



Let's create local and global ads

I. ANSWER THE QUESTIONS. FOLLOW THE EXAMPLE.



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 masks	b) Victorio's photo frames	c) Mariela's cupcakes

II. 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 TRAINERS

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

Free delivery

Ads	Adjectives	Call for Action phrases
Ad 1	Example: Romantic 1. _____ 2. _____	Example: Choose that special song 3. _____ _____
Ad 2	4. _____ 5. _____	6. _____ 7. _____
Ad 3	8. _____ 9. _____ 10. _____	11. _____ 12. _____

**III. LISTENING COMPREHENSION. Listen to the radio and complete the ads.**

Ad 1

Ad 2



El audio está disponible en la sección Recursos para mi aprendizaje

Example	Call now! 98065427100
1.	haircut
2.	haircut for children
3.	Special offer: Are you five or more at home? Pay only
4.	BEST & LAPTOP TECHNICIANS
5.	Whats app: 789 031 (5)
6.	Special offer: Antivirus for if you recommend us to a friend.

IV. EVALUACIÓN.

1.	Puedo identificar el lenguaje persuasivo (adjetivos calificativos y frases que invitan a la acción en anuncios publicitarios?)	
2.	Puedo extraer información específica (precio, número de teléfono y similares al oír un anuncio publicitario en la radio?)	

