



ADAPTAMOS ORALMENTE NUESTROS ANUNCIOS PUBLICITARIOS EN INGLÉS

Objective:

- Today we'll adapt an oral advertisement (radial ad/spot de radio) 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.

ORAL ADVERTISEMENT FOR A BUSINESS	
1.	Adapta un spot radial considerando las características del anuncio.
2.	Adapta el un spot radial considerando el contexto y el propósito.
3.	Expresa su un spot radial con coherencia, cohesión y fluidez.
4.	Expresa su un spot radial ampliando la información con vocabulario adecuado.

Activities:

II. **READING:** Read the text, then, answer the questions:

The brief history of radio advertising: Where did we begin?



By Stewart Hodgson

Newspapers have been around for hundreds of years, ever since the invention of the printing press. However, it was radio advertising that offered companies a near real-time way to reach their target audience.

According to most records, the first radio ad (officially) was developed by the WEAf organization in America, by AT&T. In 1922, the group offered businesses a chance to appear on their radio station in exchange for a fee of \$50.

The first sponsor to take advantage of the deal was the Queensboro Corporation of New York, who used their advertisement to sell real estate.

However, the question of “what was the first radio advertisement” can have different answers depending on who you ask.

During the “golden age” of radio, countless advertisers sponsored entire programs and worked with professionals to produce humorous messages and catchy jingles.

Although the radio industry has evolved a lot since the first ad, new platforms like TV or internet have appeared, and with them, new ways of advertising. Many thought for several years that radio stations would disappear, on the contrary, there's still a huge demand for advertising on the radio in the US and around the world.

According to the text, answer T for true or F for false sentences:

- a) Newspapers offered companies a real-time way to reach their target audience. ____
- b) The first and official radio ad belonged to Queensboro Corporation of New York. ____
- c) The writer is sure about what the first radio advertisement is. ____
- d) The messages in radio commercials were humorous messages and boring jingles. ____
- e) Radio industry has disappeared because of the appearing of platforms like TV or internet. ____
- f) Many businesses still demand for advertising on the radio. ____

II. **RADIO SPOT:** Revisa el siguiente anuncio publicitario en inglés y observa como fue adaptado para un anuncio oral (spot radial).



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AHORA VE A LOS MATERIALES Y ESCUCHA EL
RESULTADO FINAL:



III. **THE CHALLENGE:** El diseño del anuncio publicitario que realizaste para tu negocio familiar fue un éxito, tu familia está tan encantada que ahora te ha encargado realizar un anuncio oral que será transmitido en radio (spot radial). Recuerda que debes adaptar tu anuncio y practicar la pronunciación antes de grabarlo.

- ✓ Primero crea tu guion radial escrito.
- ✓ Practica más de una vez la pronunciación.
- ✓ Enviar la ficha resuelta y el spot radial.

AUTOEVALUACIÓN: No olvides revisar los criterios de evaluación y marcar con un ✓.

	ORAL ADVERTISEMENT FOR A BUSINESS	YES	NO
1.	Adapta un spot radial considerando las características del anuncio.		
2.	Adapta el un spot radial considerando el contexto y el propósito.		
3.	Expresa su un spot radial con coherencia, cohesión y fluidez.		
4.	Expresa su un spot radial ampliando la información con vocabulario adecuado.		

METACOGNICIÓN: ¿Qué estrategia usaste para mejorar la pronunciación? ¿Te gustó el resultado final?