

Rainy Day ELT

<u>Lesson No.</u>	001
<u>Name:</u>	Advertising
<u>Skills:</u>	Speaking
<u>Level:</u>	Intermediate, upper intermediate, advanced
<u>Timing:</u>	45-60 mins

Teacher's Notes

<u>Materials</u>	Tape or tack (to stick pictures to wall) Questionnaire hand-out Adverts
<u>Preparation</u>	Print a copy of each adverts and cut along the lines (to hide product name) and stick around the classroom.

WARMER

- Separate students into groups of three.
- Give students letters A-D-V-E-R-T-I-S-E and set a time limit (around 2 mins.) to make as many different words as possible using the words. Explain that the group with the most words is this winner.
- At the end of the time limit, get feedback from the groups about the words they found.

LESSON

- Write the word “advertise” on the board and brainstorm different types of advertising that students know.
- Point out the adverts that you have stuck on the walls and explain to students that they will work in pairs to walk around the room and guess what product is being advertised. (Tip: It may be useful to revise expressions for speculation here, such as *I'd hazard a guess at...*, *If you ask me...*, *I'd say it's...*, etc.). Distribute the questionnaire and set a time limit for students to walk around.
- Once the time limit is over, students sit down. Explain that now they are going to watch two commercials. For “advert 1” start at 0:18 and pause at 0:56 and “advert 2” start at 0:18 and pause at 2:10 to avoid giving away the answers! Once the commercials are over, students discuss the product they think is being advertised with their partner.

- Now, students should have completed the questionnaire with their ideas. Before you reveal the correct answers, have students work with a different partner to compare their ideas about the adverts.
- Take down the adverts from the walls and elicit students' ideas about the product being advertised, before revealing the original copy. Repeat with the commercials. Initiate a class discussion about the adverts, asking students which ones they thought were most surprising, most effective, whether they would buy the product based on the advert, which memorable adverts they can remember from their own countries, etc.
- Explain to students that they are now going to discuss the topic of advertising. Distribute hand-out 2 and ask students to write numbers 1-3 according to the extent to which they agree with the statement. Set a short time limit (2 mins.) for students to do this individually. Then, ask students to compare their answers and discuss their thoughts surrounding this in groups of three. (Tip: It may be useful to revise expressions for agreement/disagreement at this point, such as *I strongly agree with...*, *I agree in part...*, etc.)
- Show the students the final picture and elicit their initial thoughts about it, before asking/writing the following question on the board: *"ethics in advertising- is it possible?"*. Discuss this question as a class, before asking students if they can think of any examples of "unethical" advertisements.

I would suggest two different options as a final activity:

1. Ask the students to develop an advertising campaign/print advert/commercial for a product (you can give options such as soap powder, batteries, etc. but steer clear on brand names).
2. If the students show interest in the previous activity about ethics, you can extend this lesson to include project using the activities from the Dove Vs. Greenpeace activity (see separate lesson plan).

Advertising

What is being advertised in each of the adverts? Discuss with your partner using the questions below to help you.

1. What can you see in this ad?
2. What is the ad for?
3. How do you know?

	Product	Notes
Picture 1		
Picture 2		
Picture 3		
Picture 4		
Video 1		
Video 2		

Hand out 2

	Social media and the internet are ideal platforms for advertising campaigns.
	Product placement in modern-day media is out of control and utterly transparent.
	Advertising and marketing strategies are just cleverly disguised brainwashing tactics.
	Personal endorsement is essentially celebrities cheating the public in order to increase their own personal wealth.
	It is impossible to deny ever having bought a product due to its advertising.



MAKE YOUR SMILE YOUR BEST ACCESSORY.

W
K
D

CHRISTMAS APPEAL

Your money will give
this gorilla a future.

It will also buy you a WKD.



Have you got a **W
K
D** side?



Für jeden Haartyp.





LAM
in the mirror
LAM



LAM
in the mirror
& OUTSIDE

You are more beautiful than you think

Dove



