Unit 1

Dealing with Everyday Problems

Environment: Family and Community

Social Practice: Express support and solidarity when faced with an everyday problem. **Communicative Activities:** Exchanges associated with specific purposes **Product:** Public service announcements (PSA) **Reader:** *SEE the Difference*	**Achievements:** • Express interest in a problem. • Contrast effects created by prosodic resources and nonverbal language. • Define ways of expressing oneself according to the speaker.

Term 1

1 Read the text and discuss the questions from the *How Much Do I Know?* box on the next page.

Public service announcements (PSA) are commercials designed to inform and educate. They can be posters or radio or television spots. Some common topics PSA are health, the environment and safety.

2 Read the PSA and identify the parts that answer the questions.

1. Who is this PSA for?
2. What is the problem that the PSA wants us to be aware of?
3. What is the suggested way to deal with the problem?
4. What is the message for the public?



1	
2	
3	
4	

▸ Reflect on the following questions.

1. What PSAs would be necessary at your school?
2. What do you think they should contain?



LIVEWORKSHEETS

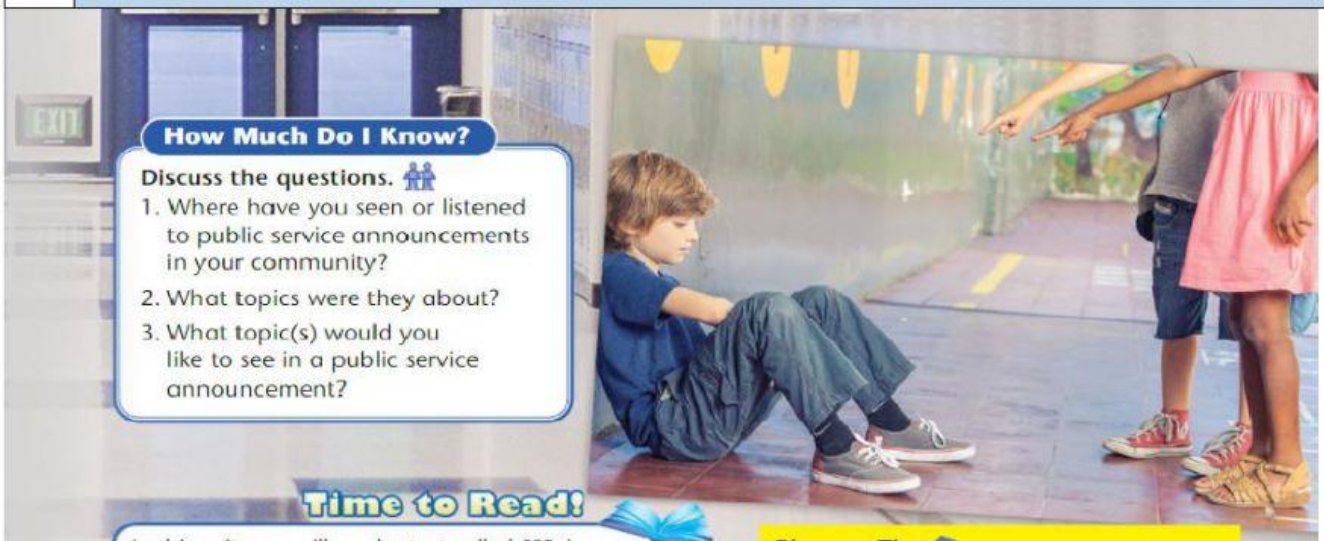
3 Read and listen to the text. Identify which parts of the text are not said in the recording.

NARRATOR: Have you seen a bully at your school? He or she might make fun of someone, frighten or even physically harm the person. [Sound effects (SFX): Students laughing unkindly and a locker slamming shut.] Other kinds of bullying are harder to see, like spreading unkind rumors or calling a person names. [whispering] [SFX: Inspiring music] The good news is that you can help! If you see any of these problems, don't ignore them! Tell a teacher or counselor right away. Together we can make a difference! [SFX: Applause]

Term 1

▶ Discuss how the sound effects make this PSA effective.

1	
2	
3	



How Much Do I Know?

Discuss the questions.

1. Where have you seen or listened to public service announcements in your community?
2. What topics were they about?
3. What topic(s) would you like to see in a public service announcement?

Time to Read!

In this unit, you will read a text called *SEE the Difference*. Alex, Amanda, Daniel and Jessica are working on a campaign that promotes healthy habits among teens. They are ready to help, the only thing they need is a great Public Service Announcement. In this text, you will find examples of how a PSA script can be written. Remember that you will see this icon that shows which pages we suggest you read along the unit.

Glossary Tip

There's always additional help for you. Throughout this unit, there are some highlighted words that are defined in the Glossary at the back of the book. For the rest of the words you might not understand, it's a good idea to look them up on an online dictionary. Ask your teacher for some suggestions. You may also want to visit this link: *http://learnersdictionary.com/*

LIVEWORKSHEETS