

T E X A S A D U L T E D U C A T I O N S T A N D A R D S
L E S S O N P L A N

Before you begin

Title: Advertising

Setting: ESL

NRS Level(s): Level 1: Beginning Literacy

Open entry/exit: Yes

Context: Academic

Standard(s): ESL Read with Understanding

Benchmark(s): 1.1, 2.1, 3.1, 4.1, 5.1

Objective: To be able to identify common products and words that appears in advertisements.

Materials: Used magazines, phone book, mass mail advertisements and/or other available advertisements

Estimated time needed to prepare for this lesson plan: 30 minutes

Estimated time needed to complete this lesson plan: 6 hours

The Lesson Plan

Introduce the lesson:

As a class, discuss with students how advertising keeps the public aware of how to acquire certain products. Encourage students to share their experiences with using advertising. Ask students how they learned about the ESL class they are now enrolled.

Teach the lesson:

Distribute the used magazines, newspapers, brochures and/or other resources that were gathered. As a class, have the students identify the most common products and words that appear in the advertisements. Point out how to distinguish items that are free, items that are half price and items that are associated with free gimmicks.

Practice the lesson:

Students work independently and identify logos and brand names in the advertisements that they recognize from their home countries. Students should be instructed to note the products that have the same pronunciation in the U.S. as in their home countries.

Assess the lesson:

Teacher will check periodically for student comprehension on an individual basis.

Apply the lesson to the real world:

Students will gain confidence in reading advertisements and using advertisements to obtain the best price for their money.

Submitted by: Sergio Contreras