderex.  Don’t let a terrible cold or flu slow you down again. Use Colderex to soothe your throat and clear your headache.  You’ll soon be moving and ready to take on the world again. |

**Worksheet B - Storyboard**



**Worksheet C – Storyboard**

Look at the storyboard for the Citrus Shine Advertisement.

Answer these questions in full sentences:

1. What is the girl doing in the first picture? How does she feel?
2. Where is the girl going in the second picture?
3. What is the girl doing in the third picture?
4. Who is the boy in the fourth picture? Does he know the girl?
5. What do the boy and girl say to each other in the fifth picture?
6. How does the boy feel when he drinks from the can in the sixth picture?
7. The boy and girl hold hands in the seventh picture. Where are they going? What are they going to do now?
8. What is the slogan for Citrus Shine? Do you think it is good?
9. What kind of music should go with this advertisement?

**Worksheet D - Advertising Slogans**

Can we interest you in a …..?

All the smart money is going on ……

This is a very popular item.

Perhaps you would like to consider ….

Keep you feeling and looking young

How could you be without a …?

You’re never too old / young for a ……

An eye-pleasing item

Enjoy the amazing beauty of …

Make an impression with ….

Blends beauty with performance

You can’t lose with a …..

Sure to attract admiring looks

You’ll display yours with pride

A practical choice

**Worksheet E My own AD (2~3)**

|  |  |
| --- | --- |
| **Picture & Script / Slogan** | |
| **1** | **2** |
|  |  |
| **3** | **4** |
|  |  |
| **Picture & Script / Slogan** | |
| **5** | **6** |
|  |  |
| **7** | **8** |
|  |  |