**Lesson Planner Containing ABCD Sequence**

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| **Text** *Women Have to Pay More in Shops* **breakingnewsenglish.com** (Level 2) January 21, 2016  <http://www.breakingnewsenglish.com/1601/160121-gender-tax-2.html> |
| **Content objective (First Read)**  SW know that companies use targeted advertising to appeal to a specific audience of buyers. This helps them to sell more of their products.  SW explain their own shopping habits and think about where they shop and why.  SW identify two reasons that possibly explain researchers’ findings in the article. |

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| **ABCD Text Introduction** | | | | |
| **Activate Prior Knowledge** | **Turn and talk:** Where do you buy clothes? What prices do you pay for things like jeans, deodorant, or toys? | | | |
| **Build Background Knowledge** | *Talk about marketing. When a commercial pictures cartoon characters like Mickey Mouse, who is the ad for? Does color influence buying choices? What about gender? Every advertisement is intended for a specific audience. When you see an ad for cologne and a man puts on the cologne, then meets a beautiful woman, what is the ad telling you about the cologne?* | | | |
| **Concentrate on Vocab 1:**  **Fast words (2-8)** | **Word** | **Def** | **Word** | **Def** |
| **charge**  **scooter** | require an amount as a price  footboard with two wheels and long steering handle | **researchers**  **sexist** | scientist who research, or gather information through studies  giving benefits to one sex and not the other (usually male, not female) |
| **Concentrate on Vocab 2:**  **Deep words (2-3)** | **Word** | **Def** | **Ex/Non-Ex** | **Question** |
| **products/goods**  **appeal to** | things that are produced for sale, things you can buy at stores  to attract, interest, amuse, or stimulate the mind or emotions | **Ex.:** food, clothes, tools, household and personal items  **Non:** food you cooked, tap water  **Ex:** If you are a child, toys appeal to you and heavy books w/out pictures don’t.  **Non:** If you don’t like to eat fish, a sale on fresh salmon will not appeal to you. | **Y or N (Thumbs Up/Down):**  If your friend gives you a card, is that a product? Is dish soap a product?  **Y or N (Thumbs Up/Down):**  Does fighting appeal to you? Chocolate? Mens’ sweaters? Higher pay? Health benefits? |
| **Describe purpose** | To understand current shopping trends and think critically about purchases. To identify market strategies and consider how products compare. To think about what is most important to you in purchasing a product—cost, features, look? | | | |

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| **First Read: Unlock the Text with Reading Strategies** | | |
| **#** | **Strategy** | **Precise, Concise Language** |
|  | **Comprehension Monitoring**  **Getting the Gist**  **Matching and Gap-Fill (from website)**  **Summarize** | Which sentences were difficult for you? Let’s break them into smaller parts and repeat the main ideas. Restate that sentence in your own words.   * Name the most important Who or What. Women shoppers, companies, and researchers. * Talk about the most important points about the who and what. Get all ideas out and list them on the board. * Write a main idea sentence in about 10 words and share with a partner. Volunteers share with the class.   Match sentence parts. Then, listen as I read the article. Fill in the blanks.  Although the researchers found evidence that products for women and girls cost more, Britain’s Financial Times newspaper gave reasons why this may not be because companies charge more. Tell two reasons in your own words. |
|  | **Wrap-Up:**  **Homework:** | What is your opinion? Have you noticed price differences?  Write a short response to this statement: “All women love to shop.” |