

Unit: Advertising		School: Private School “Brig”	
LESSON: Express opinion on advertising		Ust-Kamenogorsk	
Date: 15.11.17		Teacher name: Zakharova S.Y.	
Grade 11		Number present:	absent:
Learning objectives(s) that this lesson is contributing to	11.S3 give an opinion at sentence level on a limited range of general and curricular topics 11.W4 write with support a sequence of extended sentences in a paragraph to give basic personal information 11.C2 use speaking and listening skills to provide sensitive feedback to peers 11.L7 recognise the opinion of the speaker(s) in basic, supported talk on an increasing range of general and curricular topics		
Plan			
Planned timings	Planned activities		
Goal setting	<p>Today we are going to talk about advertising and commercials. Advertising penetrates all spheres of our lives. It is so powerful that you can’t avoid it. Could you tell me where do you come across advertising?</p> <p><i>(We come across it everywhere when you read a newspaper or a magazine, watch TV, go to the shop, take your mail, etc.)</i></p> <p>First of all I want to begin with listening to two opinions about our subject.</p> <p>I couldn’t agree with you more. Some people like commercials others don’t. What’s your view on advantages and disadvantages of advertising?</p> <p><i>(- In my opinion it entertains and develops our cultural level and enriches us emotionally.</i></p> <p><i>-I’m not sure about that. You can hardly call introduction of cigarettes and alcohol moral and plays on our emotions such as envy and greediness.</i></p> <p><i>- Absolutely! It persuades to buy things we really don’t need.</i></p> <p><i>- I see what you mean but it prepares us to real life as the world is highly competitive and introduces teenagers to the life of grown-ups.</i></p> <p><i>- There might be some truth in that, but it makes us suffer if we cannot afford what we want. More than that it interrupts all the programmes.)</i></p> <p>And to finish our conversation I want with the quote, the words of Canadian writer Marshal McLuhan:</p> <p>- <u>“Advertising is the greatest art form of twentieth century”</u></p> <p>- <u>“Advertising is the tool of the seller, that helps him to affect you and make buy his goods”</u></p>		Track
Circles on water	<p>Let’s characterize the term “Advertising”, using the way “Circles on water”.</p> <p>A – attractive, amusing, awful</p> <p>D – durable, dull</p> <p>V – various, valuable, verbal</p> <p>E – emotional, effect, expensive</p>		Slide

[illegible]

Anticipating the finish	Let's try to anticipate the finish of ad. What will happen further?	Video (30 sec.)
Analyzing the advertising	<p>After watching the video you should give a complex analysis using all points that we had discussed.</p> <ol style="list-style-type: none"> 1. “Cadbury’s drumming gorillas” – the 2007 advert has been voted the best ad of all time. “A glass and half of joy” (<i>special emotional atmosphere of happiness and satisfaction, which doesn’t require big attention and make to change people’s attitude to the brand</i>) 2. Advert of water “Evian” – let’s observe the effect of “Evian” on your body. “Live young” 	Video (1,30 sec) Video (1,20 sec)
Project	And the last task. You should create your own commercials for some products, using all knowledge that we have learnt today.	Slide
Reflection	Reflective dartboard (target)	