



مدرسة القديسة مريم الكاثوليكية الثانوية - دبي
ST. MARY'S CATHOLIC HIGH SCHOOL, DUBAI

Lesson Plan

Subject	English Language
Class/ Section	Year 8
Week	Week -2 5th September – 9th September (Lesson1 and-2)
Work sent to students by	Google classroom
Total number of lessons per week	5
Unit/Topic	Unit-1 ADVERTISING
Lessons 1,2 – Live Zoom lesson along with face to face instruction for students present on a particular day Work will be assigned in google classroom which will be matched to the students ability.	Lessons 1 & 2 <u>Specific Learning objectives</u> <ul style="list-style-type: none">• Understand what is advertising• Recognise the purpose of advertising and the effect it has on its target audience.• Identify examples of persuasive language in advertisements and understand their effects on the audience.• Revise prepositions. <u>Success Criteria</u> I Can... <ul style="list-style-type: none">• Identify and show my awareness of what an advertisement is .• Differentiate an advertisement from other texts.• Understand the purposes of various adverts and learn about target audiences.• Explore and analyse how the texts are designed for effect, including the use of colour, fonts, images and layout.

<p>Tasks</p> <p>Assessment Criteria/ Essential questions</p> <p>Resources</p>	<p><u>Specific Intended Learning Outcomes</u></p> <ul style="list-style-type: none"> • Students will define the term advertising and identify types of adverts. • Identify the persuasive features in a given text. • Students will understand language and structural techniques used in advertising. <p><u>Starter: -</u></p> <p>“Are you influenced by advertising?”</p> <p>“What factors do you consider when purchasing a product?”</p> <p>What is Advertising?</p> <p><u>Introduction:</u> Sharing of Objectives and outcomes.</p> <p>Activity 1-</p> <p>Discussion Points.</p> <ol style="list-style-type: none"> 1. What Is the Point of Advertising? 2. Purpose of Advertising. 3. Influence and Impact of Advertisements. <p>Whole class discussion with the help of a PPT.</p> <p><u>Development.</u></p> <p>Activity 2 –</p> <p>(Refer to Activity 1 from the text Building Skills in English.(page no.6)</p> <p>(Match the different media with their target audience.)</p> <p>Activity 2-c</p> <p>Analysing Activity 2 question students will be asked to complete the table (Page no.8)</p> <p>Students will revise Prepositions and will list out all the prepositions in the pottery advert given in the text.(Page no.9)</p> <p>Students will share the answers.</p> <p>Teacher will explain how slogans are used in adverts and the purpose as well.</p> <p>Whole class discursion.(Questions 2&3 Activity 2 Page no:- 11)</p> <p><u>Plenary:-</u></p> <p>Teacher will explain how persuasive language is used in advertisements with the help of a PPT.</p> <p><u>Assignment:</u></p> <p>Write your own advert for a new local dry ski slope. Make sure your advert contains at least three prepositions.</p> <p>Text: Building Skills in English</p>
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PPT (digital teaching aids)



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Lesson Plan

Subject	English Language
Class/ Section	Year 8
Week	Week -2 (Lessons -3&4)
Work sent to students by	Google classroom
Total number of lessons per week	5
Unit/Topic	Unit-1 ADVERTISING
<u>Lessons 3&4 –</u> Live Zoom lesson along with face to face instruction for students present on a particular day Work will be assigned in google classroom which will be matched to the students ability.	<u>Specific Learning objectives</u> <ul style="list-style-type: none">• To recognise how descriptive language is used in adverts to make a product more appealing.• To understand the effect of advertising images on an audience.• To understand how an advertisement is made to appeal to its target audience.• Identify adjectives and its effect on the target audience• Revise Clauses, <u>Success Criteria</u> <p>I Can...</p> <p>Make notes on and summarise the main points of a range of texts.</p> <p>Retrieve information from the given text.</p> <p>Identify adjectives and explain how it persuades the audience.</p>

<p>Tasks</p> <p>Assessment Criteria/ Essential questions</p>	<p>Explain to show my understanding of how descriptive language in advertisements to persuade the audience or reader</p> <p>Explain my understanding of lay out and structural features in advertisements.</p> <p><u>Specific Intended Learning Outcomes</u></p> <p>Students will be able to demonstrate their understanding of how language and structural features have a persuasive appeal on its target audience.</p> <p>Starter: -Selected Students will present the advert that they have prepared as Home Work.</p> <p>Introduction: Share Objectives and outcomes.</p> <p>Development.</p> <p>Activity 1-</p> <p>Students will be asked to read the web page from UK Center Parcs holiday resorts (Page no: 11 from Building Skills in English).They will find out the powerful adjectives from the web page and will explain the writer’s purpose of using them in the text.</p> <p>Activity 2 –</p> <p>Students will revise clause by identifying main and sub ordinate clauses.(Sharpen Your Skills) – Page no:- 15.</p> <p>Students will be asked to read the advert from Cancer Research UK.(Page no:-16)</p> <p>Discursion Points:-</p> <ol style="list-style-type: none"> 1.Purpose of the advert 2. How does the images and language used persuade the reader? <p>Students will examine the images and will discuss how these images help to persuade the reader to take part.</p> <p>Plenary: Teacher will recall the advertising techniques.</p> <p>Importance of using persuasive language, usage of descriptive language and the importance of visual impacts will be discussed.</p> <p>Text: Building Skills in English</p> <p>PPT (digital teaching aids)</p>
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Resources	Assignment: Activity 2(b) from the text: Building Skills in English
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Lesson Plan

Subject	English Language
Class/ Section	Year 8
Week	Week -2 (Lesson-5)
Work sent to students by	Google classroom
Total number of lessons per week	5
Unit/Topic	Unit-1 ADVERTISING
Lessons 5 –Live Zoom lesson along with face to face instruction for students present on a particular day Work will be assigned in google classroom which will be matched to the students ability.	<p><u>Specific Learning objectives</u> Create an advert for a product that appeals to a target audience</p> <p><u>Success Criteria</u> I Can... _Recollect the techniques to plan an advert. Recognise the purpose of advertising and the effect it has on its target audience.</p> <p><u>Specific Intended Learning Outcomes</u> Students should be able to recognise how descriptive language is used in adverts to make a product more appealing. Students should be able to understand the effect of advertising images on an audience. Students should be able to plan and draft their advert.</p> <p>Introduction: Share Objectives and outcomes. Development</p>

