

Class Plan - Discursive Genre - Advertising

1- Choose an ad you can work with the students. (Try using an ad the students could be the target audience).

2- Show the genre characteristics - pictures, images, colours, text, appeal, target audience. Explain how all these elements connect and make the ad work to sell the product.

3- Make questions about the text to train the reading comprehension.

4- Work some grammar topic the students have been studying, showing how it fits and its use with the ad's elements.

5- For homework, ask the students to choose an ad and answer the questions below:

a) What's the topic of the ad? Why?

b) Does the used image relate to the ad's text? Why?

c) Do the colors have connection with the text?

d) Make three questions about the ad's text and answer them.

e) What's the target audience of the ad? Do you think the ad makes the announced product sells? Why?

f) What is the ad's appeal?

g) How is the grammar topic studied used in the ad? What is its function?

h) Do you think this is a good ad? Why?

i) Suggestion: Teacher can ask the students, in groups, to create an ad about a non-released product and present it.