

CLIL Connects

Subject:	Music	Time needed: 2 x 50 min
Topic:	Jingle	
Class / Level:	2TTA	
Keywords:	Create, compose	

AIM:	Make a jingle for the product you've invented.
HOW:	<p>What will the world look like in 2084 and what type of products will people be using then? (brainstorming in pairs)</p> <p>In pairs, invent a product that could exist in 2084. Describe it in a few sentences. Make a quick sketch of a prototype to get a better feeling for the product.</p>
MATERIALS NEEDED:	Instruments

<i>CLIL activity designed by:</i>	Nel Pelkmans
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Introduction

Write down the letters of the musical alphabet (A – G). Behind each letter write down as many brands as possible. Who has the most? Share with your class mates.

Jingles

Music is unbelievably important for commercials. Research has proven that if a commercial has the right music added to it, sales go up. It's important that music fits with the product or brand.

If a commercial has a really good jingle the listener will automatically think of the product or brand as soon as they hear the music.

Listen to 10 jingles: Name the brand.

What are you going to be doing?

The year is 2084 and the whole world has changed. Technological advances have made nearly everything possible. Life is simple and these products help make it so! You are a composer and have been given the task to write a jingle to go with one of these products.

What will the world look like in 2084 and what type of products will people be using then?

In pairs, invent a product that could exist in 2084. Describe it in a few sentences. Make a quick sketch of a prototype to get a better feeling for the product.

Your jingle

Make a jingle for the product you've invented.

Create music that can be used for marketing.

Perform your jingle

Describe your product to the rest of the class and explain why it would be useful in 2084.

Perform your jingle.