

CREATIVE ADS

Activity 1: Se busca prepararte para la lectura al inducirte a identificar el tipo de texto y los productos que verás en las lecturas así mismo, leerás anuncios publicitarios e información básica de los dueños de emprendimientos familiares e indicarás cuánto te gustaron los textos luego de comprender las oraciones que contienen hate, like y love.

Competencia	Capacidad	Criterios de evaluación.
Lee diversos tipos de textos escritos en inglés como lengua extranjera.	Obtiene información del texto escrito en inglés.	- Obtiene información relevante de un anuncio publicitario. - Infiere e interpreta información de anuncios publicitarios que promocionan productos. - Brinda una opinión sobre si le encantó, le gustó o no un anuncio publicitario.

ACTIVITY 1: CREATIVE ADS



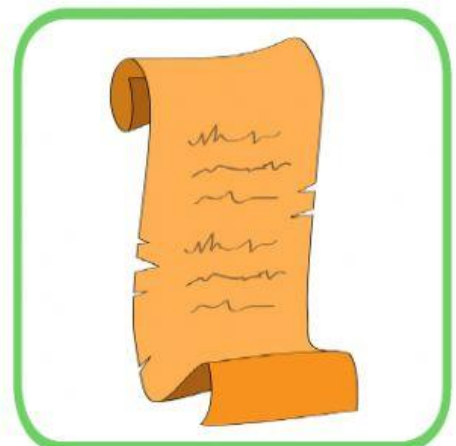
1. What type of texts are they?



A. E-mails

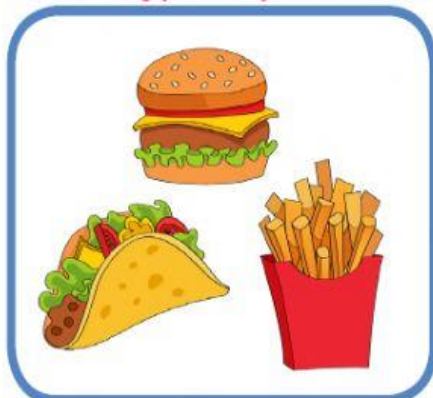


B. Ads



C. Poems

2. What type of product are they?



A. Foods



B. Clothes



C. Electronics

Creative Ads

Business owner



"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!

They are delicious!
They are fresh!

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

Business owner



"Madre Selva"
Chocolate

Chocolate bars from Moyobamba

Ten bars of chocolate for S/. 20.00 soles

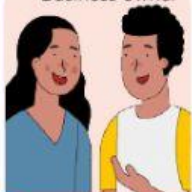
Telephone number: **5 6 7 3 8 9**
Buy now!

Free delivery!

They are so tasty!
I love chocolate

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

Business owner



"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

They are delicious!
They are so fresh!

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

Do you hate 😞, like 😊 or love 😍 these business ideas?

1.	2.	3.
		
Do you like this home business idea?	Do you like this home business idea?	Do you like this home business idea?
• I hate this idea. ☐	• I hate this idea. ☐	• I hate this idea. ☐
• I like this idea. ☐	• I like this idea. ☐	• I like this idea. ☐
• I love this idea. ☐	• I love this idea. ☐	• I love this idea. ☐

About Ad number 1:

Example: The quinoa cupcakes are delicious and fresh.

1. Nine cupcakes for S/. 20. Soles.
2. Telephone number is 247821

About Ad number 2:

3. "Madre Selva" chocolates are from Iquitos.
4. Ten bars of chocolate for S/.20.00 soles.
5. Telephone number: 567389.

About Ad number 3:

6. The chifles are delicious and beautiful.
7. One kilo of chifles for S/.20. soles.