

ADVERTISING
Secondary IV Core Program

In this lesson, students will read texts in the form of various ads. They will learn the techniques associated with advertising and prepare an advertising pitch for a TV ad of their own design.

Broad Area of Learning :	Media Literacy
Educational Aim :	To enable students to exercise critical judgment with respect to advertising and to produce an advertising proposal for a client.
Focus of Development :	Use of media-related materials and communication codes.
<u>ESL Competencies :</u>	
1. Interacts Orally in English	Key feature : Constructs meaning of the message Evaluation criterion : Pertinence of the message
2. Reinvests Understanding of texts	Key Feature : Listens to, reads and views texts Evaluation criterion : Use of knowledge from texts appropriate to the task
3. Writes and produces texts	Key Feature : Uses a personalized production process Evaluation Criterion : Formulation of the text
<u>Cross-Curricular Competencies :</u>	
1. To use creativity	Key feature : To imagine ways of proceeding to present an advertising pitch Evaluation criterion : Consideration of all elements of an ad : target audience and techniques
2. To exercise critical judgment	Key feature : To form an opinion about what constitutes an appropriate ad Evaluation criterion : Pertinence of transfer of knowledge

Language Repertoire :

Functional language

Comprehension : Decipher the message behind the ad

Production : - describe the physical characteristics of a product

- persuade the company to use an ad, persuade the target market to buy a product

Vocabulary

Vocabulary associated with advertising : ad(s), print ad, logo, commercials, infomercials, target audience, sponsor, effective, attractive, sales pitch, punchy adjectives, etc. Play on words, catch phrases used in advertising

Grammar

Imperative and present tenses, modals

Strategies :

Planning, self-evaluating, taking risks

Resources :

Acetate of the new ad for the Canadiens Hockey Team (Logo with a smile)

Various articles about the impact of advertising

Print ads brought in by students (English or French), approved by teacher and glued to sheets of construction paper

Dictionaries

OVERVIEW OF THE LEARNING AND EVALUATION TASK

PREPARING TO LEARN

ACTIVITIES	DESCRIPTION	MATERIALS	EVALUATION CRITERIA
1. Brainstorming	Individually, each student lists as many places as possible where advertising can be found. In pairs, students compare and add to their lists.	Handout : Advertising chart	
2. Validation	Whole class : Teacher puts a list of several places on OHP and checks them off as students name them. Students complete their own lists.	Acetate for OHP with list of places	

WHILE LEARNING

ACTIVITIES	DESCRIPTION	MATERIALS	EVALUATION CRITERIA
3. TV ads	Individually, students list the TV ad they like the most and the one they like the least and say why.	Handout : Advertising chart	
	In teams of three, they fill in the chart giving as many reasons as possible	Handout : Advertising chart (left part of T-chart)	Teacher monitors oral production
4. Techniques	1- Teacher reads texts and underlines key words.	Texts about advertising techniques	
	2- Teacher shows a print ad. Students, using the T-chart, start writing down the advertising techniques they think are used in the ad.	The new Canadiens logo T-chart (techniques)	

	3- Students view teacher's favourite commercial and add to their lists.	Cat food commercial	
	4-Using the ads that they brought in to class and the information on the left side of their charts, students complete their lists of techniques and write the definition of an advertising technique.	Various print ads	
	5- Teacher confirms by showing own list of techniques as well as a definition. Brief discussion if necessary.	Acetate showing list of techniques and definition	
5. Target audience	1-Teacher shows three print ads and explains target audience.	Print ads	
	2-Teacher shows various products and asks who the target audience is for each one.	Various packaged products	
	3- In teams of three, students will take the ads they brought in, discuss who the target audience is and write it on the back. The materials manager will then display the ads under the proper categories on the wall.	Labels of possible target audiences displayed on wall	Teacher monitors oral production

REINVEST LEARNING

ACTIVITIES	DESCRIPTION	MATERIALS	EVALUATION CRITERIA
6. Scripting a 20-second TV ad	1-Teacher recaps techniques and target audience using products from #6		
	2-Teacher gives each student a card with name of a product (toothpaste) and one w a target audience (8 different ones, an equ number of each for the group).	cards with : <u>product</u> : toothpaste <u>target audience</u> : 8 different ones	

	3- Teacher models writing a point form script for a TV ad using a different product and a checklist of criteria.		
7. Choosing a script	4- Individually, students fill in the chart then write a point form script for their ad using model and chart In teams of 4, students will read each other's script and decide which ad they will pitch to the toothpaste company.	Handout of a checklist of criteria for scripting a TV ad Teams are formed on the basis of common target audience	Teacher evaluates oral production
8. Closure : Pitching the TV ad	1-The manager (student whose pitch was chosen) : a) assigns roles and explains what is to be said b) gives instructions on how to proceed (5 minutes : no writing is involved) Teacher monitors activity.	List of manager's duties on acetate	
	2-Each team joins another (total 8 students). First team presents (acts out) its ad. Second team checks off techniques used and guesses target audience, then validates choices with team that presented. Roles are reversed.	Evaluation card for each student Teacher-provided self-evaluation grid	Peer-evaluation (formative) Teacher collects scripts from all students for commenting Self-evaluation : participation in team work and quality of input

OTHER LESSONS IN THIS UNIT :

- Ethics in advertising
- Analysis of commercials on both French and English TV for content and scheduling
- Gender and racial biases
- Product placement
- Best medium/media for particular product or service
- Logos and jinglesEtc.