

Class Level: 6	Topic: Technology and Marketing	Class Length: 3 hrs.	Date:
Lesson Objectives: <ul style="list-style-type: none"> • Develop terminology for marketing a product • Work in teams to create an advertising write up for a product • Write instructions on how to perform a multi-step task 			
Language Skill Proficiency: <ul style="list-style-type: none"> ▪ Speaking ▪ Listening ▪ Reading ▪ Writing 		Materials and Equipment: <ul style="list-style-type: none"> ▪ <i>The Future of Inventions</i> ▪ <i>Project Google Glass</i> ▪ Optional: Butcher paper for Ss presentations 	
<h2>Activity Plan</h2> <p>Warm Up: Put Ss in small groups. Provide each group with <i>The Future of Inventions</i>. Have groups discuss the inventions (intentions, advantages and disadvantages). Return to the larger group and have Ss reflect about discussions.</p> <p>Introduction: Tell Ss that today’s lesson will focus on technology and marketing. Ask Ss if any of the inventions discussed during the warm up could be a success? If so, how might someone try to market (or advertise) those products? What needs to be considered?</p> <p>Presentation: Discuss with Ss the steps that are considered as part of marketing (or advertising) a product (1. Introduce the product; 2. Describe how the product works; 3. Talk about the selling points; and, 4. Talk about the additional extras (ex. Buy one and the get second one free!). Present to Ss vocabulary or phrases that might be used in each of the steps as well as other descriptive terminology that is often used in marketing (ex. <i>key features, guarantee, market leader, state-of-the-art, brand new, high quality, cutting edge, new and improved and renowned</i>).</p> <p>Practice: Provide Ss with <i>Project Google Glass</i>. Have Ss work in pairs to write the correct sub-title with each of the sections of the article. Go over as a class.</p> <p>Practice: Ask Ss to consider what the marketing release would be like for Google Glass. What information would need to be included? What structure and terminology might be used? Using the four steps (outlined above), create a marketing write up about Google Glass as a class.</p> <p>Practice: Have Ss get in groups. Explain to Ss that they are inventors of one of the products visited during the warm up. Have each group create a short presentation trying to sell their product using the structure and terminology previously discussed. Have Ss include the steps on how to use the product as well. Have Ss present their product’s marketing plan to the class. Have the class decide if it’s a good product or not.</p> <p>Evaluation: Presentations</p> <p>Extension Activity:</p> <ul style="list-style-type: none"> • Have Ss research the information on an invention from history (ex. light bulb). Have Ss create a marketing plan that may have been used during that time period as well as a brief history about the invention. 			

The Future of Inventions

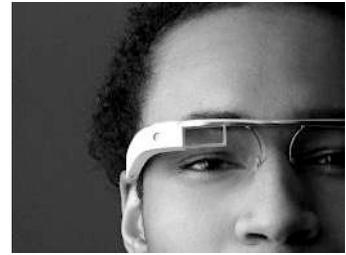


Group Discussion:

1. What is each invention trying to achieve?
2. What are the advantages and disadvantages of the inventions?
3. Which invention might you use? Why?

Project to Know

Glass: What You Need



1) _____

Google's Project Glass is Google's attempt to make wearable a smart pair of glasses with an integrated screen display and a battery hidden inside the frame.

2) _____

Google X Lab has developed Project Glass since 2009. Babak Parviz, an electrical engineer and Steve Lee, a "geolocation specialist, have announced the project, and they both have worked on putting screens on contact lenses for a long time.

3) _____

Project Glass will see a public release in 2014. The latest news is that developers will be able to sell 'explorer edition' units at some point in 2013 with a "broad consumer offering" arriving a year later.

4) _____

Google Goggles is software, an app that can search the web based on photos and scans. Google Glass is hardware.

5) _____

According to Google blogger *Seth Weintraub*, Google's Project Glass glasses will probably use a transparent LCD display to put information in front of your eyeballs. He has announced that the glasses will include a location camera and GPS, and you will scroll and click on information by moving your head, something that is apparently quite easy to do. Google Glasses will also use voice control.

6) _____

The New York Times says that the glasses will run *Android*, will include a small screen in front of your eye and will have motion sensors, GPS and either 3G or 4G data connections. Project Glass can be connected to a smartphone via Wi-Fi or Bluetooth 4.0, There is also a front camera and a flash, although it won't have a multi-megapixel camera. Google has stated they will not insert advertising.

7) _____

According to Google's own video, you'll be a super-being with the ability to have tiny people talking to you in the corner of your eye, to find your way using GPS, to know if the subway has already closed, to take and share photographs and to learn the ukelele in a day.

Directions: Label each paragraph with the appropriate question being answered.

- What are the Google Glass specifications?**
- How does Project Glass work?**
- When will Google Glass be released?**
- What is Google's Project Glass?**
- What will I be able to do with Google Glasses?**
- What's the difference between Google Glasses and Google Goggles?**
- Who has been developing it?**