



ADECUAMOS UN AVISO PUBLICITARIO DE UN NEGOCIO FAMILIAR EN INGLÉS

Objective:

- Today we'll write an advertisement for a home business in English

Materials:

- Laptop or cellphone with WhatsApp.
- Spanish-English dictionary.
- Pen, pencil and colored pencil.
- Notebook (portfolio).

Evaluation criteria list:

Read the following list and take them into consideration.

	Advertisement for a home business
1.	Adecuas el aviso publicitario considerando el tipo textual y sus características
2.	Adecuas el aviso considerando el formato, soporte y propósito del aviso publicitario
3.	Produjiste el aviso con coherencia, cohesión y fluidez
4.	Produjiste el aviso ampliando información de forma pertinente y vocabulario apropiado.

Activities:

I. MATCH: Join with an arrow the image and the correct word.



electronics

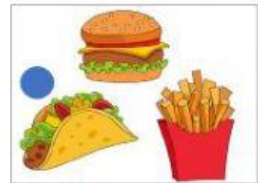
e-mails

clothes

foods

poems

Ads
(advertisements)



II. READ AND LISTEN: Do you hate, like or love these home business ideas? Tick your answer ✓.



I hate this idea.

☐

I like this idea.

☐

I love this idea

☐

I hate this idea.

☐

I like this idea.

☐

I love this idea

☐

I hate this idea.

☐

I like this idea.

☐

I love this idea

☐

Now, read and listen to the three advertisements:



Business owner



Name: Miguel
Last name: Yupanqui
De la Cruz
Age: 46 years old
From: Huamanga - Peru

"Señor Yupanqui" Quinoa Cupcakes

Quinoa cupcakes from Ayacucho

Nine cupcakes for
S/. 10.00 soles

Telephone number:
2 3 7 8 1 2
Call now!



Free delivery!



Business owner



Name: Carmen
Last name: Castro Sinarahua
Age: 20 years old
From: Moyobamba - Peru

"Madre Selva" Chocolate

Chocolate bars from Moyobamba

Ten bars of chocolate for
S/. 20.00 soles

Telephone number:
5 6 7 3 8 9
Buy now!



Free delivery!



Business owner



Name: Walter and Juana
Last names: Yamunaqué Mío
Age: 16 and 18 years old
From: Piura - Peru

"Walter y Juana" Chifles

Chifles from Piura

One kilo of chifles for
S/. 20.00 soles

Telephone number:
2 1 0 4 8 7
Call now!



Pay with cash
or credit card



Circle TRUE or FALSE according to the information of the advertisements:

- | | | |
|--|------|-------|
| a) The quinoa cupcakes are delicious and fresh | TRUE | FALSE |
| b) Nine cupcakes for S/. 20. Soles. | TRUE | FALSE |
| c) Quinoa cupcakes' telephone number is 247821 | TRUE | FALSE |
| d) Madre Selva" chocolates are from Iquitos | TRUE | FALSE |
| e) Ten bars of chocolate for S/.20.00 soles. | TRUE | FALSE |
| f) The chifles are delicious and beautiful. | TRUE | FALSE |
| g) One kilo of chifles for S/.20. soles. | TRUE | FALSE |

III. COMPLETE: Listen to three ads and complete them.



free delivery! (x2) - ~~delicious~~ - eight soles - Call now! - Pay with cash or credit card - five soles - 967324567 - beautiful - seven soles

Advertisement 1



Try Happy Donuts

They are **delicious** (example) and healthy too!
One box of six donuts for only (1).
(2) 946137582.
Buy now and get (3).
"Happy Donuts" for you and your family.

Advertisement 2

Do you want to look cool?

Stay safe and look good with Creative Masks

We create (4) Masks
of different colours.

Buy one mask for only (5).

Phone number: 954327021

(6).



IV. PARTS OF AN ADVERTISEMENT:

a) Match the picture with the action phrase.



A. Call now!

C. Buy now!

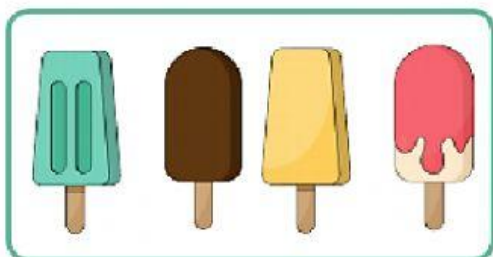
E. Free delivery!

B. Pay with cash

D. Pay with credit card

b) Classify the characteristics. Example:

tasty - delicious - beautiful - creative - yummy - cool



Example: Tasty

1.

2.

3.

4.

5.

V. THE CHALLENGE! Tu familia tiene un negocio familiar, al ser el más creativo de tu familia te han encargado hacer un aviso publicitario en inglés para promocionar el negocio entre el público extranjero.

- Puedes hacerlo en tu cuaderno o, si tienes la posibilidad, diseñalo con ayuda de un programa de tu celular, Tablet, laptop o computadora.
- Toma en cuenta las partes:
- No olvides enviar tu aviso y tu ficha resuelta al Google Classroom o al WhatsApp.

Name of the business: "Walter y Juana" Chifles

Special sale or prices: Chifles from Piura, One kilo of chifles for S/. 20.00 soles

Telephone number or/and address: Telephone number: 210 487, Call now!

Action phrases: Pay with cash or credit card

Characteristics: They are delicious!, They are so fresh!

Pictures: A bag of chifles, a cartoon character wearing sunglasses.

AUTOEVALUACIÓN: No olvides revisar los criterios de evaluación y marcar con un ✓.

ADVERTISING FOR A FAMILY BUSINESS			YES	NO
1.	Adecuas el aviso publicitario considerando el tipo textual y sus características			
2.	Adecuas el aviso considerando el formato, soporte y propósito del aviso publicitario			
3.	Produjiste el aviso con coherencia, cohesión y fluidez			
4.	Produjiste el aviso ampliando información de forma pertinente y vocabulario apropiado.			

METACOGNICIÓN: ¿Qué pasaría si no tomas en cuenta las partes del aviso publicitario al momento de elaborar uno?