

Listening for Details in an Advertisement

Can-Do Statement

I can understand an ad outlining details of an upcoming event and make a plan to attend based on the details shared.

Pre-Activity Self-Reflection

How well do you think that you can engage in the Can-Do Statement listed above?

This is a goal	Can do with help	Can do	Can do well
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Instructions

Please view two ads for upcoming festivals (links provided below).

1. First watch the videos without sound. Using context make predictions regarding the festival type and key information regarding the festival.

Predictions

Video 1: <https://www.youtube.com/watch?v=iPuZGjgJOdo>

Name of festival	
Location of festival	
Demographics of attendees (age, gender, socioeconomic status)	
Times and dates of festival	
Price of festival	
Where to find additional information	

Video 2: https://www.youtube.com/watch?v=lkrP_iCKRIs

Name of festival	
Location of festival	
Demographics of attendees (age, gender, socioeconomic status)	
Times and dates of festival	
Price of festival	
Where to find additional information	

Instructions

Please view two ads for upcoming festivals (links provided below).

1. Now watch the videos with sound and verify your predictions. How did you do?

Verify Predictions

Video 1: <https://www.youtube.com/watch?v=iPuZGjgJOdo>

Name of festival	
Location of festival	
Demographics of attendees (age, gender, socioeconomic status)	
Times and dates of festival	
Price of festival	
Where to find additional information	

Video 2: https://www.youtube.com/watch?v=lkrP_iCKRls

Name of festival	
Location of festival	
Demographics of attendees (age, gender, socioeconomic status)	
Times and dates of festival	
Price of festival	
Where to find additional information	

Instructions

Consider the two ads that you just watched in class and answer the following questions.

Reflection and Evaluation

1. Did each ad give you enough details to be able to make a plan to attend the festival in question? Was one better than the other? Why do you think that?

2. Are there any details that you would need to know in order to make a plan to go to one of the festivals that were not given? What about other preparations one might need to make to attend the festival (recommendations about what to bring and the like)? Do those details belong in the ads? Why or why not?

3. What techniques did the ad creators use to draw your attention or to emphasize their points?

Post-Activity Self-Reflection

How well do you think you were able to engage in the Can-Do Statement?

I can understand an ad outlining details of an upcoming event and make a plan to attend based on the details shared.

This is a goal	Can do with help	Can do	Can do well
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1. Did you appropriately self-assess before doing the practice activity? Why do you think that is?