

FULL NAME:

LEARNING EXPERIENCE 2

English: Level A2

Let's Create Local and Global Ads



Activity 2: Family Business!

LEAD IN:

A home business is small and operates from the business owner's home office. Also, home businesses usually have a very small number of employees, normally the business owner's family members, in which case it is also a family business.



Answer the questions.

Example: <i>Where are they?</i>	a) office	b) factory	c) home
1. Who is the business owner?	a) Mariela	b) Victorio	c) Raúl
2. Who are the employees?	a) Mariela, Antonia and Raúl	b) Raúl, Antonia and Victorio	c) Raúl, Antonia and Mariela
3. What is the product?	a) masks	b) cupcakes	c) photo frames
4. What is the family business name?	a) Raúl's masks	b) Victorio's photoframes	c) Mariela's cupcakes

* Material elaborado en colaboración con RELO Andes de la Embajada de Estados Unidos.

**LET'S PRACTISE!****PRACTISE-EXERCISE 1**

Extract words and phrases from these ads

Ad 1

Romantic and Happy moments

Give a special moment to that special person. From Thursdays to Sundays.

Special offer: Half-price on Thursdays
Choose that special song now and book a serenata: 6098 55477 100

Ad 2

CHEAP AND FAST GROCERIES

We take all the safety precautions to protect you.

Stay home and call us: 4445 89007 322
Special offer: Free delivery

Ad 3

COMFORTABLE AND FASHIONABLE AND TRAINERS

Happy Feet, happy legs and a happy body.
Buy now and save 20%
090057399912
Free delivery

Ads	Adjectives	Call for Action phrases
Ad 1	Example: Romantic 1. 2.	Example: Choose that special song 3.
Ad 2	4. 5.	6. 7.
Ad 3	8. 9. 10.	11. 12.



LISTENING COMPREHENSION

PRACTISE - EXERCISE 2

Listen to the radio and **complete** the ads.

Ad 1

AMAZING HAIRCUTS



**We go to your home. Safety precautions taken.
From Tuesdays to Sundays.**

Call now! 9806 5427 100 (Example).

S/. (1) haircut

S/. (2) haircut for children.

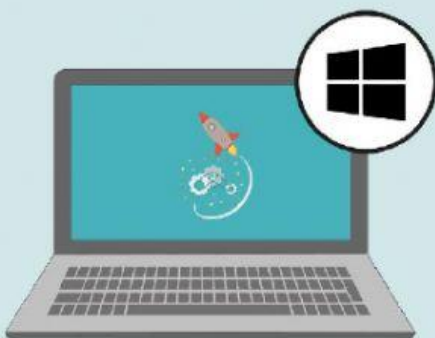
Special offer: Are you five or more at home?

Pay only (3).

Credit cards accepted

Ad 2

BEST (4) & LAPTOPS TECHNICIANS



We go to your home. Safety precautions taken.

WhatsApp:

789 (5) 031

Special offer: Antivirus for (6) if you recommend us to a friend.



El audio está disponible en la sección Recursos para mi aprendizaje



Sigue revisando lo que puedes hacer con el inglés según estándares internacionales. Aquí algunas preguntas sobre lo que puedes hacer en inglés.



1. ¿Puedo identificar el lenguaje persuasivo (adjetivos calificativos y frases que invitan a la acción) en anuncios publicitarios? **SÍ - NO**
2. ¿Puedo extraer información específica (precio, característica, número de teléfono y similares) al oír un anuncio publicitario en la radio? **SÍ - NO**

This is the end
of Activity 2.
Bye- bye!

Continue with
Activity 3.



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