

# Le Zapping



## 1 Préparation Answer these questions.

1. What is the average yearly tuition cost for a four-year university in your country?
2. What educational costs, besides tuition, are associated with student life in your community?

### Les études

Founded in Brittany, France in 1949 by Édouard Leclerc, the hypermarché chain E.Leclerc now has hundreds of locations in France and around Europe. It was the first French chain to apply wholesale prices to retail, resulting in savings for consumers. As you will see in this ad, costs associated with education in France can add up. When supermarket savings aren't enough, certain public entities offer financial aid to help pay for school and associated costs. Many French students are eligible for discounts on housing, public transportation, and even vacation.

Annonce Ad

## 2 Compréhension Indicate which expenses are mentioned in the video.

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> les livres   | <input checked="" type="checkbox"/> les transports |
| <input checked="" type="checkbox"/> l'ordinateur | <input type="checkbox"/> les examens               |
| <input checked="" type="checkbox"/> le mobile    | <input type="checkbox"/> la télévision             |

## 3 Conversation Discuss these questions with a partner.

Answers will vary.

1. Review the expenses mentioned in the video. Do the same educational costs exist in your community? Are any items missing from the list, in your opinion?
2. What is the message of this ad? Discuss your reaction to the message.

## 4 Réflexion Answer these questions.

1. What obstacles exist in your community for people seeking to enroll in college or university courses? Make a list.
2. How do expectations around educational costs in your community compare to the situation in the video? Do students generally expect their parents to help them pay for school? Explain.

I CAN identify and reflect on attitudes around education costs.

## Annonce° d'E.Leclerc



Regarde! Je suis accepté, là!

### Vocabulaire utile

la cité U	residence hall
compter	to count
un coût	cost
les frais de scolarité (m.)	tuition
le logement	housing
la nourriture	food
le prix	price
la vie étudiante	student life

- ## 5 Application
- In groups of three, choose one of the types of financial aid available in France from the list below. Who offers this aid and what does it cover? Who is eligible and what are the criteria? Does a similar type of aid exist in your community? Present your results using as much French as you can.

- aide au mérite
- aide au logement
- aide d'urgence
- aide pour projets culturels et artistiques

## Section Goals

In this section, students will:

- watch a short TV ad
- identify and reflect on attitudes around education costs

### Instructional Resources

vhlcentral.com: TV commercial;  
Le Zapping TV clip transcription;  
reference tools

### KEY STANDARDS

Communities School and Global Communities (Activity 5)

### Préparation

- Have students look at the video still, read the caption, and predict what the commercial will be about.
- Before showing the video, explain to students that they do not need to understand every word they hear. Tell them to listen for cognates and school-related vocabulary.

### Compréhension

- Have students work in pairs or groups for this activity. Tell them to write their answers. Then show the video again so that they can check their work.
- Have pairs discuss the slogan of the supermarket chain and how it relates to the ad.

**Conversation** After discussing the questions, ask volunteers to report their comments and ideas to the class.

**Small Groups** Have students compare the attitude of the student in the ad to their own attitude, and explain why there may be differences or similarities.

**Expansion** In small groups, have students prepare a video in which they explain the different financial aid options available at their own university. Have the groups screen their videos for the class.