



Unit 9 | Session 2

Image is everything

Learning objective: Talk about a memorable ad

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Learning objective: Talk about an ad you remember

Lesson Overview

- 1 Get started: Advertising everywhere!
- 2 Listening: Ads on the radio
- 3 Reading: Ads in the news
- 4 Speaking: That's a great ad!
- 5 Progress check



Get started: Advertising everywhere!



LISTEN FOR GIST Ads on the radio



Listen to a short radio ad.
What is it promoting?



LISTEN FOR DETAIL Ads on the radio

Event: The Summer Fun Run

Date: Saturday _____

First race

- time : _____ am
- age: under _____
- distance: _____ m

Last race

- time: _____ pm
- distance: _____ km

Price \$ _____

- All money goes to: _____



READ FOR DETAIL Ads in the news

Read a short news story about the Summer Fun Run.

What **new information** do you learn?



READ FOR DETAIL Ads in the news

THE SUMMER FUN RUN

On Saturday, June 6, the **second** Summer Fun Run will kick off in Central Park with an exciting 100 m race for the youngest runners in town! The under-5s will start their race at 10:00 a.m., so make sure you're there to see them.

Three more races follow at 5k, 10k and finishing off with the longest race of all, 15k, that **takes the runners around the park three times before finishing at the lake.**

At just \$5 per person, it's a great day out for all the family and all the money goes to **St Bart's** Children's Hospital. What are you waiting for? Grab your running shoes and join in the fun!

PREPARING TO SPEAK That's a great ad!

Think about an ad that you saw or listened to recently and that you liked and remember clearly.

- Where was it?
- What was it for?
- What was it like?
- What did you like about it?
- Did it have a special story/message/music?
- Why do you remember it so clearly?

Prepare to tell your classmates about the ad.



SPEAKING That's a great ad!

1 Tell your classmates about the ad.

Include details about:

- where you saw/heard it
- what it was for
- what it was like
- why you liked it
- why you remember it so clearly

2 Compare all your ads. What do they have in common?

In what ways are they different?



Progress check

Now I can ...

- ☐ Listen to and understand a radio ad.
- ☐ Read and understand a short news story.
- ☐ Talk about an ad I remember.

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Thank you!