



ADECUAMOS UN AVISO PUBLICITARIO DE UN NEGOCIO FAMILIAR EN INGLÉS

PART I

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 with the image and the purpose.

	book	inform/entertain
	newspaper	inform / entertain
	comic book	entertain
	map	inform
	ad / advertisement	persuade

II. LET'S LISTEN AND READ: Listen to and read the following advertisements and complete them with the words in the box. After that, answer the questions below.



FREE DELIVERY

SPECIAL OFFER

RENT A BIKE

PERSONALIZED

Business owner



Name: Miguel
Last name: Yupanqui
De La Cruz
Age: 46 years old
Address: Bolivar street
N°200, Huamanga - Peru

Delicious "Señor Yupanqui"
quinoa cupcakes
from Ayacucho

"Buy four and get one free"
Cupcake price: S/. 4.00 each
Extra-large cupcake price: S/. 5.00 each

Try all of our cupcakes!
They are so good!

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



if you buy
5 cupcakes or more!

Business owner



Name: Carmen
Last name: Castro Sinarahua
Age: 20 years old
Address: Pedro Canga street
N° 143 Moyobamba - Peru

Moyobamba Bike World
 in Moyobamba

Prices	Time
\$1.00	One hour
\$ 2.50	Five hours
\$ 5.00	One day

See Moyobamba on a bike!

 **Call now!**
5 6 7 3 8 9

Pedro Canga street N° 143 Moyobamba - Peru



Business owner



Name: Walter and Juana
Last names: Yamunaqué Mío
Age: 16 and 18 years old
Address: Grau street N° 532,
Piura - Peru

Beautiful Masks by Juana



masks for you

Half-price for children's masks
S/. 50.00 soles for ten masks

Special offer for Tuesdays:
buy 2 get 1 free!



 **Call now!**
2 1 0 4 8 7



Pay with cash or credit card

QUESTIONS: Read the questions about the ads you just read and answer them as in the example.

EXAMPLE: Which advertisement offers a way of transport? It is Moyobamba Bike World's.

1. Which advertisement offers 50% off for younger people?

2. Which advertisement offers to take the product to your home?

3. Which advertisement offers the service or product in a different currency?

4. Which advertisement is good if you want to get fit?

5. Which advertisement is good if you like desserts?

6. Which advertisement offers a special price one day a week?

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

	READING: ADVERTISING FOR A FAMILY BUSINESS	YES	NO
1.	Identifica información explícita, relevante, complementaria de distintos anuncios publicitarios.		
2.	Identificas información integrando datos que se encuentran en distintas partes de los anuncios.		
3.	Identificas información que contienen elementos complejos y vocabulario especializado.		

METACOGNICIÓN: ¿Qué partes de un anuncio publicitario lograste identificar en los anuncios leídos?