

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. | <ul style="list-style-type: none"> <li>- Obtiene información relevante de un anuncio publicitario.</li> <li>- Infiere e interpreta información de anuncios publicitarios que promocionan productos.</li> <li>- Brinda una opinión sobre si le encantó, le gustó o no un anuncio publicitario.</li> </ul> |

ACTIVITY 1: CREATIVE ADS



1. What type of texts are they?



A. E-mails

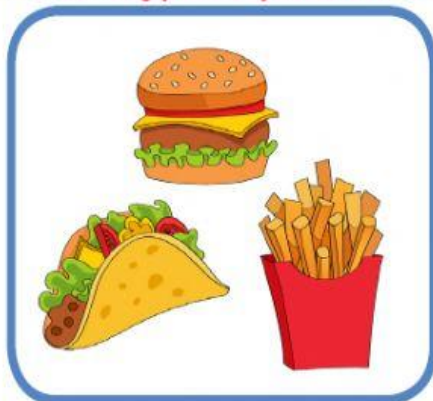


B. Ads



C. Poems

2. What type of product are they?



A. Foods



B. Clothes



C. Electronics

## Creative Ads

Business owner



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: **2 3 7 8 1 2**  
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

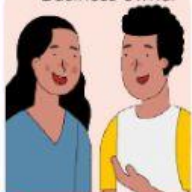
Ten bars of chocolate for S/. 20.00 soles

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

Free delivery!



Business owner



Name: Walter and Juana  
Last names: Yamunaqué Mio  
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: **2 1 0 4 8 7**  
Call now!

Pay with cash or credit card



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

|                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>1.</p>  <p>Do you like this home business idea?</p> <ul style="list-style-type: none"> <li>I hate this idea. <input type="checkbox"/></li> <li>I like this idea. <input type="checkbox"/></li> <li>I love this idea. <input type="checkbox"/></li> </ul> | <p>2.</p>  <p>Do you like this home business idea?</p> <ul style="list-style-type: none"> <li>I hate this idea. <input type="checkbox"/></li> <li>I like this idea. <input type="checkbox"/></li> <li>I love this idea. <input type="checkbox"/></li> </ul> | <p>3.</p>  <p>Do you like this home business idea?</p> <ul style="list-style-type: none"> <li>I hate this idea. <input type="checkbox"/></li> <li>I like this idea. <input type="checkbox"/></li> <li>I love this idea. <input type="checkbox"/></li> </ul> |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

### About Ad number 1:

**Example:** The quinoa cupcakes are delicious and fresh.

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

### About Ad number 2:

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

### About Ad number 3:

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