AT THE SHOPPING MALL - GUIDE

◆ *Domain:*

Access to information

◆ *Benchmark:*

Understand the structure and conventions of an advertisement and use this knowledge as needed

◆ *Benchmark:*

Extract relevant information for a specific purpose from different sources

◆ *Description:*

Students are required to design an advertisement based on a written description from a brochure advertising a shop at a mall.

◆ *Rationale for choice of topic:*

Teenagers today are familiar with malls and with the genre of an advertisement: both are a part of their everyday reality. In addition, many textbooks present this type of activity.

◆ *Suggestions for implementation (prior to and/or during):*

You may want to bring in different types of advertisements and discuss the differences and similarities. You may also want to design, together with the students, a list of elements that are characteristic of advertisements. Students should decorate their advertisements to make them look more authentic (colors, different fonts and font sizes, layouts, etc.) They should therefore bring in the necessary equipment (scissors, colored paper, etc.) This task can be used to assess two benchmarks.

If you are interested in only assessing the ability of the student to extract information it is suggested you provide him/her with an example of an advertisement. An example of an ad has been included here (page 242) to be used at your discretion.

◆ *Suggested time allotment:*

Single lesson

◆ *Prerequisites:*

- Familiarity with the genre and style of advertisements
- Ability to identify the most relevant details in a text
- Ability to write concise sentences

Name: _____

Class: _____

AT THE SHOPPING MALL – TASK

In this task you will be asked to design an advertisement using information about a shop at a mall:

A new shopping mall has just opened in Kiryat Shalom. The owners of the mall want to advertise the different shops. First, they wrote a newsletter with descriptions of the shops. Now, they need advertisements for the local neighborhood newspaper. They want your help in preparing these advertisements (ads) for the shops.

1. **Read** the descriptions of the shops in the newsletter and **choose one** shop.
2. **Prepare** an advertisement for the newspaper using the information from the newsletter.

The shops at the mall are:

"Best Dress" Boutique
"Bookworm" Book Store
"Run and Fun" Sporting Goods

Note:
Read the checklist before you start working and **fill** it **in** when you finish.

AT THE SHOPPING MALL - CHECKLIST

What to check	✓
I read the description in the brochure.	
I paid attention to the features of an advertisement.	
I included all the relevant information.	
My advertisement is attractive and gets the attention of the audience.	
I checked my spelling.	

KIRYAT SHALOM SHOPPING MALL NEWSLETTER

Best Dress

We have the best clothes for all teenagers, and at the right price. "Best Dress" is the place for you when you're looking for a special dress, stylish pants, an elegant shirt or just a warm sweater. We have a large selection of styles, colors and fashions. Come in and try on what you like. If it doesn't fit, we can make the *alterations* for you. Our phone number is 059-777656. Call us if you have any questions. We are open Sunday - Thursday from 10:00 am till 10:00 p.m.
We are located on the second floor, next to the elevator.

Bookworm

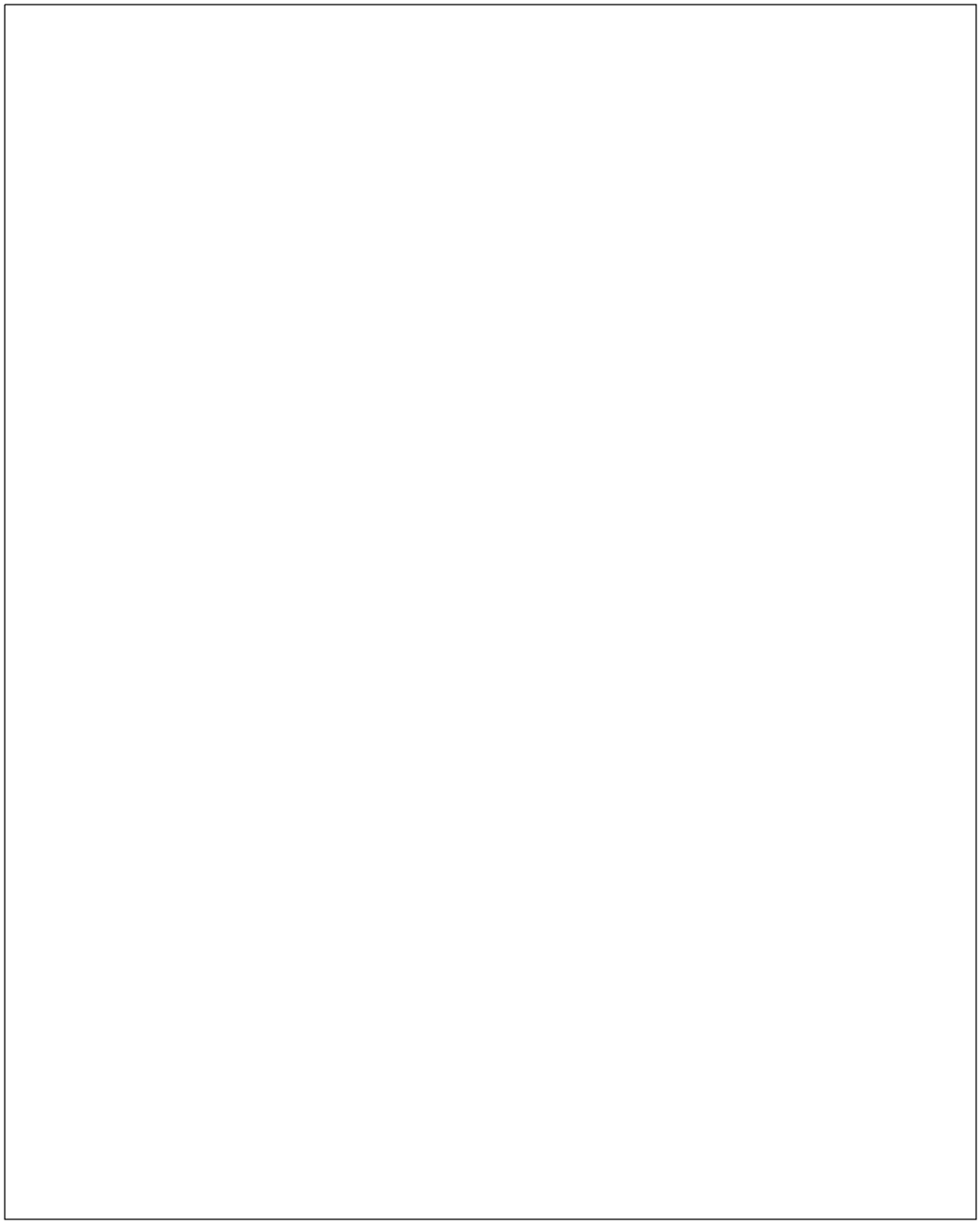
Our special collection of books includes adventure, romance, drama, detective and science fiction. We have books for all ages and interests. Buy the book only if you really like it and want to take it home. And how do you know you'll like it? Look through our collection, choose a book, take a seat and read for a while. We'll even serve you coffee! For more information, call us at 059-777652. We are open Sunday - Thursday from 10:00 am till 10:00 pm.
We are located on the first floor, next to the main entrance.

Run & Fun Sports Shop

A healthy mind needs a healthy body. Ready to get into shape? Need *equipment* for a game, such as football, basketball, or tennis? We can help you with all your sporting needs. We have all types of sports equipment – balls, rackets, weights, walking machines and more. And if we don't have it, we'll get it for you. Ask our professional trainers for advice. For more information, call 059-777658. We are open Sunday - Thursday from 10:00 am till 8:00 pm. We are located on the first floor, next to the back entrance.

alterations - תיקונים - تصليحات equipment - ציוד - مُعدّات

Shop Advertisement designed by _____
(your name)



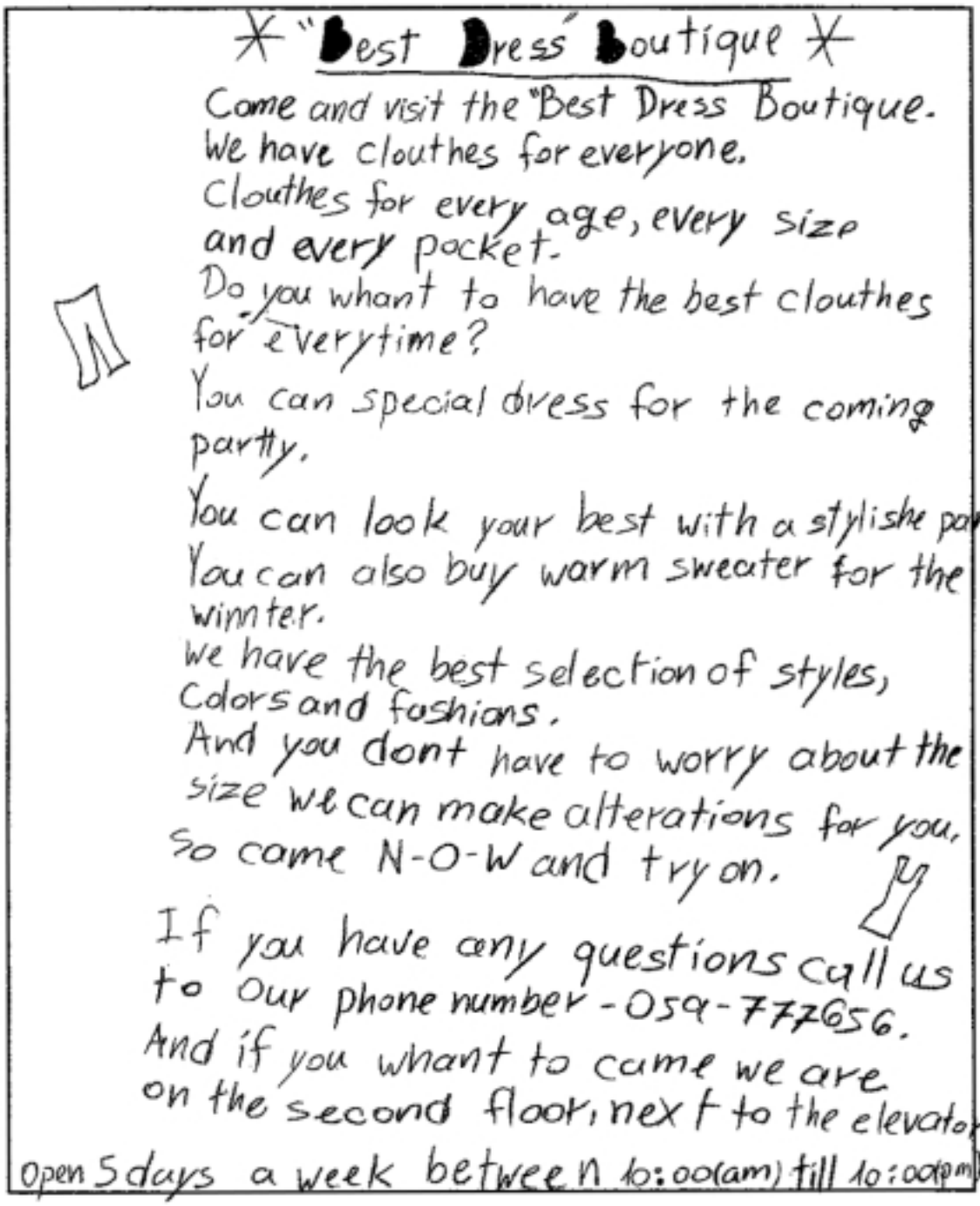
Dimension / Assessed by	Text Type	Content	Language Conventions
Teacher			
Self			
Peer			

PETAL & LEAF
Flowers of all types
for all occassions
Open: Sunday-Thursday
9.00 am - 10.00 pm
Phone: 059-777657

AT THE SHOPPING MALL – RUBRIC

Dimension	Text Type	Content	Language Conventions
Criteria / Grade Level	*Features of advertisement*	*Relevance* *Accuracy*	*Spelling*
On Target **5**	Immediately catches the eye and gets attention. Short, catchy sentences/phrases. Pictures support text.	All relevant information included. Information is accurate.	Correct spelling.
4			
On Your Way **3**	Catches the eye. Short sentences/phrases. Picture included, but not connected to text.	Most relevant information included. Information is accurate.	Two or three spelling mistakes.
2			
Starting Out **1**	No attention paid to elements of advertisement (eye-catching, catchy sentences/phrases, pictures to support text.)	Lacks important pieces of information (e.g. business hours). Information inaccurate.	More than three spelling mistakes.

Shop Advertisement / designed by _____
(your name)



* "Best Dress" Boutique *

Come and visit the "Best Dress Boutique.
We have clouthes for everyone.
Clouthes for every age, every size and every pocket.
Do you whant to have the best clouthes for everytime?
You can special dress for the coming partty.
You can look your best with a stylishe pants
You can also buy warm sweater for the winnter.
We have the best selection of styles, Colors and foshions.
And you dont have to worry about the size we can make alterations for you.
So come N-O-W and try on.

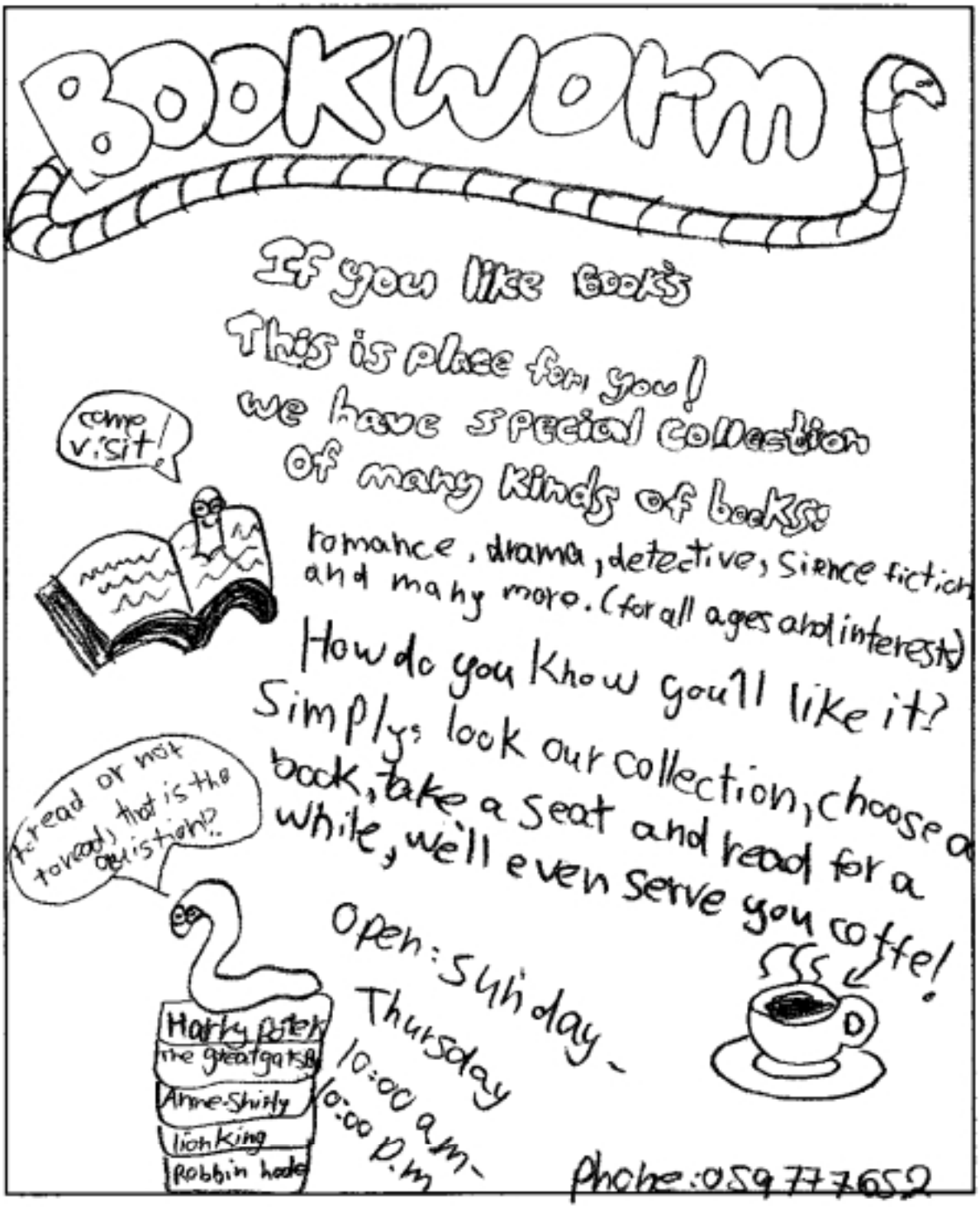
If you have any questions call us to Our phone number - 059-777656.
And if you whant to came we are on the second floor, next to the elevator.

Open 5 days a week between 10:00(am) till 10:00(pm)

*Some of the information appearing in the original task has been altered.

Text Type	Content	Language Conventions
1	3	1

Shop Advertisement / designed by _____
(your name)



Text Type	Content	Language Conventions
2	5	3

Shop Advertisement / designed by _____
(your name)

clothes

Come and visit our shop:

"Best Dress"

We have clothes for every age, every size and every pocket. come in and try on what you like if it doesn't fit, we can make the alterations for you.

we are open sunday - Thursday from 10:00 on till 10:00 P.M.

Phone number is: 059-777656

Text Type	Content	Language Conventions
5	5	5

Shop Advertisement / designed by ~~Run and Fun Sports~~ shop
(your name)

RUN and FUN-
SPORTS shop!

Mew shop

we can help you with all your
Sporting needs.
we have all types of sports
equipment

cheap the cheapest

For more information call - 058-616895

Text Type	Content	Language Conventions
3	1	3

At the Shopping Mall

שאלון לתלמיד המבצע משימה

שלום תלמידים,

זה עתה סיימתם לעבוד על המשימה באנגלית. אנו מעוניינים ללמוד על ההתנסות שעברתם על מנת לשפר את המשימה. על כן אנו מבקשים שתקדישו מספר דקות כדי לענות על השאלות המצורפות כאן (ענו בעברית).
תודה לכם מראש על שיתוף הפעולה.

- האם התנסיתם במהלך לימודיכם בחטיבות הביניים (כל מקצועות הלימוד) במשימות מן הסוג הזה? כן / (לא) (הקיפו את התשובה המתאימה).
- מה במיוחד אהבתם במשימה ומה לא אהבתם? פרטו.

- מה היו הקשיים בביצוע המשימה? פרטו (אם היו מספר שאלות במשימה, אל תשכחו לציין את מספר השאלה שאליה אתם מתייחסים).

- מה הייתם משנים במשימה? פרטו.

- מה הייתם משנים ב- checklist ? פרטו.

- האם יש עוד הערות/הארות/רעיונות שהייתם רוצים לחלוק אתנו? פרטו.