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?
2. Do you think it’s effective?

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?

b. Which words modify, or give extra information about these actions?

c. Which of these words mean...
   - to do things in a way that is not confusing or complicated?
   - in a certain and positive way?

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 ________ + ____

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

quickly fully confidently nicely slowly mechanically

Is the suffix -ly usually stressed?