

## Lesson Two

**Lesson Aim:** Introduce job titles in French and look at brands and logos

Activity	Teaching Sequence
Starter activity:	Ask pupils what job titles they can remember from the last lesson. See if they can give a short description of each one.
Learn job titles in French	<p>Pupils to try and match cards with job titles in English and French. Explain to them that many are cognates.</p> <p>Explain to pupils that the word 'directeur' is used for 'manager' in French.</p> <p>Check answers through drag and drop on IWB activity</p> <p>Explain that some job titles have feminine forms. Go to next page of IWB and show 'Directrice' and 'Informaticienne'.</p> <p>Resources: English French job titles (to be photocopied onto card and cut up) Lesson 2 Drag and Drop Job Titles IWB</p>
Learn about structure of a company	<p>Explain to pupils that an organigramme shows the hierarchy of roles within a company.</p> <p>Show pupils blank organigramme with job titles underneath on IWB. Ask pupils to rearrange their cards on their desks according to what they think the hierarchy would be.</p> <p>Pupils to come to board and drag and drop roles into the organigramme.</p> <p>Check on the following page whether they were correct.</p> <p>Resources: Company Organigramme IWB and English French job titles (from previous activity)</p>
Learn about company brands and logos	<p>Logos are powerful advertising features and help companies to define their brand and image.</p> <p>Ask the pupils to name and describe any logos they are familiar with (e.g. McDonalds, Virgin).</p> <p>Logo Challenge: Show pupils slow reveal Powerpoint of 7 French company logos (each click will reveal more of the logo). See which pupil is first to recognise each one.</p>

	Resource: Logos Powerpoint
Learn how to identify information on business cards	<p>Show pupils the 3 business cards on IWB and ask pupils what information they can identify from the examples i.e. name, company, mobile number, email address, website and logo. Point out that French company websites and emails are often followed by the suffix <b>.fr</b> and some companies also or alternatively use <b>.com</b> if they operate internationally.</p> <p>Pupils to look at business cards on worksheet and fill in the gaps in the table.</p> <p>Resources: Business cards IWB and Worksheet business cards</p>
Plenary	<p>Pupils to do Gap fill with job titles to revise spellings</p> <p>Resource: Job title gap fill IWB</p>

Key Concepts for Languages				Key Processes	
Linguistic competence	Knowledge about language	Creativity	Intercultural understanding	Language learning strategies	Language skills
	Masculine/feminine noun endings		Power of international logos, branding and French websites	Use of cognates	Reading skills