Lesson Plans

Lesson 2A: Ad-genda

Objective:
Students will understand the basics of advertising and its impact on their daily lives.

Materials:
- Student Worksheet 1
- Student Worksheet 2
- Student Worksheet 3
- Online extension: www.scholastic.com/admongo

Directions:
1. Introduction to advertising
2. Understanding the purpose of advertising
3. Discussing the impact of advertising
4. Practicing identifying advertising techniques
5. Reviewing key terms
6. Activity as homework

Time: 1 class period (35 mins.)

Activity:
1. Explain that the main reason ads are created is to sell something. Tell students that advertisers are created is to sell something.
2. Tell students that most ads are created by a company responsible for the ad. For example, a restaurant might decide they want to change the menu or a store might decide they want to promote a new product.
3. Ask students what other companies they see or hear about advertising. Explain that the Federal Trade Commission, or FTC, is the government agency responsible for regulating advertising. One way the FTC protects consumers is by making sure ads are truthful and not misleading.
4. As a class, create an ad that promotes a new product. Ask students to think about the point of view of the advertiser and how it works.
5. Download an ad from a magazine or an Internet ad. Ask students to talk about how the ad might be targeted to them.
6. Ask students to think about some of the most common advertising techniques. Write these words on the board: slogan (repetition), association (comparison), testimonial (personal recommendation), fear (dread), hype (false claims), and claim (false promises).
7. Have students create their own ads. Ask them to think about other companies they see or hear about advertising.
8. Review with students what they learned about advertising. Ask: Which ad made you feel more confident about the product? Why? Does the product fit in their life? What do they know about the company?
9. Wrap-up: Tell students that most ads are created by a company responsible for the ad. For example, a restaurant might decide they want to change the menu or a store might decide they want to promote a new product.

Part 2: Find the Techniques!

Identify the techniques advertisers use to persuade you to buy something. Think of an example for each—and remeber that advertisers decide which techniques to use and how to use them.

- Association: Using images (like a cartoon character or the American flag), music, or colors to make a product seem more appealing.
- Claim: Telling you what to do—"Buy this product and you'll feel better!" or "This product works better than any other.""Hype: Using sights and sounds to attract your attention. This could be a catchy jingle or an eye-catching picture.
- Fear: Using a product to solve something. For example, "This toothpaste keeps your teeth clean!"
- Testimonials and endorsements: Featuring people or celebrities that say, "I love this product!" or "This product works better than any other."

Questions:
1. What makes you think so?
2. What does the ad say or tell you about the product?
3. What techniques does the ad use to convince you to buy the product?
4. What is the ad trying to make you feel?
5. What does the ad say or tell you about the product?

Answers:
1. Association: Using images (like a cartoon character or the American flag), music, or colors to make a product seem more appealing.
2. Claim: Telling you what to do—"Buy this product and you'll feel better!" or "This product works better than any other.""Hype: Using sights and sounds to attract your attention. This could be a catchy jingle or an eye-catching picture.
3. Fear: Using a product to solve something. For example, "This toothpaste keeps your teeth clean!"
4. Testimonials and endorsements: Featuring people or celebrities that say, "I love this product!" or "This product works better than any other."

Part 3: Ad Literacy Quiz

Test your knowledge of advertising techniques. Which answers are correct?

9. To sell their products or services;
10. To get you to do something.

Part 4: Activity:

Use this lesson to discuss the importance of advertising. Explain that they need to know the purpose of advertising. Ask students to think about the point of view of the advertiser and how it works.

Activity:
1. Explain that the main reason ads are created is to sell something. Tell students that advertisers are created is to sell something.
2. Ask students to create an ad for a product they think is important to them. Ask them to think about other companies they see or hear about advertising. Explain that the Federal Trade Commission, or FTC, is the government agency responsible for regulating advertising. One way the FTC protects consumers is by making sure ads are truthful and not misleading.
3. Have students create their own ads. Ask them to think about other companies they see or hear about advertising.
4. Review with students what they learned about advertising. Ask: Which ad made you feel more confident about the product? Why? Does the product fit in their life? What do they know about the company?
5. Wrap-up: Tell students that most ads are created by a company responsible for the ad. For example, a restaurant might decide they want to change the menu or a store might decide they want to promote a new product.

Questions:
1. What does the ad say or tell you about the product?
2. What makes you think so?
3. What techniques does the ad use to convince you to buy the product?
4. What is the ad trying to make you feel?