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| Class: French I | | | | Instructor: Margarita Diego | | | |
| Textbook: *Bon Voyage* | | | | | | | | |
| Weeks: Tuesday-Thursday/Friday | Days: | | | | Class duration: 50 min | | |
| Context/Theme: la nourriture et les courses (grocery shopping) | | | | | | | |
| Objectives/Functions:   * Students will create a 30 second commercial in target language promoting a food product. | | Learners will be able to…   * Identify food in target language * Manipulate technology to communicate, record video, and to create multi-media inter-cultural simulation. * Write and create a commercial promoting a French product in target language. * Collaborate in groups of 2-5 classmates to write, produce and record commercial | | | | | |
| Cultural Context and Content: Students will view commercials of French and American products online. | | | | | | | |
| They know:  Enough vocabulary to be able to create a simple 30 second publicité :  They will watch the following clips as examples.  Nutella:<https://www.youtube.com/watch?v=Cd4TfyWK2bQ>  Milka: <https://www.youtube.com/watch?v=dw4EKAwybmo>  Mc Baguette: <https://www.youtube.com/watch?v=fURbmHdMF2E>  Quick: \*\*Tony Parker<https://www.youtube.com/watch?v=mIe9zvd6nI0>  Lait Lactel: https://www.youtube.com/watch?v=2Mk-eag2IdE | | | They need:   * A cell phone with video camera * e-mail or flashdrive/USB * creativity * good attitude | | | | |
| Activities, Procedures, and Outcomes:   * Day One: Students are explained what the project entails. Students will watch 5 commercials. Will write rough draft.   (teacher will give feed-back same or following day)   * Day Two: Students write final draft and create story board with group. * Days Three: Students will record commercial and turn in by the end of the class period or by e-mail that evening. | | | | | | Duration:  3 class sessions | Time:  In-class: 50min. per day and outside class as needed. |