



Bell Language Centre



Teacher:	Ed Rush	Date:	27-01-2026
CEFR Level:	B1	Duration:	46 Minutes
Lesson Shape:	E (Receptive Skills)	Assessment:	N/A
Main Focus:	Reading	Materials:	B1-Superconsumer-Reading.pdf / B2-Ext.pdf

Main Aim: By the end of the lesson, learners will have developed their reading sub-skills of skimming for gist and scanning for numerical data within the context of analyzing the “Superconsumer” habits of Generation Y.

Differentiated Input

Pedagogical Rationale: Differentiated Input & Learner Autonomy

This lesson utilizes a “Tiered Text” strategy. Higher-ability learners (B2 range) are provided with a more linguistically complex version of the text (B2 Extension) should they complete the B1 tasks ahead of schedule.



CLICK LINK FOR SLIDESHOW

<https://elwrush.github.io/lesson-plan-agent/Superconsumer-Generation/>

Time	Goal	Procedure	Int
STAGE ONE: Lead-in & Vocabulary			
14 Min	To activate schema and clarify key vocabulary.	<ul style="list-style-type: none">• Part 1: Video Hook (6 min). Play the YouTube video (https://www.youtube.com/watch?v=_x48tY5sfYM) showing Amazon fulfillment center.• Elicit curiosity: “What is the ‘cost’ of getting our products so fast?”• Part 2: Pre-Teach Vocabulary (8 min). Clarify/Elicit markers:	Ss- Ss / T- Ss

Time	Goal	Procedure	Int
		<ol style="list-style-type: none"> 1. Demand /dɪ'mɑ:nd/: A strong request for something to be provided. 2. Multinational /,mʌlti'næʃnəl/: Involving several different countries. 3. Influence /'ɪnfluəns/: The power to have an effect on people or things. 4. Interact /,ɪntər'ækt/: To communicate or do things with other people. 5. Personalize /'pɜ:rsənəlaɪz/: To design or change something so that it is suitable for a particular person. 	
STAGE TWO: Reading for Gist & Detail			
23 Min	To practice skimming and scanning sub-skills.	<ul style="list-style-type: none"> • Skimming (Task 2) (6 min). Ss skim paragraphs 2-6 to match headings. Focus on speed. • Scanning for Numbers (Task 3) (8 min). Ss scan for specific figures to identify their context. • Detailed Reading (Task 4) (9 min). T/F/NG task. Ss must find textual evidence for their answers. • Fast Finisher: Direct to "B2 Reading Extension" at the end of the material. 	Indiv / Ss-Ss
STAGE THREE: Reflection & Critical Thinking			
9 Min	To personalize the topic and practice analytical writing.	<ul style="list-style-type: none"> • Personalization (Task 5). Ss discuss their shopping habits vs. their parents'. • Writing Production. Ss write a reflection (min. 70 words) on: Trust in influencers, Personalized ads, and Social Media impact. • T monitors timings (10 min timer). 	Ss-Ss / Indiv