



LEARNING EXPERIENCE 2:

LET'S CREATE LOCAL AND GLOBAL ADS

ENGLISH LEVEL A2

Competence: Read various types of text.

Capacity: Infer e interpreta información del texto escrito

Performance: Identifica información explícita, relevante y complementaria del audio sobre tres anuncios publicitarios.

Propósito: comprender textos publicitarios sencillos en inglés identificando vocabulario y estructuras que te ayudarán a crear un anuncio publicitario en inglés para promocionar un emprendimiento familiar

FULL NAME: GRADE SECTION.....

ACTIVITY 2: Family Business!

LEAD IN: A home business is small and operates from the business owner's home office. Also, home businesses usually have a very small number of employees, normally the business owner's family members, in which case it is also a family business.



Answer the questions.

Example: Where are they?	a) office	b) factory	c) home
1. Who is the business owner?	a) Mariela	b) Victorio	c) Raúl
2. Who are the employees?	a) Mariela, Antonia and Raúl	b) Raúl, Antonia and Victorio	c) Raúl, Antonia and Mariela
3. What is the product?	a) masks	b) cupcakes	c) photo frames
4. What is the family business name?	a) Raúl's maks	b) Victorio's photoframes	c) Mariela's cupcakes

LET'S PRACTISE

Extract words and phrases from these ads

Ad 1

Romantic and Happy moments

Give a special moment to that special person. From Thursdays to Sundays.

Special offer: Half-price on Thursdays
Choose that special song now and book a serenata:
6098 55477 100

Ad 2

CHEAP AND FAST GROCERIES

We take all the safety precautions to protect you.

Stay home and call us:
4445 89007 322
Special offer: Free delivery

Ad 3

COMFORTABLE AND FASHIONABLE AND TRAINERS

Happy feet, happy legs and a happy body.
Buy now and safe 20%
0900 57399 912
Free delivery

Ads	Adjectives	Call for Action phrases
Ad 1	Example: Romantic 1. <input type="text"/> 2. <input type="text"/>	Example: Choose that special song 3. <input type="text"/> <input type="text"/>
Ad 2	4. <input type="text"/> 5. <input type="text"/>	6. <input type="text"/> 7. <input type="text"/>
Ad 3	8. <input type="text"/> 9. <input type="text"/> 10. <input type="text"/>	11. <input type="text"/> 12. <input type="text"/>

2. UNSCRAMBLE WORDS (adjectives)

- ilepsac
- dogo
- albecnfrot
- cpeha
- alefshnioba

LISTENING COMPREHENSION

Listen to the radio and complete the ads.

Ad 1

Ad 2



- ¿Puedo identificar el lenguaje persuasivo (adjetivos calificativos y frases que invitan a la acción) en anuncios publicitarios? **SÍ - NO**
- ¿Puedo extraer información específica (precio, característica, número de teléfono y similares) al oír un anuncio publicitario en la radio? **SÍ - NO**