

**Lesson Plan:** Adverts

**Target Level:** Middle School

**Materials needed:** Paper, PowerPoint

<b>Time</b>	<b>Stage</b>	<b>Target Language</b>	<b>Activity</b>
1-3 min.	<b>Warm up/Review</b> Review familiar vocabulary from previous lessons to warm students up		Put students into groups and ask them to list as many things as you can that you might buy in a shop.  The group that lists the most items in 3 mins will win.
<b>15-20 min.</b>	<b>Process:</b>		
5-10 min.	<b>Intro</b> Introduce the topic and new vocabulary in the simplest form	Products Service	Using examples from the previous activity, state <i>“These are all examples of products. A product is something that you can buy in a shop.”</i>  Show some examples of products that will be familiar e.g. iPhone, iPod, Xbox, Pens and pencils, food.  Advance challenge: Talk about examples of a service.
5-7 min.	<b>Context</b> Introduce the target sentence to put vocab in context	GOOD SAVE MONEY VERY COOL FUN BEST AMAZING EXCELLENT	Show some examples of adverts with products on. What can you see?  <i>(Expected answers: Product, price, words.)</i>  <i>This is what we call an advert. What we can see is the product (point) the price (point) and a slogan (point).</i>  <i>What do you think a slogan is?</i>  <i>Slogans are good words or sentences to help sell a product.</i>  Show some examples of slogans (I’m lovin’ it, Just Do It, Explosive offers)  Show the class some example words you might see in slogans (see target language).  Discuss special offers: Buy one get one free, half price, 10% off using pictures.

5-10 min.	<b>Practice</b> A topic based task for students to practice language		Get the students to make their own advert of a product.  Set expectation of what you want to see; product, price, special offer and slogan. (Write these on the board)
3-5 min.	<b>Assessment</b> Test understanding of the class as a whole		Ask students to present their advert to the class.
3-5 min.	<b>Cool Down</b> A fun, calming activity to wrap up lesson. Reward good behaviour.		Adverts can also come in the form of a video:  <a href="https://www.youtube.com/watch?v=g0uWBog2Oi8">https://www.youtube.com/watch?v=g0uWBog2Oi8</a>  Why are adverts funny? Discussion.