

# The Power of Posters

A guide for using posters as a teaching tool



# Basic Printout Outline



Step 1: Listening Practice

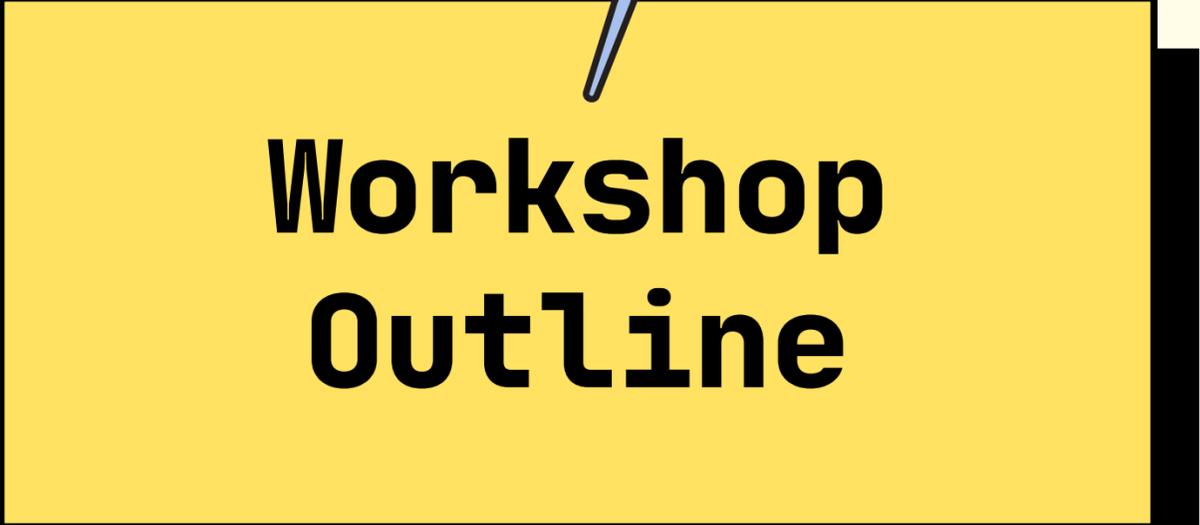
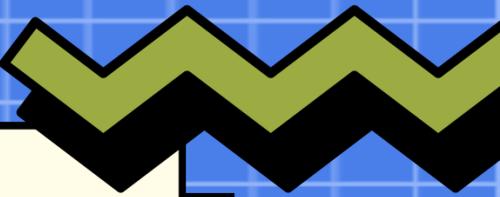
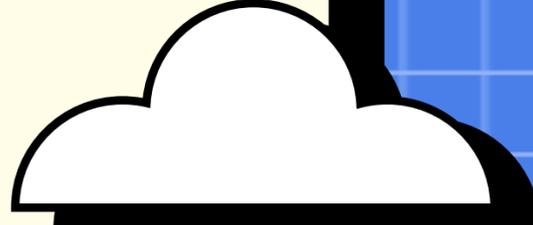
Step 2: Writing Practice



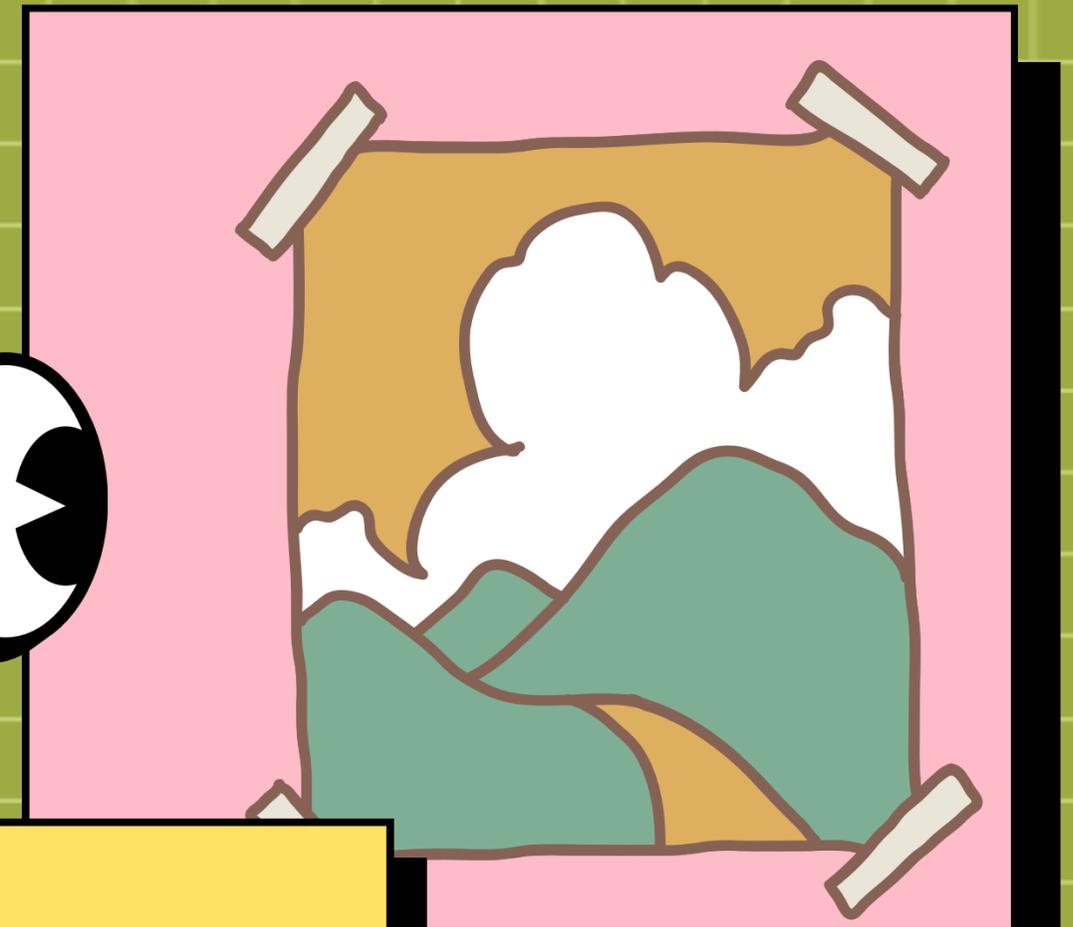
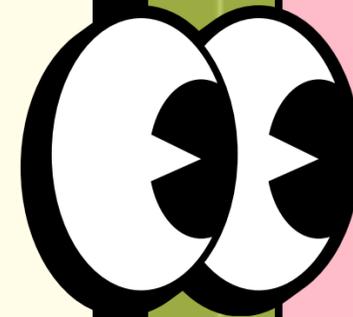
Step 3: Writing Practice/ Presentation



# Workshop Outline

- 
- 
- Introduction
  - Scientific Evidence
  - Find the Poster
  - Make & Present
  - Discussion
- 
- 

**What comes to  
mind when you  
hear the word  
“poster”?**



Let's dive into the science behind posters.

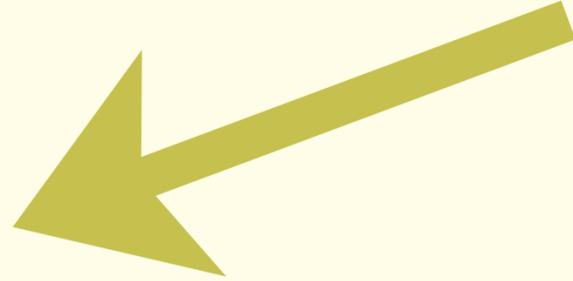


**SEE**



**THINK**

**MAKE**



**REMEMBER**



Visual + text = dual coding  
→ better memory retention  
(Paivio, 1986)



Supports constructivist learning:  
students build knowledge  
(Piaget, 1972; Vygotsky, 1978)



Creativity + autonomy  
→ higher participation  
(Sener & Bostan, 2021)



Visual + motor activity  
(drawing/writing) →  
strengthens neural connections



# Principles of Posters

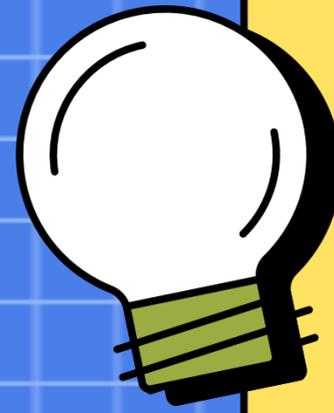
Principles behind getting students to make their own posters.

Express Understanding

Interpretation of the task

Presentation & Communication

Engagement & Motivation



Honestly, grammar will not be the main focus!

**When designing a lesson using posters, pause and think 'how can students express their understanding ...'**



Familiar



Broad



Doable



Interesting

**What exactly is  
a poster?**

Posters come in many forms and  
styles.

### **What to do?**

- Go around and examine every poster.
- Try to identify which posters were made by students and which were made by me.

### **What to write?**

Write down your reasoning  
behind the posters you  
identified.

\*Feel free to talk to others and  
hearing their theories.



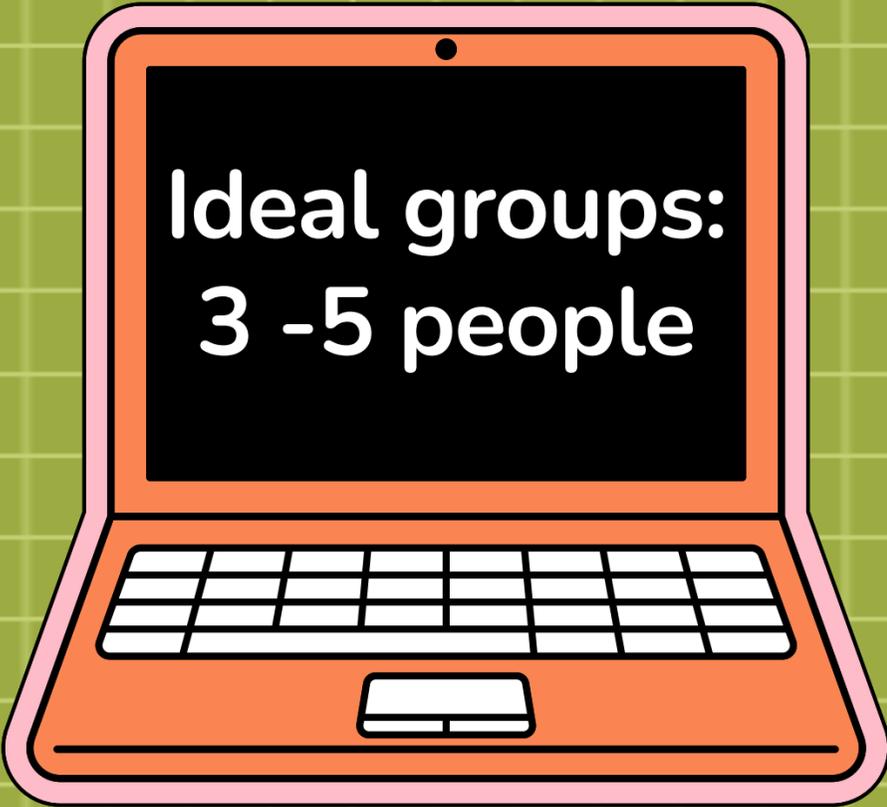
**Today, we are going to:**



Experience it firsthand by making posters about posters!



# Time to make posters about posters



Ideal groups:  
3 -5 people

## 1. Benefits of Making Posters

- Focus on what students gain: learning, engagement, creativity, motivation.

## 2. Challenges / Limitations of Making Posters

- Consider time, materials, classroom management, language level, student confidence.

## 3. Best Practices for Using Posters in Class

- Tips for planning, guiding students, giving feedback, and managing the activity.

## 4. Ways to Use Posters in the Classroom

- Brainstorm practical poster tasks: comparing countries, vocabulary walls, storytelling, projects, surveys, etc.

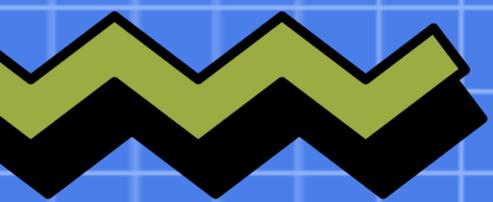
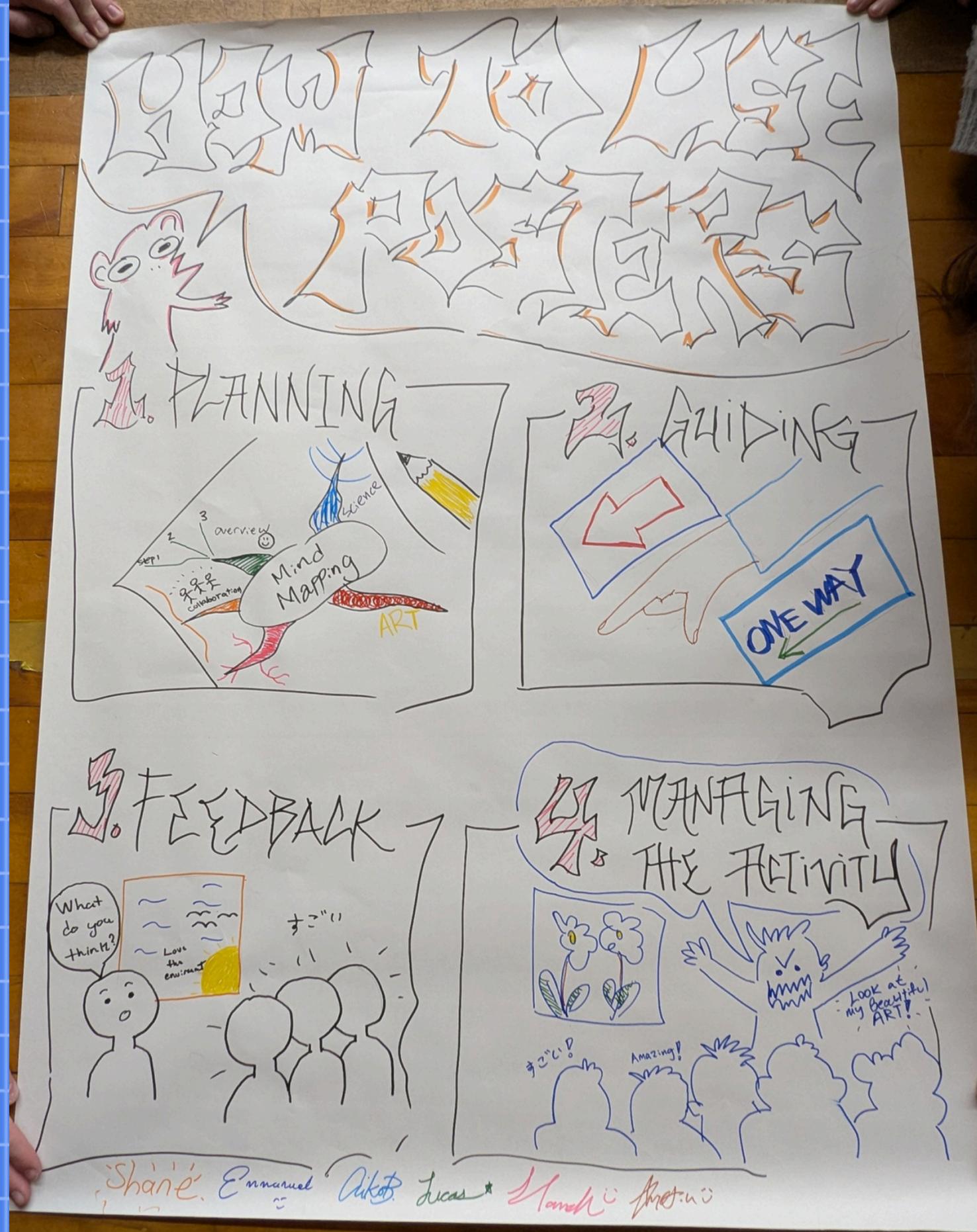
## 5. Creative Ways Students Can Express Ideas

- Focus on how students can represent learning: drawings, diagrams, symbols, colours, keywords, layout, or multimedia

## 6. Poster Activities for Different English Levels

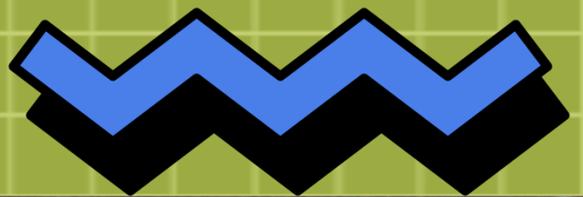
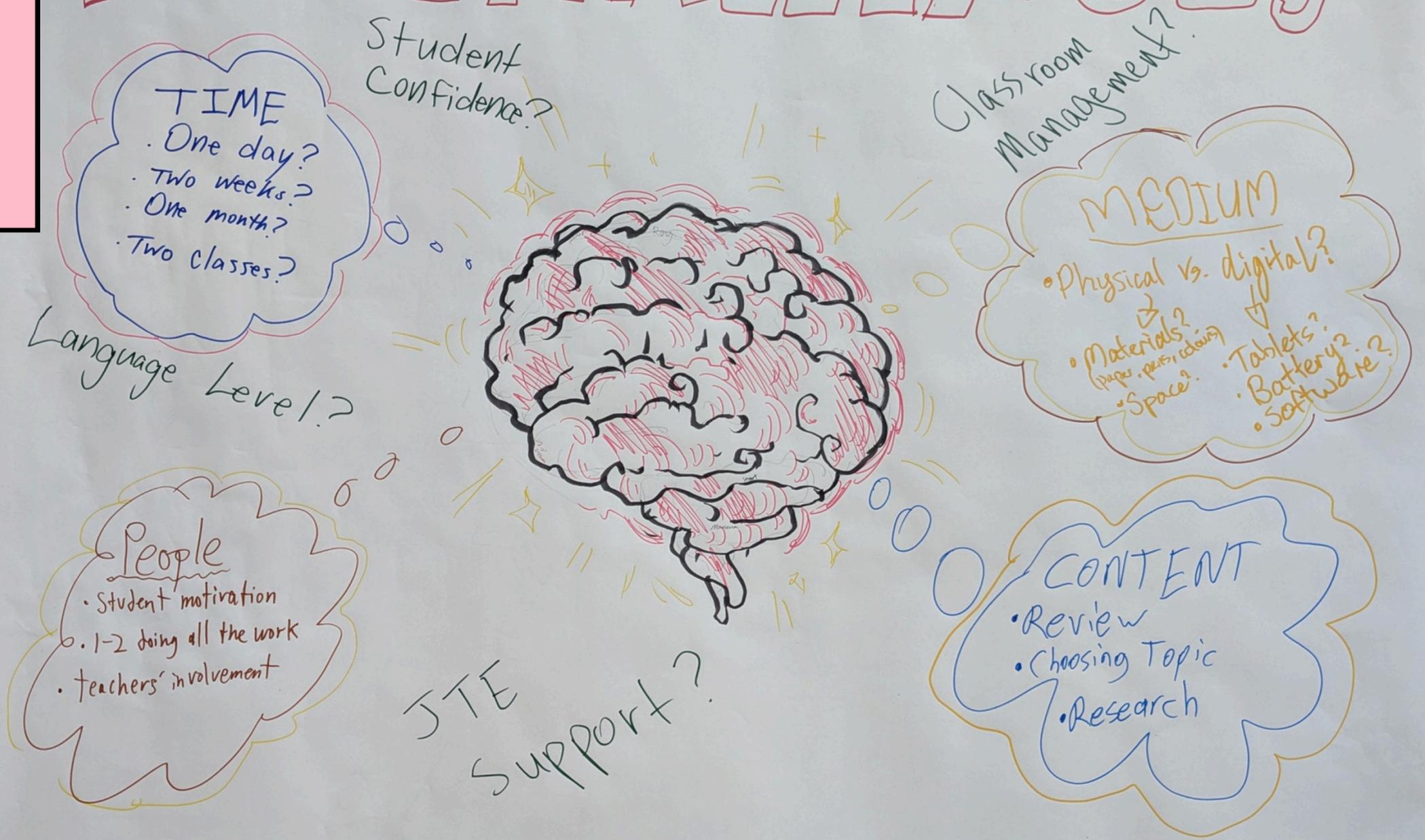
- Discuss ways to modify poster tasks so they work for beginners, intermediate, and advanced learners.

# Posters from the Workshop!



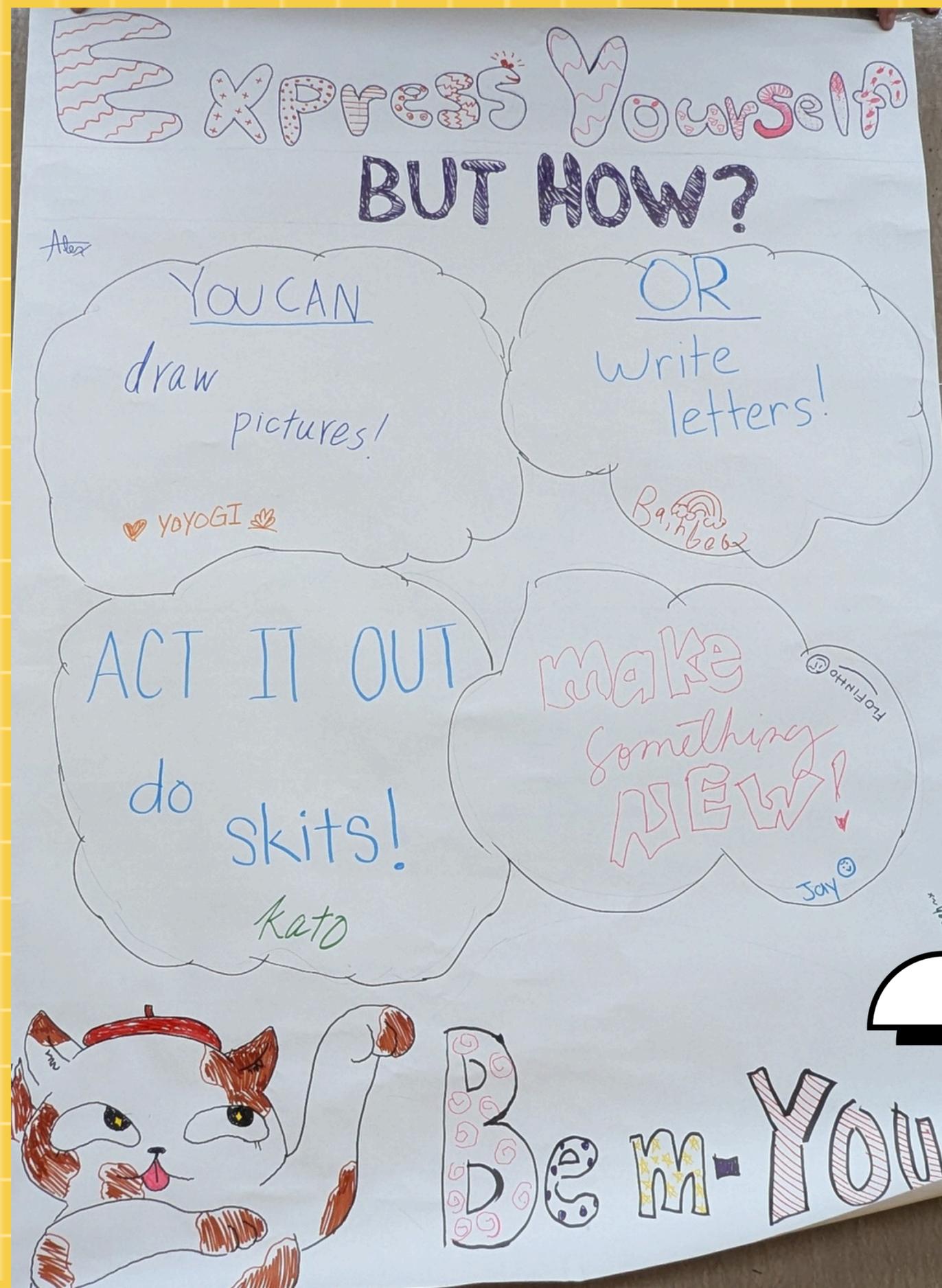
# Posters from the Workshop!

# THE CHALLENGES





**Posters from  
the Workshop!**





# Posters from the Workshop!

**Vocab**  
→ quick visual processing

**Holidays**  
beach, SUN, SWIM, SUP

**FOOD**  
burger, SUSHI, PASTA, PIZZA

**Games**  
Baseball, Badminton, Tennis, Football

**Events**

**WAYS TO USE POSTERS!**

**1**

**2**

**3**

**4**

**5**

**Comparison**

**Q. VS. A.**

**Food in Japan!**  
Food in America!

**Media**

she is cool!  
Lady Gaga  
she is a singer

Who is your favorite?

Which do you like?

**SURVEYS**

**QUESTION: DOGS OR CATS?**

**RESULTS**

**WINNER DOGS! CATS!**

**DOG VS CAT**

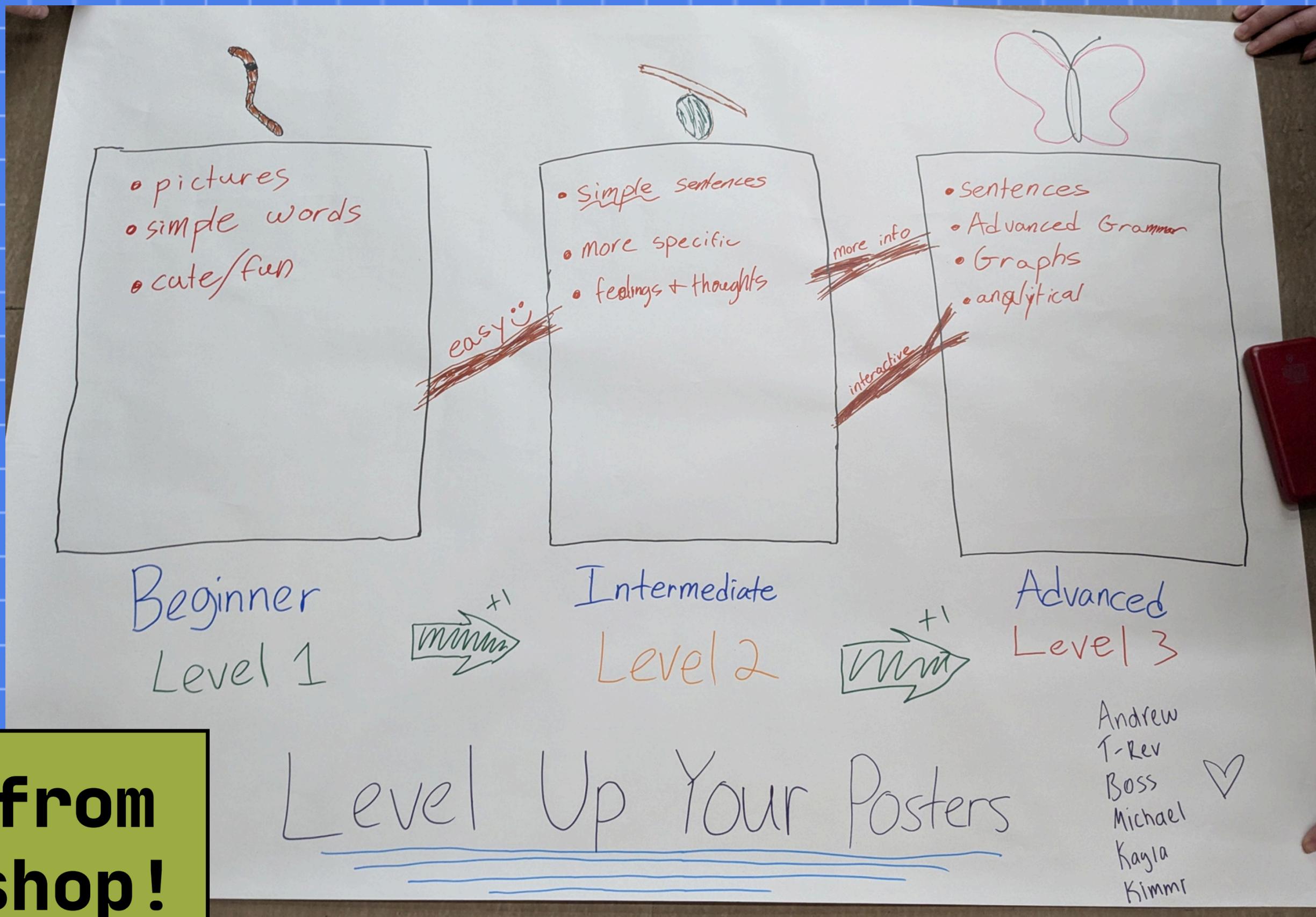
Did you know?  
Dogs are animals.  
Cats have tails.

Let's listen!

Who is your favorite?

Which do you like?





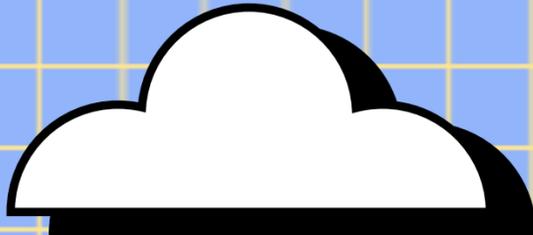
**Posters from the Workshop!**

# Posters from the Workshop!



# Discussion

What did you takeaway from today's workshop? Is there anything you want to share/add?



# References



Paivio, A. (1986). *Mental representations: A dual-coding approach*. Oxford University Press.

Piaget, J. (1972). *The psychology of the child*. Basic Books.

Vygotsky, L. S. (1978). *Mind in society: The development of higher psychological processes*. Harvard University Press.

Şener, S., & Bostan, D. (2017). Using posters in EFL classroom: An elementary school case. *International Online Journal of Education and Teaching*, 4(4), 552-560.





**Credits:**



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