

Year 7 French – 15 min

Lesson plan

Curriculum link: Understand the purpose, ideas and details of original material from a range of different resources and provide an accurate English translation of a short piece.

Learning Objective: to explore job roles that require cultural knowledge.

Learning Outcomes:

- To understand the importance of international trade to the UK
- To understand that in a world where there is more and more international trade, the lack of language skills in the UK has an impact on international business
- To understand that language skills also means an understanding of cultural knowledge and the importance of this on jobs.

Success Criteria:

1. **Describe** – what does an advertising manager do?
2. **Understand** – how cultural knowledge is necessary for a job in advertising
3. **Apply** – create an advert for a product, using our own cultural knowledge and how that could be used to sell/promote

Timings	Activity	Details	Resources
2 mins	Starter – think, pair, share	<p>In pairs: students discuss 2 learnings from the 2 bar charts.</p> <p>Facilitator may need to go over definitions (provided on slide).</p> <p>Overall conclusion should be: Lots of business is happening internationally. Globalisation is increasing, countries are increasingly trading with each other.</p> <p>Extension: Impact of increasing world trade = more travel across countries = more need for language skills, impact on prices- this could be linked to the increase in petrol prices as a result of the UK's supply of petrol coming from Russia. Stopping trade as part of the sanctions for Putin, has meant we have less supply and more demand, so prices go up.</p>	Slide 3



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1 mins	Introduction – What's the problem?	<p>Facilitator to ask a student to read out the statement on the board. Ask pairs to discuss why they think this is a problem.</p> <p>The problem: In a world where there is more and more international trade, the lack of language skills in the UK, is causing us to lose a lot of money.</p> <p>Invite the students to suggest why? i.e. Why would a lack of language skills cost the UK money? POSSIBLE ANSWER: leaves the UK unable to trade with certain countries, losing out on cheaper produce, UK unemployment rates increase as companies are forced to look abroad to fill key roles.</p>	Slide 4
2 mins	Discuss – the importance of English/ the accuracy of google translate	<p>Students to brainstorm ideas for and against each statement. Facilitator to take ideas from students verbally.</p> <p>Possible ideas:</p> <ul style="list-style-type: none"> - ASSUMPTION that everyone speaks English because of popular music, Hollywood...etc –this is NOT the case - A report noted over 95% of business owners were unable to speak sufficient Russian or Chinese to conduct business deals in those languages (where the much of the world's trade comes from) 	Slide 5
5 mins	Describe – what does an advertising agency do?	<p>Introduce the role of an advertising agency</p> <ul style="list-style-type: none"> - Show the video embedded in the PowerPoint. Link is in facilitator notes. - Ask students to feedback their answers to <i>how</i> an ad agency works and <i>who</i> is involved. 	Slide 6 Video
2 mins	Understand – the impact of mistranslation when branding abroad, using a range of	<p>Open the link (in facilitator notes) to an article and get students to read out loud, each of the 4 subheadings which explain the mistranslation of the slogan for 4 different brands.</p> <p>Get students to understand WHY those mistranslations happened – we cannot assume</p>	Slide 7



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	different material.	everyone speaks English and Google translate does not always work.	
2 min	Apply – to create an advertising slogan for a British product of your choice	<p>Challenge Task: To create an advertising slogan for a British product of your choice. E.g. Tea What does it need to capture? Students should be directed to say things like:</p> <ol style="list-style-type: none">1) Play on words2) Cultural knowledge3) Reference to British values <p>Extension: How can we translate the advert into French, so that it will have a similar impact?</p> <p>Worksheet 1: Create the slogan - Part 1: Students to complete the spaces by adding 4 more British Values they can think of - Part 2: Using those values they've written down and their British cultural knowledge, can they create a slogan to advertise a British product of their choice.</p>	Slide 8
1 min	Review – slogans created and give class feedback.	<p>Students should present their slogans to the class.</p> <p>Class can then vote for whichever slogan they thought was the most effective.</p>	Slide

