**LESSON PLAN 2**

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| **Subject: Tourism Communication** | **Level: N5** |
| **Lesson Topic:** ADVERTISING – Display advertisements | |
| **LESSON OUTCOMES**  By the end of this lesson, the learner will be able to: | |
| 1. Apply the AIDA formula to create a display advertisement 2. Distinguish between newspaper display ads and online social ads 3. Identify jobs within the tourism industry that require these advertising skills 4. Create and present a display advertisement | |
| **Teaching methods**   * Co-operative learning – Group work * Direct instruction – Teacher presentation and explanation * Direct instruction – Question and answer | **Teaching resources**   * Data projector * PowerPoint slides * Printed notes * Whiteboard * Video * Stationery |
| **Prior or existing knowledge**  Students have been introduced to the AIDA model as well as the basic knowledge of a display advertisement. | |

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|  | **LESSON PHASES/CONTENT**  notes, explanations, or instructions | **METHODOLOGY/ACTIONS OF EDUCATOR**  What you will do during the various stages of the lesson and the teaching aids you will use  (e.g. ask questions, explain, demonstrate, lecture) | **STUDENTS’ ACTIVITIES**  What students will do and the learning material they will use  (e.g. answer questions, take notes, complete worksheet, debate, group work) |
| 15 minutes | **INTRODUCTION**  Link to existing knowledge | Introduce the topic to be covered in the lesson.  **Ask questions** to summarise the previous lesson:   1. What is the person called who creates advertisements (ads)? 2. What is the meaning of AIDA? 3. What are the two types of ads?   Present video on AIDA formula.  Instruct students to pay attention to the video and **ask the following question**:  Besides a copywriter, who else creates advertisements?  (Answer will be given in the video) | Students listen.  Students **answer questions**.  KNOW HOW  Students watch video and make notes.  Students **answer the question** asked.  KNOW HOW |
| 15 minutes | **DEVELOPMENT**  Supply brief list of new concepts/content under this heading | Set up PowerPoint **presentation** and **explain** the following concepts:   1. Creating a display ad 2. Applying the AIDA formula when creating ads 3. Identifying and analysing the difference between social and newspaper display ads | Students **listen** and take notes.  KNOW IT  KNOW THAT |
| 20 minutes | **APPLICATION**  Group Activity | Provide students with images and stationery to do the activity: **Creating a display ad** (Addendum)  Walk around the classroom to **observe and assist** students with the group activity, **answer questions**, and **give feedback**.  Ask one student from each group to **present** their display ad.  **Explain** to students where they have gone wrong and if the AIDA model was **correctly used** in the advertisements. | Students complete the group activity.  KNOW THAT  Students to **work in groups** of five or six, and **discuss** with each other.  Students **ask questions** if necessary.  A group leader **presents** their final display ad to the class.  KNOW IT  Students **provide their feedback** on the other groups’ advertisement. |
| 10 minutes | **CONCLUSION**  Emphasise outcomes/ Summarise. | Summarise the content to check if the lesson outcomes were achieved. |  |