

# Reading In Focus: Learning To Get The Message

## Using Commercials In The Classroom A Complete Guide



### Why Use Commercials In The Language Classroom?

Commercials are the perfect material for teaching English, especially the "right" commercials!

Now that video is becoming a dominant media for bringing reality and context into the language learning classroom – it is time to start using them to their full potential.

### Teachers should use commercials because of ....

#### ★ 1. Context.

Commercials are professionally produced and highly contextualized nuggets of meaning. Students can easily understand the context and this helps scaffold their language learning. You'll find commercials which will cover almost any language point, theme or situation.

#### ★ 2. Length.

Commercials are short, usually 30 seconds. They don't waste time and quickly get all students to focus around a singular goal. Their length gives teachers the flexibility to repeat, replay, review many times and recycle the language learning experience.

#### ★ 3. Expectation.

Great lessons include an element of "bingo!" or "gotcha". This is key to student engagement and most commercials are designed with moments of "surprise". They immediately motivate and capture the attention of students. They are "fun" and students love them.

#### ★ 4. Genre.

Commercials are familiar no matter what culture / country they come from. Students will understand all the conventions of "the commercial". It won't be an alien experience and this background knowledge helps students focus only on language. Commercials are specifically designed to be simple and direct in getting their message across to audiences across a wide cross section.

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