



Analysing texts and their contexts of use: Advertising material (folders, banners, brochures and leaflets)

MIDDLE SCHOOL ENGLISH TEACHERS



Escola de Formação de Educadores do Recife
Professor Paulo Freire



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PRESENTATION

- Dear teachers of the Recife Municipal Teaching Network:
- The In-depth Cycle of Themes of the second semester has 6 meetings. In the fourth meeting, we will discuss the theme of **Analysing texts and their contexts of use: advertising material (folders, banners, brochures and leaflets)** to stimulate reading. We will work with teaching strategies to improve reading and writing skills, with emphasis on the **genre-based approach**.

PRESENTATION OF THE 2ND SEMESTER THEMES

2º SEMESTRE

THEMATIC: Enhancing students' reading and writing skills: a focus on the genre-based approach

OBJETIVO: Promover práticas pedagógicas lúdicas que favoreçam a ampliação dos conhecimentos linguísticos e discursivos nas habilidades de leitura e escrita com ênfase na abordagem baseada no Gênero Textual.

PÚBLICO: Professores/as de Língua Inglesa - Anos Finais do Ensino Fundamental

1º ENCONTRO: Using music to motivate and improve reading skills: let's sing, let's dance, let's learn!;

2º ENCONTRO: Teaching reading through games;

3º ENCONTRO: Developing reading and writing skills through the genre-based approach;

4º ENCONTRO: Analysing texts and their contexts of use: Advertising material (folders, banners, brochures and leaflets);

5º ENCONTRO: Analysing texts and their contexts of use: greeting cards, schedule/things to do list, biographical, summary, interview, recipe;

6º ENCONTRO: Sharing successful experiences during the semester.

PERÍODO: Agosto a Novembro/2019

CARGA HORÁRIA DE CADA ENCONTRO: 5 h/a

CARGA HORÁRIA TOTAL: 30 h/a

TEACHING CONTRACT

- Keep your cell phone in the silent mode;
- Answer phone calls or WhatsApp outside the room;
- Share group conversations;
- Follow the schedule. We planned this meeting with love;
- Listen to your colleague's presentations;
- Remember to sign the attendance list and get the declaration of attendance.
- What do you suggest?

FEEDBACK

How were the activities with your students?

Have you applied the following methods:
word association, experiential learning or
practical learning and quintet, with
emphasis on the genre based approach?

TRAINING OBJECTIVES

- Analyse texts and their contexts of use;
- Present suggestions for activities to ensure the Learning Rights of reading and writing through the genre-based approach;
- Propose playful activities as teaching strategies to make sure of the reading and writing learning.

GUIDELINES

- 1st ACTIVITY
Vocabulary Learning
- 2nd ACTIVITY
Advertising material:
Folders
- 3rd ACTIVITY
Banners
- 4th ACTIVITY
Brochures
- 5th ACTIVITY
Leaflets
- 6th ACTIVITY
Evaluation

REFLECTIONS BASED ON PRACTICE

- Do you use advertising material to stimulate reading and writing skills?
- What activities do you like doing to improve their reading and writing?

1st ACTIVITY – Vocabulary Learning

Tabela 1.1: As Quatro Variedades e suas Aplicações

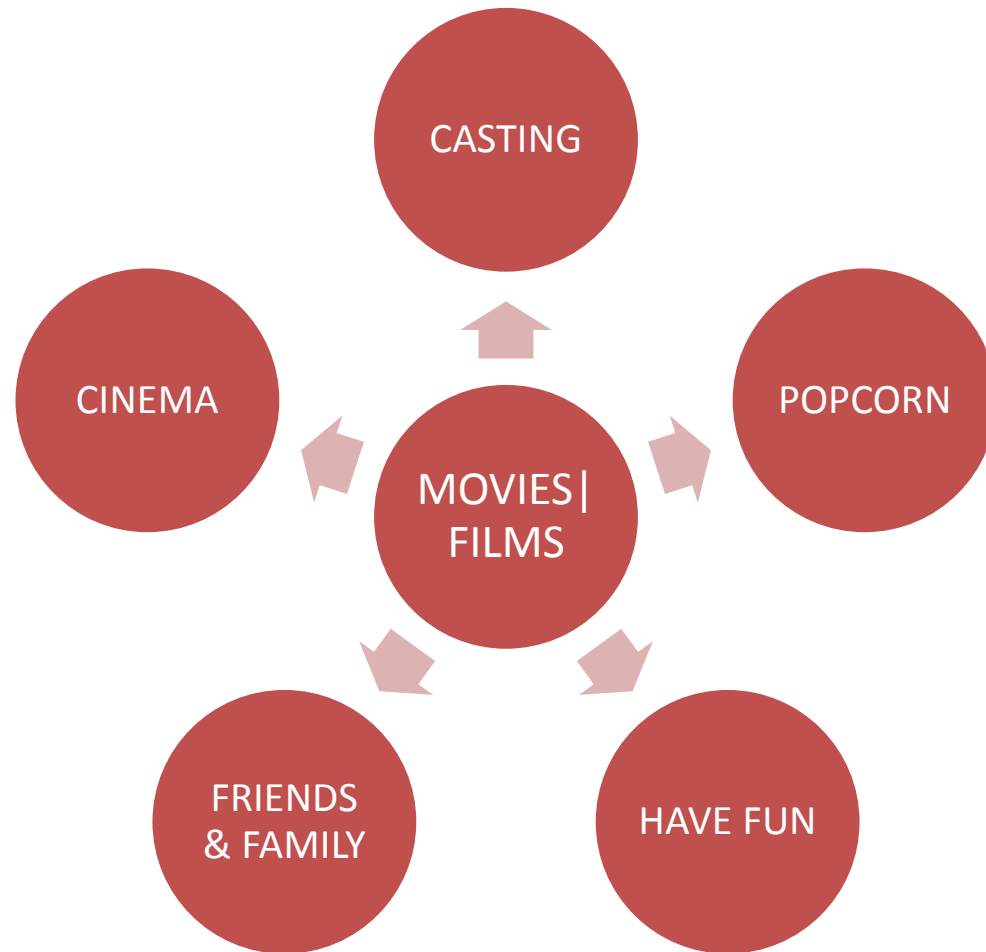
Variedade	Condições gerais	Necessidades de vocabulário	Atividades e técnicas
<i>Input</i> voltado ao significado	Enfoque na mensagem Alguns itens desconhecidos Compreensão Percepção	+ de 95% de abrangência (de preferência 98%) Habilidade de adivinhar a partir do contexto Oportunidade para negociar Definição e atração da atenção como consequência secundária	Leitura de livros simplificados Ouvir histórias Atividades de comunicação

Like all learning activities, group work is more likely to go well if it is properly planned. Planning requires an understanding of the principle which lies behind successful group work.

The principle of group work

Several factors work together to result in group work where everyone involved is interested, active and thoughtful. If these factors agree with each other, then group work is likely to be successful. If they are not in agreement, group work is likely to be unsuccessful. The five factors are (1) the learning goals of group work, (2) the task, (3) the way information is distributed, (4) the seating arrangement of the members of the group, and (5) the social relationships between the members of the group.

1st ACTIVITY – Vocabulary Learning



2nd ACTIVITY - Advertising material Folders



LOTUSLOVE STUDIO

Movie
CASTING CALL

WHEN?
SATURDAY, JUNE 7

WHERE?
LOTUSLOVE STUDIO
201 LOREM STREET, BURTON

**WE ARE
LOOKING FOR
MALE MODELS
FOR OUR
UPCOMING
MOVIE
PRODUCTION**

MORE INFO:
WWW.AGENCYNAME.COM

BRING YOUR HEADSHOT & BIO
WHEN COMING FOR AUDITION

LOTUSLOVE

24/10/2019



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3rd ACTIVITY - Banners



24/10/2019



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4th ACTIVITY - Brochures

Why pick Spotlight Cinema?

We are a family-friendly place and also a great spot to hang out with friends. We do a lot here for our customers enjoyment. Not only do we show movies but also do parties and special events.



Spotlight Cinema
117 W. Main Street
Madison, Wisconsin
53559

Spotlight Cinema

Manager: Raven Deutsch

4th ACTIVITY - Brochures

Spotlight Cinema is a great place to have fun, whether it be hanging out with friends, going out on a date or enjoying a movie with your family. After entering the theater, you have many choices to go through.



First, of course, you have to pick a movie from our wide selection of newly released films.



Next you will be bombarded by the many snack options at our Concessions Counter.



Go for some buttery popcorn, a refreshing soda or sweet candy!



Lastly, have a great time watching your film!



Reserve your event today!



- Private Screening
- Birthday Party
- Event Party
- Special Event

Requests: _____

Please call us, or we will call you, for details.

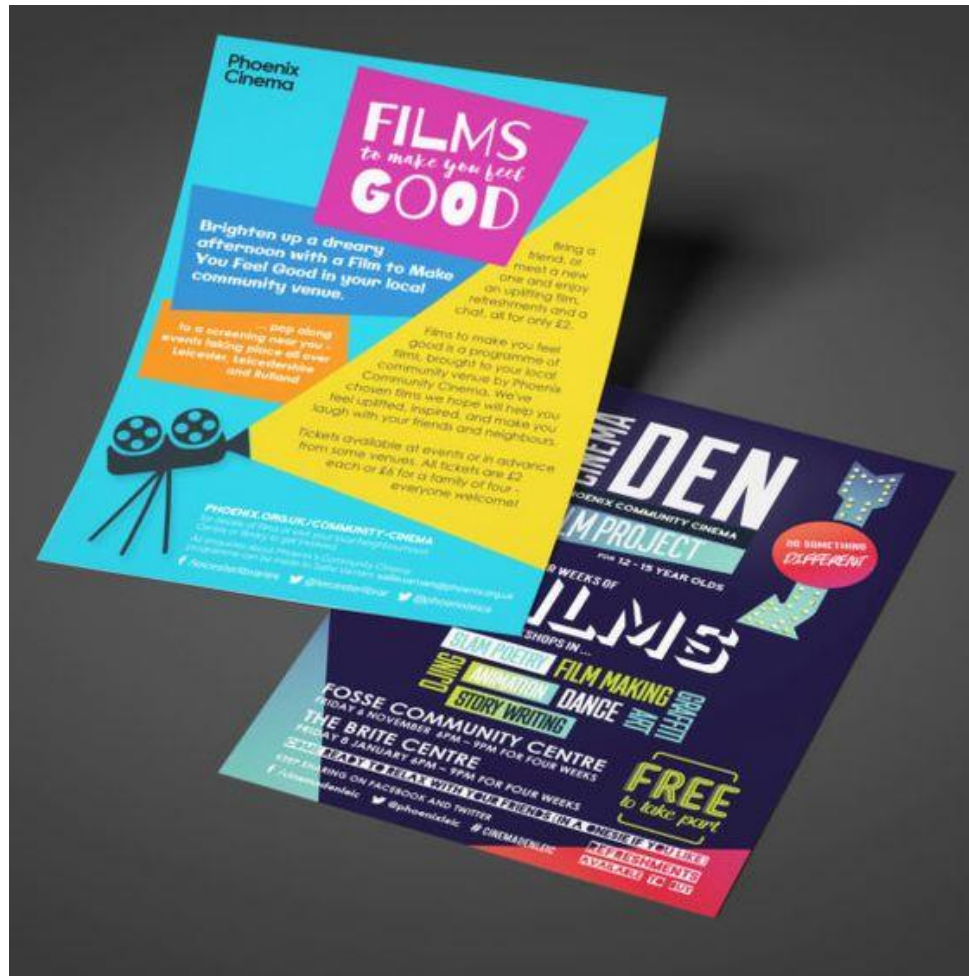
(608) 555-7783

Or check our website:

www.spotlightcinema.com

Signature: _____

5th ACTIVITY - Leaflets



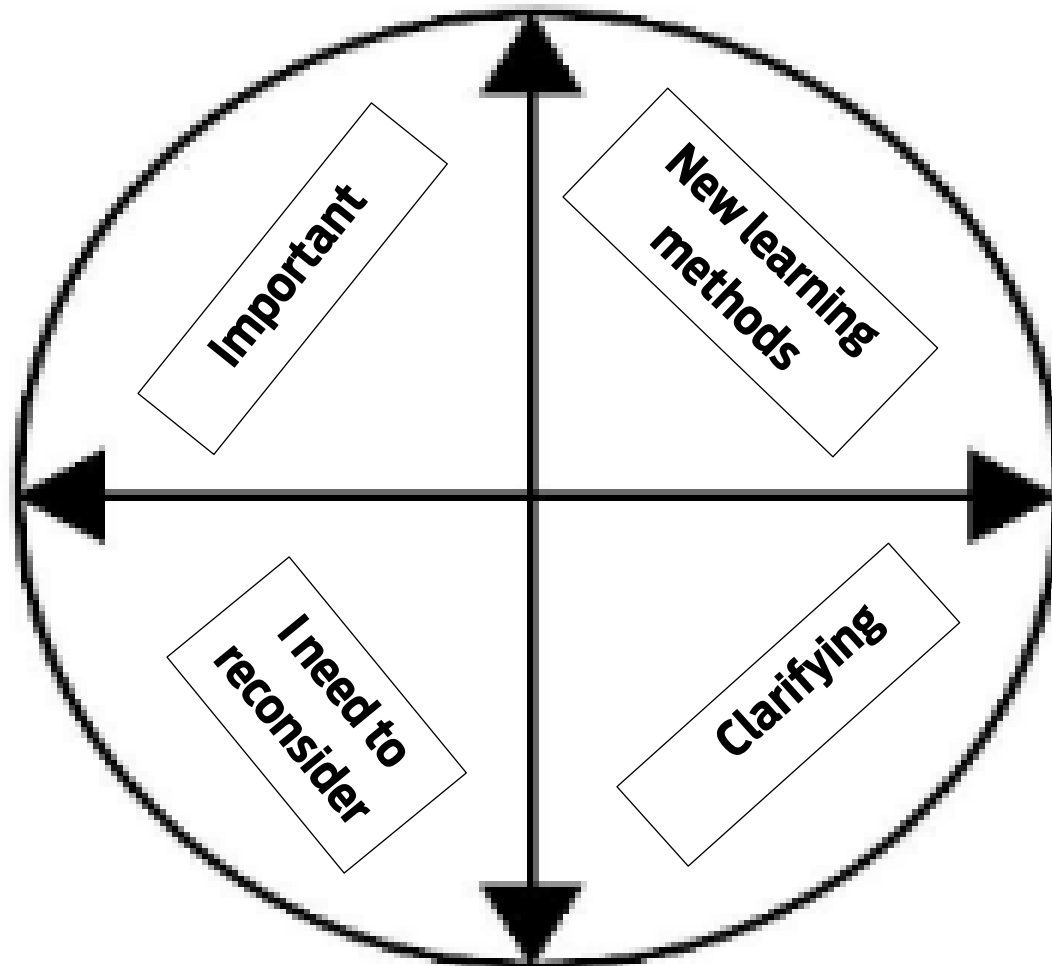
6th ACTIVITY - EVALUATION



Disponível em: <https://www.jobboom.com/career/surviving-your-first-evaluation/>. Acesso em: 14 ago. 2019.

SYSTEMATISATION OF THE MEETING

WHICH IDEAS WILL YOU PUT INTO PRACTICE?



FOR THE NEXT MEETING

- Feedback on classroom activities
- Analysing texts and their contexts of use: greeting cards, schedule/things to do list, biographical, summary, interview, recipe

RMR TEACHING POLICIES



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PARA FAZER O DOWNLOAD.

<http://www.recife.pe.gov.br/efapaulofreire/politica-de-ensino>



07/11/2019



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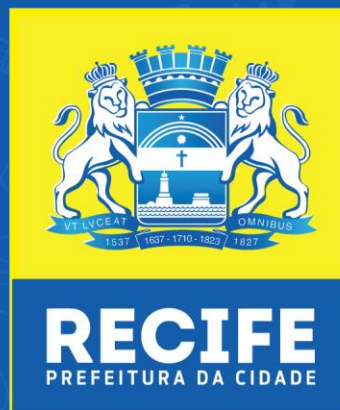
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“A pessoa conscientizada tem uma compreensão diferente da história e de seu papel. Recusa acomodar-se, mobiliza-se, organiza-se para o mundo”
(Paulo Freire)

PREFEITURA DO RECIFE
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