

Learning Intentions

Pupils are learning to:

- understand travel phrases in the target language by asking and answering questions;
- plan and set goals, breaking their task into sub-tasks to create an effective advertising campaign; and
- promote the lifestyle in a target language country to others through an advertising campaign.

Prior Learning

Pupils will be able to recognise and say the:

- names of countries;
- names of buildings and places of interest;
- modes of transport and directions;
- types of accommodation; and
- names of food items.

Skills Focus

Managing Information

- Pupils plan and set goals and break a task into subtasks.

Being Creative

- Pupils make ideas real by experimenting with different designs, actions and outcomes.

Working with Others

- Pupils take personal responsibility for work with others and evaluate their own contribution to the group.

Communication

- Pupils develop, express and present ideas in a variety of form and formats, using traditional and digital resources, for different audiences and purposes.

Activity

Create an advertising campaign to a target language country

This activity is ideal for the end of term.

Make sure your pupils have internet access.

Ask them to work in groups.

Give each group the following numbered list.

1. The scenario

Imagine you are working for a travel company and you need to promote a destination in the target language country.

2. The task

You must produce one of the following:

- a poster with labelled images of the country;
- a leaflet or pamphlet to include the information below;
- an advertisement for the local newspaper; or
- an advertisement for the local radio.

3. What to do

Search online or use other resources to find your target country's:

- area;
- population;
- capital;
- currency;
- official and regional languages; and
- weather, seasonal variations and a temperature chart.

Use different resources to gather information, for example promotional videos from the country or travel company websites.

4. Target audience

Aim to attract a wide variety of customers, for example those seeking adventure, peace and tranquillity, cheap or expensive.

5. Required information

Make sure that you have the information you need to answer these questions:

- What is the name of the country?
- Where is the country?
- What can you visit?
- What can you eat?
- What price is a meal?

- What do the people in this country wear?
- What type of accommodation is available?
- What is the weather like?
- What is the local currency?
- What language do the people in this country speak?
- How long is the journey?
- Where is the hotel?
- What are the traditions?