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| Listening  Speaking  Reading  Grammar  Writing | | | |
| **Topic: Color Psychology** | | | |
| Instructor:  Ella | **Students Competency Level : Intermediate** | **Number of Students: 13** | **Lesson Length:**  **55 minutes** |
| Materials:**(List the Names of all materials used in the lesson. Materials must be shown at the end of this document)**  Look The Color of McDonald’s  What Color Is Your Personality? | | | |
| Aims:**(What students will be able to achieve by participating in the activities of the lesson. (Ss gain or get by doing…)**   * Ss will gain information about color psychology by reading sheets. * Ss will be able to learn various vocabularies related with colors and psychology by reading sheets. * Ss will be able to exercise using the words and expressions about colors and psychology by talking to the class members | | | |
| Language Skills:   * Reading:   Reading a reading sheet, “What Color Is Your Personality?” and comprehension questions   * Listening:   Listening to what teacher says (T talk, instructions, feedback, etc.) and students’ talk   * Speaking:   Speaking to the class about students’ own feeling about colors   * Writing:   Answering of the comprehension questions | | | |
| Language Systems: **(Lists what language systems students will be using by participating in the activities of the lesson.)**   * Phonology:   Pronounce of what teacher says and other Ss with classroom participation.   * Function:**(situation)**   Think about what Ss feel about colors and how they affect to Ss.   * Lexis: **(meaning)**   Learning vocabulary related to Colors and Psychology.   * Grammar:**(language structure)**   Grammar in use of general communication and reading the materials.   * Discourse: **(communication)**   Talking to the class and answering for teacher’s questions. | | | |
| Assumptions:   * Ss need to be able to identify a variety of colors. | | | |
| Anticipated Errors and Solutions:**(What things might go wrong in the lesson and what the solution will be. An SOS activity should also be included)**   * Some Ss might not know some words in the reading materials   : Explain with some example of sentence and encourage Ss guess the meaning.   * Some Ss have difficulties to answer some question of question sheet.   : Help Ss answer question by eliciting thinking related with the question | | | |
| References: | | | |

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| **Lead-In or Pre-Task Part (Warm-Up Part to activate and create interest in the lesson.)** | | | |
| Materials: **(List the Names of all materials used in the Lead-In or Pre-Task Part of the lesson. Materials must be shown at the end of this document)**  Activity Picture  Look The Color of McDonald’s | | | |
| **Time:** | **Classroom Set Up:** | **Student Activity and Goals:** | **Teacher Procedure &Instructions:** |
| 3min  2min | W  T-SS | Ss see the picture of McDonald’s and listening T says  Ss answer the question individually | T shows the picture of McDonald’s and tells about McDonald’s color marketing  Ask question to Ss what if McDonald’s used another color for marketing |

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| **Pre-Activity or Task Familiarization Part (Presentation PartPresenting the language structure to be covered in the lesson. Prepares students for the communication activity.)** | | | |
| Materials: **(List the Names of all materials used in the Pre-Activity or Task Familiarization Part of the lesson. Materials must be shown at the end of this document)**  Reading sheet  The Psychology of Color | | | |
| **Time:** | **Classroom Set Up:** | **Student Activity and Goals:** | **Teacher Procedure &Instructions:** |
| 3min  10min  2min  5min | T-SS  S-W  W-S  T-S | Ss listen what T says and are given the sheet individually  Ss read the reading sheet individually with checking key words and words do not know  Ss share the words  Ss guess the meaning of words do not know and share it | T introduces about the reading sheet and tells the contents briefly and gives the reading sheets to Ss  Let Ss read the reading sheet with checking important words and words do not know  Ask Ss what they checked as key words and words do not know  T helps Ss guess the meaning of the words with explaining it or giving example sentences |

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| **Main Activity or Task Realization Part(Practice to Production PartTeacher lead practice of the language presented and move to communication based more student centered activity)** | | | |
| Materials: **(List the Names of all materials used in the Main Activity or Task Realization Partof the lesson. Materials must be shown at the end of this document)**  Senses and Colors Worksheet | | | |
| **Time:** | **Classroom Set Up:** | **Student Activity and Goals:** | **Teacher Procedure &Instructions:** |
| 2min  13min  10min | T-Ss  Ss  W | Ss are given the worksheet and instruction  Ss write the answer on the worksheet individually  Ss go through each answer as a class | T hands out the worksheet and gives instruction to answer questions  T looks around how Ss do the worksheet  T checks Ss complete the worksheet and goes through each answer with Ss |

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| **Post Activity or Post Task Part (Wrap-Up PartClose the Lesson on a high note to and consolidate language learned in a communication based activity new situation.)** | | | |
| Materials: **(List the Names of all materials used in the Post Activity or Post Task Part of the lesson. Materials must be shown at the end of this document)** | | | |
| **Time:** | **Classroom Set Up:** | **Student Activity and Goals:** | **Teacher Procedure Instructions:** |
| 5min  2min | T-Ss  T-Ss | Ss listens what T says and tell their own tips about using color to the class  Ss get information about following activity in next class | T gives some tips using color psychology like blue color is helpful to lose appetite and ask Ss what Ss have their own tips about using color  T introduces about following activity in next class(“How to use colors for psycology”) |

Look The Color Of McDonald’s







What Color Is Your Personality?

While there is a lot of validity to moods and psychological effects created by the colors used in a room, psychologists are stills studying color preferences and personalities. Below are some personality descriptions based on color preferences. While this information should not be taken too seriously, it is fun to consider.

PINK

If your favorite color is pink you are probably laid back and carefree. You may be somewhat sheltered and innocent, or you wish you were. Words that describe you are shy, romantic, and feminine. You are gentle, almost to the point of being weak. You have a calming effect on those around you and people who need a friend seek you out.

RED

If your favorite color is red, you want to be part of the action and are quite impulsive. Outspoken, quick-tempered and intense are words that describe your personality. In a crowd you are dynamic and noticeable. If you are not careful you can become overbearing. You are emotional, exciting and athletic. You give your opinion whether others agree with you or not. Life for you must be lived to the fullest.

YELLOW

If your favorite color is yellow you are intellectual and drawn toward the new and modern. High spirited, cheerful, and idealistic best describe your personality. You are vivacious, extroverted and comedic. You have strong opinions and can be stubborn. You live by high standards and give sound advice.

ORANGE

If your favorite color is orange you are unique. You are friendly and get along well with others. You radiate warmth and inspire those you are with. You tend to be social and drawn to groups of people. You are the hearth of the home and grateful for family and friends.

WHITE

If you like white you expect to be happy most of the time. Your personality is light, good and pure. You have a sense of innocence about you. You seek perfection and expect others to do the same, which sometimes make you appear cold.

BLUE

If blue is your favorite color you are cautious, conservative and sensitive to the needs of others. Your basic need for harmony often thrusts you into the role of peacemaker. Words that best describe you are business-like, calm, and capable. You are a loyal, trustworthy friend, but expressing your emotions in a relationship is difficult for you.

GREEN

If your favorite color is green, you are fresh, friendly and natural. You are persistent, well balanced and stable. The environment is important in your life and you like things basic to the point of being simple. As a friend you are frank, sensitive, affectionate and loyal.

BLUE/GREEN

If your favorite color is blue/green you are sensitive and need loving care and adoration form others, but you maintain your independence. Showing emotion difficult for you and others perceive you as self-centered. You have excellent taste and a mature outlook.

PURPLE

If you like purple you are creative! You consider yourself unique and you set yourself apart from others. You are an artist at heart. Scheduling and mundane tasks bore you. You can frequently be found daydreaming and would actually prefer fantasy to reality. While you seek cultural events and luxury, you do not put yourself out to serve humanity. Many inventors claim purple as their favorite color.

BROWN

If you like brown you are likely to be seen as stable and unchanging. You are self-disciplined, conscientious and dependable. You like the rugged outdoors and the ultra-natural. You are warm, comfortable, intimate and accepting.

BLACK

If you like black you are sophisticated, mysterious and dramatic. You are dignified and keep to yourself. You may be unhappy with how things are, but aren’t quite certain how you can change existing circumstances. A young child who chooses black exclusively may be depressed.

Senses and Colors Worksheet

1. What is your favorite color? Why do you like it? How does it make you feel?
2. What is your least favorite color? Why don’t you like it? How does it make you feel?
3. Orange is a very likable food color. List several orange foods.
4. Red is the color associated with the most appealing foods. List several red foods.
5. Pink has had a long –time association with desserts and sweets. List several pink desserts.
6. Brown is associated with what foods?
7. Is blue a good color for food? Explain.
8. What smells do you associate with the following colors?
   1. Black
   2. Red
   3. Yellow
   4. Orange
9. Sometimes the things we hear remind us of a color. What color would you think of if you heard the following sounds (don’t just identify the color of the object, think of the sound it makes.)
   1. A chirping bird
   2. A waterfall
   3. The dentist’s drill
   4. The wind
   5. Silence
10. Color also brings back memories. What colors do you think of when you remember the following holidays?
    1. Christmas
    2. Valentine’s Day
    3. Thanksgiving
    4. Birthday