

Lesson Plan 7

Trainee's name: Gonzalez Salso Mariana	Tel. number:	Date:	Class number: 22
Level: pre intermediate	Time: 60 minutes	Coursebook:	Topic: advertisements/health

Objectives: that sts are able to:

- describe ads/commercials.
- talk about health and fitness.
- create their own slogan for an ad.

TIME	OBJECTIVES	ACTIVITIES	LANGUAGE						MATERIALS	INT. PATTERN	ANT. PROBLEMS
			G	V	R	L	S	W			
10	<ul style="list-style-type: none"> - get enthusiastic about the topic. - infer the meanings and the origins of the slogans. - 	The teacher numbers students with letters A/B/C/D The teacher gives students a photocopy with the slogans of 4 different ads (ad A, ad B, ad C, ad D). She asks them what they believe they are, where they were taken from: tv, magazines, health campaigns.			x		x		Ads' slogans	Whole class	- sts may not understand the meaning of some words
10	<ul style="list-style-type: none"> - interpret a magazine ad. - describe the ad 	The teacher hands out copies of the 4 ads to students. Some of them will have an ad that other students do not have. Students read the ad. The teacher asks the students who are they aimed at? How are they made appealing to the audience? Students are supposed to look at their ads and to reflect upon these questions. They describe the ad orally.			x		x		Magazine ads	Individual work	- sts may be worried about the vocabulary or specific words,

15	<ul style="list-style-type: none"> - spot differences and similarities between magazine and TV commercials. - report on the differences and similarities between TV and magazine commercials. 	<p>The teacher asks students to work in pairs. Letter A works with letter B, letter C works with letter D. They have to go to you tube and watch the commercials that appeared on TV. Students have to spot the differences and similarities they find between magazines and TV commercials.(setting, characters). Students write down ideas on a note report organizer. The teacher and the students share ideas orally.</p>			x	x	Magazine ads. Commercials on you tube.	Pair work	- it may be one student who reports information.
15	<ul style="list-style-type: none"> - relate the ads to health and fitness. - connect the topic with real life. - create a slogan for a commercial. 	<p>The teacher asks students: -What do these ads have in common? --Are they necessary to be healthy? - Why do people consume these medicines?</p> <p>The teacher asks students to: - Choose sth which is advertised on tv/magazine commercial. - Create a logo. - Go to www.signgenerator.net or www.customsigngenerator.com (make a logo, option 1) to customize their slogan. Students share their ideas orally and show their slogans to the rest of the class</p>				X	www.signgenerator.net www.customsigngenerator.com	Whole class Pair work	- students may need help with vocabulary in order to customize their logos/ads.

SLOGANS:

Do you want my body?. Lose 2-3 times the weight than with diet and exercise alone.

Soothing. Rest for mind and body.

High cholesterol comes in all shapes and sizes.

Just one and heartburn´s done.