APRENDO en casa English

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

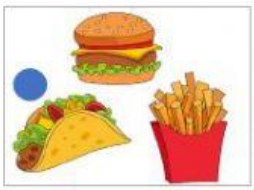
e-mails

clothes

foods

poems

Ads (advertisements)



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

1.

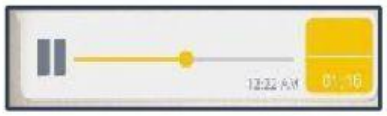
2.

3.

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	☐

LIVEWORKSHEETS

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:
237812

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:
567389

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

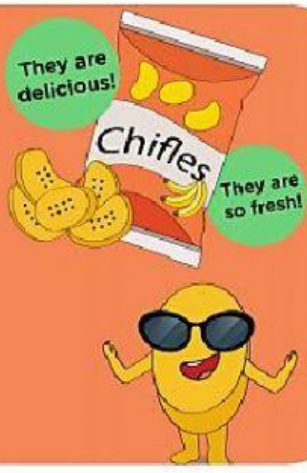
Chifles from Piura

One kilo of chifles for S/. 20.00 soles

Telephone number:
210487

Call now!

Pay with cash or credit card

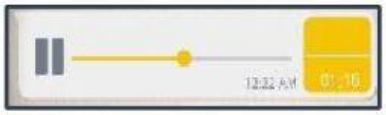


Circle TRUE or FALSE according to the information of the advertisements:

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

LIVEWORKSHEETS

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.

Example:

1.

2.

3.

4.

A. Call now!

C. Buy now!

E. Free delivery!

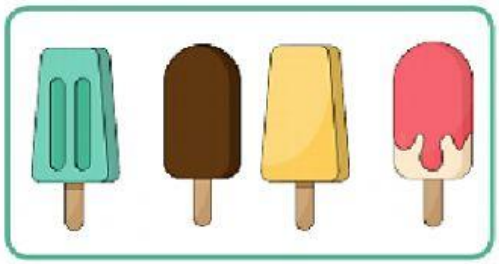
B. Pay with cash

D. Pay with credit card

LIVEWORKSHEETS

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, diséñalo 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.

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

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