Lesson Plan Advanced 8 September 2015

-Topic: Commercial speech. Possible use: When students work for international companies and have to present a product to their German partners ;)

Activity 1: Show several short commercials from Krombacher, Persil, Ritter Sport Chocolate, Kinder bueno chocolate bars. (10 minutes)

Question: What special adjectives are used? What strategies are employed to make the product look good? Which words or slogans in German have you already heard?

Activity 2: Every student gets a product (everyday products from my apartment) and should promote it in 30 seconds. Think of alliterations, special word creations and scenarios how to promote it. (10 minutes)

Activity 3: Listen to the “Ohrensausen” podcast “Die Sprache der Werbung – alles außer Tiernahrung” (5:46 minute – 7:17 then the rest). Maybe twice. (20 minutes)

Questions: Do you pay attention to commercials in your everyday life? Do you buy things that you have seen in commercials? Do you think commercials help people decide?

Do you see any differences between commercials from your home countries and German commercials? What are common strategies in commercials?