

### **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.**