

Vocabulary

Name _____

<u>Adjectives</u>	<u>Adverbs</u>	<u>Verbs</u>
amazing bargain exceptional free remarkable revolutionary sensational startling	magically <u>Nouns</u> a bargain a deal an offer	to hurry to try to want

Expressions**like magic**

new and improved - New and improved Dawn cleans like magic!

just arrived – A better way to lose weight just arrived.

last chance - This is (could be) your last chance... to find exceptional deals like this!

introducing/announcing – Announcing a new way to *clean*!

easy to use – The new AOL is fast, fun and easy to use!

see for yourself – Come and see this remarkable offer for yourself!

your complete satisfaction is guaranteed (or your money back)

don't your deserve.....?

– You work hard everyday, don't you deserve to relax and enjoy..... *a meal at Bennigan's?*

treat yourself to.... – Go ahead, treat yourself to a day at our spa!

peace of mind – If you seek peace of mind, then have we got the solution for you!

- Huggies offers you and your baby, peace of mind and a remarkable value!

proven technology – Trust our proven technology.

rest easy knowing You can rest easy knowing Termidor is hard at work keeping termites out of your home

--- **out of** --- 4 out of 5 dentists agree, colgate is the best thing for teeth.

come see/touch/feel/taste the difference – Come see the difference at Mullinax Ford.

- Come taste the difference at Sizzler's bar and grille.

Discussion questions Name _____ Date _____

Pose these questions to the students for discussion. It is not necessary to make a copy for everyone.

This assignment was adapted from following web site:

<http://www210.pair.com/udticg/lessonplans/consumerism/index.html>

1. Share language log contributions.
2. Call on a few volunteers to share their answers to the first four questions.
3. Do you think the suspected target demographics impacted the types of commercials shown?
4. Have students count the “yes” answers in column two, and then count the “no” answers.
5. Discuss the results. For example: do shoppaholics have more yes answers than minimalists?
6. Repeat the process for column 3.
7. Discuss what students liked and didn’t like about the ads.
8. Discuss the persuasive techniques used in the ads, and other marketing tactics.

Student Name: _____

Oral Presentation Rubric : TV COMMERCIAL

CATEGORY	4	3	2	1
Preparedness	Student is completely prepared and has obviously rehearsed.	Student seems pretty prepared but might have needed a couple more rehearsals.	The student is somewhat prepared, but it is clear that rehearsal was lacking.	Student does not seem at all prepared to present.
Speaks Clearly	Speaks clearly and distinctly all and mispronounces no words.	Speaks clearly and distinctly for the most part; mispronounces one or two words.	Speech can be understand with some effort. Mispronounces several words.	Often mumbles or can not be understood OR mispronounces numerous words. Comprehension is impeded greatly
Props	Student uses a prop/costume/or other visual representation. Use of props is creative and adds to the realism.	Student uses a simple prop which adds to the realism.	The prop does not add significant realism to the script; the presenter does not manipulate the prop (it is just there).	The student uses no props OR the props do not logically apply to the commercial.
Vocabulary/content	Uses typical TV vocabulary creatively and extensively.	Uses typical TV vocabulary.	Vocabulary is adequate but is not typical of American TV commercials	Vocabulary is extremely simple.
Lines	Student has at least 3 significant lines (More than 5 words).	Student has 2 significant lines.	Student has 1 significant line.	Student has only 1 or 2 lines, and they are very short (less than 5 words).

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RubiStar Rubric Made Using: RubiStar (<http://rubistar.4teachers.org>)