

Lesson Plan (2013-3)

Making Advertisements for Walmart in China

Teacher: Shiffon Theodorou

School: Simsbury High School, Connecticut

Grade Level: Grade 9

Proficiency Level: Novice-high

Learning Objectives

Performance Objectives: As a result of this lesson, students will be able to

- understand the discounts in Chinese advertisements
- calculate prices of sales items
- create and present an advertisement poster

Language Objectives:

New vocabulary: 沃尔玛 广告
原价 减价 半价
打折 大特卖 买一送一

New structures: 打几折? 打……折

Review language items: 多少钱 块 毛 分

Cultural Objective:

Understand that discounts in prices are expressed in Chinese in a way that is a reverse of that in English, e.g., "20% off "in English is said in Chinese as "8折 (discount)."

Evidence of Learning

Interpretive task:

Students will read authentic advertisements and figure out the discount prices.

Interpersonal task:

Students will create advertisements for sales at Walmart in China.

Instructional Activities

DO IT NOW/WARMING UP

- Show the PowerPoint slides of Beijing, Shanghai and Xi An. Talk with the students and introduce the Walmart in these cities.

- Announce the purpose of the lesson: to create advertising posters for Walmart in China.

ACTIVITIES

1. Providing comprehensible input of expressions for promoting sales

- Show the PowerPoint slides to introduce sales expressions 大减价, 半价, 买一送一, 大特卖. Use the target language to explain the meaning of these expressions.

2. Guiding the students to discover how to indicate discounts in Chinese

- Show a Chinese promotion poster of different items and introduce the new word 打折.
- Have the students figure out how discounts in prices are expressed in Chinese by looking at different discount signs.
- Check comprehension of 打五折, 打八折, 打八五折 by asking the students to tell the prices after different discounts.

3. Reinforcing the new language items through pair work

- Have the students work in pairs. They read sales advertisements from different stores, figure out prices, and find out the cheapest place to shop.
- Discuss the answers of the group work and check for understanding.

4. Reading authentic advertisements in groups

- Assign each group to read an authentic advertisement and figure out the answers to three questions:

Question 1: 卖什么?

Question 2: 打几折?

Question 3: 卖多少钱?

- Have each group tell the class about their advertisements.

5. Making advertisements for Walmart in China.

- Provide a model to show how to make advertisements and present them.
- Ask the students to work in groups and create advertisements for Walmart in China.
- Have the students present the advertisements they have created.

CLOSURE

Have the class vote for the best advertisement.

Assignment

Write to explain why you like the poster you voted for.