

# LESSON PLAN

FEBRUARY 2020

## SNAKE OIL


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IKIGAI

C1 ADVANCE

Stages	Procedure	Time
Objectives	<ol style="list-style-type: none"> <li>1. To practice               <ol style="list-style-type: none"> <li>a. guessing the meaning in context</li> <li>b. scanning skills</li> <li>c. remembering details</li> </ol> </li> </ol>	
Warmer	<ol style="list-style-type: none"> <li>1. Teacher shows pictures of health and beauty advertisements.</li> <li>2. Teacher asks students               <ol style="list-style-type: none"> <li>a. What are these called? Where can you find them?</li> <li>b. Do you believe the information presented in the advertisements? How do you know for sure if the information is real?</li> </ol> </li> <li>3. Teacher leads into the topic of the day.</li> </ol>	5 mins
Pre-reading	<ol style="list-style-type: none"> <li>1. Teacher arranges the students into small groups.</li> <li>2. Teacher distributes <b>Task 1</b></li> <li>3. In small groups, students discuss and complete <b>Task 1</b>.</li> <li>4. Teacher checks answer.</li> </ol>	8 mins
While-Reading	<ol style="list-style-type: none"> <li>1. Teacher distributes <b>Task 2</b>.</li> <li>2. In small groups, students work on <b>Task 2</b>.</li> <li>3. Teacher checks answer.</li> </ol>	10 mins
Post-reading	<ol style="list-style-type: none"> <li>1. Teacher arranges the students into pairs.</li> <li>2. Teacher distributes <b>Task 3</b> and conduct a <b>closed-book activity</b>.</li> <li>3. In pairs, students complete the checklist.</li> <li>4. Teacher discusses the answers and asks students about the importance of the checklist according to the article.</li> </ol>	12 mins
Wrap	<ol style="list-style-type: none"> <li>1. Teacher does a concept check of the lesson by showing two advertisements; one is fake, and another is genuine.</li> <li>2. Teacher asks students               <ol style="list-style-type: none"> <li>a. Which is a scam?</li> <li>b. How do you know?</li> </ol> </li> </ol>	5 mins

## TASK 1

Fill in the blanks with the correct collocation.

with a spin on it      stand out      find out      caught off-guard  
think twice      fall for      easier said than done      get sucked into

1. Our parents constantly advise us *to think carefully*, or \_\_\_\_\_ before believing any information we read or hear.
2. Be careful not to \_\_\_\_\_, or *be fooled by* the latest health trends because they may leave a lasting impact on your body.
3. Sometimes we come across advertisements that are too good to be true because they contain scientific information, but \_\_\_\_\_. In other words, they contain *facts that are twisted to favour the advertiser or seller*.
4. Buying a car is a major decision. Therefore, car buyers should \_\_\_\_\_, or *search and learn* more information before making the big purchase.
5. Refraining from impulse buying is \_\_\_\_\_, or *more easily talked about than to put it in action*.
6. The family was \_\_\_\_\_, or *surprised and confused* when the salesman offered a 50% discount on the car.
7. The most important information did not \_\_\_\_\_ on the brochure. It was hidden at the bottom of the back page.
8. Because many diet plans are trends, the enthusiasm is short-lived. Health enthusiasts and those with illnesses are often the first to \_\_\_\_\_ these trends.

## TASK 2

Answer True (T) or False (F) to the statements below.

Statements	T/F
1. A bottle of Hot Dog Water costs \$29.00.	
2. Hot Dog Water can make people smarter.	
3. The Hot Dog Water product range includes toothpaste, lipstick, and perfume.	
4. Hot Dog Water is also known as “snake oil”.	
5. Snake oil is promoted as a “cure-all” substance, but in actual fact there is no medicinal value.	
6. A snake oil salesman is described as someone who makes others believe the dubious benefits of a product in order to make money.	
7. The person who created the Hot Dog Water prank is Douglas Bevans who is a painter.	
8. The objective of Hot Dog Water was to make people aware of false advertising and the importance of critical thinking.	
9. Jonathan Jarry created another prank with a similar objective to the Hot Dog Water prank.	
10. Jonathan Jarry’s prank video contains credible health and science information.	

### TASK 3

The checklist below contains 5 questions you must ask before you make any purchase decisions. Fill in the blanks with the words in the box to complete the checklist.

BEFORE YOU BUY CHECKLIST	
1. Does the advertisement contain _____ claims such as “_____ in 10 days”?	
2. Does the advertisement contain claims that are supported by _____?	
3. Are _____ theories used?	
4. Have I done the research to seek out _____ information?	
5. Were there tiny but important _____ on the brochure?	

conspiracy      messages      lose weight  
credible      evidence      extraordinary

## ANSWERS

### Task 1

1. think twice
2. fall for
3. with a spin on it
4. find out
5. easier said than done
6. caught off-guard
7. stand out
8. get sucked into

### Task 2

1. F
2. F
3. F
4. T
5. T
6. T
7. F
8. T
9. T
10. F

### Task 3

1. extraordinary, lose weight
2. evidence
3. conspiracy
4. credible
5. messages