

POP Making

☐Time Required	<ul style="list-style-type: none"> About two weeks to make POP at home POP contest in class for about 30–45 minutes.
☐Key Skills	Reading, presentation,
☐Type	Individual activities to classroom presentations
☐Overview and Goals	
<p>Point of purchase (POP) advertising is a type of in-store promotion commonly used for books, CDs, and general merchandise. POP advertising usually features brief descriptions of the products' selling points. In this activity, students choose one of the English books they have read for extensive reading and create a POP advertisement for that book. Students who are not good at drawing might consider this activity difficult, but they can use stickers or cut and paste free images from newspapers, magazines, or the Internet. They can also use PowerPoint or other software. The goal is to deepen the students' understanding of the book by having them distill what they learned from the written information into visual depiction that can convey their understanding to others. Students must understand the book to convince others to read it—essentially, to “sell” it—using only a single postcard-sized card containing catchphrases, quotations, and illustrations.</p> <p>Holding a contest featuring the POPs created by all the participants can help the students learn about the books through recommendations from their classmates, which can enhance reading motivation. Depending on the participants' English level, it might be possible to have them create all the POPs in English.</p>	
☐Advance Preparation (Required Materials, Equipment, etc.)	
Any book participants have read in the extensive reading program can be chosen. Prepare and distribute postcard-sized or A6-sized cards for each participant.	
☐Procedure	
<ol style="list-style-type: none"> After explaining the goal, distribute the cards to be used to make the POPs 2–4 weeks before they are due (day of contest). Since students have to read the book and then create the POP, the earlier the materials are supplied, the better. Instruct the students to include the following three points in their POPs: (1) a catchphrase, (2) a recommendation that will make others want to read the book, and (3) a quotation that captures potential readers' interest. Suggest that they complement these features with eye-catching pictures and illustrations, creative text/font treatments, and information tidbits appealing to others who have read the book (but no spoilers!). Show examples, if possible, to make it easier for them to understand your expectations. 	

3. Tell the students that on the day the POPs are due, they must bring both their completed POPs and the book they chose as their subject.
4. Display the books and POPs in the classroom for gallery time.
5. Conduct the contest session. Distribute the review sheet to each student and have them score the POPs (on a scale of five) on these four items: (1) catchphrase, (2) comments, (3) quotations, and (4) visual appeal.
6. Have the students vote for the three top-scoring POPs (1st, 2nd, and 3rd favorite).
7. Tally the votes to determine which POPs the students found most effective.

The contest method can be changed according to the situation. If the form of voting is not suitable, simply hold a gallery time.

[Application & Explanation]

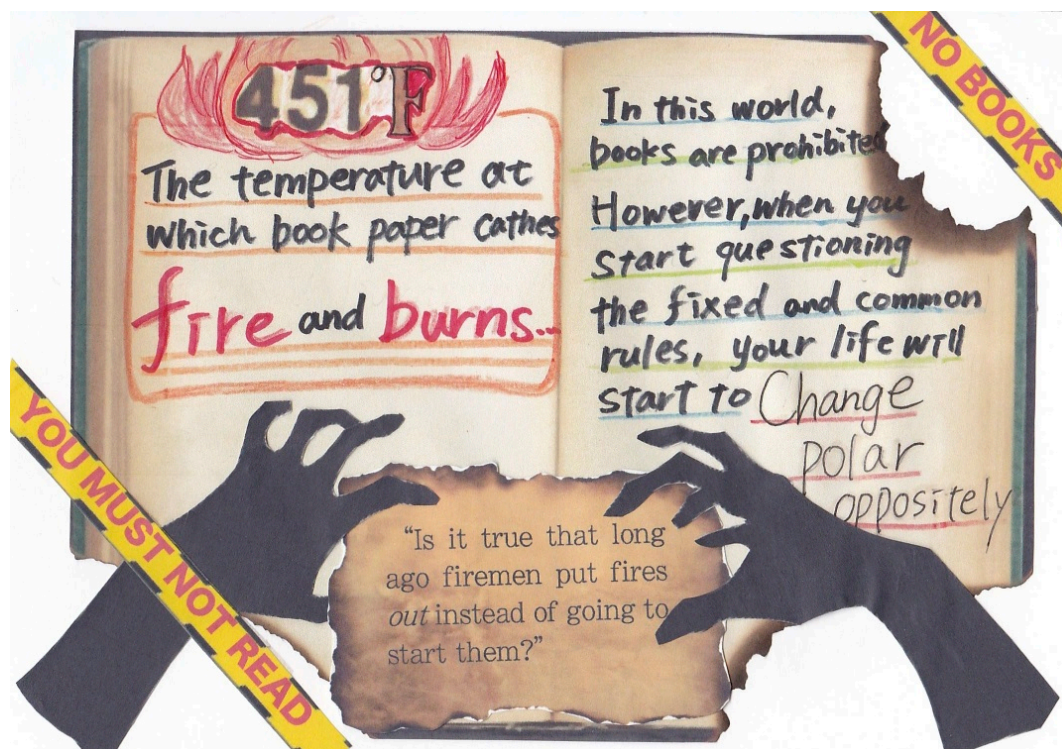
Usage Example

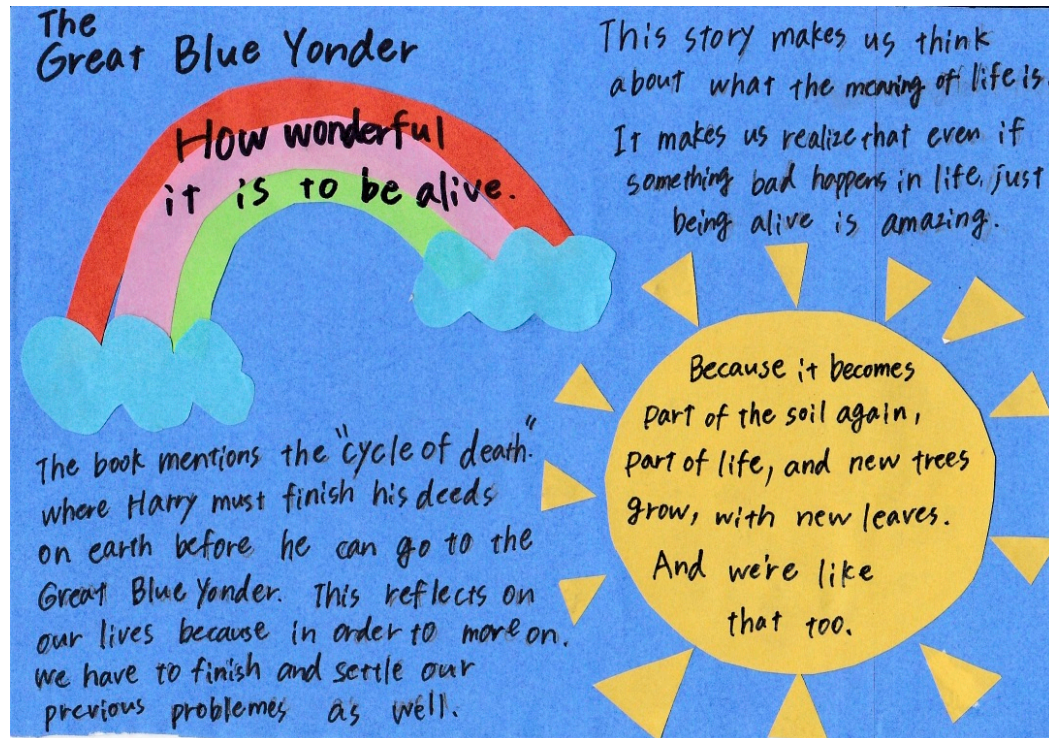
- The school where the author works holds a POP contest every year between October and December, sponsored by the university library. There are two categories: English and Japanese books. The library displays 10–20 works selected by faculty members in a preliminary screening. Students, faculty members, and staff vote to determine the gold, silver, and bronze prizes, which are awarded by the university president. This event helps to stimulate reading among university students who are losing interest in reading books. Please refer to the following URL for information about the actual event:
<http://blog.tsurumi-u.ac.jp/library/2019/12/pop-4c1b.html>
- Since all classes were online in 2020, the school conducted an online POP gallery, made possible through the following applications:
 - ✧ Microsoft Office Lens: This is a free app that anyone can easily download it to a smartphone for use to take a picture and convert it into a PDF document. For the submissions, people took pictures of the POPs using this app and posted them on the campus LMS and Padlet (see image below).
 - ✧ Padlet: This is a free tool that anyone can use to post POPs as PDF or JPEG files and arrange them in a gallery format. Contributors can comment on the POPs, and classmates can vote on and rate the entries in the virtual online gallery. Padlet's features includes a variety of features and display styles such as wall, canvas, stream, storyboard, shelf, message, map, and timeline that make it convenient to share

students' reports and work with the whole class. Padlet also lets you post links, videos, and audio. There are many instruction videos online (and specification at <https://padlet.com/>) that can help you learn how to use Padlet.

[Other Notes]

Example of a POP work





(Text: Motoko Fukaya)