

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:** Media

**Setting:** ESL

**NRS Level(s):** Level 2: Low Beginning

**Open entry/exit:** Yes

**Context:** Family

**Standard(s):** ESL Read with Understanding

**Benchmark(s):** 1.2, 4.2

**Objective:** To read and understand the words associated with different print media.

**Materials:** Advertisements from newspapers and magazines, translation dictionaries, chalkboard, chalk

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

**Estimated time needed to complete this lesson plan:** 24 hours (3 hours once a day for eight days)

**The Lesson Plan**

**Introduce the lesson:**

This lesson builds on the lesson “Advertising.” As a class, have the students brainstorm ways that advertisements make it to their hands.

**Teach the lesson:**

Write on the chalkboard the names of places where students might encounter advertisements. Examples are: movies, hospitals, bus stops, etc. As a class, have the students repeat the words that are written on the board.

**Practice the lesson:**

Distribute advertisements that were gathered for this lesson. Students will individually create lists of words contained in the advertisements that are unfamiliar to them. After students complete their lists, the individual lists of the words should be compiled and written on the chalkboard. Students should note the words that are repeated.

**Assess the lesson:**

Oral assessment will be made as teacher calls upon individual students to repeat selected words and phrases. .

**Apply the lesson to the real world:**

Students will gain an awareness of advertisements as a source of job hunting, buying a house, etc.

**Submitted by:** Sergio Contreras