

Out-of-The-Box Teaching Activities to Develop Creativity and Critical Thinking in a Second Language

Designing an Electronic Tourist Brochure

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Duration: A few weeks, with 45 minutes for presentations

Target student proficiency level: High school students

Target student age: 16-18 years

Objectives: To develop

- Language skills: using all 4 skills to collaborate and design a tourist brochure in English
- Content knowledge: relevant information to include in a tourist brochure in English about countries worldwide
- Cognitive abilities: critically evaluate information to present to target audiences
- Social abilities: working in groups

Materials:

- Any websites that students find appropriate for their creation
- Any applications that can help students design an electronic brochure

Preparation:

- Select some samples of electronic tourist brochures
- Create a rubric for grading students' brochures

Procedure:

1. Have students work in groups of 4.
2. Let students choose any country to create the brochure.
3. Ask students to decide on their brochure's target audience.
4. Make sure that groups of students do not select the same country.
5. Show a sample of tourist brochures and help students learn what to write in a tourist brochure.



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6. Have students work in groups and design their own brochures in and outside of class. Their brochure must include 4 pages and use attractive images and text.
 1. Page 1: Some general information about the place (location, typical festivals, etc.)
 2. Page 2: Places to visit (choose the most interesting ones)
 3. Page 3: Special food and drinks
 4. Page 4: Unique cultural practices (costume, customs, communication, etc.)
7. Check and give feedback on language when necessary.
8. Have students run a Travel Fair in which groups take turns to promote their country by using the brochure they designed. The audience votes 'yes' or 'no' on whether they would take a trip to the country promoted by each group.

Variations & Extensions:

Create a booklet of all the brochures and distribute copies to students, or create a digital book with all the brochures to share with students.

Example of Students' Work and Grading Rubric:

(see next pages)

About the author

Linh Tran holds a MA in TESOL degree from Hawaii Pacific University and is currently teaching English in Phu Quoc city, Viet Nam. She has been teaching English in Viet Nam for 16 years. Her research and teaching interests are raising students' learning motivation through communicative language teaching and enhancing students' language use in real life.

Example of Group Contributions

Tokyo Tower
The symbol of Japan is inspired by the Eiffel Tower and painted in white and red. Tokyo Tower is the second tallest structure in Japan with 332.9m.



Asakusa-Kannon Temple: Japanese people come to pray on New Year's Eve as well as in the beginning of the new year-typical symbols of Asakusa and the city of Tokyo





TOKYO TOURS

Tips travel tokyo






1. Cherry Blossom Festival: So from the end of March to the 2nd week of April.
2. Annual biggest fireworks festival in July.
3. See the beautiful reds of Tokyo coming from the gardens and forests in late August.
4. February is the best time to experience winter in Tokyo.

Fuji Mountain





Mount Fuji (富士山, Fujisan) is with 3776 meters Japan's highest mountain. It is not surprising that the nearly perfectly shaped volcano has been worshiped as a sacred mountain and experienced big popularity among artists and common people throughout the centuries.





Shibuya!!!



This is one of the most famous places in Tokyo. Shibuya is commonly known for its busy commercial district around the Shibuya Station area. This is considered one of the busiest traffic spots in Tokyo.

An equally popular entertainment spot in Shibuya is a great crossroads. With a lot of billboards along with giant video led screens. Here is always crowded and noisy, people passing by are busy. Because of that, Shibuya is compared to the era square of Tokyo.

TOKYO DISNEYLAND



Tokyo Disneyland, with its iconic Cinderella Castle standing at the center of the Park, has seven themed lands, each of which is designed to a familiar, well-loved theme such as adventure, fairy tales, or the future. All of the elements of a themed land - the attractions, restaurants, shops, landscaping, benches, and even trash cans - reflect the theme of the particular land, creating a fully integrated "show."

-Happy Holiday-

RAMEN



Ramen noodles are the quintessential Japanese soul food.

DISHES OF JAPAN

THE MUST-TRY




SUSHI & SASHIMI



Sushi is probably the most recognizable Japanese food and has exploded in popularity around the world.



For something a little more upmarket, Sukiyabashi Jiro, with its three Michelin stars, will not disappoint; nor will the more purse-friendly Trifune.

TEMPURA



Tempura is a typical Japanese dish, often filled with seafood or vegetables dipped in tempura powder and deep fried.

JAPANESE CULTURE



KIMONO



"Kimono" in Japanese means: "clothes to wear", uniform or also has another name is Japanese clothing, is type of traditional Japanese clothing.



COMMUNICATION

TEA



Tea ceremony has become an art of enjoying tea as well as feature of Japanese culture

HELLO

In Japanese communication culture, there are rules and rituals that everyone must follow. In particular, all Japanese greetings are ever accompanied by a final bow.



GOODBYE




Example of Class Brochure's Opening and Closing Pages

Introduction

Not long ago, on date of April 12th 2021, our class 10A4 2020-2021 received a creative project from our English teacher Ms Linh for the last term exam. This project later became an album of travel brochure when everyone took part in collecting small details to put them altogether in the big picture. Here will you be flying from one country to another and another until you have a broad vision among these 11 lands of different cultures, foods, infrastructures and specific ecologies. Reading this "travel brochure album", you will learn and experience more in less given time, like Gustave Flaubert, a famous French novelist, said "travel makes you modest. You see what a tiny place you are occupying in the world".



Conclusion

In summary, all countries carry their own lifestyle, culture, natural environment with them along history journey. The uniqueness results in the attractiveness to all tourists around the globe to relax, learn and experience new and exotic things in each nation.

It brings not only many practical things through this project but also many unforgettable memories that should be kept throughout in this magazine, a proof that A4 students 2020-2021 as a whole have accomplished so many things.

We trust you have enjoyed our creation. As you and we move forward, we wish us together success and happiness in life.
"From 10A4 we can go anywhere"

10A4 SIUNHAN !



**Example of Grading Rubric
ASSESSMENT FORM FOR BROCHURE**

	Excellent (2.5-3 pts)	Average (1.5-2.4 pts)	Poor (Below 1.5 pts)
Content or Ideas (3 points)	The content of the brochure is clear, easy to understand, and includes all the required information in the four pages.	The content of the brochure is mostly clear, easy to understand but lacks 1 or 2 pieces of required information in the four pages.	The content of the brochure is sometimes unclear but lacks more than 2 pieces of required information in the four pages.
Organization (2 points)	(1.5-2.0 pts) The brochure is well-organized. Required information is located on the right pages.	(1.0-1.4 pts) The brochure is mostly well-organized. One or two pieces of required information are not located on the right pages	(Below 1.0 pt) The brochure is mostly unorganized. There are more than 2 pieces of required information placed in the wrong pages.
Language (2 points)	(1.5-2.0 pts) The language used for describing detailed information in the brochure is appropriate.	(1.0-1.4 pts) The language used to describe detailed information in the brochure is mostly appropriate, although there are two or three cases of inappropriate words or expressions.	(Below 1.0 pt) There are more than 3 cases of using inappropriate language for expressing detailed information in the brochure.
Grammar (1 point)	(0.8-1.0 pt) Grammar is accurate and includes various grammatical structures.	(0.5-0.7pt) Grammar is mostly accurate and includes a few grammatical structures. There are 2 to 4 incorrect ones.	(Below 0.5 pt) Grammar is sometimes accurate with 4 incorrect grammatical structures.
Accuracy (1 point)	(0.8-1.0 pt) Facts and information reported in the brochure are true and accurate.	(0.5-0.7 pt) Facts and information reported in the brochure are mostly true or accurate but there is some wrong information.	(Below 0.5 pt) There are over 2 cases in which facts or information presented in the brochure are inaccurate.
Creativity (1 point)	(0.8-1.0 pt.) The brochure shows a high level of creativity in organizing the pictures, language, and colour combinations, which creates a balanced appearance overall.	(0.5-0.7 pt.) The brochure shows some creative organization of the pictures, language, and colour combinations, but there are 1-2 places where there is imbalance.	(Below 0.5 pt.) The brochure shows minimal creativity in its organization of pictures, language, and colours. The overall design is imbalanced.