

ENGLISH

Introduction to newspapers and advertising

It is not necessary to carry out all the activities contained in this unit.

Please see *Teachers' Notes* for explanations, additional activities, and tips and suggestions.

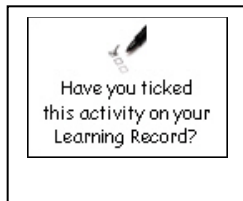
Theme	Introduction to newspapers and advertising.
Level	A1 – B1
Language focus	vocabulary, word identification, grammar, use of student's own language.
Learning focus	Using English textbooks and accessing curriculum content and learning activities.
Activity types	Matching, word identification, structuring sentences and text, cloze, multiple choice, reading comprehension, categorising vocabulary, recording learning, developing a learning resource.
Acknowledgement	Extracts from <i>Less Stress More Success – English Revision for the Junior Certificate</i>. Larry Cotter. Gill & Macmillan. We gratefully acknowledge Gill & Macmillan for the right to reproduce text in some of these activities.
Learning Record	A copy of the Learning Record should be distributed to each student. Students should: <ol style="list-style-type: none">1. Write the subject and topic on the record.2. Tick off/date the different statements as they complete activities.3. Keep the record in their files along with the work produced for this unit.4. Use this material to support mainstream subject learning.

Making the best use of these units

- **Introduction** should ensure that students understand **what** they are doing and **why**. Many students will have some difficulty in understanding both the language in the activity and the instructions/purpose for carrying out the activity.
- You can create your **personal teaching resource** by printing these units in full and filing them by subject in a large ring binder.
- **Encourage students to:**
 - Bring the relevant **subject textbooks** to language support class. It does not matter if they have different textbooks as the activities in these units refer to vocabulary and other items that will be found in all subject textbooks. These units are based on curriculum materials.
 - Take some **responsibility for their own learning** programmes by:



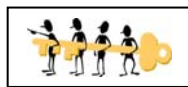
Developing a **personal dictionary** for different subjects, topics, and other categories of language, on an on-going basis. This prompt is a reminder.



Recording what they have learnt on the **Learning Record**, which should be distributed at the start of each unit.



Keeping their own **files** with good examples of the work produced in language support for different subjects and topics. This file will be an invaluable **learning resource** in supporting mainstream learning.



Indicates that answers may be found at the end of the unit.

Don't forget that many of the activities in these units are suitable as **homework** tasks, for **self-study**, or for use in the **subject classroom** with the agreement of the subject teacher.

Keywords

The list of keywords for this unit is as follows:

Nouns

actions
activity
ad/ advertisement
ads/advertisements
advertiser/ advertisers
article
audience
background
black and white¹
cartoons
cinema
colour/colours
copy
detail
editor
expressions
film stills
font
foreground
frame
headline/headlines
humour
image
journalist/journalists
logo
media
newspaper
photo/photograph
photographer
photomontage
picture/pictures
politics
poster
service

slogans
sports
stance
synonyms
taglines
target
theatre
tone
typography
words

Verbs

to advertise
to appeal
to appear
to criticise
to deliver
to depict
to describe
to do
to explain
to exaggerate
to highlight
to imagine
to know
to learn
to look
to photograph
to please
to print
to read
to reread
to show
to take a photograph
to tell

to watch
to write
to rewrite

Adjectives

accurate
appropriate
artificial
dramatic
graphic
honest
human
important
international
ironic
national
natural
political
popular
regular
rural
significant
truthful
urban

1. remember: **black and white** is usually used when discussing images/newspapers as a noun not as an adjective.

NAME: _____ DATE: _____
ENGLISH: Introduction to newspapers and advertising

Vocabulary file 1

This activity may be done in language support class or in the mainstream subject classroom.

Word	Meaning	Word in my language
advertisement		
article (in a newspaper)		
background		
cartoon		
detail		
headlines		
media		



Get your teacher to check this, then file it in your folder so you can use it in the future.

NAME: _____ DATE: _____
ENGLISH: Introduction to newspapers and advertising

Vocabulary file 2

This activity may be done in language support class or in the mainstream subject classroom.

Word	Meaning	Word in my language
photograph		
photographer		
politics		
sports		
target		
to advertise		
to explain		



Get your teacher to check this, then file it in your folder so you can use it in the future.

NAME: _____ DATE: _____
ENGLISH: Introduction to newspapers and advertising

Vocabulary file 3

This activity may be done in language support class or in the mainstream subject classroom.

Word	Meaning	Word in my language
black and white		
honest		
humour		
accurate		
dramatic		
national		
international		



Get your teacher to check this, then file it in your folder so you can use it in the future.

Level: All
Type of activity: Whole class

Focus: vocabulary, spelling,
dictionary
Suggested time: 10 minutes

Activating students' existing knowledge

Use a spidergram to activate students' ideas and knowledge on the key points in this chapter. See **Teachers' Notes** for suggestions.

Possible key terms for the spidergram:

newspapers

advertising

- Invite students to provide key words in their own languages.
- Encourage dictionary use.
- Encourage students to organise their vocabulary into relevant categories (e.g. meaning, nouns, keywords, verbs etc.).



Students should record vocabulary and terms from the spidergram in their personal dictionaries.

NAME: _____ DATE: _____
 ENGLISH: Introduction to newspapers and advertising

Level: A1
Type of activity: Pairs or individual

Focus: vocabulary, spelling, dictionary
Suggested time: 30 minutes

Working with words

- Tick the correct answer



- 1)
 a) an article
 b) a newspaper
 c) an advertisement
 d) a hospital



- 2)
 a) a theatre
 b) teachers
 c) a logo
 d) a doctor

Singular and plural

Write the singular or plural of these nouns. Be careful about spelling!

Singular	Plural
activity	
	advertisers
	cinemas
copy	
frame	
	photos
slogan	
sport	
Check your dictionary carefully.	

Level: A1

Type of activity: Pairs or individual

Focus: vocabulary, basic sentence structure

Suggested time: 30 minutes

Picture Sentences - Tick the correct answer

1. a). This is an audience.
b). This a cartoon
c). This is a headline.
2. a). This is a sport.
b). This is lighting.
c). This is a headline.



Finish these sentences using words from the box.
You should use each word once.

1. Irish people read lots of _____ every day.
2. _____ is important for the country.
3. You find _____ at the top of a newspaper article.
4. A _____ takes photos.
5. Newspaper print is usually in _____ .

headlines	politics
black and white	photographer
newspapers	

Level: A1 / A2
Type of activity: Pairs or individual

Focus: word identification, vocabulary
Suggested time: 20 minutes

Odd One Out



Circle the word which does not fit with the other words in each line.

Example: *apple orange banana taxi*

- 1). advertisement swim taglines typography
- 2). carefully image picture photograph
- 3). legal decent garden honest
- 4). product target audience wood

Where do you find advertisements?

Where do you find photographs?

Level: A2 / B1
Type of activity: Individual

Focus: key vocabulary, writing
descriptive text
Suggested time: 40 minutes

English keywords

Fill in the missing letters of the keywords listed below.

On the line beside each word, write whether the word is a noun, an adjective or a verb.

1. ph_t_gr_p_ _____

2. ex_re__i_n _____

3. _ea_li_e _____

4. _ict_re _____

Describe a photograph that you like. If possible, have it in front of you while you write.

It could be a family photograph or one that you have seen in a newspaper, magazine, book or someplace else. If you cannot think of a photograph find one in one of your textbooks.

Use as many nouns, verbs and adjectives as you can.



Check that all the keywords you used are in your personal dictionary.

Level: A2 / B1
Type of activity: Pairs or individual

Focus: reading comprehension, extracting meaning from text, vocabulary
Suggested time: 30 minutes

Completing text



A question about describing a picture requires organisation and attention to detail.

Begin by saying as much as you can about the background of the picture. A picture can be divided into three areas:

The top third is called _____.

The central third is the middle distance.

The bottom third is the foreground.

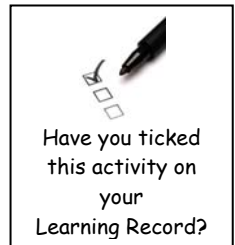
1 _____ the background and make sure to mention the obvious details, such as whether the _____ is taken outside using natural light or indoors using artificial lighting.

2 Another simple fact often overlooked is whether the picture is reproduced in _____ or in monochrome (black and white).

3 The background will be either rural, depicting a natural landscape, or _____ showing more buildings and organised human activity like industry.

Word Box:

urban describe colour
picture background



Have you ticked this activity on your Learning Record?

Level A2

Write a new sentence using each of the 5 keywords from above:



picture _____

describe _____

urban _____

background _____

colour _____

NAME: _____ DATE: _____

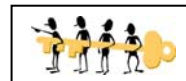
ENGLISH: Introduction to newspapers and advertising

Level: A2 / B1
Type of activity: Individual

Focus: key vocabulary, topic information, reading comprehension
Suggested time: 30 minutes

Multiple choice

(Read the text below and choose the best answers)



Text:

Many newspapers feature cartoons as a regular element of the service they provide. Cartoons are a form of graphic humour and encapsulate a view of news, or some aspect of life, in an extremely efficient way. A cartoon can convey more in one frame, or through several frames in the case of a cartoon strip, than many pages of text or copy.

In early 2006, a single frame cartoon appearing in a Danish newspaper gave rise to controversy over its portrayal of the prophet Mohammad. Subsequent demonstrations led to many deaths all over the world. Cartoons are probably the only aspect of the media which is truly international in its appeal and effectiveness, as they are more visual than verbal, and are accessible to many nationalities.

The power of a cartoon to lampoon or satirise its target can also lead to a polarisation of responses from different audiences. Overtly political cartoons have been used to criticise governments and politicians of all persuasions. Less controversial are the cartoons which make fun of common human foolishness. Either way they are an art form which are a popular aspect of the print media and when animated are a very successful element of television programming.

1. What do cartoons encapsulate?

- | | |
|------------------------------|--------------|
| a) a controversy | b) a text |
| c) a view of news or of life | d) a service |

2. What did the cartoon of the prophet Mohammed give rise to?

- | | |
|----------|----------------------|
| a) copy | b) controversy |
| c) media | d) Danish newspapers |

3. What kind of medium is a cartoon?

- | | |
|-------------|--------------|
| a) visual | b) verbal |
| c) auditory | d) olfactory |

4. Can political cartoons criticise governments and politicians?

- | | |
|--------|-------|
| a) Yes | b) No |
|--------|-------|

5. Are animated cartoons very unsuccessful on television?

- | | |
|--------|-------|
| a) Yes | b) No |
|--------|-------|

NAME: _____ DATE: _____

ENGLISH: Introduction to newspapers and advertising

Level: A2 / B1

Type of activity: Pairs / small groups

Focus: vocabulary, structure, creating text, spoken production

Suggested time: 40 minutes

Writing Activity

You are going to write a short newspaper article on the best party, concert or entertainment event you ever attended.

1. Think about the content and details of your article. Write the important words that you will use in this Word Box.

- Organise your words into themes or paragraphs. You can divide the Word Box with lines, circles or whatever way you like.
- Use your dictionary if necessary.

Word Box

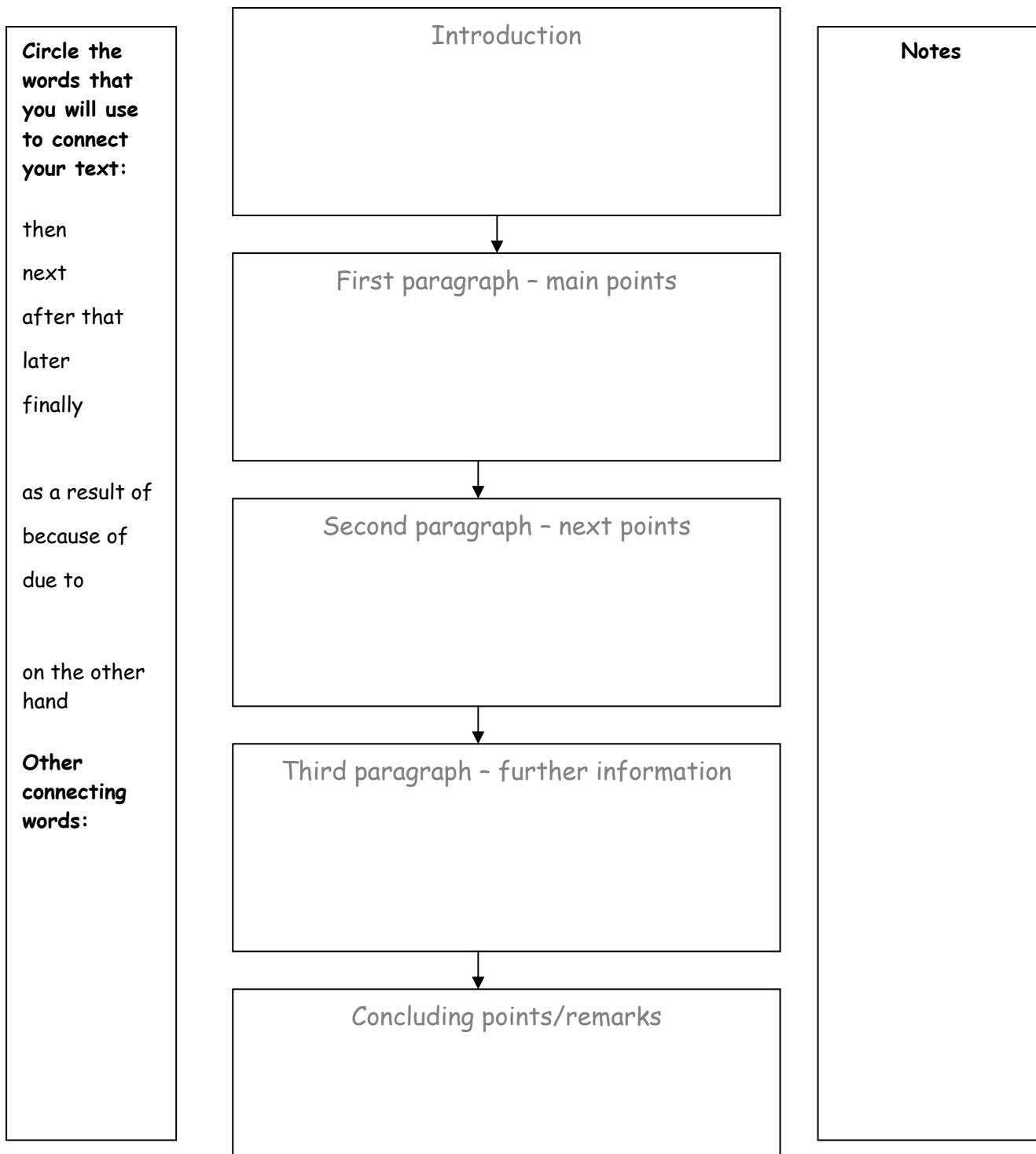
Headline: _____

NAME: _____ DATE: _____

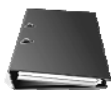
ENGLISH: Introduction to newspapers and advertising

2. Now plan how you will organise and connect your article.

Headline: _____



3. Now you are ready to write your article.



Keep this plan in your file so that you can use it in future.

NAME: _____ DATE: _____
ENGLISH: Introduction to newspapers and advertising

Level: All
Type of activity: Individual

Focus: content words,
dictionary work, word
identification
Suggested time: 30 minutes

Grammar points

In this Unit, we came across the following nouns:

- advertisement
- smallpox
- vaccination

Look up these words up in your dictionary and write your own definitions:

Word	Meaning	In my language
advertisement		
smallpox		
vaccination		

Noun Hunt

Circle the 10 nouns in these columns. Score 4 points for each correct answer.
Who will score the highest? Perhaps you will. Good luck!

you

product

expand

decide

font

truthful

typography

this

cartoons

actions

do

rewrite

photomontage

think

choose

advertising

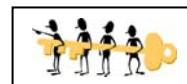
theft

advertiser

attractive

pictures

imagine



Score: _____ points

Level: All
Type of activity: Individual

Focus: prepositions, sentence structure, writing text
Suggested time: 30 minutes


Grammar points

In this Unit, we came across the following verbs:

- to describe
- to imagine
- to print

Look up these words in your dictionary.

Verb	Present Tense	Past Tense
to describe		
to imagine		
to print		




To wear is an irregular verb. You should have a place in your file to record irregular verbs. What other irregular verbs do you know?

Adjective Hunt

Circle 10 adjectives in these columns. Score 4 points for each correct answer. Who will score the highest? Perhaps you will. Good luck!

wooden media numerous school accurate important book great newspaper national people print dramatic	man women ironic editor urban rural city
---	--



Score _____ points

Alphaboxes

Levels: A1 / A2

Using your textbook, find **one** word beginning with each of the letters of the alphabet. Write the word in the relevant box. You could also write the word in your own language.

a	b	c
d	e	f
g	h	i
j	k	l
m	n	o
p	q	r
s	t	u
v	w	xyz

Do you understand all these words?



Get your teacher to check this, then file it in your folder so you can use it in the future.

Play Snap

Make Snap cards with 2 sets of the same keywords. See *Notes for teachers* for ideas about how to use the cards.



slogans	slogans
typography	typography
photograph	photograph

NAME: _____ DATE: _____
ENGLISH: Introduction to newspapers and advertising

photomontage	photomontage
newspaper	newspaper
advertisements	advertisements

NAME: _____ DATE: _____
ENGLISH: Introduction to newspapers and advertising

synonyms	synonyms
vocabulary	vocabulary
design	design

NAME: _____ DATE: _____
ENGLISH: Introduction to newspapers and advertising

film stills	film stills
gestures	gestures
write	write

Answer key

Odd One Out = swim, carefully, garden, wood

Letter Scramble = film still, typography, advertisers, media

Secret Code = advertisements sell products

Completing Text =

A question about describing a picture requires organisation and attention to detail.

Begin by saying as much as you can about the background of the picture. A picture can be divided into three areas:

The top third is called background

The central third is the middle distance

The bottom third is the foreground

1 Describe the background and make sure to mention the obvious details, such as whether the picture is taken outside using natural light or indoors using artificial lighting.

2 Another simple fact often overlooked is whether the picture is reproduced in colour or in monochrome (black and white).

3 The background will be either rural, depicting a natural landscape, or urban showing more buildings and organised human activity like industry

(Less Stress More Success – English Revision for the Junior Certificate, page 64)

NAME: _____ DATE: _____
ENGLISH: Introduction to newspapers and advertising

Multiple Choice = c, b, a, a, a

Grammar Points (Noun Hunt) = product, font, typography, cartoons, actions, photomontage, advertising, theft, advertiser, pictures

Grammar Points (Adjective Hunt) = wooden, numerous, accurate, important, great, national, dramatic, ironic, urban, rural

Word Search:

T	O	V	I	R	N	G	R	F	T	D	N					V	X	G	E	O	B							
R						U	L	R	U	R	A	L				R	Q	K	I									
S						Z	W	Z	B	P	Z	W	B			F	Z											
N						C	T	U	L	O	Y	V	H		A	L	D	A										
B						V	U	X	P	R	Q	Z	C		Q	Z	V	P										
L	Y	G	Z	N	S	I	G	N	I	F	I	C	A	N	T	W	B	C	G	A	N	D	E					
S	S	H	V	Y	N	A	T	U	R	A	L	D	N	V	M	R	D	D	R	A	M	A	T	I	C			
C	I	M	P	O	R	T	A	N	T	W	B	C	I	G	I	R	E	G	U	L	A	R	G	E	R			
H	U	M	A	N	Z	Q	W	N	U	O	I	W	Q	K	E	E	B	W	H	I	F	E	P	S	V			
L	A	G	R	A	P	H	I	C	P	L	B	L	O	O	D	N	N	B	L	A	C	K	Q	W	Q			
T	Z	A	U	F	H	U	G	G	H	H	O	N	E	S	T	D	V	Q	I	R	O	N	I	C				
P	T	P	O	L	I	F	I	C	A	L	S	O	U	R	B	A	N	I	D	O	V	X	J	S				
I	R	L	T	D	Q	I	N	T	E	R	N	A	T	I	O	N	A	L	S	U	K	A	V	U				
S	R	O	G	Y	A	X	A	Q	A	R	T	I	F	I	C	I	A	L	H	G	S	M	Z	P	Q			
B	J	H	S	T	R	U	T	H	F	U	L	E	M	O	Z	E	P	C	L	Q	P	O	S	P	F	E		
L	F	X	S	V	J	P	O	P	U	L	A	R	S	A	P	P	R	O	P	R	I	A	T	E	O	A	F	
T	L	W	V	E	S	E	R	V	I	C	E	N	A	T	I	O	N	A	L	N	C	D	Q	N	C	P	A	J
						I	C	N	L	P		W	P	G	O	N	I	P	Y	P	D	V	G	S	P	Z		
						U	P	L			Z	E	T				N	C	V			N	M	W				