

Advertising & Consumer Behaviour

Lesson Plan for ESAL 0350 , Conversation Club

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Objective:	To talk about, and ask/answer questions about Advertisements and Consumerism
Class Time:	50 Minutes
Level:	3 Low Intermediate
Materials:	A hat/container, ~12 pieces of paper with everyday items on them, Interview Q's Sheet, Flash Cards w/ Logos on them.
Set Up:	Class, Circle, Class mingling

Introduction:	
Activity 1: (5 mins)	Begin with a conversation based on the question “Where do we see advertisements?” While we do see advertisements anywhere and everywhere, I’m looking to see if students can name some of the places we see ads. For example; on TV, Buses and bus stops, billboards, social media (twitter , facebook, YouTube), etc... Model/Show them how first
Activity 2: (15-20 mins)	Have Ss’ take turns picking a piece of paper out of a container, each paper will have an everyday item on it. Then going around in a circle each Ss will give three reasons/sentences as to why they think we should buy their item. Model/show them how first
Activity 3: (10-15 mins)	Ss’ are given a few minutes(up to 5)to think of or search for something they like (or even a favourite brand). Then Ss’ are given a worksheet where they are to ask at least 3 different people a few questions on their chosen item (What it is, how they found out about it, why they like it, where to buy it etc...) Model/Show them how first

	After everyone/most people have finished, use the remaining time to come together again as a group and go through each student's item and talk it through with everyone. This may be a good time to bring up harder questions.
Activity 4: (15 mins)	For this activity, Tt will hold up flash cards with logos of two brands that offer the same/similar services. Together as a group, the class goes through the cards and tries to decide which one is better of the two Model/show them how first
Activity 5/Closing:	If there is time left over, play the Sakeru Gumi Commercial for the class and explain why it is your favourite commercial.