

Lesson Plan #4--ESL

Title: Reading and Vocabulary – Sale Ads

Designed by: Nancy Walters – SWIC

Skill Level: Intermediate

Objectives:

By the end of this activity, intermediate ESL students will be able to:

- Understand the terms in a newspaper ad. Examples include:
 - *Bonus sale*
 - *Doorbusters*
 - *Gift card*
 - *Promotional code*
 - *Entire stock*
 - *Cannot be combined with any other offers*
 - *Final price reductions*

Session Time: 30 minutes

Materials:

- J.C. Penney ad – in newspaper

Methods: Guided discussion, cooperative learning, interactive participation

Procedure:

1. Tell students to highlight words/phrases they don't know
2. Instructor writes these words/phrases on the board
3. Class arrives at definitions

Assessment:

Questions such as:

- 1) Should Mary (imagined shopper) wait for the prices to be reduced more? Explain.
- 2) How much does Mary save if she spends \$50.00

Follow-up Activities:

Hypothetical situation: Mary has \$200 to spend on shoes, jewelry and clothes.

- How can she get the most for her money? When? What places—online, catalog, store?
- What coupons can she use?

NOTE: This lesson was developed during the **ESL New Teacher Orientation Workshop** on February 8, 2008 at the Rend Lake College Marketplace.