



Segment 8 (Units 13–16)

Carbolicious

Step 1: Segment Introduction

Suggested time: 5 minutes

1. Introduce the topic to the students. You may want to share some of the background information with them, or draw their attention to how this topic relates to the theme of Student Book 3 Unit 16. (Both the Student Book unit and the video segment are about advertisements.)
2. Tell students what the genre is (“bloopers” special) and provide a short explanation, if appropriate.
3. (Optional) Preview vocabulary. Pre-teach any important words or expressions that you think will be unfamiliar to students and not easy to understand from the context.

Step 2: Previewing: Freeze Frame

Suggested time: 10 minutes

1. Hand out the Video Activity Worksheet.
2. Play the video and pause it right after the Director says, “Carbolicious energy drink. Take two.” Ask students to answer the four questions on the Video Activity Worksheet.
3. Have students work in pairs to compare answers.
4. Call on students to answer the questions. Remember that your objective at this point is to encourage participation and curiosity. For this reason, tell students you will not say if their guesses are right or wrong. Accept all answers. You may want to write the students’ ideas on the board.

Step 3: Gist Viewing: Normal Viewing

Suggested time: 10 minutes

1. Show the video segment again without pausing it. Have students work in pairs to compare their predictions with what they saw in the video and then share them as a whole class.
2. Have the class come to a consensus about the answers to the four questions.

Step 4: In-Depth Viewing

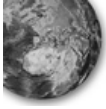
Suggested time: 5 minutes

1. Play the video again and have students answer the comprehension questions on the Video Activity Worksheet.
2. Go over the answers with the class, or play the captioned version of the segment.

Step 5: Captioned Viewing (Optional)

Suggested time: 5 minutes

1. Play the captioned version of the same segment.
2. Replay any sections that students want to see again or freeze-frame on sections where the students wish to confirm the language.



Step 6: After Viewing (Optional)

Suggested time: 15 minutes

Use one of the following fluency activities:

- Have students share reactions and opinions on the topic of television advertisements or advertisements in general.
- Survey: Have each student create an opinion or personal experience question related to the topic in the video, such as *Have you ever had to pretend to like something that was disgusting?* Have students circulate and ask each other their questions, and report their results to the whole class.

Step 7: Homework (Optional)

Assign one of the following projects for homework:

- Research: Find some examples of bloopers, either in writing or on video (from TV shows or movies). You can search on the Internet to find some examples. Report one of the bloopers you found to the class, or show a video segment if you have one.
- Scene: Have students write a scene for another “bloopers” segment. They can use a “live” TV advertisement like this one, or create a news broadcast or some other kind of performance.