

From Compelling Commercials to Comprehensible Input

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Select a commercial

- Identify your goals but realize no resource is perfect
- Pre-teach some vocabulary
- Limit focus in lower levels
- Pre-teach culture vs. Allow students to make inferences?

Pre-teaching techniques:

- TPR
- PQA (personalized q & a)
- Vignettes/stories
- Mnemonics
- Prior knowledge
- Photos
- Flashcards/quizlet live
- Connect to other materials / background knowledge

MOVIE TALK AS CI

“Natural Approach teachers help make input comprehensible by providing extra-linguistic knowledge in the form of pictures and realia, and by modifying their speech.”

“All that is required (for acquisition to occur) is that the activity be interesting and comprehensible.”

–Fundamentals of Language Education,
Dr. Stephen D. Krashen 1992

www.sdkrashen.com

Teacher-created simplified texts = bridge to authentic materials

Screen shots + powerpoint = create “comic style” reading

Embedded reading (see www.embeddedreading.com)

After providing CI...

- Use the authentic text
- Reading/listening and DISCUSS
- Cloze listening
- Ordering events
- Categorizing
- Venn Diagram

Recommended book: Teach Like a Pirate by Dave Burgess

Zoo Ave Commercial

<https://m.youtube.com/watch?v=iy-LQ8ehbkl>

Dirt Devil Commercial

<https://m.youtube.com/watch?v=jbRmuT6efSE>

Sea turtles video

https://www.youtube.com/watch?v=liALo_Dgc_I

Sea turtles kahoot

<https://play.kahoot.it/#/k/5ede5a5b-c5f5-43cd-99ca-9c8d3a6f3047>

Mama Lucha Commercial

<https://m.youtube.com/watch?v=XZ07ux5xwm4>

Abuela Verizon Commercial

<https://m.youtube.com/watch?v=1y0UNEjscOw>

Tiendas Piers

<https://m.youtube.com/watch?v=VRLSxW0kgjI>