**Background Information Sheet**

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| **Name** | **Class** | **Date** | **Lesson Type** | **Plan type** | **Length** |
| Kyungmi Cho | Tesol 201WD | 12.11/2019 | Reading | PPP | 30 min |

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| **Lesson** | |
| **Topic** | How to be social media influencers. |
| **Main Aim** | Students practice their reading comprehension. |
| **Secondary Aim** | Students practice their speaking fluency. |

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| **Materials and References** |
| **Worksheet, markers, board, pictures.** |

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| **Student Profile** | | | |
| **Level** | Intermediate | | |
| **Age** | Adults | **Number of Students** | 7 |
| **Detail** | 6 females and 1 male.  All the students are native Korean and use social media actively.  They are strong student-student classroom interaction. | | |

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| **Anticipated Difficulties and their Solutions:** |
| Time management - Not to lose track of time, I will keep an eye on the clock in every stage.  If necessary, I am going to adjust the amount of time given to students to answer the questions and share with partners.  Difficult vocabulary - Some students might not know the word “ ”.  I will teach it in a proper CCC process before they read the text.  Accuracy - When I get students to answer the literal and interpretive questions and share their ideas in the class,  Some of them may come up with wrong answers. I will explain clearly why they are wrong answers and what should be the correct answers with specific clues that are found in the text. |

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| **My Personal Aim** |
| What I hope most to demonstrate in this lesson is the ability to set up an interesting reading lesson where students actively participate and find the lesson very inspirational. In the reading text and throughout the lesson, I would like to give them useful information. |

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| **Stage Name:** Lead-in  **Purpose of this stage:** To relax both the teacher and students. To focus attention on the lesson. To lead in to the topic, activating background knowledge – this will help to contextualize the text. | | |
| **Materials:** List all materials that will be needed in this stage. | | |
| **Timing** | **Interaction** | **Procedure** |
| 30 sec  1min  30sec | T  S-S  T-S | Hello, guys  (show a picture where people are taking poses)  Look at this picture. What are they doing?  Talk to your partner. (Students talk with partners)  Feedback if appropriate |

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| **Stage Name:** Presentation  **Purpose of this stage:** To pre-teach keywords if necessary, and answer a guiding questions (such as a predicting task, or a specific question). These steps provide extra help for students to comprehend the text. | | |
| **Materials:** List all materials that will be needed in this stage. | | |
| **Timing** | **Interaction** | **Procedure** |
| 1min  30sec  1 min  30sec  10 sec  1min  30sec | T-S  T-S  T-S  S-S  T-S | **Pre-teach keywords(post, niche)**  Elicit  Ok, guys. Look at these pictures  (show some pictures of people being taken pictures)  What are they doing?(Ss: They are being taken pictures and they’re taking pictures )  Can you guess what their job is? (Ss: Celebrities .social media influencer.)  What do they usually do? (Ss: they post their opinions on a social media)  What word can we use to describe their behavior? (post)  CCQ   1. Is it just for yourself or for other people to read? (for other people to read) 2. Where can you find it?(website, social media) 3. Is it only a picture?(No) 4. Can it be a message or a comment, too?(Yes)   Drill  Listen and repeat 3 times. “post” (get students repeat 3 times with hand gestures)  (Nominate some students for individual drilling) Good!  Board  (Board ”post”)  What part of speech?(SS :both noun and verb)  (When you put a message or information on a website or something such as a message or picture that you publish on using a social media.)  Show unique pictures.  If a social media influencer wants a huge success, they focus on doing something new that everyone doesn’t do. What is it called? Niche  (If Ss don’t know about ‘niche’, just write down on board ‘”niche”  CCQ   1. Is it a specialized area? (Yes) 2. Do a lot of people actually engage in it? (N0) 3. Is it interesting to most of the people or a small number of people?   (a small number of people)  Drill  Listen and repeat 3 times. “niche” (get students repeat 3 times with hand gestures)  (Nominate some students for individual drilling) Good!  Board  (Board ”niche”)  What part of speech?(SS : noun)  **Guiding Question**  Do you know of any social media influencer? What are their niche areas?  Talk to your partner.  Students discuss the question with a partner.  Nominate a few students to share their ideas  What did you talk about? (Listen) Thank you |

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| **Stage Name:** Practice – Literal Comprehension  **Purpose of this stage:** is to get students to practice reading for literal detail. They will also practice fast reading (skimming and scanning) | | |
| **Materials:** List all materials that will be needed in this stage. | | |
| **Timing** | **Interaction** | **Procedure** |
| 30 sec  3 min  30sec  1 min | T  S  S-S  T-S | **Instructions.**  (Showing the worksheet to the students and pointing to the Exercise 1)  Guys, you’ve got 4 questions in Exercise 1.  Read the text and answer the questions individually.  -What questions are you going to answer now? (SS : Exercise 1 questions)  -Individually or with a partner? (SS : Individually)  **(Hand out the text and worksheets**)  (Students read the whole text for the 1st time, and write answers on the worksheet.)  Compare your answers with your partner.  (Students do pair check.)  Time’s up. What is the answer for question a? (Students answer) Good! What about the b? What about c? what about d?  (Repeat the process to cover all questions) (If students got the wrong answer, let them know the correct one)  **Feedback to check accuracy.** |

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| **Stage Name:** Practice – Interpretive Comprehension  **Purpose of this stage:** is to get students to get students to practice interpreting a text correctly This will require more detailed, careful reading, and thinking time to arrive at the correct answer. | | |
| **Materials:** List all materials that will be needed in this stage. | | |
| **Timing** | **Interaction** | **Procedure** |
| 30 sec  4 min  1 min  1min  20sec | T  S  S-S  T-S | Instructions.  (Showing the worksheet to the students and pointing to the Exercise 2)  Now, you are going to answer the Exercise 2 question.  Read the text carefully again, and answer the question individually.  -What question are you going to answer now? (SS : Exercise 2 question)  Good, let’s begin.  **(**Students read for the 2nd time. Students write their answers down.)  Now, compare your answer with your partner.  (Students do pair check.)  Time’s up. What is your answer, OOO?  (Get some students to share their ideas. If students got the wrong answer, let them know the correct one with supporting details in the text.) |

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| **Stage Name:** Production - Applied Comprehension  **Purpose of this stage:** is for students to practice their speaking fluency on a topic related to the lesson. | | |
| **Materials:** List all materials that will be needed in this stage. | | |
| **Timing** | **Interaction** | **Procedure** |
| 1 min  7min  1 min | T  S-S  T-S | **Instructions**  Let’s move onto the Exercise 3.  (Showing the worksheet to the students and pointing to the Exercise 3)  Talk to your partner about a question here. Don’t write anything.  -What questions are you going to answer now? (SS : Exercise 3 questions)  What are you going to write? (SS : nothing)  Ok, let’s start.  (Students discuss.)  (Nominate some students to share ideas.)  Good job. |

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| **Stage Name:** Wrap-up  **Purpose of this stage:** is to end the lesson on a positive note so that students feel they have achieved progress. | | |
| **Materials:** List all materials that will be needed in this stage. | | |
| **Timing** | **Interaction** | **Procedure** |
| 1min  30sec | T | **Lesson feedback**.  .All of you guys did very well.  What part of the class did you find it interesting? (SS answers)  What part did you find it difficult? (SS answers)  Okay, good!!  **Set homework**  Homework for today is to write a paragraph about exercise 3 questions.  Bring it tomorrow to share yours with others  **The topic for the next lesson** is elements of writing.  Have a nice day and see you tomorrow. |

**Instructor’s Comments and Assessment**

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| **Pros** | | |
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| **Cons** | | |
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| **Change** | | |
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| **Overall Comments** | | |
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| **Grade** | | |
| **Above Standard 85%-100%** | **Standard 70%-84%** | **Below Standard 69%-0%** |
| **Instructor** | **Student Signature** | **Date** |
| **Taute, David** |  |  |

**Social media influencers**

It is estimated that about 40 per cent of the world’s population use social media, and many of

these billions of social media users look up to influencers to help them decide what to buy

and what trends to follow.

So what is an influencer and how do we become one?

An influencer is a person who can influence the decisions of their followers because of their

relationship with their audience and their knowledge and expertise in a particular area, e.g.

fashion, travel or technology.

Influencers often have a large following of people who pay close attention to their views. They

have the power to persuade people to buy things, and influencers are now seen by many

companies as a direct way to customers’ hearts. Brands are now asking powerful influencers

to market their products. With some influencers charging up to $25,000 for one social media

post, it is no surprise that more and more people are keen to become influencers too. If you

are one of them, then here are five tips on how to do it

**1. Choose your niche**

What is the area that you know most about? What do you feel most excited talking about?

Find the specific area that you’re most interested in and develop it.

**2. Choose your medium and write an interesting bio**

Most influencers these days are bloggers and micro-bloggers. Decide which medium – such

as your own online blog, Instagram or Snapchat – is the best way to connect with your

followers and chat about your niche area. When you have done that, write an attention-grabbing bio that describes you and your speciality area in an interesting and unique way.

Make sure that people who read your bio will want to follow you.

**3. Post regularly and consistently**

Many influencers post daily on their social media accounts. The more you post, the more likely

people will follow you. Also, ensure that your posts are consistent and possibly follow a theme.

**4. Tell an interesting story**

Whether it is a photo or a comment that you are posting, use it to tell a story that will catch

the attention of your followers and help them connect with you.

**5. Make sure people can easily find your content**

Publicise your posts on a variety of social media, use hashtags and catchy titles and make

sure that they can be easily found. There is no point writing the most exciting blogposts or

posting the most attractive photographs if no one is going to see them.

Most importantly, if you want to become a social media influencer, you need to have patience.

Keep posting and your following will gradually increase. Good luck!

**Worksheet**

**Exercise 1. Read the text and answer the questions.**

1. Why do companies want to use influencers?

B Where do most influencers write their regular posts?

C. Why do influencers post daily on their social media accounts?

D. Why is it important to publicise their posts on a variety of social media?

**Exercise 2. Read the text carefully again, and answer the question.**

1. Are the people’s buying behaviors changing because of social media.
2. Do you think people rely less on tv commercial when buying something than they used to?

If so, why?

1. If you are a influencer, how do people find your posts?

**Exercise 3. Talk to your partner about the questions below. No writing.**

If you became a social media influencer, what medium would you use and

what would you post about?

**Answers.**

**Exercise 1**

1. **Why do companies want to use influencers?**

To help influencers sell their product to their followers

**B. Where do most influencers write their regular posts?**

Their blogs, micro blogs and social media

**C. Why do influencers post daily on their social media accounts?**

Because the more they post, the more likely people will follow them**.**

**D. Why is it important to publicise their posts on a variety of social media?**

No matter how exciting their posts are, it’s no use if no one is going to see them.

**Exercise 2**

A. **Are the people’s buying behaviors changing because of social media.**

Yes. The way of buying behaviors has changed a lot.

B. **Do you think people rely less on tv commercial when buying something than they used to?**

**If so, why?**

Yes. Because they rely more on social media influencers and hashtags.

C. **If you are an influencer, how do people find your posts?**

People can find by using hashtag, funny and memorable titles and different social media to link to your post.

**Exercise 3. Talk to your partner about the questions below. No writing.**

If you became a social media influencer, what medium would you use and

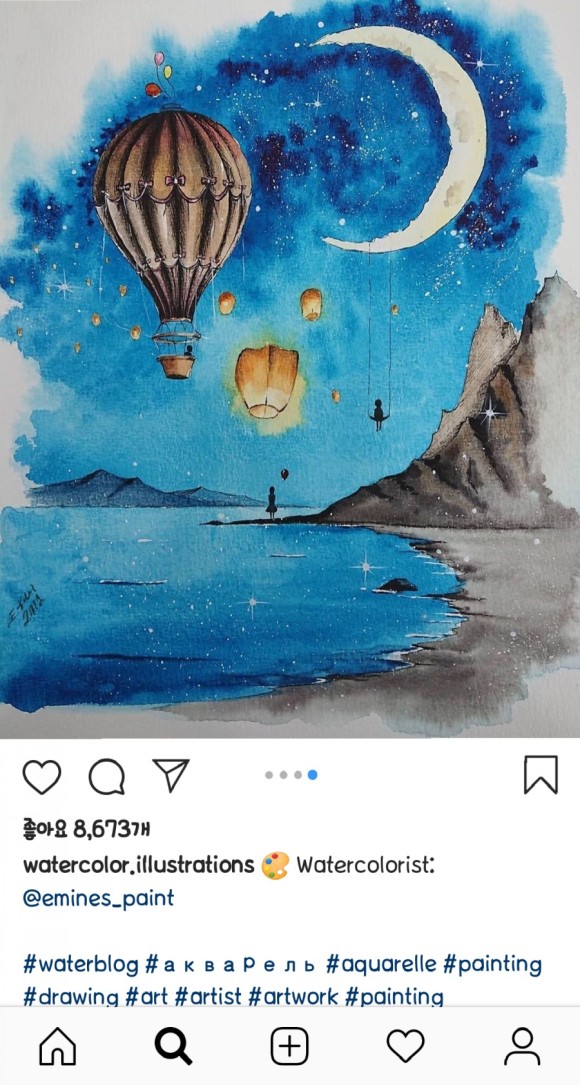
what would you post about?

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