

## “BEYOND THE CLASSROOM” ENGLISH SELF-STUDY GUIDE

School	_____	City	_____
Teacher's name	_____		
Student's name	_____		
Grade	10	Level	A2

### ORIENTACIONES PARA LOS PADRES DE FAMILIA

Esta guía de trabajo en casa está diseñada para contribuir al desarrollo de las habilidades comunicativas del idioma Inglés, el desarrollo de las actividades le permitirá a su hijo (a) reconocer vocabulario básico para describir las características principales de un producto e identificar la mejor manera de diseñar un anuncio para darlo a conocer a la audiencia. Su hijo(a) deberá dedicar una hora para el desarrollo de las diferentes actividades propuestas en la presente guía. Cada actividad describe el tiempo estimado y las respectivas instrucciones de la siguiente manera:

- En la **actividad 1**, su hijo (a) desarrollará una actividad de vocabulario en la cual debe relacionar la frase con el producto representado en las imágenes.
- En la **actividad 2**, su hijo (a) leerá un artículo sobre diferentes estrategias para hacer un anuncio o publicitar un producto, deberá contestar tres preguntas que darán razón de la comprensión del texto.
- En la **actividad 3**, su hijo (a) deberá escuchar un audio #18, las veces que sean necesarias para desarrollar el ejercicio de escucha de la página 58 del libro *English, please! Student 's Book 10th*, tendrá acceso al audio dando click en el enlace, además encontrará el ejercicio en el libro disponible en la página Colombia Aprende, sin embargo puede realizarlo solo utilizando esta guía. Luego de escuchar el audio deberá seleccionar la respuesta correcta.
- En la **actividad 4**, su hijo (a) encontrará un ejemplo de un anuncio, en cual deberá relacionar con las expresiones que lo describen para finalmente responder cuatro preguntas de selección múltiple que le permitirán dar razón de la forma del texto.
- En la **actividad 5**, su hijo (a) seguirá los ejemplos del audio de la actividad 3, seleccionará de manera autónoma un producto para diseñar por escrito un anuncio para audiencia radial.
- En la **actividad 6**, como actividad de producción su hijo (a) realizará la grabación de su voz presentando el anuncio escrito en la actividad 5.
- Finalmente, con el objetivo de desarrollar una evaluación formativa su hijo (a) deberá reflexionar y contestar dos ejercicios para autoevaluar su proceso. Escribirá un (✓) en la opción que considere correcta. En los ejercicios su hijo(a) podrá encontrar ejemplos para facilitar su comprensión y desarrollo. El acompañamiento y apoyo a su hijo(a) en la realización de esta guía es muy importante. Al final encontrará unas preguntas que puede hacer a su hijo(a) para verificar lo aprendido.

## WELCOME TO THIS SELF-STUDY GUIDE

This English self-study guide helps you to practice your communicative skills in English language while learning some vocabulary to describe a product and the best way of advertising it. All the activities are related to the topics presented in the English Please Fast Track 2 Module 2 Unit 1 Lesson 3. It starts with a vocabulary activity to help you to identify new words and expressions that you can find in an advert, then it continues with a reading exercise about the different ways of advertising a product. After that, you will develop a listening activity and demonstrate your understanding of the audios by answering some questions. Then, you are going to identify some useful language for designing an advert which is the final writing and speaking task. Finally, you will complete some exercises and answer a self-assessment item to revise your progress.

Topic	Skill(s)	Grammar	Vocabulary	Function(s)
What we spend money on	Reading and writing	Will and won't to make predictions	Advertised products	Describing things

## GET READY

<b>Study time needed:</b>  <b>1 hour</b>	<b>Resources:</b> <i>English dictionary, PDF file of English Please 2 student book 10th, listening tool (smart phone, MP3, computer, etc)</i>
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### LEARNING OBJECTIVES

*What will you learn/practise/reinforce with these activities?*

- To recognize different words to talk about products.
- To identify information to describe an advert.
- To design and present an advert.

### LEARNING STRATEGIES





*What can you do to achieve the objectives?*

- Read the instructions carefully.
- Write on your notebook any new word you read or listen to.
- Read the estimated time of each activity to control your learning process.
- Use the online dictionary to look for the meaning and to practice pronunciation.
- Listen to the track as many times as you need to develop the activities.
- Look at the examples given. They are provided in each task.
- Look at the extra resources to help you with pronunciation and extra self-study.

## ACTIVITIES

### 1. VOCABULARY TASKS

#### A. Match the pictures with the corresponding sentence. Follow the example

1	 Beauty products 1. _____	a. kids won't stop playing with them, they are soft and useful at any age.
2	 Electronic Products 2. _____	B. You can choose them according to your likes and they will represent your personality and show your fashion style.
3	 Toys 3. <b>a</b> _____	c. Your lifestyle will get easier when having all these useful tools at home.
4	 Clothes 4. _____	D. You will feel like you are the most beautiful woman in the world.



5		Hygiene Products	5. _____	e. Enjoying time with friends won't be easy if you don't have the appropriate tools to play.
6		Pet Products	6. _____	f. Your body will be healthy and comfortable when using them every day.
7		Sports Equipment	7. _____	g. Taking care of your dog won't be easier without them. Your dog will love you!
8		Food and drinks	8. _____	H. Your body will show what you eat, choosing the best diet will determine your health.



## 2. READING TASKS

-Read the text and answer the questions

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### THE ADVERTISING GAME

Companies use different techniques in their adverts to attract people to their products. Here are some of the most common strategies.

#### Celebrities

We all know these adverts - you see a popular singer, sports person or model using a product, and it makes you want to buy it, so that you can be just like your favourite celebrity.

#### Visual stimulation

Companies advertise their products in a creative way. They use strong colours to catch your eye, because they attract us to the product and they look good.

#### Emotional attraction

A lot of adverts promote their products by using music, images and stories that touch your emotions - love, friendship, nostalgia, etc. This is a very powerful way to attract you to their product.

#### Humour

This is a very common and successful way to advertise a product. People enjoy laughing, and they like to watch adverts again and again if they are funny. Soon, you associate this pleasant feeling with a product.

#### Special offers

Companies often make you believe that you are getting something for free if you buy their products. Be careful - this is usually not true!



#### Glossary

- celebrities: *famosos/as*
- strategies: *estrategias*
- catch your eye: *llamar la atención*
- promote: *promocionar*
- pleasant: *agradable*
- special offer: *oferta*
- for free: *gratis*

Exercise Taken from "English, please! Student's Book 10th Page 57

**A. Which of the techniques in the text do you think is the most effective? Why?**

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**B. Which celebrities are advertising products on TV at the moment?**

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**C. Can you think of any adverts that make you feel emotional? What products are they advertising?**

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**3. LISTENING TASKS Track 18**

<https://d3rhaqd7pe5pkw.cloudfront.net/English%20Please/Audios%20mp3/English%20please%20fast%20track%20EP2/mp3ep2.zip>

**A. Listen to three adverts. For each one, write:**

	<b>a. The name of the product</b>	<b>b. The type of product</b>
1.		
2.		
3.		

**B. Listen again and choose the correct option**

**Advert 1**

1. How much does it cost to call abroad?
  - a. It's free for 30 minutes a day
  - b. 30 pesos per minute
  - c. It's free all the time

**Advert 2**

2. What can't you do with this product?
  - a. Go into the garden
  - b. Explore the house
  - c. Fall off

**Advert 3**

3. What isn't true about this product?
  - a. It contains vitamins
  - b. Your dog should eat it every day
  - c. It contains one type of meat

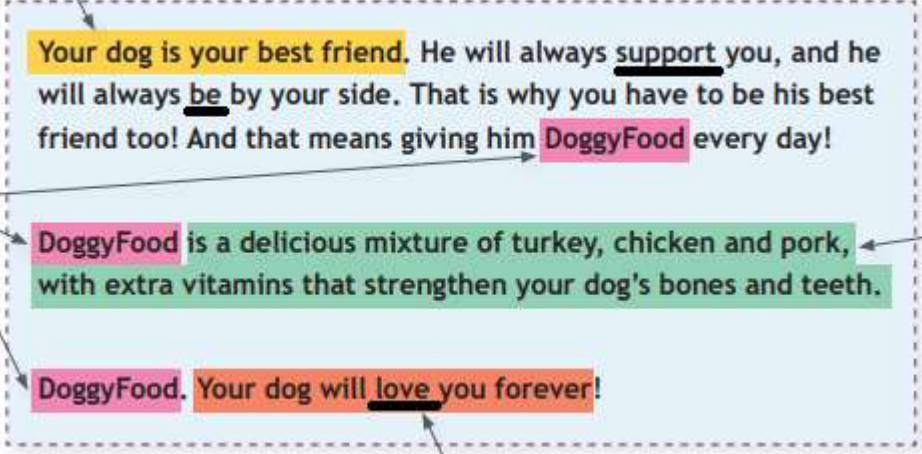
*Exercise adapted from "English, please! Student's Book 10th Page 58*

#### 4. USEFUL LANGUAGE TASKS

##### A. Match the descriptions to the parts of the text

1. A description of the product \_\_\_\_\_
2. A prediction about the impact of the product \_\_\_\_\_
3. A line that touches the listeners' emotions \_\_\_\_\_
4. The name of the product \_\_\_\_\_

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**a**  
 Your dog is your best friend. He will always support you, and he will always be by your side. That is why you have to be his best friend too! And that means giving him **DoggyFood** every day!

**b**  
**DoggyFood** is a delicious mixture of turkey, chicken and pork, with extra vitamins that strengthen your dog's bones and teeth.

**c**  
**DoggyFood.** Your dog will love you forever!

**d**

*Exercise adapted from "English, please! Student's Book 10th Page 59"*

##### B. Look at the advert above and choose the correct option.

1. The advert is about:
  - a. Future
  - b. Past
2. The underlined verbs are:
  - a. In past form
  - b. In base form
3. In the text, the verb "support" means:
  - a. You can always rely on your dog
  - b. You won't be helped by your dog
4. The negative form of the last sentence "your dog will love you" is:
  - a. Your dog not will love you
  - b. Your dog won't love you

**5. WRITING TASKS**

-Choose a product and design a radio advert. Follow the examples you listened to on exercise 3 and the following instructions:

-Name the product

-Make a description of the product

-Mention how the product will impact the listener's life

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**6. SPEAKING TASKS**

-Now, it's time to record yourself presenting the advert, imagine that you are a publicist, and you want to sell a product. Follow the examples of the speakers you listened to on exercise 3. Your recording must take from 30 seconds to a minute maximum.

## 7. SELF-ASSESSMENT TASKS

-Tick (✓) the appropriate box according to your progress

STUDY SKILLS	ALWAYS <span style="border: 1px solid black; padding: 2px;">11</span> 	SOMETIMES <span style="border: 1px solid black; padding: 2px;">12</span> 	NEVER <span style="border: 1px solid black; padding: 2px;">13</span> 
I write new words in my Vocabulary notebook and I am interested in learning them.			
I proofread my writing.			
I ask questions when I don't understand.			
I learn from my mistakes.			
I take self-study learning guides responsibly			
My learning guides are ordered, well done, identified with my personal information and complete.			

### THIS IS THE END

Congratulations! You are doing a great job. You must continue practicing the new vocabulary and expressions to describe a product and to encourage people to buy it. Check the following useful resources to strengthen learning. Finally, take care of yourself and your lovely family.

## USEFUL RESOURCES

-You can visit this page to find some examples for advertising to practice and improve your skills:

<https://www.wordstream.com/blog/ws/2012/02/08/seven-innovative-ads>

-You can visit this page to find some exercises for advertising and practice your listening skills:

<http://www.michellehenry.fr/civipublicite.htm#ads>

-You can use this dictionary to practice vocabulary, pronunciation and meaning:

<https://www.wordreference.com/>

## ANSWER KEY

### VOCABULARY TASKS

#### A. Match the pictures with the corresponding sentence

1. d
2. c
3. a
4. b
5. f
6. g
7. e
8. h

### READING TASKS

#### A. Listen to three adverts. For each one, write:

	c. The name of the product	d. The type of product
1.	CallsOne	Mobile phone network

2.	MyBabyBike	A save bike for young children
3.	DoggyFood	Dog food

**B. Listen again and choose the correct option**

**Advert 1**

1. A

**Advert 2**

2. C

**Advert 3**

3. C

**4. USEFUL LANGUAGE TASKS**

**A. Match the descriptions to the parts of the text**

1. D
2. C
3. A
4. B

**B. Look at the advert above and choose the correct option.**

1. A
2. B
3. A
4. B

**ORIENTACIONES FINALES PARA LOS PADRES DE FAMILIA**

Una vez su hijo (a) ha desarrollado completamente todas las actividades propuestas en esta guía, es importante verificar resaltar su trabajo y dedicación, además es primordial verificar su proceso de aprendizaje; por lo tanto, le sugerimos hacerle a su hijo (a) las siguientes preguntas:

1. ¿Cuál fue la actividad que más te gustó? ¿Por qué?
2. ¿Qué actividad te pareció más compleja? ¿Por qué?
3. ¿El tiempo destinado a cada actividad fue suficiente? Si o No ¿Por qué?
4. ¿Consideras que aprendiste vocabulario nuevo para diseñar un anuncio?
5. ¿Empleaste algunos de los recursos sugeridos en la sección USEFUL RESOURCES?

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