

Dee Ni Language Lesson

Project/Activity Name and ID Number:

TV is Silly

04.AR.03

Common Curriculum Goal:

2nd Language: Topics: BM3: Leisure activities

2nd Language: Listening: CIM: Identify main ideas and some significant details on familiar topics.

2nd Language: Speaking: BM3: Give simple descriptions.

2nd Language: Writing: CIM: Write short messages, simple descriptions, and narrations.

Educational Technology: Contribute to project teams; students use tech concepts and tools to learn.

Social Studies: Media Literacy (?)

Season/Location:

Prior to "TV Turnoff Week"; September 20 – 26, and/or April 19 – 25.

Partners/Guests/Community:

Video/audio expert (Northwest Film Center?), TV Turnoff Week rep.

Cultural Component(s):

Various – depends on commercials selected

Arts and Aesthetics	Communication	History Government	Medium of Exchange Science Shelter
Belief -World View	Family	History	
Clothing	Food	Medicine	Transportation
	Fun		Tools and Technology

Project/Activity Lesson Objective Components:

Vocabulary:

<i>Television</i>	
<i>Record (as in, tape record)</i>	
<i>Commercial/advertisement</i>	

- *Collective vocabulary from prior lesson(s):*
 - *Can You Sell This?*
- *Vocabulary necessary for translation of advertisements.*

Grammar:

- 3 – 5: Complex written and spoken sentence structure; noun and verb conjugation, including past/present/future aspects of time; spelling (teacher-generated).
- Grammar necessary to properly translate English monologue/dialogue/“jingles” found in chosen commercials

Phrases (Writing, Speaking, Reading, Listening):

What are you watching?	
What are you all watching?	
What is he/she watching?	
I am watching a commercial.	
We are watching a commercial.	
He/she is watching a commercial.	
What is it selling?	
It is selling _____.	

- Phrases necessary for translation of advertisements.

After completing the lesson, Students and/or Instructors will be able to:

1. Identify advertising appeals being used in television commercials.
2. Describe the product being sold using Dee Ni vocabulary and phrases.
3. Translate English dialogue/monologue found in advertisements into Dee Ni.
4. Produce subtitles for and/or create a dubbed version of English television commercials.

Assessment:

- Translation
- Effort/Visual Form
- Percentage
- Conversation
- Collaboration
- Conventions
- Delivery
- Ideas and Content
- Percentage

Activity/Project Description:

- Students work in pairs or small groups. They watch TV and select an advertisement or PSA to dub and/or subtitle.
- The advertisement must include suitable dialogue/monologue. Morning cartoons have a lot of cereal and toy ads, which are particularly good for this.
- Students record advertisements using a VCR. Many older commercials are also available on YouTube. There are also more primitive ways of recording commercials if there's no VCR.
- VHS version is digitized – converted to DVD or loaded onto a computer with a video editing program (Final Cut, iMovie, etc.).

- *The commercial's dialogue/monologue is translated from English to Dee Ni, and the advertisement is "scripted". Script should include Dee Ni descriptions of location, props, costumes, products, etc. It should be properly script formatted (Check lit books and library for examples).*
- *Commercial's soundtrack is removed using video editing software. The commercial is dubbed in Dee Ni with students' recorded voices.*
- *English subtitles are added.*
- *Students should be able to identify the type of advertising appeal being used (see "Can You Sell This?").*
- *Students may also wish to create a soundtrack with music and effects.*
- *Students should be able to identify the "Cultural Universal" most closely associated with the product being sold.*
- *Information on the impact of TV viewing on health should be included. "TV Turnoff Week" website provides this information.*
- *Students should then be encouraged to participate in "TV Turnoff Week".*

Materials/Supplies:

- *Video editing software*
- *VCR and VHS – DVD converter, or video camera*
- *Script examples*
- *«TV Turnoff Week» information.*
- *Digital/print dictionary.*
- *Lesson Materials*
 - *Mystery Box*
 - *Can You Sell This?*
 - *Interrogatives*