

Advertising Direct Method Lesson Plan

READ ALOUD:

Have a lot of bills? Tired of not having enough money? Are you interested in making more? Call Manpower Industries at 555-8700 today! Manpower Industries is a dynamic company looking for enthusiastic people who want to work part-time. Don't worry - you don't need any experience. We will train you. We're open daily from 9 a.m. to 6 p.m. so call now at 555-8700 or stop by our office at 7720 South Town Square Avenue at the corner of Spring Mountain and Twain. Don't miss this chance to make some quick cash. Call Manpower Industries at 555-8700 today!

QUESTION AND ANSWER SESSION:

Q: What is this advertisement for? Q: What is the phone number? Q: Where is the office located? Q: When is the office open? Q: What is the name of the company? Q: What type of work is available? Q: What kind of experience do you need to work there? Q: What should you do if you are interested?

CONVERSATION PRACTICE:

Have you ever been short of money? What did you do about it? Have you ever had a part-time job? What was it like? What is your favorite advertisement, and why?

FILL IN THE BLANK EXERCISE: See attached sheet.

DICTION:

I'm going to read a passage. The first time I read it I want you to LISTEN. The second time, I want you to WRITE what I read. The third time you CHECK IT for completeness.

LISTENING COMPREHENSION PRACTICE:

Teacher reads two to three short radio announcements out loud and asks students three True/False questions after each ad is read.

PARAGRAPH WRITING:

Write your own short radio announcement. Your advertisement can be for anything you like.