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| **Óravázlat 1.** | **Teacher: Schuszter Klára** |
| **School/group: Kossuth Lajos Bilingual Grammar School** |  |
| **Group profile: Mixed groups of students (German, Austrian, Romanian and Hungarian)** | |
| **Topic of the lesson: Logos, slogans, brands** | |
| **Content Aims and Objectives: To speak about global issues, international companies and their products** | |
| **Language Aims and Objectives:**  **Speaking : to communicate in English with foreign students who also speak English as a second language.** | |
| **Special skills Development: Cognitive Social: how to work in groups with foreign students, co-operation via lingua-franca( bridge language)**  *(thinking skills;-metacognitive skills;-social skills****)*** | |
| **Teaching materials: handouts, audio files** | |
| **Anticipated problems: working in groups, having difficulties with the topic itself** | |
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| **Time** | **Stage** | **Procedure** | **Aim** | **Interaction patterns** | **Skills** | **Materials** | **Comments** |
| 2’ | Warm-up | -Greeting students | to create the atmosphere | Frontal work  T-Ss | Speaking |  |  |
| 5’ | Lead in | What do these words mean: logo, slogan, brand? Give the definition. | to activate students’ knowledge | Group work | Speaking |  | T walks and checks |
| 5’ | Reading | -T:  You are given three envelopes with the definitions discussed before, but the sentences are cut into words. Please remake the sentences. | to introduce the topic | Group work | Speaking | Envelopes with slips of paper  Handout 1 |  |
| 4’ | Post reading | T: Tell your solution. | To provide opportunity to check the information | Group work | Speaking | Slips of paper | T checks |
| 5’ | Reading | T: Match the slogans and the brands. | To make Ss identify specific information | Group work | Speaking,  Conversation skills | Handout 2 | T make sure Ss understand the phrases. |
| 8’ | Listening | T: You are going to hear music/theme songs form commercials. Try to identify which brand they are connected to. Write your guesses on a piece of paper. | to activate students’ knowledge | Group work | Listening and speaking | Audio file | T plays music from pendrive |
| 15’ | Reading | T: You are given the story of Coca Cola. One of you has to read it to another person, meanwhile the other members have to go out, when they come back, the second person has to tell them the information he/she was given, and the others have to write down the information they heard. Having done, the groups compare their solutions and can read the original text. | To give opportunity to students’ for improving their understanding and memory | Group work | Speaking and reading | Handout 3 | Walking around checking on the pairs |

**• Handouts/Additional material:**

**Handout 2 Slogans and brands**



**Handout 1**

Definitions

**Logo**

A symbol or other small design adopted by an organization to identify its products, uniform, vehicles, etc.

**Slogan**

A short and striking or memorable phrase used in advertising.

**Brand**

A type of product manufactured by a company under a particular name.



Coca-Cola History

The product that has given the world its best-known taste was born in Atlanta, Georgia, on May 8, 1886. Dr John Stith Pemberton, a local pharmacist, produced the syrup for Coca-Cola, and carried a jug of the new product down the street to Jacobs' Pharmacy, where it was sampled, pronounced "excellent" and placed on sale for five cents a glass as a soda fountain drink. Carbonated water was teamed with the new syrup to produce a drink that was at once "Delicious and Refreshing," a theme that continues to echo today wherever Coca-Cola is enjoyed.

Thinking that "the two Cs would look well in advertising," Dr Pemberton's partner and bookkeeper, Frank M. Robinson, suggested the name and penned the now famous trademark "Coca-Cola" in his unique script. The first newspaper ad for Coca-Cola soon appeared in *The Atlanta Journal*, inviting thirsty citizens to try "the new and popular soda fountain drink." Hand-painted oilcloth signs reading "Coca-Cola" appeared on store awnings, with the suggestion "Drink" added to inform passers-by that the new beverage was for soda fountain refreshment. During the first year, sales averaged a modest nine drinks per day.

Dr Pemberton never realized the potential of the beverage he created. He gradually sold portions of his business to various partners and, just prior to his death in 1888, sold his remaining interest in Coca-Cola to Asa G. Candler. An Atlantan with great business acumen, Mr. Candler proceeded to buy additional rights and acquire complete control.