APRENDO English en casa

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

LIVEWORKSHEETS

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 bellow.

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

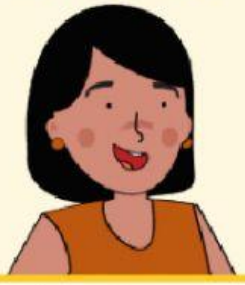
_____ **"Buy four and get one free"**
Cupcake price: S/. 4.00 each
Extra-large cupcake price: S/. 5.00 each

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

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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?

LIVEWORKSHEETS