

Taschengeld (Pocket Money)

6. Toy advert

Prior Knowledge: It is helpful if children already know how to say *ich möchte*.

<u>Objectives</u> Speak in sentences, using familiar vocabulary, phrases and basic language structures	<u>Support</u> Children should work in mixed ability groups. Puppets may also be used to build up confidence. <u>Extension</u> Display one of the phrases from this unit. Children close their eyes and you remove a letter – which one is missing?	<u>Main</u> Display the phrase <i>ich möchte</i> on the board. Invite the class to chant <i>ich möchte</i> and on each repetition, rub out a letter in <i>ich möchte</i>. Repeat. As a revision activity, play Hangman (<i>Galgenraten</i>) 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. <u>ICT Opportunities:</u> 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.
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<u>Grammar</u> <u>For teachers:</u> Conditional tense – <i>ich möchte</i> is an example of the Conditional tense ('I would like') of the verb <i>mögen</i>, which the children have already seen in the present tense (<i>ich mag, du magst etc</i>). Remember that after <i>Ich möchte...</i> the accusative form <i>einen</i> is required with <i>Fußball</i> or other objects which are <i>der</i> words (masculine).	<u>Grammar focus</u> <u>For children:</u> No specific focus.	<u>Phonics focus</u> <u>For teachers:</u> No specific focus	<u>Phonics focus</u> <u>For children:</u> ö – <i>möchte</i>
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<u>Learning Outcomes</u> Children can: • use effective language for an advert • understand that language is used differently depending on the speaker and the audience	<u>New National Curriculum Links</u> English <u>Writing</u> - Years 3 - 4 Pupils should be taught to plan their writing by: • discussing and recording ideas
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<u>Throughout the week:</u> Give children opportunities to practise and perform their adverts. Practise <i>Ich möchte</i> and phonemes with the following game. Give each child a box or bag with a phoneme card on it (especially the Umlaut 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>Wer möchte ...?</i> The children with the corresponding phonemes call out <i>Ich!</i> Some children might be able to say <i>Ich, ich möchte einen/eine/ein ...</i> (Me, I would like a ...) Have several of each item so that everyone can collect something.	<u>Resources</u> • Toys as props • Puppets (as support)
<u>Teaching Tips</u> • 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	

Wortschatz für Lehrer	Teacher Language	Wortschatz für Schüler	Children's Language
<i>Im (Spielzeug)laden</i> <i>Ich möchte...</i> <i>einige Spielzeuge</i> <i>einen Fußball</i> <i>eine CD</i> <i>ein Auto</i> <i>ein Stofftier</i> <i>eine Puppe</i> <i>eine Konsole/Spielkonsole</i> <i>einige Süßigkeiten</i> <i>einen Kuchen</i> <i>Magst du das?</i> <i>Ja/nein</i>	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 ? Yes / No	<i>Ich möchte...</i> <i>einige Spielzeuge</i> <i>einen Fußball</i> <i>eine CD</i> <i>ein Auto</i> <i>ein Stofftier</i> <i>eine Puppe</i> <i>eine Konsole/Spielkonsole</i> <i>einige Süßigkeiten</i> <i>einen Kuchen</i> <i>Magst du das?</i> <i>Ja/nein</i> <i>Ich mag das!</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 I like that!

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<i>Ich mag das!</i> <i>Ich mag das sehr!</i> <i>Ich mag das gar nicht!</i> <i>Ich mag das nicht!</i> <i>Es ist...</i> <i>super!</i> <i>toll!</i> <i>klasse!</i> <i>Spitze !</i>	I like that! I like that a lot! I don't like that at all! I don't like that! It's ... super! great! great! great!	<i>Ich mag das sehr!</i> <i>Ich mag das gar nicht!</i> <i>Ich mag das nicht!</i> <i>Es ist...</i> <i>super!</i> <i>toll!</i> <i>klasse!</i> <i>Spitze !</i> <i>Extension :</i> <i>Das kostet (nur) ... Euro</i>	I like that a lot! I don't like that at all! I don't like that! It's ... super! great! great! great! Extension: It's (only) ... euros
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End of Unit Activities			
Learning Objectives	Teaching Activities	Learning Outcomes	Points to note
to apply the knowledge, skills and understanding in this unit	- 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?	- use effective language for an advert - understand that language is used differently depending on the speaker and the audience	- 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.