

Nombre: \_\_\_\_\_ Hora: \_\_\_\_\_ Fecha: \_\_\_\_\_

**Antes de ver los anuncios:**

1. Do you expect to see similarities and differences for a weekly ad of a grocery store in Mexico and a grocery store in the United States?
2. What kinds of similarities or differences do you predict to see?

**Ver los anuncios de la televisión.**

1. Mira el anuncio de Walmart.  
¿Cuáles son los productos en el anuncio?

**Anuncio de Walmart**

<http://safeshare.tv/w/sCnGKAyHRI>

2. Mira el anuncio de Soriana.  
¿Cuáles son los productos en el anuncio?

**Anuncio de Soriana**

<http://safeshare.tv/w/GNfHTBYmMf>

3. Compara los anuncios. Semejansa y diferencias.  
¿Cuál es tu anuncio favorito? ¿Por qué?

**Ver los anuncios de la red.**

1. Mira el anuncio de Walmart. ¿Qué hay?

**Anuncio de Walmart**

[http://weeklyads.walmart.com/hosted\\_services/walmart](http://weeklyads.walmart.com/hosted_services/walmart)

2. What are you surprised to see?

3. What did you expect to see?

**Semejansas** – similarities

**Diferencias** - differences

### **Ver los anuncios de la red.**

1. Mira el anuncio de Soriana. ¿Qué hay?
2. What are you surprised to see?
3. What did you expect to see?

#### **Anuncio de Soriana**

<http://www.mercadosoriana.com/site/default.aspx?p=10381>

### **Compra los anuncios.**

1. Which types of products were the same?
2. Were they comparable in price?
3. Which types of products were different?
4. What system of measurement is used?

### **Un Poco Mas**

1. Why do you think the ads are similar or different?
2. What questions do you have after viewing the ads?

**Semejanzas** – similarities  
**Diferencias** - differences