



Commercials For Teaching English

Dozens of lessons, activity sheets and templates for using commercials.

Commercials are truly the ultimate authentic material for teaching English. Full answer keys and video access provided with purchase.

Your students will love the activities. Use as a full coursebook and improve student language input, listening and motivation.



TEACHING RESOURCES

Your ultimate
lesson library





Commercials For Teaching English



	Title / Activity Name	Teaching Points / Themes	Level	View
1	A Stormtrooper's Day	routines, present tense, verbs	Beginner	
2	English For Beginners	verbs, sequencing, learning	Beginner	
3	Loretta's Life	biography, technology, aging	Intermediate	
4	Big Mac Song	food, pronunciation, chant	Beginner	
5	Old Spice	listening, vocabulary, relationships	Intermediate	
6	FedEx Castaway	vocabulary, listening, questions	Beginner	
7	The Chocolate Man	places in the city, basic actions	Beginner	
8	Shooting Star	conditionals, future wishes, listening	Intermediate	
9	Mr. W.	listening, environment, guessing	Advanced	
10	Hands	singing, lyrics, basic actions,	Beginner	
11	The Explorer	sequencing, listening, research,	Advanced	
12	Marilyn - Chanel 5	sequencing, timeline, comprehension,	Advanced	
13	Dream Crazy	listening, manifesto, civil rights Black	Advanced	
14	The Most Searched	history, technology, people chant,	Intermediate	
15	I Would Run To You	singing, reading, love	Intermediate	
16	When	sequencing, listening, conditionals	Intermediate	
17	Bob Dylan - Watson	technology, listening, reading	Advanced	
18	Annabelle - Watson	technology, listening, reading	Advanced	
19	This Is The Truth	listening, vocabulary, sports	Intermediate	
20	I'd Like To Teach ...	song, lyric rewrite, peace	Intermediate	
21	Guess The Product	media literacy, brands, products	Intermediate	
22	Write A Commercial	writing, comparatives, presentation	Beginner	
23	Commerical Analysis	media literacy, judgement, debate	Intermediate	
24	Fact Or Opinion?	media literacy, speaking, pairs	Intermediate	
25	Video Lesson Template	vocabulary, listening, note taking	All levels	

See some of our other resources related to commercials.

Using Commercials In The Classroom A Complete Guide



Why Use Commercials In The Language Classroom?

Commercials are the perfect material for teaching English, especially the “right” commercials!

Now that video is becoming a dominant media for bringing reality and context into the language learning classroom – it is time to start using them to their full potential.

A Commercial A Day Makes English Come Your Way!



4 Commercials

DAILY ROUTINES – PRESENT SIMPLE TENSE

A DAY IN THE LIFE OF A STORMTROOPER

Answer the questions in full sentences to describe what the Stormtrooper does each day.



1. What time does the stormtrooper wake up each day?

2. What does he do after he gets up?

3. What does the stormtrooper do after his shower?

4. What does he do next?

5. What does he do after he has his morning drink?

6. What does he do at 10 o'clock?

7. How does he travel?

8. Where does he go?

9. Then what does he do?



10. Where does he go next?

11. How does he relax?



12. What does he do at the end of the day?

DAILY ROUTINES – PRESENT SIMPLE TENSE

A DAY IN THE LIFE OF A STORMTROOPER

Answer the questions in full sentences to describe what the Stormtrooper does each day.



1. What time does the stormtrooper wake up each day?

He gets up at 8 o'clock.

2. What does he do after he gets up?

He goes to the bathroom.

3. What does the stormtrooper do after his shower?

He gets dressed. He puts on his gear.



4. What does he do next?

He has breakfast. A Diet Coke.

5. What does he do after he has his morning drink?

He plays video games.

6. What does he do at 10 o'clock?

He leaves home.

7. How does he travel?

He travels by commuter train.

8. Where does he go?

He goes to the grocery store. He goes shopping.

9. Then what does he do?

He goes to the park.



10. Where does he go next?

He returns home.

11. How does he relax?

He reads a book.

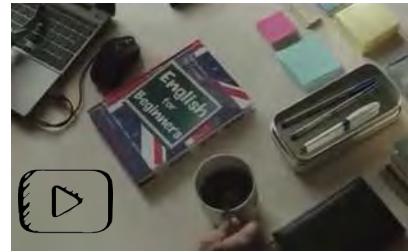
12. What does he do at the end of the day?

He goes to bed. He falls asleep.

English For Beginners

Before You Watch *Discuss.*

1. What is the best way to learn English?
2. Is it difficult for old people to learn English?
3. Have you ever learned English to prepare to travel to an English country?



The title of the movie is "English For Beginners". Look at the picture. What do you think the video is about?



I think the video is about

While You Watch *Order these events.*

<u>1</u> The man orders a book online.	<u> </u> The man meets his grandchild.
<u> </u> The man writes notes on things.	<u> </u> The man studies on the bus.
<u> </u> The man studies in the bathtub.	<u> </u> The man takes a taxi.
<u> </u> The man packs his suitcase.	<u> </u> The man says good-bye to his wife.
<u> </u> A package arrives at the house.	<u> </u> A suitcase is delivered.

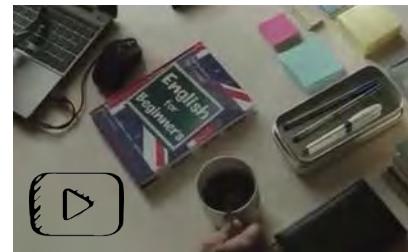
After You Watch *Which ways did the man study and learn English?*

<u> </u> Listening and repeating.	<u> </u> Online exercises.
<u> </u> Using a book.	<u> </u> Learns with a teacher.
<u> </u> Memorizing vocabulary.	<u> </u> Speaking in the mirror.
<u> </u> Practicing outside the house.	<u> </u> Writing down words.

Now. Retell The Story In Your Own Words

Before You Watch *Discuss.*

1. What is the best way to learn English?
2. Is it difficult for old people to learn English?
3. Have you ever learned English to prepare to travel to an English country?



The title of the movie is "English For Beginners". Look at the picture. What do you think the video is about?



I think the video is about

While You Watch *Order these events.*

<u>1</u>	The man orders a book online.	<u>10</u>	The man meets his grandchild.
<u>3</u>	The man writes notes on things.	<u>4</u>	The man studies on the bus.
<u>5</u>	The man studies in the bathtub.	<u>9</u>	The man takes a taxi.
<u>7</u>	The man packs his suitcase.	<u>8</u>	The man says good-bye to his wife.
<u>2</u>	A package arrives at the house.	<u>6</u>	A suitcase is delivered.

After You Watch *Which ways did the man study and learn English?*

<input checked="" type="checkbox"/> Listening and repeating.	<input type="checkbox"/> Online exercises.
<input checked="" type="checkbox"/> Using a book.	<input type="checkbox"/> Learns with a teacher.
<input checked="" type="checkbox"/> Memorizing vocabulary.	<input checked="" type="checkbox"/> Speaking in the mirror.
<input type="checkbox"/> Practicing outside the house.	<input checked="" type="checkbox"/> Writing down words.

Now. Retell The Story In Your Own Words >>>



Loretta's Life



show me photos of me and loretta



Watch a video about the life of a woman named Loretta.
Fill in the details of her life.



1. Loretta hated _____.



2. Loretta loved going to _____.

3. Loretta always snorted when she _____.

4. Loretta's favorite movies was _____.

5. Loretta's favorite flowers were _____.

6. Loretta had the most beautiful _____.

6. Loretta alway used to say " _____."



Answer and Discuss:

What do you think is being advertised? _____

Why is the man using Google? I think it is because _____



Loretta's Life



show me photos of me and loretta



Watch a video about the life of a woman named Loretta.
Fill in the details of her life.



1. Loretta hated **HIS MUSTACHE**.



2. Loretta loved going to **ALASKA**.

3. Loretta always snorted when she **LAUGHED**.

4. Loretta's favorite movies was **CASABLANCA**.

5. Loretta's favorite flowers were **TULIPS**.

6. Loretta had the most beautiful **HANDWRITING**.

6. Loretta alway used to say "**DON'T MISS ME TOO MUCH. GET OUT OF THE DANG HOUSE.**"

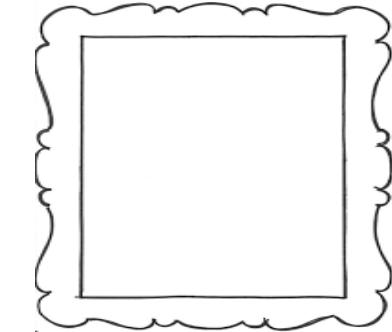


Answer and Discuss:

What do you think is being advertised? **GOOGLE ASSISTANT**

Why is the man using Google? I think it is because **HE HAS DEMENTIA OR ALZHEIMERS. HE FORGETS THINGS ABOUT HIS LIFE.**

The Life Of _____



Can you say the Big Mac chant - very fast? How fast?
Can you say it without reading the words?



**Two all beef patties
special sauce lettuce cheese pickles
onions on a sesame seed bun**

Big Mac



Can you say the Big Mac chant - very fast? How fast?
Can you say it without reading the words?



**Two all beef patties
special sauce lettuce cheese pickles
onions on a sesame seed bun**

Big Mac



The Man Your Man Could Smell Like

WATCH



LISTEN

Hello _____. Look at your _____.

Now back to me. Now back at your _____. Now back to me.

Sadly, ____ isn't me.

But if ____ stopped using lady scented _____

and switched to _____, ____ could smell like ____'s me.

Look down, back up. Where are you?

Your on a boat with the _____ your _____ could smell like.

What's in your hand? Back at me. I have it.

It's an _____ with two tickets to that thing you love.

Look again. The _____ are now _____'s.

Anything is possible when your _____ smells like _____
and not a lady.

LEARN

Featured Words

hand horse ticket oyster lady diamond sadly boat
down lady hand use wash back again possible
thing look love body now stop

Complete the sentences:

1. Your on a _____ with the man.
2. It's an oyster with two _____ s.
3. Look at your _____.
4. Now, look _____ at me.
5. _____, he isn't me.
6. Anything is _____ when your man smells like me.
7. _____ down, back up.
8. I'm riding on my _____.

The Man Your Man Could Smell Like

WATCH



LISTEN

Hello **Ladies**. Look at your **man**.

Now back to me. Now back at your **man**. Now back to me.

Sadly, **he** isn't me.

But if **he** stopped using lady scented **body wash**

and switched to Old Spice, **he** could smell like **he's** me. Look down, back up.

Where are you?

Your on a boat with the **man** your **man** could smell like.

What's in your hand? Back at me. I have it.

It's an **oyster** with two tickets to that thing you love.

Look again. The **tickets** are now **diamonds**.

Anything is possible when your **man** smells like **Old Spice**

and not a lady.

Fed Ex: Castaway

WATCH



LISTEN

Hi.

Hi.

I was marooned on an island for five years with this _____

and I swore that I would deliver it to you because I work for _____.

That's very _____, thank you.

Hey, by the way, what's in the _____?

Nothing really, just a _____, _____,

_____, _____,

and some seeds. Just silly stuff.

Thank you again.

You keep up the good work.

LEARN

FEATURED WORDS

island work seed good just again
fish deliver water stuff year really

Complete the sentences:

1. I swore I would _____ it to you.
2. He used a _____ ing rod to catch fish to eat.
3. I was marooned on an _____.
4. Keep up the _____ work.
5. Thank you, _____.
6. We need some _____ s to plant for food.
7. What's in the box? Nothing _____.
8. Nothing important. Just silly _____.
9. I was on the island for five _____ s.
10. We will get sick if we don't use a _____ purifier.

Fed Ex: Castaway

WATCH



LISTEN

Hi.

Hi.

I was marooned on an island for five years with this **PACKAGE** and I swore that I would deliver it to you because I work for **FEDEX**.

That's very **ADMIRABLE**, thank you. Hey, by the way, what's in the **PACKAGE**?

Nothing really, just a **SATELLITE PHONE, GPS LOCATOR, FISHING ROD, WATER PURIFIER,**

and some seeds. Just silly stuff.

Thank you again.

You keep up the good work.

LEARN

FEATURED WORDS

island work seed good just again
fish deliver water stuff year really

Complete the sentences:

1. I swore I would **DELIVER** it to you.
2. He used a **FISHing** rod to catch fish to eat.
3. I was marooned on an **ISLAND**.
4. Keep up the **GOOD** work.
5. Thank you, **AGAIN**.
6. We need some **SEEDs** to plant for food.
7. What's in the box? Nothing **REALLY**.
8. Nothing important. Just silly **STUFF**.
9. I was on the island for five **YEARs**.
10. We will get sick if we don't use a **WATER** purifier.

The Chocolate Man



1. Watch the commercial and name all the city places the Chocolate Man visits.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

2. Watch again. What things did the Chocolate Man do?

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

The Chocolate Man



1. Watch the commercial and name all the places the chocolate man visits.

1. the street

2. the library

3. the park

4. the movie theatre

5. the hospital

6. a home

7. a nightclub / disco

8. the bus

9. the gym

2. Watch again. What things did the Chocolate Man do?

1. walked down the street

2. broke his nose

3. relaxed in the park

4. watched a movie

5. visited a friend

6. made hot chocolate

7. went dancing

8. took the bus

9. waved to people

Shooting Star - I wish

1. What do you wish? Make three wishes and share with your classmates.

I wish I had _____

I wish I could _____

I wish I were _____

2. **Watch.** Charles Barkley wishes for 6 things. Circle the 6 you think he wishes for. Watch and see how many you got right.

bigger pizzas	pandas were real	to smell like a rose
music never stops	to live with his friends	never wear pants
a million dollars	taco trucks	everyone smells like a baby
to be taller	never have to go to sleep	48 hours in a day

3. Finish the sentences and write some “crazy” wishes. Share yours with the class.

I wish school had _____

I wish I didn't have to _____

I wish money _____

I wish this world _____

I wish every day were _____



What does Charles wish?

Watch and check the correct answers.

dragons were real

pizzas were bigger

could live with those guys

all grownups smelt like babies

every truck was a taco truck

didn't have to wear pants

every duck was a big duck

didn't have to dance

pandas were real

could live with a disguise

What does Charles wish for?

Watch and check the 5 correct answers.

dragons were real

didn't have to wear pants

pizzas were bigger

every duck was a big duck

could live with those guys

didn't have to dance

all grownups smelt like babies

pandas were real

every truck was a taco truck

could live with a disguise

What does Charles wish for?

Watch and check the 5 correct answers.



<input type="checkbox"/>	dragons were real	<input checked="" type="checkbox"/>	didn't have to wear pants
<input checked="" type="checkbox"/>	pizzas were bigger	<input type="checkbox"/>	every duck was a big duck
<input checked="" type="checkbox"/>	could live with those guys	<input type="checkbox"/>	didn't have to dance
<input type="checkbox"/>	all grownups smelt like babies	<input checked="" type="checkbox"/>	pandas were real
<input checked="" type="checkbox"/>	every truck was a taco truck	<input type="checkbox"/>	could live with a disguise

Mr. W.



1. Watch the whole commercial but not the ending. Can you guess what the "W" in his name stands for?

2. Watch again. Complete the monologue with the adverbs below:

"I think I was _____ misunderstood.

People _____ didn't seem to like me.

I think I annoyed them, I got on their nerves.

I don't know why. That's _____ the way it was.

Maybe I was _____ intense.

Maybe I came on _____ strong.

I don't know, I _____ can't say.

*Yeah, it was lonely, _____ lonely, but you get used
to it after a while.*

*And then one day, everything changed - somebody
_____ accepted me for what I am.*

Since I got this job, life is _____ different.

I _____ feel useful - good at something."

always completely

finally

really

just just too

really

really

too

ANSWERS

Mr. W.



1. Watch the whole commercial but not the ending. Can you guess what the "W" in his name stands for? **Wind**

2. Watch again. Complete the monologue with the adverbs below:

I think I was *ALWAYS* misunderstood.

People *JUST* didn't seem to like me.

I think I annoyed them, I got on their nerves.

I don't know why. That's *JUST* the way it was.

Maybe I was *TOO* intense.

Maybe I came on *TOO* strong.

I don't know, I *REALLY* can't say.

Yeah, it was lonely, *REALLY* lonely, but you get used to it

after a while.

And then one day, everything changed - somebody

FINALLY accepted me for what I am.

Since I got this job, life is *COMPLETELY* different.

I *REALLY* feel useful - good at something."

always	completely	
just	just	too

finally	really
really	really
too	

Hands – Count Von Count, Sesame Street

Listen and sing:



Your hands can do so many, many things
Your hands can;
Brush your teeth and comb your hair
Throw a ball into the air
Wave hello, wave goodbye
Even make a pizza pie
So many things your hands can do.

Now, you try. Rewrite the lyrics.

Your hands can do so many, many things
Your hands can;

_____ and _____

_____ , _____

Even

So many things your hands can do.





What other things can your hands do? Trace your hand below and write down some things your hands can do. Then, write some of them as sentences.

1. Your hands can _____.
2. Your hands can _____.
3. Your hands can _____.
4. Your hands can _____.
5. Your hands can _____.

The Explorer



1	All you have to do is to look at a new born child and watch their eyes move around.
	We really had with the backpacks, what we needed to survive.
	I wasn't one of those absolute naturals but since childhood I'd seen pictures of the great explorers and I felt like that I'd like to plant the flag.
	We were pushing the limits pretty close.
	People will always have a desire to explore what they haven't seen.
6	We really had with the backpacks, what we needed to survive.
	Feelings are not something we have recorders for.
	It took 8 days altogether. Yeah, we barely made it but we did make it.
	We want to see, to explore. We as human beings need that.
	But human beings I find, are just not apt to back away from something that is a challenge.
	The 3 of us, we were very fiery people. The bug was on our back to perform.
12	Whether it is above us, on the surface or down in the depths of the ocean.

The Explorer (answer key)

1	All you have to do is to look at a new born child and watch their eyes move around.
2	We want to see, to explore. We as human beings need that.
3	I wasn't one of those absolute naturals but since childhood I'd seen pictures of the great explorers and I felt like that I'd like to plant the flag.
4	The 3 of us, we were very fiery people. The bug was on our back to perform.
5	We really had with the backpacks, what we needed to survive.
6	There's a little bit of danger, uhhh... in the unknown.
7	But human beings I find, are just not apt to back away from something that is a challenge.
8	It took 8 days altogether. Yeah, we barely made it but we did make it.
9	We were pushing the limits pretty close.
10	Feelings are not something we have recorders for.
11	People will always have a desire to explore what they haven't seen.
12	Whether it is above us, on the surface or down in the depths of the ocean.

Research these explorers and present to the class what you found out. Use the template given to you.

[Roald Amundsen](#) [Neil Armstrong](#) [Daniel Boone](#) [Christopher Columbus](#)

[Captain James Cook](#) [Hernan Cortes](#) [Vasco da Gama](#) [Sir Francis Drake](#)

[Edmund Hillary](#) [Henry Hudson](#) [Lewis and Clark](#) [Ferdinand Magellan](#)

[Francisco Pizarro](#) [Marco Polo](#) [Sacagawea](#) [Spanish Conquistadores](#) [Zheng He](#)



A Famous Explorer



Places:

Picture:

Early Life:

Family Life:

Major Accomplishments:

3 Interesting Facts:

Marilyn and N°5 - Inside CHANEL

1. Watch the video. 2. Then put these events in order.

She is on the set of the movie, “Let’s Make Love”.

Interviewed by the French magazine Marie Claire.

For the first time, the public hears Marilyn discussing Chanel No. 5

The photographs were never published.

She reflects on her past statement about Chanel No. 5

“What do you wear to bed?” “Chanel No. 5”

Marilyn Monroe is 26 years old.

We may never know when she said the phrase for the first time.

Marilyn poses nude on her bed.

Life Magazine features Marilyn on its cover.

What happened on these dates?

April 7th 1952

October 1953

April 1960

October 2012

We can wear so many things. What are these?



Answers



We may never know when she said the phrase for the first time.

Marilyn Monroe is 26 years old.

Life Magazine features Marilyn on its cover.

“What do you wear to bed?” “Chanel No. 5”

Marilyn poses nude on her bed.

The photographs were never published.

Interviewed by the French magazine Marie Claire.

She is on the set of the movie, “Let’s Make Love”.

She reflects on her past statement about Chanel No. 5

For the first time, the public hears Marilyn discussing Chanel No. 5

Possible answers.

What happened on these dates?

April 7th 1952

Marilyn is 26. She is featured on the cover of Life magazine. She says she wears Chanel No. 5 to bed.

October 1953

She poses nude on her bed for Modern Screen. A bottle of Chanel No. 5 rests on the nightstand in every photo.

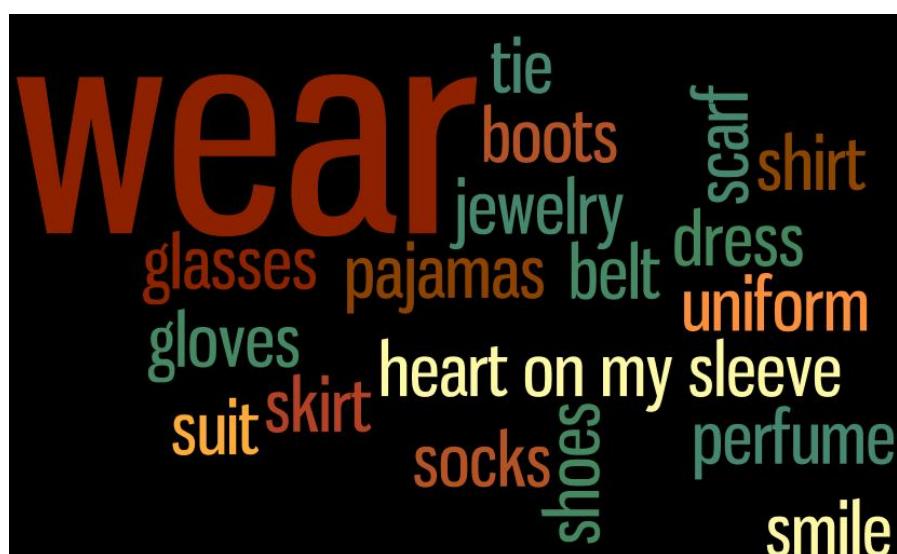
April 1960

Marilyn is interviewed for Marie Claire magazine.” She reflects on her comments about Chanel No. 5

October 2012

Chanel procures the recording of the interview. The public hears for the first time, Marilyn speaking about Chanel No. 5

We can wear so many things. What are these?



*If people say your dreams are crazy
If they laugh at what you think you can do

Stay that way*

Because what non-believers fail to understand is that calling a dream crazy is not an insult



It's a _____

Don't try to be the fastest runner in your school *Or the fastest in the world*

Be the fastest ever

Don't picture yourself wearing OBJ's jersey Picture OBJ wearing _____
Don't settle for homecoming queen or linebacker

Lose 120 pounds and become an Ironman after beating a brain

Don't believe you have to be like anybody to be somebody

If you're born a refugee, don't let that stop you from playing _____
For the national team At age 16

Don't become the best basketball player on the _____

Be bigger than basketball

Believe in something, even if it _____ sacrificing everything

*When they talk about the greatest team in the history of the sport
make sure it's your _____*

If you have only one hand, don't just watch football

Play it At the highest _____

And if you're a girl from Compton, don't just become a tennis player

Become the greatest athlete

Yeah, that's more like it

So don't ask if your dreams are crazy

Ask if they're crazy

Can you answer these questions about the video?

Who is the narrator? _____

What is he famous for? _____

What is a “homecoming queen”? _____

What is a “linebacker”? _____

Who is “OBJ”? _____

Who is the “girl from Compton”? _____

What runner is shown as “the fastest in the world”? _____

Who is the basketball player shown? _____

Who is the football player with one hand? _____

Who is the refugee soccer player? _____

Write your own manifesto and poem!

DREAM CRAZY

DREAM CRAZY

Can you answer these questions about the video?

Who is the narrator? **Colin Kaepernick**

What is he famous for? **Quarterback. Kneeling at games to protest**

What is a “homecoming queen”? **High school girl elected to represent her graduating class**

What is a “linebacker”? **Defensive position in American football**

Who is “OBJ”? **Odell Beckham Jr. Football wide receiver.**

Who is the “girl from Compton”? **Serena Williams, tennis player**

What runner is shown as “the fastest in the world”? **Eliud Kipchoge, marathon runner**

Who is the basketball player shown? **Lebron James**

Who is the football player with one hand? **Shaquem Griffin**

Who is the refugee soccer player? **Alphonso Davies, Bayern Munich**

Write your own manifesto and poem!

DREAM CRAZY

DREAM CRAZY

*If people say your dreams are crazy
If they laugh at what you think you can do*

Good Stay that way

Because what non-believers fail to understand is that calling a dream crazy is not an insult



It's a compliment

Don't try to be the fastest runner in your school

Or the fastest in the world

Be the fastest ever

Don't picture yourself wearing OBJ's jersey Picture OBJ wearing yours

Don't settle for homecoming queen or linebacker

Do both

*Lose 120 pounds and become an Ironman after beating a brain **tumor***

Don't believe you have to be like anybody to be somebody

If you're born a refugee, don't let that stop you from playing soccer

For the national team At age 16

*Don't become the best basketball player on the **planet***

Be bigger than basketball

*Believe in something, even if it **means** sacrificing everything*

When they talk about the greatest team in the history of the sport

make sure it's your team

If you have only one hand, don't just watch football

Play it At the highest level

And if you're a girl from Compton, don't just become a tennis player

Become the greatest athlete ever

Yeah, that's more like it

So don't ask if your dreams are crazy

Ask if they're crazy enough.

My dreams

Physical

love

stuff I want

financial

for the home

family life

dreams

things to try

spiritual

fitness sport

mental



the most searched ...



Watch the video and name the person. After, google and research the ones you don't know.



The most searched

Guitar solo _____

Female poet _____

Tennis player _____

Ballerina _____

Gymnast _____

Athlete _____

Tap dancer _____

Pulitzer winner _____

Drag queen _____

Talk show host _____

Autobiography _____

Speech _____



BLACK HISTORY



the most searched ...



Watch the video and name the person. After, google and research the ones you don't know.



The most searched

Guitar solo Prince

Female poet Maya Angelou

Tennis player Serena Williams

Ballerina Misty Copeland

Gymnast Simone Biles

Athlete Lebron James

Tap dancer Gregory Hines

Pulitzer winner Kendrick Lamar

Drag queen Shangela

Talk show host Oprah Winfrey

Autobiography Malcolm X

Speech I Have A Dream

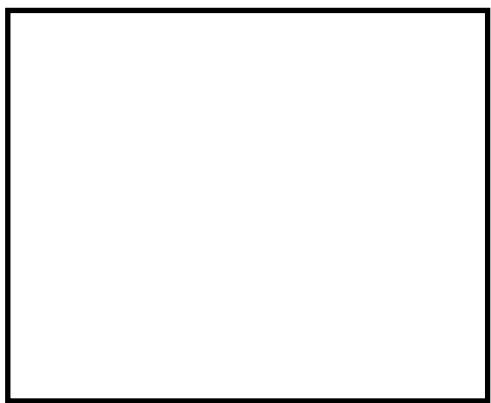
BLACK HISTORY MONTH



Job:

Picture:

Early Life:



Family Life:

Major Accomplishments:

3 Interesting Facts:

I Would Run to You

Directions: Fold in two. Girls chant one part. Boys chant the other part. Have fun!

Woman

You're so far away.
Ain't got too much pride.
Well baby I want that too.

I would run to you.

The first time you talked to me.
And when we finally embraced.
I love you. There I said it.
You filled the hall with flower petals.
Baby I might die without you.

I would run to you.
I would run to you.

Love is a speeding comet.
Love is a perfect vision.
Love makes everything serene.



Baby I love you so much
that I would run to you.
Baby I love you so much
that I would run to you.

I (you) would run to you (me).

Man

You're so far away.
Want you back by my side.
And baby I would run, run to you.

I would run to you.

I knew we were meant to be.
Baby, I can't keep this pace.
I think I'm gonna need a medic.
Why does my mouth taste like metal?
Baby, I might die.

I'm not as strong as you.
I to you.

I'm in a pool of my own vomit.
This was such a bad decision.
Give me all of your morphine.

Baby, I know we said we'd run across
the country to be together, but I thought
we were being symbolic. Why can't we
fly, and meet somewhere in the middle?
Like Kansas City? It's the Paris of the
Plains...

You would run to me? You would run
to me!

I (you) would run to you (me).



When - When - When

Watch the video and connect the chain of events.

When you pay too much for cable



he has a lot to learn

mistakes are made

you feel down

they give your job to someone new

you stay in bed

you get body slammed by a low land gorilla

when you



When-When-When

Watch the video and connect the chain of events.



When you pay too much for cable

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you stay in bed

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you get body slammed by a low land gorilla

when you





Listen and then try and answer correctly. Listen again, check your answers.

1. Watson has read all of Bob Dylan's lyrics. Yes / No
2. Watson can read 800 million _____ per _____.
3. Bob Dylan writes mostly that _____ passes and _____ fades.
4. Does Bob Dylan agree with Watson? Yes / No
5. Bob Dylan suggests they should _____.
6. Can Watson sing? Yes / No

Practice:

Bob Dylan to improve my languages skills. I've read all your lyrics.

You've read all my lyrics?

I can read 800 million pages per second.

That's fast.

My analysis shows that your major themes are that time passes and love fades.

That sounds about right.

I have never known love.

Maybe we should write a song together?

I can sing.

You can sing?

Do be bop. Be bop a do.

Teacher Key

1. Watson has read all of Bob Dylan's lyrics. **Yes** / No
2. Watson can read 800 million **pages** per **second**.
3. Bob Dylan writes mostly that **time** passes and **love** fades.
4. Does Bob Dylan agree with Watson? **Yes** / No
5. Bob Dylan suggests they should **write a song together**.
6. Can Watson sing? **Yes** / No





Listen and then try and answer correctly. Listen again, check your answers.

1. Annabelle's birthday is today. Yes / No
2. How old will Annabelle be? _____
3. She wants a _____ and a _____.
4. Will Annabelle have a cake for her birthday? Yes / No
5. What does Annabelle want to be someday? _____.
6. Does Annabelle like Watson? Yes / No

Practice:

Hi Watson!

Annabelle, your birthday is tomorrow.

I'm turning 7.

What did you ask for?

A princess and a pony.

You like things that begin with P.

I like pink frosting too.

Will you have a cake?

Yeah, I was too sick to have one last year.

The data your doctor shared shows you're healthy.

Are you a doctor?

No. I help doctors identify cancer treatments.

I want to be a doctor someday.

I can help with that too.

Watson, I like you.

Teacher Key

1. Annabelle's birthday is today. Yes / No
2. How old will Annabelle be? **7 years old**
3. She wants a **princess** and a **pony**.
4. Will Annabelle have a cake for her birthday? **Yes** / No
5. What does Annabelle want to be someday? **A doctor.**
6. Does Annabelle like Watson? **Yes** / No



Adidas: This Is The Truth

WATCH



LISTEN

This is the truth.

I'm not the _____

Not the greatest of all time.

I'm not here to shout, boast, or preach.

I'm not the _____.

I'm not there yet, but...

I'm runnin' up on you.

I'm fast because I'm _____.

I'm _____ and fast don't _____.

LEARN

FEATURED WORDS

best great time truth
lie fast all boast shout
here light

Finish the sentences:

1. I'm not the _____ est of all time
2. I'm not here to shout, _____ or preach.
3. I tell the truth, I don't _____.
4. I'm not the best of all _____.
5. _____ don't lie.
6. I'm not the worst but I'm not the _____.
7. This is the simple _____ I'm telling you.
8. I am quiet, I don't _____.
9. I'm not _____ to shout.
10. I'm fast because I'm _____.

Answers

This is the truth.

I'm not the **BEST**

Not the greatest of all time.

I'm not here to shout, boast, or preach.

I'm not the **SECOND COMING**.

I'm not there yet, but...

I'm runnin' up on you.

I'm fast because I'm **LIGHT**.

I'm **DEE ROSE** and fast don't **LIE**.

This Is The Truth

1. **great**
2. **boast**
3. **lie**
4. **time**
5. **fast**
6. **best**
7. **truth**
8. **shout**
9. **here**
10. **light**

I'd like to teach the world to sing

I'd like to build the world a home
And furnish it with love
Grow apple trees and honey bees
And snow white turtle doves
I'd like to teach the world to sing
In perfect harmony
I'd like to hold it in my arms
And keep it company

I'd like to see the world for once
All standing hand in hand
And hear them echo through the hills
For peace throughout the land
That's the song I hear
Let the world sing today
A song of peace that echoes on
And never goes away



I'd like to teach the world to sing
In perfect harmony
I'd like to hold it in my arms
And keep it company
I'd like to see the world for once
All standing hand in hand
And hear them echo through the hills
For peace throughout the land
That's the song I hear
Let the world sing today
A song of peace that echoes on
And never goes away
A song of peace that echoes on
And n-e-v-e-r g-o-e-s a-w-a-y

Lyric Rewrite: Now you write and perform your own cover version!

I'd like to _____ the world a _____

and _____ it with _____

grow _____ and _____

and _____.

I'd like to teach the world to _____

in perfect harmony.

I'd like to buy the world _____

and keep it _____.

That's the song I'd sing.



Guess the Ad Challenge

Watch 10 Commercials. Can you guess what type of product is being advertised? Can you also name the brand? After watch the full commercials and check your answers.

Food | Drink | Financial | Technology | Service |

Commercial 1 - _____

Commercial 2 - _____

Commercial 3 - _____

Commercial 4 - _____

Commercial 5 - _____

Commercial 6 - _____

Commercial 7 - _____

Commercial 8 - _____

Commercial 9 - _____

Commercial 10 - _____

Guess the Ad Challenge



Watch 10 Commercials. Can you guess what type of product is being advertised? Can you also name the brand? After watch the full commercials and check your answers.

Food | Drink | Financial | Technology | Health | Service

Commercial 1 - FOOD

AVOCADOS FROM MEXICO

Commercial 2 - SERVICE

BERLITZ LANGUAGE SCHOOL

Commercial 3 - TECHNOLOGY

MOTOROLA PHONES

Commercial 4 - TECHNOLOGY

EPURON - MIN. OF ENVIRONMENT

Commercial 5 - FINANCIAL / SERVICE

TURBO TAX

Commercial 6 - TECHNOLOGY

eHARMONY DATING SITE

Commercial 7 - HEALTH

AXE DEODORANT

Commercial 8 - FOOD

DORITOS

Commercial 9 - FINANCIAL

CAPITAL ONE - BANK

Commercial 10 - FINANCIAL

eSURANCE - ALL STATE

BONUS: 1. TECHNOLOGY / PLAYSTATION 2 2. DRINK / RED BULL 3. FOOD / NOLAN'S CHEDDAR CHEESE

[View the full file directory with all videos >>>](#)

HARDER, BETTER FASTER

*Read, practice and make a tv commercial.
Perform it too!
Lights! Camera! Action!*



— I've been worried about my _____ recently.

— Really? What's the matter with your _____?

— Well, it isn't _____ enough and I don't know what to do. Do you have any idea?

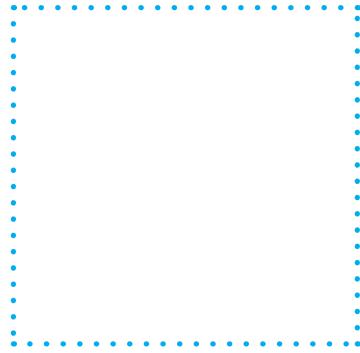
— Yes, I do. Have you tried _____?

— No, I haven't. Does it make _____ er?

— It sure does! I remember when I was worried about my _____. One day someone told me about _____ . I started using it and now everybody tells me I have the _____ est / most _____ in town!

— Thanks for the advice. I'll go out and get some right away!

— You won't regret it!



Analyzing Commercials.

Commercials have specific purposes. They want _____

They have 3 specific components.

1. **Who** – Target Audience.
2. **What** – The Content or Message
3. **How** - The Hook. How they get the audience's attention.

Watch [the following commercials](#) and as you watch. Fill in the chart below and discuss with a partner afterwards. Which of these commercials did you like best? Why?

	Product Name	Target Audience	Hooks used	What is the message?	Effective? Why? Why not?
1					
2					
3					
4					

Commercials Opinions



Describe and rate the commercials.

funny	interesting	average
heart-warming	boring	disappointing
superb	effective	exciting
stupid	hilarious	creative

1. What do you think about “Doritos Kids”? 1 2 3 4 5

In my opinion, “Doritos Kids” is _____.

2. What do you think about “Doritos Fish”? 1 2 3 4 5

In my opinion, “Doritos Fish” is _____.

3. What do you think about “esurance”? 1 2 3 4 5

In my opinion, “esurance” is _____.

4. What do you think about “Doritos – Pigs fly”? 1 2 3 4 5

In my opinion, “Doritos – Pigs fly” is _____.

5. What do you think about “Clash of Clans”? 1 2 3 4 5

In my opinion, “Clash of Clans” is _____.

Dialogue Practice

A: In my opinion, _____ was the best commercial because _____.
_____. Don't you agree?

B: Yes, I agree. / No, I don't agree.

COMMERCIAL NOTE-TAKING



Product or Brand:	Predict: I think the commercial is about
Background Knowledge: Before watching the commercial, write anything you already know about this topic. <hr/> <hr/> <hr/> <hr/> <hr/>	
Main Points Made: Record key points and details made by the makers of the commercial. 1. _____ <hr/> 2. _____ <hr/> 3. _____ <hr/> 4. _____ <hr/>	
Vocabulary: Write down any new vocabulary related to the commercial.	
Questions? Write any questions you still have about this topic.	

FACT OR OPINION? Commercial Literacy

Read the statements to classmates and ask them if they are facts or opinions.

A

Horses eat hay and oats.

- [A] **fact (correct answer)**

We get milk and other dairy products from cows.

- [A] **fact (correct answer)**

Chocolate milk tastes better than white milk.

- [B] **opinion (correct answer)**

Spiders have 8 legs.

- [A] **fact (correct answer)**

It is easy to learn how to write your name.

- [B] **opinion (correct answer)**

Macintosh computers are easier to use than Windows computers.

- [B] **opinion (correct answer)**

If you have a cold, you should stay home from school.

- [B] **opinion (correct answer)**

Pepsi is the best kind of pop to drink.

- [B] **opinion (correct answer)**

More people own blue cars than pink cars.

- [A] **fact (correct answer)**

People who are 40 and older are considered to be old.

- [B] **opinion (correct answer)**

Teenagers are younger than adults.

- [A] **fact (correct answer)**

Coffee tastes better if you add sugar and cream.

- [B] **opinion (correct answer)**

Pumpkin pie needs to be a part of Thanksgiving dinner.

- [B] **opinion (correct answer)**

Abraham Lincoln's birthday is on February 12.

- [A] **fact (correct answer)**

Birthdays are fun to celebrate.

- [B] **opinion (correct answer)**

Houses are often built from wood.

- [A] **fact (correct answer)**

The traffic in big cities is awful.

- [B] **opinion (correct answer)**

It would be fun to visit Disneyworld or Disneyland every week.

- [B] **opinion (correct answer)**

Reading is the most important subject in school.

- [B] **opinion (correct answer)**

FACT OR OPINION? Commercial Literacy

Read the statements to classmates and ask them if they are facts or opinions.

B

Ice cream is kept cold in a freezer.

- [A] fact (correct answer)

It is fun playing computer games.

- [B] opinion (correct answer)

Chocolate ice cream has a better flavor than butter pecan ice cream.

- [B] opinion (correct answer)

Pencils are easier to write with than pens.

- [B] opinion (correct answer)

Some schools have 200 students in them.

- [A] fact (correct answer)

Students get a better education in small schools versus large schools.

- [B] opinion (correct answer)

Dogs often growl when someone takes their bones away from them.

- [A] fact (correct answer)

Cats catch mice and eat them.

- [A] fact (correct answer)

Summer is the best season because school is out.

- [B] opinion (correct answer)

Summers are warmer than winters in most parts of the world.

- [A] fact (correct answer)

St. Patrick's Day is celebrated on March 17th.

- [A] fact (correct answer)

Flies are annoying when they are inside your house.

- [B] opinion (correct answer)

Many people work Mondays through Fridays at their jobs.

- [A] fact (correct answer)

Cameras are used to take pictures.

- [A] fact (correct answer)

Teachers should allow students to use calculators during tests.

- [B] opinion (correct answer)

Farmers grow many different kinds of crops.

- [A] fact (correct answer)

It feels good to sit outside in the sunlight.

- [B] opinion (correct answer)

Many people order pepperoni on their pizzas.

- [A] fact (correct answer)

My dog is cuter than anyone else's.

- [B] opinion (correct answer)

Pizza tastes better than fish.

- [B] opinion (correct answer)



TITLE:



1. PREDICT

Write down the title. What do you think this video is about? What will happen?

I think this video is about _____
_____.

2. WATCH

Write words of things you see or words you hear. Quiz your partner after.

3. DISCUSS

Write down 2 questions about the video. Ask your group for the answers.

Question 1 : _____ ?

Question 2 : _____ ?

4. REVIEW



Review and share your thoughts with your group.

What I liked: _____

What could be better: _____

Things I learned: _____



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