



JALT

THE JAPAN ASSOCIATION FOR LANGUAGE TEACHING
全国語学教育学会

H A M A M A T S U C H A P T E R

Upcoming Meetings

At the [ZAZA City Palette, 5th floor](#)

Sunday, June 14th, 9:30 am – 12:00 pm

Members: Free - Non-members: ¥1,000

The 30-second Ad in the Classroom: Using TV Commercials to Liven Things Up

By Phil McCasland

Overview

TV commercials provide a host of pedagogical possibilities for any language class. One 30-second ad brings authentic linguistic and cultural content that can be integrated into various communicative activities. In this talk, I will discuss the benefits, a selection framework, and the technology necessary for using commercials, while demonstrating several activities.

Biography

Phil McCasland is an Associate Professor at Fukushima University's Faculty of Economics and Business Administration; is currently JALT National Director of Programs; has lived and worked here in Japan for more than 12 years; has varying research interests including Business English, Intercultural Communication, and Extensive Reading.

*If you have questions, please check our [JALT website \(www.hamajalt.org\)](http://www.hamajalt.org), or contact Dan Frost at 053-460-7956 or you can also contact Dan at his e-mail: danshonest@yahoo.com.
See you in June!*