

What is Guided Discovery?

Stage 1: Setting the context

Ask students what role adverts play in people's lives and if they think they are easily influenced by commercials. You can play a short video snippet. For this lesson, you can play Rocket Mortgage's commercial, a popular advert broadcast during the Super Bowl in 2018.

Stage 2: Presenting language to students via text

Ask students to read the advert. This was taken from a podcast called S-Town. In order to give them a reason to read, you can ask:

1. What's the aim of this advert? *To convince the audience that Rocket Mortgage can help people understand a process that is usually difficult.*
2. Do you think it's effective?

Quicken Loans
Engineered to Amaze

Rocket Mortgage is designed to give you confidence when it comes to refinancing your existing mortgage or buying a home, letting you understand all the details so you can be confident that you are getting the right mortgage. With Rocket Mortgage, the aim is this: you can apply simply and understand fully so you can mortgage confidently. To get started, go to rocketmortgage.com/stown.

Stage 3: Guided discovery - focus on Meaning, Pronunciation and Form

1 Look at the sentence below and answer the questions:

"You can apply simply and understand fully so you can mortgage confidently".

- a. In this advert, what actions is the customer required to take? *apply, understand and mortgage*
- b. Which words modify, or give extra information about these actions? *simply, fully and confidently*
- c. Which of these words mean...
in a lot of detail? *fully*
to do things in a way that is not confusing or complicated? *simply*
in a certain and positive way? *confidently*

2 Look at the three adverbs below. What do they have in common?

"You can apply simply and understand fully so you can mortgage confidently".

Adverbs are formed by adjective + ly

3 Mark the stress in the adverbs below. One example is given:

● quickly ● fully ● confidently ● nicely ● slowly ● mechanically

Is the suffix -ly usually stressed? *No.*