

L'Argent de Poche (Pocket Money)

6. Toy advert

Prior Knowledge: It is helpful if children already know how to say *je voudrais*.

Objectives

Speak in sentences, using familiar vocabulary, phrases and basic language structures

Support

Children should work in mixed ability groups. Puppets may also be used to build up confidence.

Extension

Display one of the phrases from this unit. Children close their eyes and you remove a letter – which one is missing?

Main

Display the phrase *Je voudrais* on the board. Invite the class to chant *Je voudrais* and on each repetition, rub out a letter in *Je voudrais*. Repeat. As a revision activity, play Hangman (*Le Pendu*) again to see if children can spell the phrase correctly.

Explain to children that in this lesson, they will prepare a radio or TV advert to persuade the audience to buy one of the toys from this unit. Props and costumes may be used.

Remind children of the language taught throughout this unit then give them time in their groups to plan their advert.

ICT Opportunities: Children could use a voki with a product as the background to create their advert.

Children could create podcasts of their adverts and post them on a blog for their partner school to leave comments.

Grammar

For teachers:

Conditional tense – *je voudrais* is an example of the Conditional tense – 'I would like'

Grammar focus

For children:

No specific focus.

Phonics focus

For teachers:

[u] ou – *voudrais, vous*

[ɛ] ai – *plaît, voudrais, aime*

[ik] ique – *fantastique, magnifique*

Silent final consonant – *c'est, plaît, voudrais*

Phonics focus

For children:

No specific focus.

Learning Outcomes

Children can:

- use effective language for an advert
- understand that language is used differently depending on the speaker and the audience

New National Curriculum Links

English

Writing - Years 3 - 4

Pupils should be taught to plan their writing by discussing and recording ideas

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<p><u>Throughout the week:</u></p> <p>Give children opportunities to practise and perform their adverts.</p> <p>Practise <i>Je voudrais</i> and phonemes with the following game. Give each child a box or bag with a phoneme card on it (especially the nasal sounds). Tell the children they should collect objects that contain that sound. You have a bag of objects (or picture cards) and, as you take each one out, say <i>Qui voudrait un...?</i> The children with the corresponding phonemes call out <i>Moi!</i> Some children might be able to say <i>Moi, je voudrais un ...</i> (Have several of each item so that everyone can collect something).</p>	<p><u>Resources</u></p> <ul style="list-style-type: none"> • Toys as props • Puppets (as support)
<p><u>Teaching Tips</u></p> <ul style="list-style-type: none"> • Plan group sizes for the advert preparation carefully. Children may find it difficult to organise themselves if the group size is too large. If you have a large number of very small groups, it will take a long time to see everyone's final performances. • Children may enjoy creating a short 'jingle' to accompany their advert, and using song in this way may help some of them memorise the language 	

<i>Le langage du prof</i>	Teacher Language	<i>Le langage des enfants</i>	Children's Language
<i>Je voudrais...</i> <i>Au magasin (de jouets)</i> <i>je voudrais</i> <i>des jouets</i> <i>un ballon de foot</i> <i>un CD</i> <i>une voiture</i> <i>une peluche</i> <i>une poupée</i> <i>une console</i> <i>des bonbons</i> <i>un gâteau</i> <i>Tu aimes ça?</i>	I would like... At the (toy) shop I would like... some toys a football a CD a car a cuddly toy a doll a games console some sweets a cake Do you like that?	<i>je voudrais...</i> <i>des jouets</i> <i>un football</i> <i>un CD</i> <i>une voiture</i> <i>une peluche</i> <i>une poupée</i> <i>une console</i> <i>des bonbons</i> <i>un gâteau</i> <i>Tu aimes ça?</i> <i>Oui / Non</i>	I would like... some toys a football a CD a car a cuddly toy a doll a games console some sweets a cake Do you like that? Yes / No

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<i>Oui / Non</i> <i>j'aime ça!</i> <i>j'adore ça!</i> <i>je déteste ça!</i> <i>je n'aime pas ça!</i> <i>C'est...</i> <i>super!</i> <i>fantastique!</i> <i>magnifique!</i> <i>chouette</i>	Yes / No I like that! I love that! I hate that! I don't like that! It's ... great! fantastic! magnificent! great	<i>j'aime ça!</i> <i>j'adore ça!</i> <i>je déteste ça!</i> <i>je n'aime pas ça!</i> <i>C'est...</i> <i>super!</i> <i>fantastique!</i> <i>magnifique!</i> <i>chouette</i> <i>Extension :</i> <i>C'est (seulement)...euros</i>	I like that! I love that! I hate that! I don't like that! It's ... great! fantastic! magnificent! great Extension: It's (only) ... euros
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End of Unit Activities

Learning Objectives	Teaching Activities	Learning Outcomes	Points to note
<ul style="list-style-type: none"> to apply the knowledge, skills and understanding in this unit 	<ul style="list-style-type: none"> Allow groups to rehearse their radio or TV advert. Each group performs their advert. They must try as hard as they can to convince the audience to buy the product. The class comment on the effectiveness of the advert. Why was it effective? What kind of language/gestures did they use to convince the audience? 	<ul style="list-style-type: none"> use effective language for an advert understand that language is used differently depending on the speaker and the audience 	<ul style="list-style-type: none"> The adverts can be filmed and then shown to the class. The adverts can be performed to another class or to the whole school. The children could record themselves using hand held recording devices and play back through the computer or interactive whiteboard.