Write the word consumer on the board.

Explain that advertising gives people (Advertisers) information to help them decide what to buy. Explain that advertisers think of places where ads appear. Direct students to think of places where they see or hear ads. Direct students to know how to understand the ads themselves (着眼点).

Tell students that advertisers are someone who buys and uses the actual product in order to be able to tell the truth about it (真实). In other words, they have to know how they can prove their claims (点) are true.

Designate class groups and have students discuss the following questions:

1. How are the four ads alike?
2. How are they different?
3. What techniques does the ad use?
4. What does the ad say or suggest about the people who buy the product or service?
5. What does the ad say or suggest about the sales and price?
6. What makes you think so?
7. What is the ad trying to persuade you to do, or think?
8. Do you think the ad worked? Why or why not?

Instruct each group to discuss their responses, and after a few minutes, choose one group to present its ads to the class.

Use this lesson to discuss the FTC protects consumers is by the Federal Trade Commission, or FTC. One way the government does not review ads before they run. That's why the government does not review ads before they run. That's why the government does not review ads before they run. That's why the government does not review ads before they run.

Use this lesson to help your students understand these techniques and how they’re used, they can become smarter consumers.

The color green
The color red
Space
Aliens
Audience Research
Rocket ships
The Earthling News
World
Sports
Online ads
Magazines
Newspapers
Internet ads

Be Ad Aware

Note that each member of your group has chosen an advertisement, use this chart to compare and contrast the ad in each group.

<table>
<thead>
<tr>
<th>Student Worksheet 1</th>
<th>Student Worksheet 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td>Name:</td>
</tr>
</tbody>
</table>

Questions

After you complete the chart, answer the questions below on your own.

1. How are the four ads alike?
2. How are they different?
3. What does the ad say or suggest about the people who buy the product or service?
4. What does the ad say or suggest about the sales and price?
5. What makes you think so?
6. What is the ad trying to persuade you to do, or think?

Part 2: Find the Techniques

Identify techniques in magazines, newspapers, or online ads. Find three ads and use a separate sheet of paper to answer the following questions about each ad:

1. Who is the target audience?
2. What is the main message of the ad?
3. What technique does the ad use?

Part 3: Ad Techniques

Highlight the different techniques consumers use in order to make them buy something. Think of an example for each—and remember that advertisers decide which techniques they use.

Association: Using images (like a cartoon character from the American Girl, for example) in the hope you’ll transfer your good things about the image to the product.

Call to action: Telling you what to do—like “buy now!” or “try now” or another ad claim about which you want to act.

Repetition: Repeating a message or idea to you over and over.

Sales and price: Saying or announcing something that looks like a discount price can make a product look better.

Humor: Using sights and sounds we might decide they don’t agree with the ad. They will might decide they don’t agree with the ad. They will laugh can catch your attention and be more memorable.

Special techniques: Promoting a special ingredient may make you think the product works better than others

Techniques and endorsements: Featuring someone, like a celebrity, saying how the product worked for him or her, can be convincing.

Student Worksheet 1

<table>
<thead>
<tr>
<th>AD</th>
<th>What is the ad trying to sell?</th>
<th>Who is the target audience?</th>
<th>What makes you think so?</th>
</tr>
</thead>
</table>

Part 1: Ad Targeting

Distribute copies of Worksheet 1, Bonus Activity 1, and online Ads with your students. Use this lesson to discuss online Advertising at Scholastic.com/admongo.

Use this lesson to help your students （着眼点）understand these techniques and how they’re used, they can become smarter consumers.

Lego character
A movie star talks about his favorite toy
An ad connects lipstick with a bone structure
A story about the latest fashion
A comparison of two products
A Sleeper ad for a product that appeals to the target audience.

Lesson Plans

Lesson 2: Ad Targeting and Techniques

Objective: Students will understand how companies target specific audiences to convince people to buy their products.

Materials: Worksheet 1, Student Worksheet 3, magazines or newspapers (from 3-5 different sources), online Ads.

Introduction:

Tell students that most ads are targeted at viewers and that a lot of them are targeted at certain kinds of people. Tell students that the ad might ask a question such as “Do you think this product is right for you?” or “Do you think this product is right for you?” Be sure to point them out to the classroom poster to help them remember.

Ask students to pick an ad to review. Instruct each group to discuss their responses, and after a few minutes, choose one group to present its ads to the class.

Use this lesson to help your students understand these techniques and how they’re used, they can become smarter consumers.

Lego character
A movie star talks about his favorite toy
An ad connects lipstick with a bone structure
A comparison of two products
A Sleeper ad for a product that appeals to the target audience.

Questions

After you complete the chart, answer the questions below on your own.

1. How are the four ads alike?
2. How are they different?
3. What does the ad say or suggest about the people who buy the product or service?
4. What does the ad say or suggest about the sales and price?
5. What makes you think so?