PROPÓSITO:

Explains ideas presented in an oral or written text about topics of interest or that are familiar through the use of previous knowledge, inferences or interpretations.

MOTIVACIÓN:

WATCH THE VIDEO ABOUT ADVERTISEMENT

WHAT IS ADVERTISEMENT

EXPLICACIÓN:

STUDENTS READ DE FOLLOWING TEXT:

Protect your children from advertising

By Healthy Kids Foundation

Being a child today is very different from what it was ten or fifteen years ago. Children see thousands of advertisements on TV, on the Internet, and all around them daily. As a parent, you can help your children face “the dangers” of advertising by talking and explaining to them what advertisers do and what their intentions are. Children need to understand that advertisers will always try to make them buy something because that is their job. They will always try to present things creatively so children end up desiring the products that companies advertise. Finally, as a parent, you can help your children learn the differences between commercial advertising messages and other types of media messages that are produced with educational, entertaining, or informative purposes.

“I can understand from this discussion that parents have the responsibility to guide their children and let them see how advertisers can trick them”… “I also understand that not all advertisements have the same intention, and it is important to differentiate among the types .”

when reading a text, the student makes comments that evidence his/her understanding.

EJERCICIOS:

READ THE TEXT CAREFULLY AND ANSWER THE QUESTIONS:

THE POWER OF ADVERTISEMENT

EVALUACIÓN:

LOOK AT THE AD AND THINK ABOUT THIS:

LET´S HAVE A LOOK

BIBLIOGRAFÍA: