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Oxford: Oxford University Press.Lee, F. (1994). The effect on listening comprehension of using television commercials in a Chinese as a second language course. Research Report . (ERIC Reproduction Service No. ED).McGee, K. & Fujita, T. (2000). Playing the semiotic game: Analyzing and creating TV commercials in an ESL class. The Language Teacher. 24(6), 17-24.Mendelsohn, David J. and Rubin, Joan (Eds) 1995. A Guide for the Teaching of Second Language Listening. Dorminie Press, Inc.Smith, A. & Rawley, L. A. (1997). Using TV Commercials to Teach Listening and Critical Thinking. The Journal of the Imagination in Language Learning and Teaching. Vol.4. Retrieved from the web July 29, 2005. Lesson plans for using an Apple commercial (Think Different- Here's to the Crazy Ones) 1. Pre-activity2. First viewing3. Check pre-activity4. Research one person in the commercial5. Listening only (words they hear)6. CLOZE activity7. Pronunciation practice8. Analysis of components of commercial 1. Show the commercial & comprehension check2. Discuss the purpose & explain why you agree or disagree3. Identify the characters4. Research the people in the commercial5. Rank the characters6. Add/remove characters7. Make your own list from (e.g. historical, personal)8. Create your own commercial Websites to find commercials and short videosNotelIf the goal is more than merely identifying the web address of the site or video, then you may need a plug-in to assist you. We recommend using DownloadHelper - a plugin that works with Mozilla's Firefox . The plug-in allows users to download any Flash video file from dozens of sites. Simply install the plug-in, restart the browser and head to your favorite video site. Once a page you are viewing contains a TV commercial, click on the download button next to the web address window and save the file. Now you can use this file in your teaching. If you are tech savvy, you can insert the TV commercial into a webpage or add it to your course content management system. It is also possible to simply add a link to the TV commercial and thereby avoid downloading TV commercial altogether. The Internet TESL Journal, Vol. XIV, No. 5, May 2008 A Part of Conversation Questions for the ESL Classroom. What is the most shocking advertisement you have seen? What is the funniest advertisement you have seen? Describe it. What makes an ad memorable? What are the different types of advertising? (Eg. TV) What types of companies choose each type? Do you buy products because of advertising? Do you find advertising persuasive? Why do you buy one product over another? Should advertisers be allowed to advertise to children? Should alcohol or tobacco companies be allowed to advertise? Why or why not? What do you think of celebrity endorsements? Which celebrities advertise which products? Do favorite or annoying celebrities make you want or not want to buy a product? Should there be advertisement-free zones? Is there truth in advertising? What kind of advertisements attract your attention? Why is it necessary to advertise? Do you think advertising should be allowed to interrupt TV or radio programs? What are the alternatives? What is the best way to advertise to children? Adults? Seniors? etc.. Do you think advertising is too expensive? What are some effective adverts you have seen lately (on TV, newspaper, etc)? What are some ineffective adverts you have seen lately? Can you remember an advertising campaign that caught your attention? What are the different methods of advertising? What is the most popular way of advertising? Do you think that the Internet and cable/satellite TV have become more important than national TV for advertising products? What do you think is the best way of discovering the tastes and interests of teenage consumers? Can TV advertising be a force for good? How easy do you think it is to influence children with advertising? Do you agree with anti-consumerism organizations that the child will have watched 350,000 commercials by the time she graduates from high school? Do you think the government has he right to ban advertising for junk food and soda during children's TV programs. What do you think about this? Why do you think they made this decision? Do political parties in (country) use TV advertising? If so, should they? When out walking or shopping in the city, do you accept advertising fliers or free samples that are offered to you? What forms of advertising are there? What would make an advertisement more interesting? Can you buy something and get something for free in your country? Do people use coupons where you live? What is the most advertised product in your country? What is the best form of advertising? What gets you interested in an advertisement? Describe an advertisement that you have seen or heard on the TV or radio. What was it about? How long did the commercial last? Did it make you want to buy the product? What is the funniest commercial that you have seen? Describe it. What differences can you notice between commercials from 10 or 15 years ago and commercials today? Do you think ads influence the choices you make when you buy clothes? Do you often buy a particular brand when you buy clothes? Why do you buy this brand? Does it give status to wear particular brands like Nike or Lacoste? Do you sometimes want very expensive things which you or your parents can't afford? Do you think ads influence the choices you make when you or your parents buy food? What brand is the ketchup you or your parents buy? Is it always the same brand? Why do you prefer this brand? What brand is the toothpaste you or your parents buy? Can you name three different ways of advertising? (For example, different media) Do you think there are too many ads in television? Why/why not? Do you know why some channels have ads and others not? If you do know explain. Do you think there are too many ads in magazines? Why/why not? Do you think there are too many ads in newspapers? Why/why not? Think of an ad you think is good or funny and tell about it. What kinds of ads do you like and why? What makes a good ad? Do you think children or young people are easier to influence through ads compared to adults? Do you think it's ok to show ads aimed at children on television? Why/ why not? When you watch TV, how much attention do you pay to the advertisements? Which advertisements do you like most and which least? Why? How would you advertise something you wanted to sell? What are the harmful and the beneficial effects of advertising? Do you think that ads create a desire for more and more material possessions? Do you think that commercials on TV are annoying because they interrupt programs or do you think that many ads are more amusing that the programs on TV? Do you think advertising is too expensive? What are the different methods of advertising? If you can think of another good question for this list, please add it. Thanks to Maurice Forget who suggested this topic and contributed the first 17 questions in February 2002. Copyright 1997-2010 by The Internet TESL Journal

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