

Unit 2

How To Read The Brochure



รูปภาพที่ 1: How to read the brochure

Source: green-umbrellar.biz 480 × 250 คัดด้วยภาพ

สาระสำคัญ

แผ่นพับมีวัตถุประสงค์สำหรับการโฆษณา ประชาสัมพันธ์ คู่มือสินค้า ลักษณะเด่นของแผ่นพับมีขนาดเล็ก หยิบถือได้สะดวก เก็บรวบรวมข้อมูลได้มาก สถานศึกษานิยมจัดทำข้อมูลของสถานศึกษาในรูปแบบของแผ่นพับในการเผยแพร่ข้อมูลของสถานศึกษาแก่สาธารณชน การสื่อสารข้อมูลเกี่ยวกับสถานศึกษาในรูปแบบของการสื่อสารภาษาอังกฤษที่มีลักษณะข้อเท็จจริง มีรูปแบบเฉพาะ มีความสอดคล้องกับวัตถุประสงค์ของการสื่อสารและเหมาะสมกับผู้อ่าน แผ่นพับนับเป็นข้อมูลที่สะดวกในรูปแบบข้อความสั้น กระทัดรัด อ่านได้ใจความ มีข้อมูลเพียงพอสำหรับผู้อ่านสนใจและต้องการเรียนรู้

จุดประสงค์การเรียนรู้

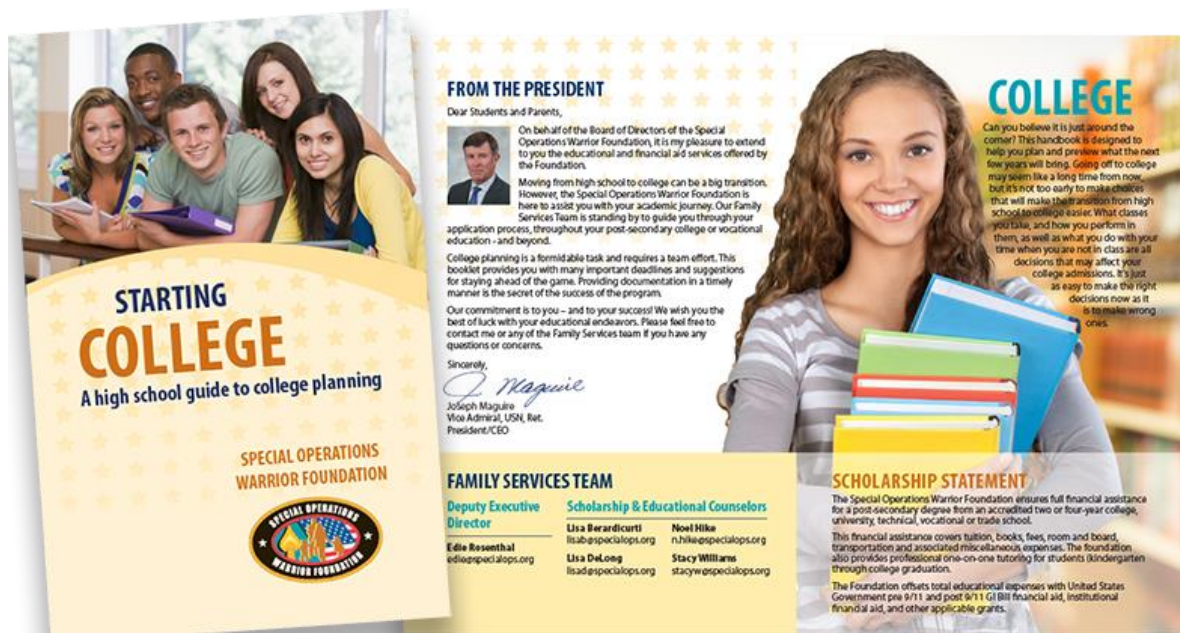
1. รู้และเข้าใจความหมายของคำศัพท์ สำนวน ประโยคภาษาอังกฤษเกี่ยวกับการอ่านแผ่นพับ
2. อ่านข้อความที่มีอยู่ในแผ่นพับได้อย่างเข้าใจและถูกต้องจากประโยคภาษาอังกฤษ
3. สรุปใจความสำคัญของแผ่นพับและนำมาเขียนด้วยสำนวนภาษาอังกฤษได้
4. พูดเกี่ยวกับข้อความที่อยู่ในแผ่นพับเป็นประโยคภาษาอังกฤษได้ครบถ้วน
5. ปลูกฝังเกิดนิสัยของความสามัคคีจากการเรียนรู้แผ่นพับของสถานศึกษาเกิดความรักและศรัทธา

สถานศึกษาของตนเอง



สาระการเรียนรู้

1. Brochure of Loei Technical College
2. Mind Map of Loei Technical College
3. Reading Brochure of Loei Technical College
4. Speaking about Loei Technical College



รูปภาพที่ 2: Example of brochures

Source: One Dollar Graphics 810 x 450 คัดด้วยภาพ

เนื้อหาสาระ

1. Brochure of Loei Technical College



The brochure for Loei Technical College features a blue header with the college's name in Thai, "สถานศึกษารางวัลพระราชนาน", and three framed photographs of students and staff. Below the header, the college's logo and name are prominently displayed. The brochure is divided into several sections: Management Team, Management of Vocational Education in the College, Vision, Philosophy, Identity, and Uniqueness. The Management Team section lists the Director, Vice Directors in Human Resource, Cooperation and planning, Student Affairs, and Academic, along with their names and contact information. The Management of Vocational Education section describes four types of programs: Vocational certificate, Diploma Certificate, Bachelor's degree in Technology or Operation, and Career development and special training. The Vision section states the college's goal of being a Learning Organization for Vocational Education (LOVED). The Philosophy section emphasizes Competency for Change. The Identity section mentions the college's motto: Smile, Wai and Saying: Sawasdee. The Uniqueness section highlights the college's focus on technology for developing professional competencies.

สถานศึกษารางวัลพระราชนาน

นักศึกษารางวัลพระราชนาน

Loei Technical College

Management Team

Director: Mr. Songdech Larpunt

Vice Director in Human Resource:
Mr. Jirayuth Keawarsa

Vice Director in Cooperation and planning: Mr. Kul Aksornnu

Vice Director in Student Affairs Development: Mr. Prajak Lektarako

Vice Director in Academic:
Mr. Bunchong Suraput

Contact Address:
272 Charoenrat Road, Kudpong
Muang Loei 42000 Thailand
Tel. 0 4281 1591 ext. 108
Fax. 0 4281 2568
Website: www.loeitech.ac.th
Email: loeitech@loeitech.ac.th
Facebook: วิทยาลัยเทคนิคเลย

Management of Vocational Education in the College

- Vocational certificate** - a curriculum provided for those who graduate from a secondary school. This curriculum aims to produce and develop skills of manpower.
- Diploma Certificate** - a curriculum provided for those who graduate from vocational certificate level or high school. This curriculum aims to produce and develop the professional skills of manpower.
- Bachelor's degree in Technology or Operation** - a curriculum designed for those who finish the diploma in vocational education and continue the study further for 2 years.
- Career development and special training** - a curriculum provided to learners of all education levels. The course takes 6-225 hours while the 108 Careers curriculum takes 1-4 hours, open occasionally.

Vision:
Learning Organization for Vocational Education (LOVED)

Philosophy:
Competency for Change.

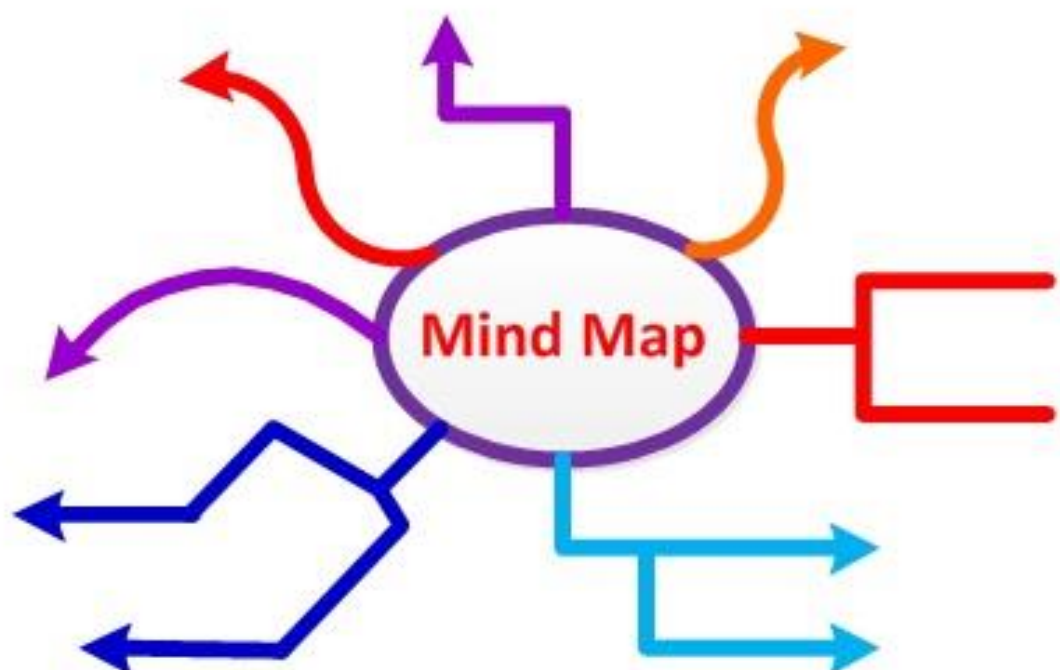
Identity:
Smile, Wai and Saying: Sawasdee

Uniqueness:
The availability of information technology for developing professional competencies

รูปภาพที่ 3: Brochure of Loei Technical College

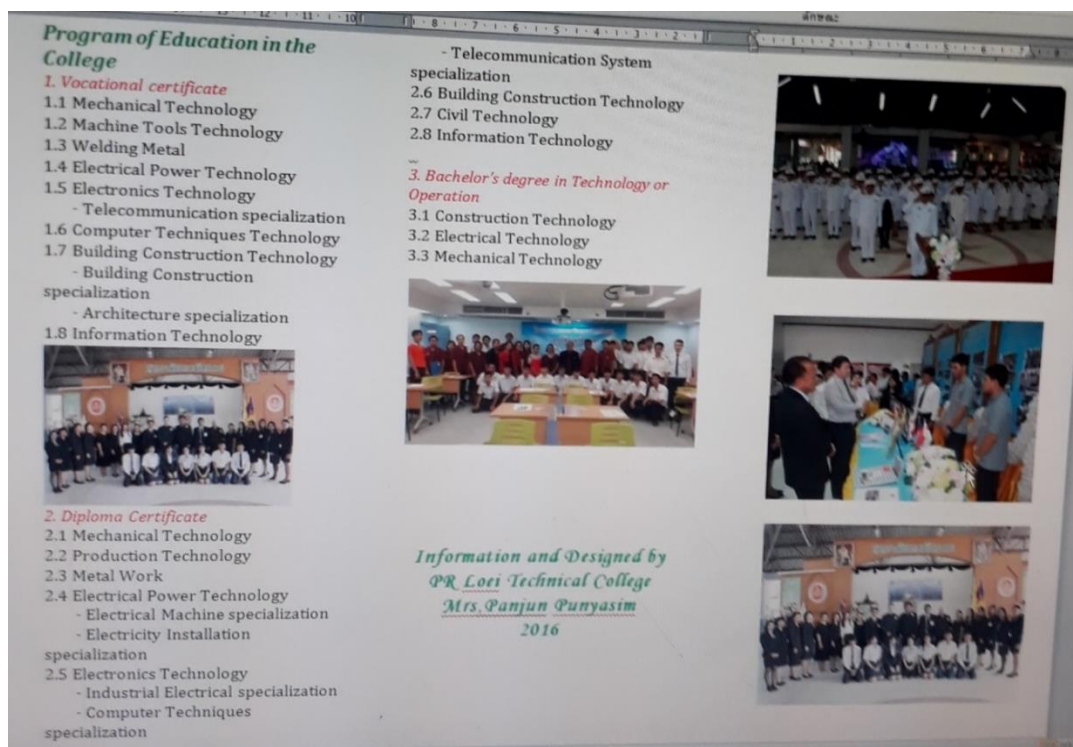
Source: Authentic Material

2. Mind Map of Loei Technical College



รูปภาพที่ 4: Mind Map Tips

Source: thepeakperformancecenter.com 415 x 272 ค้นหาด้วยภาพ



รูปภาพที่ 5: Brochure of Loei Technical College

Source: Authentic Material

3. Reading Brochure of Loei Technical College





Loei Technical College

Management Team

Director: Mr. Songdech Larpunt

Vice Director in Human Resource:
Mr. Jiravuth Keawarsa

Vice Director in Cooperation and planning: Mr. Kul Aksornnu

Vice Director in Student Affair's Development: Mr. Prajak Lektarako

Vice Director in Academic:
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Contact Address:
272 Charoenrat Road, Kudpong
Muang, Loei 42000 Thailand
Tel. 0 4281 1591 ext. 108
Fax. 0 4281 2568
Website: www.loeitech.ac.th
Email: loeitech@loeitech.ac.th
Facebook: วิทยาลัยเทคนิคเลย




Vision:
Learning Organization for Vocational Education (LOVED)

Philosophy:
Competency for Change.

Identity:
Smile, Wai and Saying: Sawasdee

Uniqueness:
The availability of information technology for developing professional competencies

Management of Vocational Education in the College

1. Vocational certificate - a curriculum provided for those who graduate from a secondary school. This curriculum aims to produce and develop skills of manpower.

2. Diploma Certificate - a curriculum provided for those who graduate from vocational certificate level or high school. This curriculum aims to produce and develop the professional skills of manpower.

3. Bachelor's degree in Technology or Operation - a curriculum designed for those who finish the diploma in vocational education and continue the study further for 2 years.

4. Career development and special training - a curriculum provided to learners of all education levels. The course take 6-225 hours while the 108 Careers curriculum takes 1-4 hours, open occasionally.

Program of Education in the College

1. Vocational certificate

- 1.1 Mechanical Technology
- 1.2 Machine Tools Technology
- 1.3 Welding Metal
- 1.4 Electrical Power Technology
- 1.5 Electronics Technology
 - Telecommunication specialization
- 1.6 Computer Techniques Technology
- 1.7 Building Construction Technology
 - Building Construction specialization
 - Architecture specialization
- 1.8 Information Technology



2. Diploma Certificate

- 2.1 Mechanical Technology
- 2.2 Production Technology
- 2.3 Metal Work
- 2.4 Electrical Power Technology
 - Electrical Machine specialization
 - Electricity Installation specialization
- 2.5 Electronics Technology
 - Industrial Electrical specialization
 - Computer Techniques specialization

Telecommunication System specialization


- 2.6 Building Construction Technology
- 2.7 Civil Technology
- 2.8 Information Technology

3. Bachelor's degree in Technology or Operation


- 3.1 Construction Technology
- 3.2 Electrical Technology
- 3.3 Mechanical Technology




Information and Designed by
PR Loei Technical College
Mrs. Panjun Punyasim
2016






4. Speaking about Loei Technical College





Loei Technical College



Management Team

Director: *Mr. Songdech Larpunt*


Vice Director in Human Resource:
Mr. Jirayuth Keawarsa

Vice Director in Cooperation and planning: *Mr. Kul Aksornnu*

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Email: loei@loeitech.ac.th
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Vision:
Learning Organization for Vocational Education (**LOVED**)

Philosophy:
Competency for Change.

Identity:
Smile, Wai and Saying: **Sawasdee**

Uniqueness:
The availability of information technology for developing professional competencies

รูปภาพที่ 6: Brochure of Loei Technical College

Source: Authentic Material

Example

Good morning, my name is **Mr. Kritsana Imjai**. I'm from diploma certificate in **Mechanical Technology**. Today I'm very glad to be here and to tell about Loei Technical College. **Vision** is learning organization for vocational education. **Philosophy** is competency for change. **Identity** is smile, wai and saying "Sawasdee." **Uniqueness** is the ability of information technology for developing professional competencies. Thank you.

Conclusion

What is a brochure?

The brochure is one of the best ways to present your company (your college). There are tri-fold brochures used to advertise a new product or service that your company (your college) offers, or there are bi-fold folders that are used to present your company (your college) projects outside or inside it. There are different brochure types, and every type has a different way to be designed. A well designed brochure is the best way to introduce your company (your college) to your potential customers. A brochure has three functions; informative function, advertising function and identification function.

How to read a brochure

1. Start with the folded brochure. Start reading the front page. This front is the cover and is folded on the left-hand side. The cover is the attention-grabbing piece of the brochure.
2. Open the cover to reveal the inside front panel. This panel is folded on the right-hand side and is usually set aside for a summary or introduction about what the rest of the brochure is about.
3. Open the front panel to reveal the three-panel spread. This spread has material written on it which gives you detailed information about the product or service.
4. Close the brochure, and turn it over to reveal the back. This part of the brochure is on the back of the center of the three-panel spread and usually has contact information on it. Read this section last.
5. Read the brochure like you would a book—left to right, top to bottom—on each panel. When you open it to read the three-page spread, start at the left panel and move to the right.

What is mind map?

A mind map is an easy way to brainstorm thoughts organically without worrying about order and structure. It allows you to visually structure your ideas to help with analysis and recall. A mind map is a diagram for representing tasks, words, concepts, or items linked to and arranged around a central concept or subject using a non-linear graphical layout that allows the user to build an intuitive framework around a central concept. A mind map can be used as a simplified content management system (CMS). It allows you to store all your data in a centralized location to stay organized.



แบบฝึกหัด

Exercise 1: Elicit from students by answering questions

1. What is the name of your college?

2. Where is Loei Technical College?

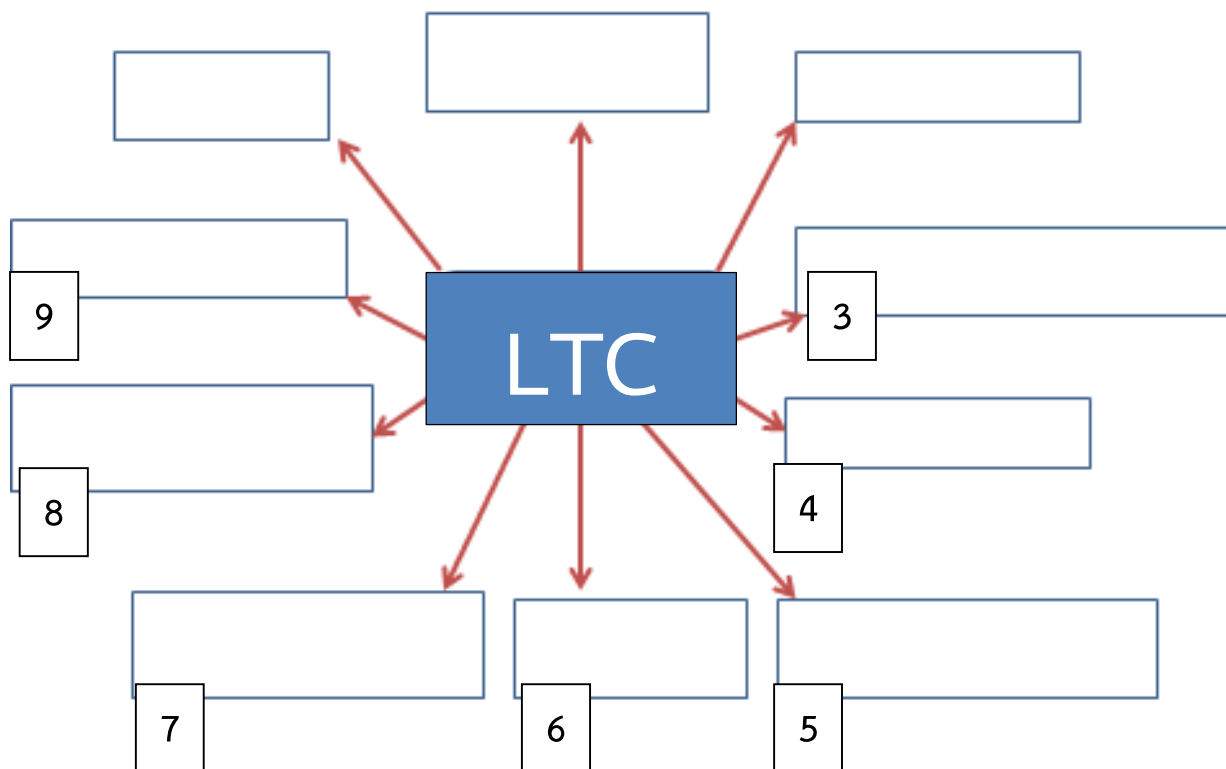
3. How many ways do you contact to Loei Technical College? What are they?

4. What is its website?

5. What is its email?

Exercise 2: Write the vocabularies from reading brochure of LTC. by using mind map.

What do you know from brochure?



Exercise 3: Check understanding by pronunciation and giving the meaning of the vocabulary from Exercise 2. (Use the dictionary for pronunciation)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

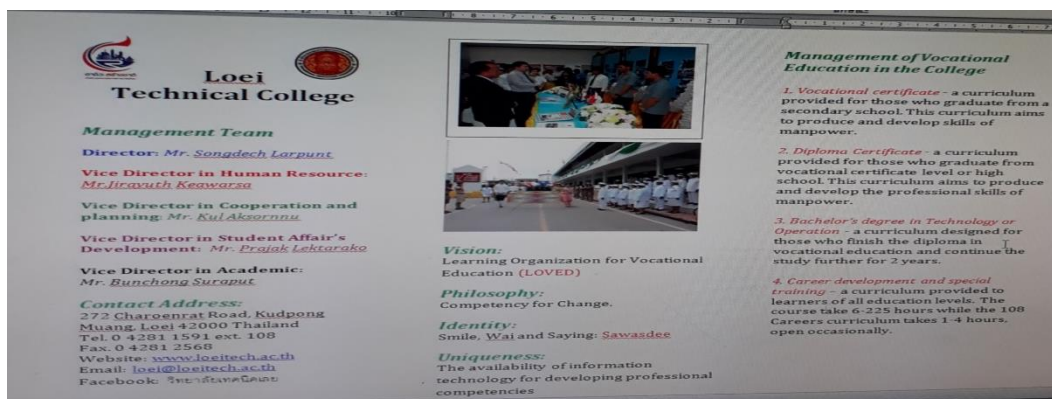
Exercise 4: Give the meaning of the vocabulary from this brochure.

- | | | |
|--------------------------------|---|-------|
| 1. Human Resource | = | _____ |
| 2. Cooperation and planning | = | _____ |
| 3. Student Affairs Development | = | _____ |
| 4. Academic | = | _____ |
| 5. Vocational Education | = | _____ |
| 6. Professional Competency | = | _____ |
| 7. Organization | = | _____ |
| 8. Curriculum | = | _____ |
| 9. Career Development | = | _____ |
| 10. Bachelor's degree | = | _____ |

Exercise 5: Matching the words with the paragraph in column A and column B from reading a brochure of LTC.

Words	Paragraph
	1. Learning Organization for Vocational Education
	2. Information Technology, Building Construction Technology, Metal Work, Electrical Power Technology, Mechanical Technology





Words	Paragraph
	3. The availability of information technology for developing professional competencies
	4. Industrial Electrical specialization, Computer Techniques Specification and Telecommunication System Specialization
	5. Competency for Change
	6. A curriculum provided to learners of all education levels.
	7. Smile, Wai and Saying "Sawasdee"
	8. A curriculum designed for those who finish the diploma in vocational education.
	9. A curriculum provided for those who graduate from a secondary school.
	10. Director and 4 Vice Directors

Exercise 6: Answer the following questions about the brochure of LTC by using 5W + 1 H technique.

1. **Who** is the reader?

2. **What** do you get from the brochure?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____



8. _____
9. _____
10. _____

3. **Where** does it happen?

4. **When** will it used?

5. **Why** is it produced?

6. **How** does it get from?

Exercise 7: Find the sentences in present tense to write in the topic of “Management Team” (Be careful the capital letter and full stop)

1. The director is Mr. Songdech Larpunt.

2. _____

3. _____

4. _____

5. _____

Management Team

Director: Mr. Songdech Larpunt

Vice Director in Human Resource:
Mr. Jirayuth Keawarsa

Vice Director in Cooperation and planning: Mr. Kul Aksornnu

Vice Director in Student Affairs Development: Mr. Prajak Lektarako

Vice Director in Academic:
Mr. Bunchong Suraput



Exercise 8: Summarize the information of LTC. from reading brochure.

1. Vision = _____
2. Philosophy = _____
3. Identity = _____
4. Uniqueness = _____

Exercise 9: Practice speaking skill from exercise 8. (Individual Work)

Good morning {Good afternoon}, my name is {Mr. / Miss} _____
 from diploma level in _____ {Field of Study} _____.

Today I am very glad to tell about _____.
 Philosophy is _____

Identity is _____

Uniqueness is _____

Thank you.

Example


Good morning, my name is **Mr. Kritsana Imjai**. I'm from diploma certificate in **Mechanical Technology**. Today I'm very glad to tell about Loei Technical College. **Vision** is learning organization for vocational education. **Philosophy** is competency for change. **Identity** is smile, wai and saying "Sawasdee." **Uniqueness** is the ability of information technology for developing professional competencies. Thank you.



แบบทดสอบประจำ Unit 2

Directions: Choose the best available answer. Rules and Regulations for No.1 - 5.

Rules and Regulations



- *Observe silence in the library.*
- *Eating, drinking, chewing or smoking is prohibited in the library.*
- *Mute your cell phone while in the library.*
- *No bags are allowed in the library.*
- *Security personnel must check all items coming in and out of the library.*
- *The library is not responsible for the patron's personal property.*
- *Please do not bring your children and pets in the library.*
- *Library property should not be vandalized.*
- *Library chairs should not be reserved for any users.*
- *Computers are to be used for research purposes and any viewing of pornographic material is forbidden.*
- *Reference materials can only viewed inside library(not for circulation).*

1. Which rules and regulations you must not do in the library?

- a) Keep silence in the library.
- b) Only view the reference materials.
- c) Make noise or unmute your cell phone.
- d) Use computers for researching purposes.

2. What are computers used for in the library?

- a) For viewing pornographic.
- b) For research purposes.
- c) For telephoning.
- d) For circulation.

3. Which item is brought in the library?

- a) Your bag.
- b) Your book.
- c) Your little dog.
- d) Your cell phone.



4. Who must check all items coming in and out of the library?

- a) The librarian.
- b) The Receptionist.
- c) The police officer.
- d) The security guard

5. How do you observe in the library?

- a) silence
- b) loudly
- c) slowly
- d) easily

Read this ladder rules to follow for No. 6 – 8

6. According to this ladder rules, what you have to do while using the ladder?

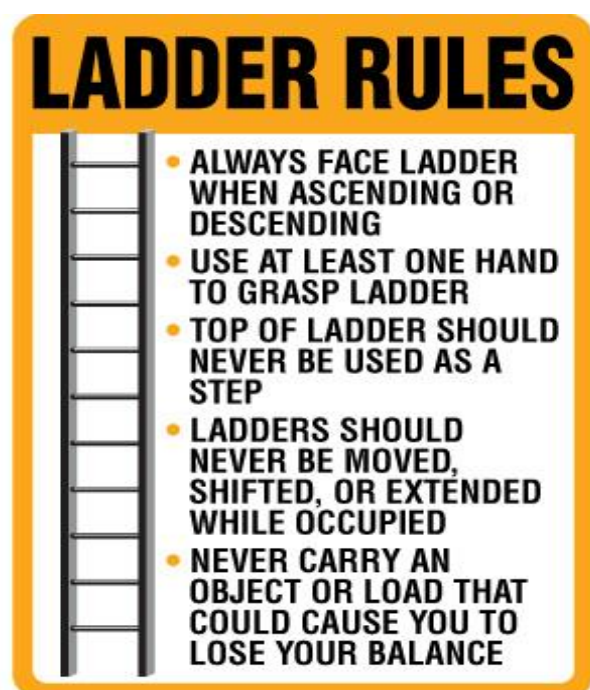
- a) Never hold the ladder.
- b) Use the top of ladder as a step.
- c) Move or shift the ladder while occupied.
- d) Face the ladder while going up and down.

7. Which statement is true according to the ladder rules for safety?

- a) Move ladders while occupied.
- b) Don't use both hands to hold ladder.
- c) Always use the top of the ladder as a step.
- d) Don't carry any object that can cause you to lose your balance.

8. Which statement is true according to the ladder rules for safety?

- a) Don't carry any object that can cause you to lose your balance.
- b) Never face the ladder while climbing up and down.
- c) Always use the top of the ladder as a step.
- d) Don't use both hands to hold ladder.



Read the poster and answer the question for no. 9

9. What should you do to stay safe online?

- Tell your friends your passwords.
- Share bad photos of your friends.
- Write mean or horrible messages.
- Check your privacy settings regularly.

8 tips to stay safe online

- Be nice to people online.
- Take care with what you share.
- Keep personal information private.
- Check your privacy settings.
- Know how to report posts.
- Keep your passwords safe.
- Never meet anyone in person you've only met online.
- If you see anything online that you don't like or you find upsetting, tell someone you trust.

Read the brochure below about the College Career Center and answer the question for No. 10.

Are YOU looking for a good career?



The College Career Center Building 5C, Room 137

Are you looking for a good career? Choosing a career that you like is very important. Come to the College Career Center. We can help you develop a career plan.

Think about these questions before you come:

- Do you want to work in an office?
- Do you want to work at home?
- Do you want to travel?
- Do you like to work alone or with people?
- What are you good at?
- What do you like to do?
- What are your favorite subjects to study?

These are just some of the questions you need to think about. People often change jobs during their lives. Many people start their career with one job and finish with a different one. Try to choose a job that you like. Come to the College Career Center for more information and help. We have a lot of books, videos, and other reference sources. We will help you with your career goals and academic studies. We look forward to meeting you.



10. Which statement is true?

- a) Travelling for work is important to think about when choosing a career.
- b) People have job interviews at the College Career Center.
- c) The location of a job is important to think about.
- d) The Career Center is looking for new employees.



กิจกรรมการเรียนรู้การสอน: วิธีการสอนรูปแบบ Task – Based Learning (TBL)

ขั้นตอนที่ 1: Pre - Task (Listening and Speaking)

1. Pre – Task 1.1: Elicit from students by questions จาก Exercise 1 จำนวน 5 ข้อ เป็นการถามเพื่อ หาข้อมูลจากแผ่นพับ
2. Pre – Task 1.2: ใช้กิจกรรม Mind map เพื่อช่วยหาคำศัพท์จากแผ่นพับมาเติมให้ครบ 10 คำตาม Exercise 2
3. Pre – Task 1.3 กิจกรรมการอ่านออกเสียงคำศัพท์ทั้ง 10 คำที่ได้จาก Exercise 2 พร้อมให้ความหมายของคำศัพท์ด้วยใน Exercise 3 และ Exercise 4

ขั้นตอนที่ 2: Main Task (Speaking and Reading)

4. Main Task 2.1: Parts of Brochure of LTC. by Scavenger Hunt โดยการจับคู่คำศัพท์ให้ตรงกับข้อความจากการอ่านแผ่นพับใน Exercise 5
5. Main Task 2.2: กิจกรรม 8 W + 1 H สำหรับการอ่านรายละเอียดของแผ่นพับเพื่อให้ได้คำตอบครบถ้วนใน Exercise 6

ขั้นตอนที่ 3: Post Task (Writing)

6. Post Task 3.1: Language Focus โดยการเขียนประโยคในรูปแบบ Present Tense จากการอ่านแผ่นพับหัวข้อ Management Team ใน Exercise 7
7. Post Task 3.2: Conclusion โดยการสรุปข้อมูลเกี่ยวกับ Vision, Philosophy, Identity and Uniqueness จากการอ่านแผ่นพับ ใน Exercise 8
8. Post Task 3.3: Speaking โดยการนำข้อมูลทั้งหมดที่ได้จาก Exercise 8 มาเรียบเรียงเป็น Paragraph และนำเสนอเป็นภาษาอังกฤษหน้าชั้นที่ทุกคนตามตัวอย่างใน Exercise 9

สื่อการเรียนรู้การสอน

สื่อสิ่งพิมพ์

1. รูปภาพที่ 1 – รูปภาพที่ 6 เกี่ยวกับแผ่นพับ
2. Exercise 1 – Exercise 9 ที่เกี่ยวข้องกับการอ่านแผ่นพับ
3. แบบทดสอบประจำ Unit 2

สื่อโสตทัศน

1. วิดีโอ – เทป
2. วีดีโอ
3. สื่ออินเทอร์เน็ต
4. เครื่องฉาย Projector



สื่อของจริง

1. Dictionary
2. Brochure, Leaflet and Notice
3. Computer

การวัดผลและประเมินผล

วิธีวัดผล

1. ทำแบบฝึกหัด Exercise 1 – Exercise 9 เพื่อทบทวนองค์ความรู้ Unit 2
2. ทำแบบทดสอบประจำ Unit 2 เพื่อทดสอบองค์ความรู้ Unit 2
3. สังเกตพฤติกรรมผู้เรียนเกี่ยวกับความสามัคคีจากการอ่านแผ่นพับของวิทยาลัยเทคนิคเลย

เครื่องมือวัดผล

1. เฉลยคำตอบของ Exercise 1 – Exercise 9
2. เฉลยแบบทดสอบประจำ Unit 2
3. แบบประเมินพฤติกรรมผู้เรียนเกี่ยวกับความสามัคคีจากการอ่านแผ่นพับของวิทยาลัยเทคนิคเลย

เกณฑ์การประเมินผล

1. เกณฑ์ประเมินการทำแบบฝึกหัดถูกต้อง 60 %
2. เกณฑ์ประเมินการทำแบบทดสอบประจำหน่วยถูกต้อง 60 %
3. เกณฑ์การสังเกตพฤติกรรมผู้เรียนเกี่ยวกับความสามัคคี



เฉลยแบบฝึกหัด

Exercise 1

1. Loei Technical College
2. 272 Charoenrat Road, Kudpong, Mueng.
3. There are 6 ways. They are letter, telephone number, fax number, website, email and facebook.
4. Website: www.loeitech.ac.th
5. Email: loeitech@loeitech.ac.th

Exercise 2

1. Management Team
2. Director
3. Vice Directors
4. Contact Address
5. Vision
6. Philosophy
7. Identity
8. Uniqueness
9. Management of Vocational Education
10. Program of Education

Exercise 3

1. ทีมผู้บริหาร
2. ผู้อำนวยการ
3. รองผู้อำนวยการ
4. ที่อยู่ติดต่อได้
5. วิสัยทัศน์
6. ปรัชญา
7. อัตลักษณ์
8. เอกลักษณ์
9. การจัดการของการศึกษาอาชีวะ
10. โปรแกรมการศึกษา

Exercise 4

1. ทรัพยากรมนุษย์
2. ความร่วมมือและการวางแผน
3. การพัฒนากิจการนักเรียนนักศึกษา
4. วิชาการ
5. การศึกษาด้านอาชีวะ
6. สมรรถนะวิชาชีพ
7. องค์กร
8. หลักสูตร
9. การพัฒนาอาชีพ
10. ปริญญาตรี

Exercise 5

1. Vision
2. Diploma Certificate
3. Uniqueness
4. Electronics Technology
5. Philosophy
6. Career Development and Special Training
7. Identity
8. Bachelor's Degree in Technology
9. Vocational Certificate
10. Management Team



Exercise 6

1. Students, teachers and parents
2. คำตอบเหมือน Exercise 2
3. Loei Technical College
4. The first semester of the year of study
5. To promote the place of study (Loei Technical College)
6. By printing.

Exercise 7

1. The director is Mr. Songdech Larpunt.
2. The vice director in Human Resource is Mr. Jirayuth Keawarsa.
3. The vice director in Cooperation and Planning is Mr. Kul Aksornnu.
4. The vice director in Student Affair's Development is Mr. Prajak Lektarako.
5. The vice director in Academic is Mr. Bunchong Suraput.

Exercise 8

1. Learning Organization for Vocational Education (LOVED)
2. Competency for Change.
3. Smile, Wai and saying "Sawasdee"
4. The availability of information technology for developing professional competencies.

Exercise 9

Good morning, my name is **Mr. Kritsana Imjai**. I'm from diploma certificate in **Mechanical Technology**. Today I'm very glad to tell about Loei Technical College. **Vision** is learning organization for vocational education. **Philosophy** is competency for change. **Identity** is smile, wai and saying "Sawasdee." **Uniqueness** is the ability of information technology for developing professional competencies. Thank you.

เฉลยแบบทดสอบประจำ Unit 2

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|------|------|------|------|-------|
| 1. c | 2. b | 3. c | 4. d | 5. a |
| 6. d | 7. d | 8. a | 9. d | 10. a |

