

CLIL Lesson Plan: Mad Ads – Creative Advertisement Videos

Teacher: Dr. B. Spoorthi

Grade Level: B.Tech 1st Year – CSE/BT/MME

Course: English for Technical Communication

Subject: Creative Advertisement & Persuasive Communication

Duration: 60 minutes

Objectives:

Content Objective:

- By the end of this lesson, students will understand the principles of persuasive communication and advertisement strategies.

Language Objective:

- By the end of this lesson, students will be able to create and present an engaging advertisement using persuasive language and creativity.
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Materials:

- Projector and screen
 - Handouts on advertisement strategies and persuasive techniques
 - List of products for advertisements
 - Mobile phones or cameras for recording
 - Video editing apps (optional)
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Preparation:

- Prepare a presentation explaining persuasive techniques used in advertisements.
 - Create a handout outlining key advertising strategies and examples.
 - Arrange classroom seating to facilitate group collaboration and preparation.
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Procedure:

1. Introduction & Instructions (10 minutes)

- Begin with a discussion on the role of advertisements in influencing consumer behavior.
- Explain persuasive techniques such as emotional appeal, humor, and credibility.
- Provide students with a handout summarizing these strategies.
- Introduce the activity: students will create 30-second advertisements for given products.

2. Preparation & Scriptwriting (30 minutes)

- Divide students into small groups and assign each group a product from the list:
 - Computer chip, test tube, scale, balance, microscope, light, gold, news, lens, crop, refrigerator, fire, technology, documents.
- Instruct students to brainstorm and write a short script highlighting their product's unique selling points using persuasive techniques.
- Encourage creativity, humor, and an impactful message.

3. Shooting & Submission (15 minutes)

- Students act out and record their advertisement videos using mobile phones or cameras.
 - Ensure that each group adheres to the 30-second time limit.
 - Groups submit their final video for review.
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Conclusion (5 minutes)

- Summarize key takeaways from the lesson.
 - Ask students to reflect on their learning and challenges faced in the activity.
 - Assign a short written reflection on how advertisements influence consumer decisions.
 - Thank students for their participation.
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Assessment:

- Evaluation of advertisement videos based on creativity, persuasive techniques, and clarity.
 - Observation of participation and teamwork during preparation.
 - Review of students' written reflections to assess understanding of advertising strategies.
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Homework/Extension:

- Assign students to analyze a real-world advertisement and identify persuasive techniques used.
- Encourage students to create an improved version of an existing ad using new strategies.

Note: This CLIL lesson plan integrates creative expression with persuasive communication, helping engineering students enhance their presentation and marketing skills through an engaging and interactive activity.