

TALKING ABOUT ADVERTISEMENTS

Lesson: Talking About Advertisements

At the end of today's lesson, you will:

- Be able to talk about advertisements
- Be able to pronounce the sounds /k/ and /g/ correctly
- Be aware of some vocabulary relating to today's topic



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Technical support



Use headphones



No speaker

Warm up

Watch the video and answer the questions.

1. What product did you see in the video?

2. What is the best advertisement you have seen?



Source: <https://youtu.be/YxB-gvZqK1U>



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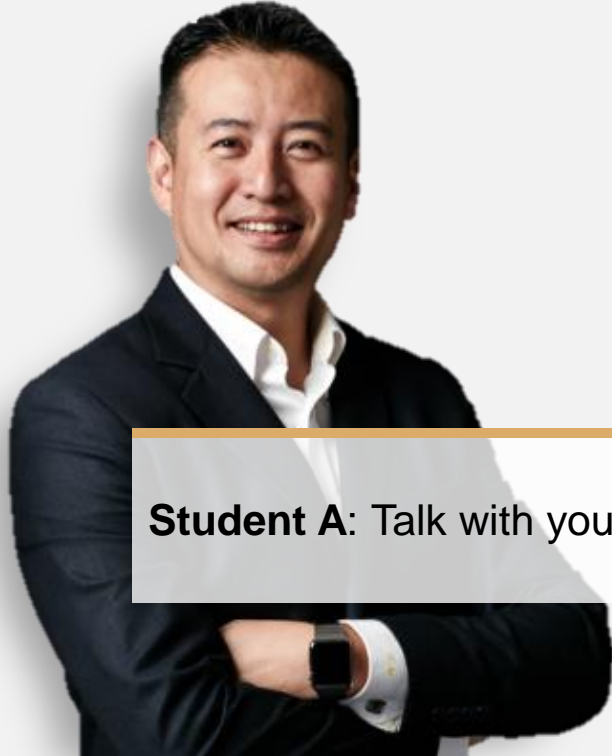
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Free talk

Choose one role and act it out with your partner in 2 minutes.



Student A: Talk with your friend about advertisements.



Student B: You are student A's friend. Talk with him/her.



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Dialogue

Learn how to talk about advertisements.



Daniel



Melisa

Oh, advertisements again. They're so **annoying**.

Really? Can you tell me about an interesting advertisement you have seen?

What was it about?

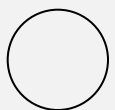
Perhaps they were presenting the drink as something special, like a Christmas gift.

Yeah. I agree that some of them are **boring**, but some are quite **creative**.

It was an advertisement for Coca-Cola, one of the biggest **brands** in the world.

The **advert** showed a picture of Santa Claus smiling and holding a bottle of Coke.

I think so, but I worry that those kinds of advertisements will encourage children to **pester** their parents.



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Vocabulary

Learn how to talk about advertisements.



Annoying



Boring



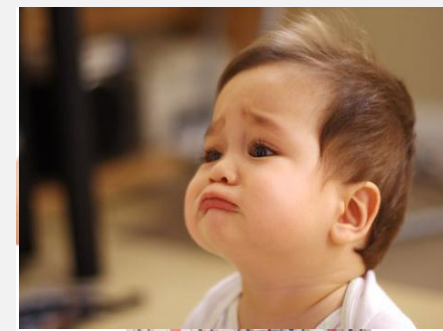
Creative



Brand



Advert



Pester



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Speak Out Loud

Learn how to pronounce the sounds /k/ and /g/ correctly.

Read all the words below:



Creative



Agree



Encourage



Great



Cost



Ghost



Class



Glass



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Learn how to pronounce the sounds /k/ and /g/ correctly.

Common mistakes:

/g/: Creative, Agree, Encourage, Great, Cost, Ghost, Class, Glass

Correct pronunciation:

/k/

- Creative, Encourage, Cost, Class

/g/

- Agree, Great, Ghost, Glass



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Conversation

Pair work: Choose a context and talk with your teacher in 2 minutes.

Student:

Talk with your teacher about advertisements.

Suggestions:

- ✓ They're so annoying.
- ✓ I agree that some of them are boring, but some are quite creative.
- ✓ Can you tell me about an interesting advertisement you have seen?



Your kids always stare at the TV when advertisements are playing.



Describe a memorable advertisement that you have seen.



You think advertising is so annoying and a waste of money.



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Assessment

Here are some comments on your performance.

Student	Pronunciation	Grammar	Other
1.			
2.			
3.			
4.			
5.			
6.			



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Homework

Complete the assignment below and find more in Related Lessons.

Homework

- ✓ Pronunciation: **The sounds /k/ and /g/**
- ✓ Vocabulary: **Talking About Advertisements**
- ✓ Finish your homework Vietnam: [here \(It doesn't apply to all students\)](#).
- ✓ Finish your homework Thailand: [here \(It doesn't apply to all students\)](#).



Click on the star to rate
I am most satisfied



Teacher



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Material

- ✓ Please don't forget to rate our lesson today.



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