

# Using ads in the classroom

FLA and Cooperating teacher competition 2020-2021

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**Language assistant name:** Philippine Vignaud

**Language teacher name:** Deirdre McDonnell

**Name of your school:** Loreto Foxrock, Dublin

**Language:** French

**Title of the ad:** "La vache qui rit"

## **Possible use of the ad:**

We thought the ads could be used not only to heighten cultural awareness around the importance of the French cheese market but also to revise vocabulary related to food, talk about animals and the different sounds they make in different languages (which is always amusing and helps to engage a lot of often reluctant students), and of course colours and adjective agreement.

We looked at two clips on YouTube. [La vache qui rit - bal 1989](#) is more suitable for younger classes, and [La Vache qui rit fête ses 100 ans](#) is more suitable for senior classes.

Throughout the ads, students are exposed to vocabulary which is transferrable to discussing other Leaving Certificate French topics and which could lend itself to discussion on several themes - *l'importance d'une marque, le visuel, vendre en ligne, comment le marketing a évolué en 100 ans....* the list is endless! All of this could of course also be worked into an oral exam for a very capable student.

In addition, students studying business may be especially interested in what makes a good product and how best to market that product.

The steps to use the clips in class could be the following:

- **Visionnage de la vidéo sans le son** (plusieurs visionnages sont possibles car la vidéo est très courte)
- Interroger les élèves sur ce qu'ils ont vu : vocabulaire des animaux, des couleurs, de la fête...
- Mettre en **pause sur l'image finale** et interroger sur la nature du document (c'est une publicité qui vise à vendre un produit : la vache qui rit)
- Discussion : est-ce que les élèves connaissent la vache qui rit ? Est-ce qu'ils en mangent ? Est-ce qu'ils aiment ?
- **Visionnage avec le son**
- Quel est le sens de la publicité ? la vache qui rit = la star du fromage

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- Est-ce une publicité efficace selon les élèves ? Pourquoi ? (Les couleurs vives, c'est rigolo...)