

Lesson plan


Mon, July 9th, 2014: Week 1 (Day5)

◆ Comparison & Contrast introduction

[Attendance & What's on top? (5 min.)]

9:35-9:40	-Check attendance
(5 min.)	-what's on top?

[Family vs. Friends (8 min.)]

9:40-9:45	-on the black board	
(5 min.)	-Divide ss into 2 groups	
	-1 group similarity	
	-1 group difference	
	-Think of an idea, write on the board, sit down (no repetition of ideas)	
9:45-9:48	-Go over ideas on the board.	
(3 min.)	-what did we just do?	

[Advertisement C&C (5 min.)]

9:48-9:53	-down the screen again.
(5 min.)	-what would you write in a comparison & contrast essay?
	-in groups: C&C advertisement
	-what is an ad? What is the purpose of ads?
	-explain instructions
	-Show ads
	-What product are they trying to sell?

[Group Ad C&C (17 min.)]

9:53-10:00	-ss pick card for grouping
(7 min.)	-move ss accordingly
	-assign board space
	-let students write down brief answer on the board
	-discussion and answers
	-5-7 min.
10:00-10:10	-Go over each group's question and answer.
(10 min.)	

[Subject-by-subject & Point-by-point]

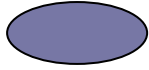
10:10-10:15	-Explain a little of subject-by-subject & point-by-point
(5 min.)	

[Venn Diagram topic selection (10 min.)]

10:15-10:25	-Allow students enough time to think of their topic
(10 min.)	-Go over and comment
10:25-10:27	Homework announcement

[Round robin & outlining (20 min.)]

10:27-10:33	-Think of what you will be writing about in your essay
(5 min.)	-jot down if needed
	-round robin: 1 minute -> 40 seconds



Group <Slate Gray>

You are the...

“Speaker”



Group <Slate Gray>

You are the...

“Recorder”



Group <Red Violet>

You are the...

“Speaker”



Group <Slate Gray>

You are the...

“Inquirer”

Look at Ad #1 and Ad#2 to answer these questions.

1. Who do you think the audience is? How do you know?
2. Where does this ad make you focus? Why do you think they made that the focus?



Group <Red Violet>

You are the...

“Inquirer”

Look at Ad #1 and Ad #2 to answer these questions.

1. What are the main colors and themes? Why did they make the ad within that theme?
2. What kind of image toward the product is this ad trying to create?



Group <Red Violet>

You are the...

“Recorder”



Group <Khaki>

You are the...

“Speaker”



Group <Khaki>

You are the...

“Recorder”



Group <Midnight blue>

You are the...

“Speaker”



Group <Khaki>

You are the...

“Inquirer ”

Look at Ad #1 and Ad #2 to answer these questions.

1. Look at each ad. What kind of message are they trying to deliver? How are these messages similar and different?



Group <Midnight blue>

You are the...

“Inquirer”

Look at Ad #1 and Ad #2 to answer these questions.

1. Look at each ad. What kinds of marketing strategies are they using to attract future customers? What similar skills are used and what different skills are used?



Group <Midnight blue>

You are the...

“Recorder”



Group <Midnight blue>

You are the...

“Second Recorder”

Look at Ad #1 and Ad #2 to answer these questions.

2. Notice a bottle of the product in each ad. How are they alike? How are they different?



Group <Khaki>

You are the...

“Second Recorder”

Look at Ad #1 and Ad #2 to answer these questions.

2. Notice where the focus of each ad is and what images are on the background. What similarities and differences do you find?

Ad #1



The advertisement features a man and a woman standing in the rain. The man, on the right, is wearing a dark, shiny suit and is holding a black umbrella over the woman. The woman, on the left, is wearing a red blouse and a black skirt. The background is a dark, rainy scene with the word "GIVENCHY" in large white letters at the top. Below it, the text "GENTLEMEN ONLY" and "THE NEW FRAGRANCE FOR MEN" is displayed. In the foreground, a bottle of the "Gentlemen Only" fragrance is shown, with a label that reads "GENTLEMEN ONLY GIVENCHY".

GIVENCHY

GENTLEMEN
ONLY

THE NEW FRAGRANCE FOR MEN

GENTLEMEN
ONLY
GIVENCHY

SIMON BAKER
www.givenchy.com

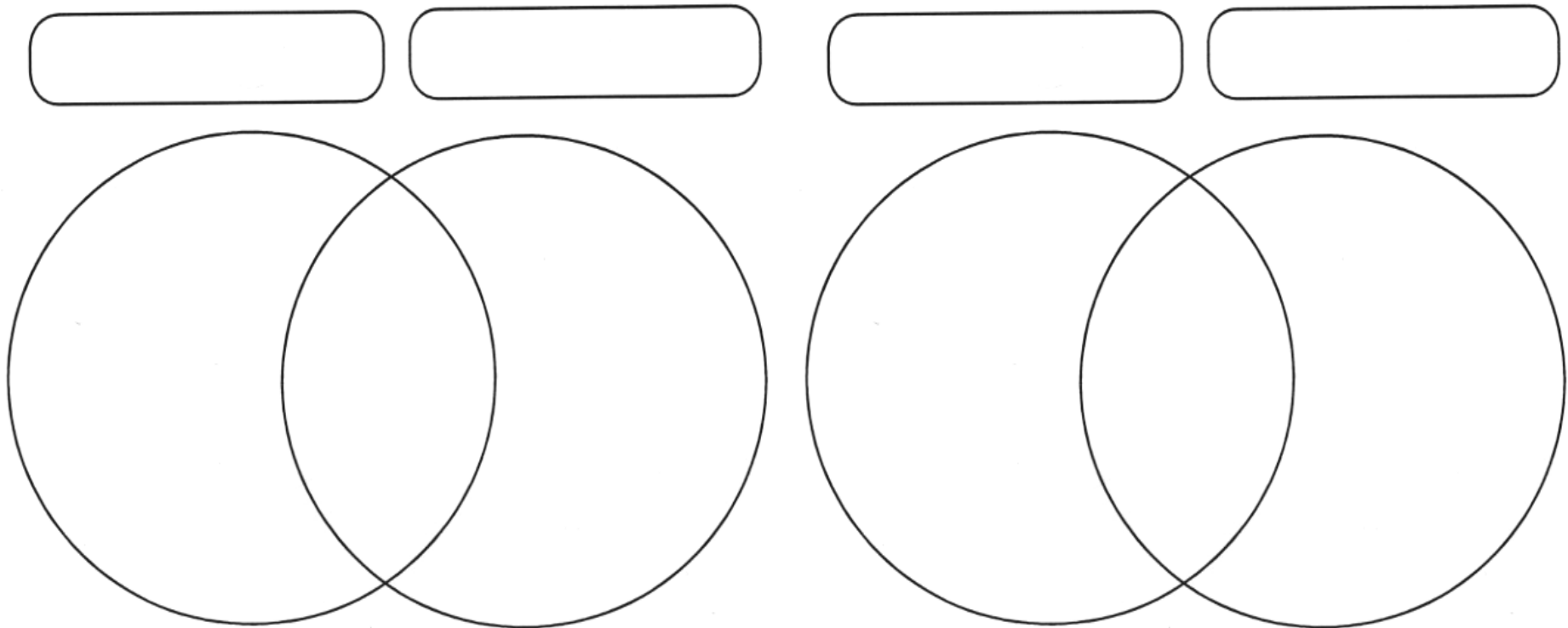
Ad #2



Venn Diagrams

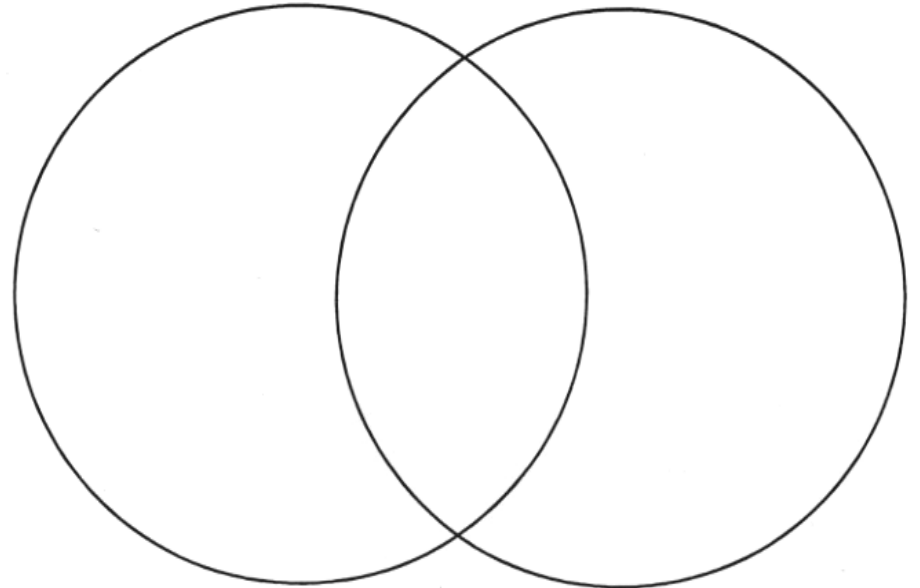
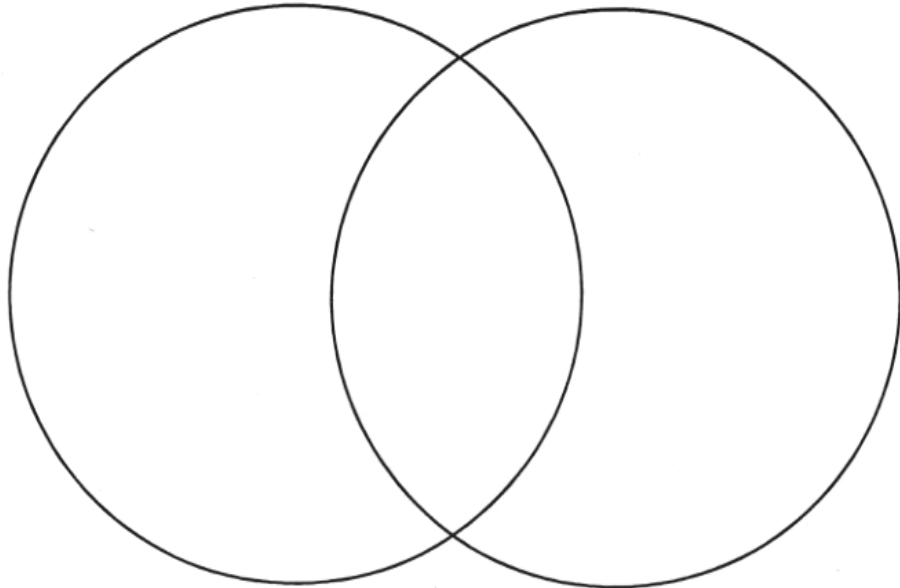
For your comparison and contrast essay, it is important to choose a topic that is unique, but also something that you have passion in writing.

1. Think of a topic and write it in the boxes.
2. See if you can come up with at least one similarity and difference.
3. Repeat this process with several other candidate topics.
4. Look through the Venn Diagrams you have created.
5. Cross out the topics that: a) you are not confident writing, b) you cannot extend the idea further, c) the audience might not understand, and d) anyone can easily think of and write.



Two empty rounded rectangular boxes for labels.

Two empty rounded rectangular boxes for labels.



Two empty rounded rectangular boxes for labels.

Two empty rounded rectangular boxes for labels.

