

Unit 4

The Art of Advertisement

Listen and Discuss

- Ask students about **advertisements they remember** from any source, such as radio, TV, the Internet, magazines, or on billboards. Have them describe the ad and say whether they liked it or disliked it, and why. Ask what kinds of claims were made in the advertisements. For example: You will lose 10 kilos in only 5 days!
- Try to elicit comparative and superlative forms. For example: Your teeth will be brighter and whiter in no time!
- Ask: **What features make an ad good?** **What features make an ad bad?** Elicit ideas from students and list them on the board.

التهيئة
Warm up

● tiny ● classic ● Suitcase ● lighter ● portable ● bulky ● attractive

المفردات
الجديدة

● knowledge ● comprehension ● application ● analysis

مهارات
التفكير

- Give students a few minutes to choose a product and write down two reasons that he or she likes it.
- Have students share their products and reasons with a partner. Then have pairs form small groups to compare the products they chose, and why.
- Call on one student from each group to tell the class about a product of someone else in the group. This will encourage active listening during group work.

اغلاق الدرس

<https://youtu.be/jYEmgydhaYo?si=INCjtE-Ld9hZBOHp>

اثراء

Unit 4

The Art of Advertisement Grammar

- Go over the material in the grammar chart for the passive. Point out that when using the passive, stating the agent (who or what performed the action) is optional. If the agent is included in a sentence, it usually comes immediately after the past participle and is preceded by by.
- Say, or write on the board, sentences in the active voice. Have students change each sentence from the active to the passive

التهيئة
Warm up

- Passive
- Comparison
- Similarities
- Differences

المفردات
الجديدة

- knowledge
- comprehension
- application
- analysis
- synthesis

مهارات
التفكير

- Have students work in pairs to express their opinions about which ad is the best one. Ask them to focus on which ads is the most effective. For example, which ad would make them want to buy the product if it was something they needed?
- Encourage students to share their personal experiences in choosing products they often buy, such as shampoo or snacks. **How do they decide what to buy? Do ads influence them?**

اغلاق الدرس

https://youtu.be/f4_0QH0pNZ0?si=VhXqWLaHMIxV6YuR

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Unit 4

The Art of Advertisement Conversation & Listening

- Direct students' attention to the pictures. Ask them to first identify what they see, without reading the exercise.
- Have students work alone to match the sentence halves, and then compare their answers in pairs. Check as a class by calling on students to read the completed sentences aloud.

التهيئة
Warm up

- What are you up to?
- What on Earth

المفردات
الجديدة

- knowledge
- comprehension
- application
- analysis
- evaluation

مهارات
التفكير

- Have students work alone to complete the organizer. After several minutes have students in pairs. One student describes a gadget, and the other expresses disbelief. Have students switch roles so that each gets the chance to describe a gadget and express disbelief.

اغلاق الدرس

<https://youtu.be/a3nM7AXYqPg?si=BxHzbeLBRrGLII7J>

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Unit 4

The Art of Advertisement

Reading

- Review the general format of a paragraph. Explain that it usually contains one or two sentences that express the main idea, and several sentences that support the main idea. Tell students that analyzing each paragraph within a reading will clarify all the ideas expressed about the topic of the reading.
- Point out that this reading gives a chronology of credit card use. Tell students to pay attention to each year mentioned, and what happened in that year. This will help them follow the development of credit card use.
- Have students read the title and look at the photos. Have a class discussion about the meaning of the title: **The World of Plastic**. Ask them to share any ideas they have on the topic, such as the pros and cons of using credit cards

التهيئة
Warm up

- inconceivable ● impractical ● limited ● status symbol ● revolutionize ● cash in

المفردات
الجديدة

- knowledge ● comprehension ● application ● analysis ● evaluation

مهارات
التفكير

- Have a class discussion about what the students' life would be like without credit cards. Ask students to think of specific situations, such as shopping online, buying airline tickets, and downloading computer programs

اغلاق الدرس

https://youtu.be/ppHu_fVLc4o?si=L5USoY5-0aBmdC17

اثناء

Unit 4

The Art of Advertisement Writing

- Direct students' attention to the picture. Discuss what they see. Elicit answers to questions. For example: **Is this a common picture? Do you see many people with their cell phones glued to their ears in shops, work places or the street?** Do people use their cell phones in cars? What gadgets are available to prevent people from holding their phones directly to their ears?

التهيئة
Warm up

- hidden
- treasure
- exploration

المفردات
الجديدة

- knowledge
- comprehension
- application
- analysis
- evaluation

مهارات
التفكير

- Read directions for **C** with the class. Have students work in pairs to choose a product/gadget and find out as much as they can about it. If they have already collected information about **an invention/gadget**, ask them to use it.
- Have students go through their information and put it on a timeline. Then have them use the chart to make notes about the product/invention.
- Ask them to use their notes to organize and write about the history of the product. Encourage them to use the guidelines in the **Writing Corner** and the model text on the Invention of the Cell Phone
- Have students work alone to write their first draft. Then check with their partner.
- Ask them to rewrite an improved version of their product history, taking into consideration their partner's comments and suggestions.

اغلاق الدرس

https://youtu.be/5PuwsL9Odzs?si=MBtwTmqPYGS7uR_O

اثناء

Unit 4

The Art of Advertisement Form , Meaning and Function

- Focus students' attention on the picture and on the box. Explain that this/these refer to items near to the speaker and that/those refer to items far away.
- Give students a few more examples using classroom objects. For example, pick up a pencil and say: **This is a pencil.** Then point to something across the room and say: **That's a _____.**
- Elicit the question form from the students by miming to something far away and saying **What is _____?** and then something nearby **saying What is _____?** Students should be able to correctly respond that and this.
- In pairs, have students ask and answer questions about items in the classroom (**singular and plural**) that are near and far away.

التهيئة
Warm up

- Simple Present
- Present Progressive
- information questions
- Tag Questions

المفردات
الجديدة

- knowledge
- comprehension
- application
- analysis
- synthesis

مهارات
التفكير

- Have students work in different pairs to exercise C.
- Call on volunteers to role-play their conversations for the class.
- Take a class vote on the best conversation.

اغلاق الدرس

<https://youtu.be/q54nQMwDYZ8?si=UgkQqOdP1E5FybDk>

اثراء

Unit 4

The Art of Advertisement Project

- Organize students in groups. Have them choose up to 3 Saudi products to advertise internationally.
- Call on groups to share their answers with the class. Have a class discussion about which products can be advertised more effectively on an international basis. Have groups choose one product to advertise. Tell them that if they choose the same product as another group, they will be competing for the same spot. So they will have to think of something more original and more impressive.

التهيئة
Warm up

- Slogan
- products
- advertise

المفردات
الجديدة

- knowledge
- comprehension
- application
- analysis
- evaluation

مهارات
التفكير

- Have students work in groups to modify their advertisements so they can be used for a television commercial. Direct them to task 4. Tell students that they can arrange to film their advertisement if they want or act it out in class.
- Post advertisements on the wall for students to look at and evaluate. Have students choose the best advertisement and give reasons for their choice

اغلاق الدرس

<https://youtu.be/SjZC6uxbSqk?si=I691WFiEHDhjUyTV>

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