

Background Information Sheet

Name	Class	Date	Lesson Type	Plan type	Length
Lily	TESOL	2019-05-18	Reading	PPP	35 min

Lesson	
Topic	Advertisement ; A new concept of a theater
Main Aim	Ss practice their reading comprehension.
Secondary Aim	Ss practice their speaking fluency.

Materials and References
https://www.youtube.com/watch?v=JQa64A2Q4d0 Newspaper print advertisement about CGV'S Cine & Living Room, Worksheet Computer, Monitor, Speakers, Video clip, PPT file , Board and Color markers

Student Profile			
Level	Upper Intermediate		
Age	Adult (20s-40s)	Number of Students	4
Detail	Students are all native Korean. There are 3 females and 1 male		
	They are moviegoers and enjoy talking about their experiences		
Assumptions about students' knowledge as required for this lesson:			
Students have visited a theater and experienced inconvenience there			
They can make decisions in a given context.			

Anticipated Difficulties and their Solutions:
Technical issues – Print big size of the picture in case that the computer or the monitor doesn't work. Condition of throat- Prepare a bottle/cup of water or candies for dry throat which would cause cough. Lack of vocabulary – Pre-teach keywords before handing out the reading material

My Personal Aim
What I hope most to demonstrate in this lesson is the ability to give clear concept check questions

Stage Name: Lead-in Purpose of this stage: To relax both the teacher and students. To focus attention on the lesson. To lead in to the topic, activating background knowledge.		
Materials: Computer, Monitor, PPT (Pictures)		
Timings (3min)	Interactions	Procedure
20 sec	T	[Greet. Instructions.] "Hello, everyone! How are you?" (Ss: fine, good...) Good. Class, I have a picture here. Where is it? (Ss: Cinema / movie theater) Yes. Think about your experience in the cinema. There are some moving memes that help you to remember your experiences. (The pictures are about inconvenient things that typical moviegoers can have experienced) Talk to your partner. You have 1minute each [I.C.Q]
10sec	T-S	"What do you need to talk about?" (Ss: about our experience at the cinema) "How many minutes do you have?" (2minutes)
2 min	S-S	Students talk about their experience in the cinema
30 sec	T-S	[Feedback if appropriate] Nominate 2 students to share their ideas.

Stage Name: Presentation Purpose of this stage: To pre-teach keywords if necessary, and consider guiding questions. These steps provide extra help for students to comprehend the text.		
Materials: Computer, Monitor, Speaker, PPT(Video clip, pictures)		
Timings (7min 30)	Interactions	Procedure
20sec	T-S	<p>[Pre-teach keywords]</p> <p>1) advertisement 2) dubious</p> <p>[Elicit-video] – 1) advertisement I have a video clip. (Show students 10second video clip)</p> <p>What do we call this kind of video? Ss: advertisement</p>
10 sec	T	<p>[CCQ – check students properly understand the meaning]</p> <p>1. Can you get any information or message from this? (Ss: Yes) 2. Is it using mass media? (Ss: Yes) 3. Is it talking about bad thing or good thing? (Ss: good thing)</p>
30 sec	T-S	<p>Drill – choral and individual drilling for correct pronunciation] (Say and gesture) I'll say the word. First, listen 2 times and repeat after me</p> <p>Students speak the word chorally and individually</p>
1min	T-S	<p>[Board – highlight special areas of pronunciation] (Ask students' participation to mark the phonetic features on the white board) Now. We will know about its sound.</p> <p>[advertisement] /æd.vɜː'taɪz.mənt/ (US)</p> <p>How many syllables does it have? (Ss: 4) Good. _____ can you come here and mark it on the board? [ad/ ver/ tise/ ment] Thank you.</p> <p>Which syllable is stressed? (Ss: 3rd.) Call a student's name and show the gesture to ask him to mark the feature on the board. [ad/ ver/ tise/ ment] Thank you.</p> <p>What part of speech is this? (Ss: noun)</p>

1min	T-S	<p>[Elicit-Story telling / Picture] – 2) dubious</p> <p>Great. Class, I have a story to tell you. Before, in my previous class, there was a student who didn't do his homework. I asked him "why you didn't do your homework?" and he said "ohh my dog ate it.." At that time, my face was like this.</p> <p>(show the picture of dubious face).</p> <p>I said I think your excuse sounds d_____.</p> <p>(the sentence with the blank is presented on the PPT)</p> <p>Can you think what did I say?</p> <p>(Ss: doubtful...) -> you are close! It is a synonym of the word 'doubtful'</p> <p>Or</p> <p>(Ss: we don't know...) -> I said, "I'm <u>dubious</u> about your excuse.</p> <p>So, I asked him to finish his homework at school and he went home.</p>
20 sec	T	<p>[CCQ – check students properly understand the meaning]</p> <ol style="list-style-type: none"> 1. Was his excuse true? (Ss: No) 2. Was I his excuse doubtful? (Ss: Yes) 3. Could I trust his excuse? (Ss: No)
30 sec	T-S	<p>Drill – choral and individual drilling for correct pronunciation]</p> <p>(Say and gesture) Again, I'll say the word. First, listen 2 times and repeat after me</p> <p>Students speak the word chorally and individually</p>
1min	T-S	<p>[Board – highlight special areas of pronunciation]</p> <p>(Ask students' participation to mark the phonetic features on the white board)</p> <p>[dubious] /'du:.bi.əs/ (US)</p> <p>How many syllables does it have? (Ss: 3)</p> <p>Call a student's name and show the gesture to ask him to mark the feature on the board.</p> <p>[du/ bi / ous]</p> <p>Which syllable is stressed? (Ss: 1st.)</p> <p>Call a student's name and show the gesture to ask him to mark the feature on the board.</p> <p>[dubious][*]</p> <p>What part of speech is this? (Ss: adjective)</p>
10sec	T	<p>Guiding Question] (The GQ sentence is presented on the PPT)</p> <ol style="list-style-type: none"> 1. Which is better to watch a movie? At home or at cinema? <p>Talk to your partner. You have 1minute each</p>
2 min	S-S	<p>Students talk each other for 2 minutes</p>
30sec	T-S	<p>[Feedback] Nominate 2 students to share their ideas.</p>

Stage Name: Practice – Interpretive Comprehension Purpose of this stage: is to get students to get students to practice interpreting a text correctly This will require more detailed, careful reading, and thinking time to arrive at the correct answer.		
Materials: List all materials that will be needed in this stage.		
Timings (7min 30sec)	Interactions	Procedure
30 sec	T	<p>Instructions. Set the purpose for reading. Hand out worksheets- read.</p> <p>Now, individually, you will read the advertisement again. At this time, you have the other questions which ask you think more. Think about the answers based on the text and write down them on the worksheet. I'll give you 5 minutes.</p> <p>[I.C.Q]</p> <ol style="list-style-type: none"> 1. Can we work by pair? (Ss: No) 2. How many minutes? (Ss: 5min) <p>[Handout worksheet]</p> <p>Okay, turn to the 2nd page. Let's start now.</p> <p>[Interpretive question]</p> <ol style="list-style-type: none"> 1. List things that typical moviegoers don't do in a dark theater 2. Why did CGV introduce the new concept of a theater?
5min	S	<p>[Students read the text again and they write down their answers]</p> <p>Notice students when 1minute left.</p>
1 min	S-S	<p>[Pair check/Monitor.]</p> <p>Time's up. Now check your answers with your partner</p> <p>You have 1 minute.</p>
1 min	T-S	<p>Feedback to check accuracy.</p> <p>Ask 2 students to share their answer</p>

Stage Name: Production - Applied Comprehension		
Purpose of this stage: is for students to practice their speaking fluency on a topic related to the lesson.		
Materials: List all materials that will be needed in this stage.		
Timings (8min 30sec)	Interactions	Procedure
30 sec	T	<p>[Instructions]</p> <p>Thank you for sharing your answers. Now let's have time to discuss your opinion with your partner! You have 2 questions. Talk to your partner. You have 6 minutes to talk each other.</p> <ol style="list-style-type: none"> 1) If you have your own cinema, what makes your cinema special? 2) How do you advertise that special service about your cinema? <p>[I.C.Q]</p> <ol style="list-style-type: none"> 1. Do we need to write down? (Ss: No) 2. Is this a pair work? (Ss: Yes) 3. how many minutes do you have? (Ss: 6 minutes.)
6 min	S-S	<p>Students talk each other</p> <p>Notice students when 1minute left.</p>
2min	T-S	<p>Feedback.</p> <p>Ask a few students to share their answer.</p>

Stage Name: Wrap-up		
Purpose of this stage: is to end the lesson on a positive note so that students feel they have achieved progress.		
Materials: List all materials that will be needed in this stage.		
Timings (1min)	Interactions	Procedure
1min	T	<p>[Lesson feedback. Tell the class what they did well, and what needs to improve.</p> <p>Offer delayed corrections to the previous stage.]</p> <p>"Look at the board. Here are some sentences I heard from you.</p> <p>Tell me how to correct them."</p> <p>Ss say some mistakes and correct them</p> <p>Well done! thank you for your participation today.</p> <p>Set homework.</p> <p>For your homework, find an advertisement on a newspaper. Bring the newspaper next class.</p> <p>Inform students about the topic for the next lesson.</p> <p>We will use the newspaper and discuss 5 elements of the advertisement.</p> <p>Well done today! See you in next class!</p>

[PPT-Pictures about Cinema]



[PPT- A picture to elicit the word 'dubious']



[PPT- Pictures for the guide question]



[Worksheet-Exercise A text]

1. What kind of text is it?

- a) an email b) an advertisement**
c) a news article d) letter

2. What can people enjoy in the new concept of the theater?

3. What do we call the new concept of CGV theater? Where is it?

4. What does a "sound shower" effect mean?

5. What can people do 20minutes before the start of the film?

6. How could people keep their private space?

[Worksheet-Exercise A text] Answer Key

1. What kind of text is it?

- a) an email **b) an advertisement**
c) a news article d) letter

2. What can people enjoy in the new concept of the theater?

**They can enjoy everything they love about a theater in space
as comfortable as their own living room**

3. What do we call the new concept of CGV theater? Where is it?

Cine and Living Room at the theater chain's Wangsimni branch in eastern Seoul

4. What does a "sound shower" effect mean?

The audience is surrounded by the sounds that shower on them

5. What can people do 20minutes before the start of the film?

**The audience can enjoy music and famous paintings that popup on the screen.
They are free to roam around and take pictures at photo zones**

6. How could people keep their private space?

**There is a partition between each sofa and separate tables situated by seats
giving off private yet open space for each viewer**

[Worksheet-Exercise B text]

1. List things that typical moviegoers don't do in a dark theater.

2. Why did CGV introduce the new concept of a theater?

[Worksheet-Exercise B text] Answer Key

1. List things that typical moviegoers don't do in a dark theater.

- **Eat chips without dipping hands in cheese**
- **Use cellphone**
- **Read a book**
- **Lying down on the sofa while watching a movie**
- **Take pictures**
- **Watch a movie without turning off light**

2. Why did CGV introduce the new concept of a theater?

- **To satisfy audience's needs**

From the line ;

What they value most, above up-to-date technology (screens and sounds) and was being comfortable (in the cinema)

- **To promote their service to be used by younger audiences**
- **To attract more people to come and to use their service**
- **To provide a differentiated service from other cinemas**

From the line ;

Keep in line with what younger audiences are looking for

"Instagramable"

CGV tried their best to break the rule.

This theater also provides... "culture time"

[Worksheet-Exercise C text]

- 1. If you have your own cinema, what makes your cinema special?**
- 2. How do you advertise that special service about your cinema?**

Turning a movie theater into your living room

BY LEE JAE-LIM

Have you ever accidentally dipped your finger in cheese while trying to grab a chip in a dark movie theater? Or found yourself staring at the bright light emitting from someone else's smartphone? Do you ever get the urge to look something up or make an important phone call in the middle of a film?

If you answered yes to any of these questions, then you are a typical moviegoer. You may not have found it particularly inconvenient, telling yourself that you simply have to get used to it to enjoy the film in a dark setting that lets you focus on the screen.

Yet what if someone told you that

you'd be able to enjoy everything you love about a theater in a space as comfortable as your own living room?

Some may be dubious — theaters have been dark for as long as they have been around.

But Seong In-jae, the director of the CGV Cultureplex, wanted to take that assumption and turn it on its head by introducing "Cine & Living Room" to moviegoers at the theater chain's Wangsimni branch in eastern Seoul on Wednesday.

This newly built theater is colorful and bright, and it remains so throughout the movie. "We keep tabs on our audience's needs," Seong said. "And interestingly enough, what they value most, above up-to-date technol-

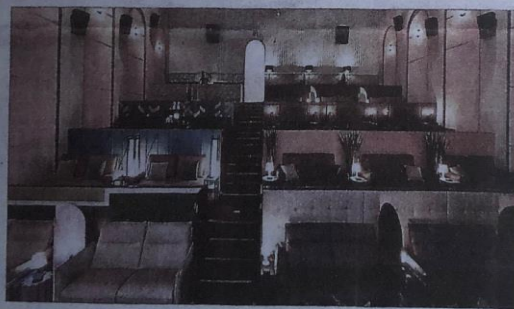
ogy [for screens and sounds], was being comfortable [in the cinema]."

Moreover, to keep in line with what younger audiences are looking for, the theater is very "Instagramable" according to Seong. From the entrance hallway, which has neon signs and attractive bright pink walls, theatergoers are free to take photos throughout the theater. Inside, 25 luxurious sofas await, featuring 10 different styles of "living room" for them to choose from.

Being bright and colorful does not mean that the theater's screen and sound quality are neglected. Rather, CGV tried their best to break the rule that theatergoers can only concentrate in the dark by installing a state-of-

the-art LED screen and sound system. Six speakers have been installed on the top of the room for a "sound shower" effect, as if the audience is surrounded by the sounds that "shower" on them.

This theater also provides 20 minutes of "culture time" before the start of the film, instead of the usual 10 minutes, for the audience to enjoy music and famous paintings that pop up on the screen. Moviegoers are free to roam around and take pictures as there are designated photo zones in the corners of the theater. There is a partition between each sofa and separate tables situated by the seats, giving off a private yet open space for each viewer.



CGV's Wangsimni branch introduces a new type of cinema called the "Cine & Living Room" to break the stereotype that movie theaters always have to be dark.

Tickets cost 50,000 won (\$43) per sofa, which provides two seats, on weekdays and 55,000 won on the

weekends. Tickets cost 5,000 won cheaper for morning screenings.
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Instructor's Comments and Assessment

Pros		
Cons		
Change		
Overall Comments		
Grade		
Above Standard 85%-100%	Standard 70%-84%	Below Standard 69%-0%
Instructor	Student Signature	Date
Taute, David		