

TV commercial project

Lower School

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SS10

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Teacher's notes

4th grade

Necessary preparations

Black/whiteboard

PC + Internet

Beamer

Speakers

Introduction – Commercials (10min)

A funny FedEx commercial as introduction

<http://www.youtube.com/watch?v=Ycvf9E2cjRs>

Discussion: What makes an ad memorable?

What kinds of advertisements attract your attention?

Which advertisements do you still remember? And why?

Write key words on the board

Do you think advertising should be allowed to interrupt TV or radio programmes?

What are some effective adverts you have seen lately (on TV, newspaper, etc)?

What are some ineffective adverts you have seen lately?

Prepare the next task and let a pupil clean the board

Nacho commercials (15min)

Task: Prediction

Lay's Fireworks

<http://www.youtube.com/watch?v=nuzMyqjN-Zg>

Show them the first 29 seconds, pause and let them guess what will happen next. Ask them "What is going to happen next?" Focus on going-to future. Write "Maybe is going to" and then write the pupil's ideas on the board. Then continue.

Doritos – Underdog

<http://www.youtube.com/watch?v=T8Jli-2pcgM>

Same task as above (pause at second 13)

Task: Past events

Now give the students 3-5 min to let them describe exactly what they saw / what happened in the first commercial (FedEx) in whole sentences, and they should write their names on the sheets. Then swap their sheets (but not with the desk neighbor).

Watch it again and let the pupils check the descriptions for errors. Each mistake equals -1 Point out of 30. The student with the highest score wins.

Video games commercials (20min)

Task: Baby Commercial: Sound only

PS3 Baby Commercial

<http://www.youtube.com/watch?v=gqkNPcUMffU>

Just play the sound, mute the beamer. Ask them, what happens in the ad. Write key words on the board. Then play it with video.

Task: Baby Commercial: Describe the ad

Do a chronological brainstorming with the pupils on the board. They should write it on the board. E.g.:

Beginning	A baby doll....
Middle	
End	

Task: Xbox Commercial: Video commentary

Xbox Life is short – play more

<http://www.youtube.com/watch?v=t6zgQH3tUkk>

A's sit facing the screen, B's sit with their backs to the screen, A's tells the story, B's can ask questions for better understanding. (Focus on present progressive tense)

Task: Xbox Commercial: What do you think?

Discussion: Do you like this advertisement? Is it disturbing and weird or is it a great ad? (just orally). Then do a poll, who likes it and who doesn't.

Task: Wii Commercial: Difference between Xbox, Playstation and Wii

Wii would like to play

<http://www.youtube.com/watch?v=lanGZp-h5o>

Discussion about differences of those three manufacturers. Use the blackboard:

Playstation

|

Xbox

|

Wii

Homework

Pay attention to advertisements (not only on TV) and note the most appealing (>4) and write down why they are memorable (just a few sentences).