

GED 2002 Teachers' Handbook of Lesson Plans

Content Area Language Arts, Writing	Lesson Title <i>Advertising the Product</i>	Correlation to Framework 01.05, 02.12	Lesson Number 50
Objectives/Learner Outcomes At the end of this lesson, the learner will be able to: <ul style="list-style-type: none"> • Read critically • Identify different types of persuasion techniques • Make a sound decision on whether or not to buy a product • Recognize if it was the influence of the advertisement that prompted him/her to buy a product 		Materials/Resources/Internet Sites/Handouts/Worksheets <ul style="list-style-type: none"> • Magazines • Newspapers • Junk mail with “urgent” stamped on outside envelope • Junk mail with “free” stamped on the outside envelope • Junk mail with “personal” stamped on the outside envelope • Junk mail with “reserved” stamped on the outside envelope • Handout – <i>Evaluation of an Advertisement</i> 	
Pre-Requisite Knowledge The learner should be able to: <ul style="list-style-type: none"> • Recognize commercials, ads, junk mail • Determine the main idea • Write an effective paragraph 		Key Words <ul style="list-style-type: none"> • Propaganda • Persuasion • Stereotype • Testimonial • Tactic • Analyze • Effective • Emotional words • Celebrity endorsements • Bandwagon • Repetition 	

Anticipatory Set/Introduction

Say: We have all watched a television show and knew that there would be commercials dispersed throughout the program. When we pick up a magazine or newspaper, we also see advertising surrounding the news articles. In the mail, we have received numerous letters stating urgent, reserved, personal, or free with the hopes that the individual will open the advertisement. We know that the advertising industry spends a considerable amount of money researching the spending habits of the consumer. It also spends time and money on the development of an advertisement.

Ask: Can you believe everything that is said or written in an advertisement?

Preview Questions for Lesson

1. What is the purpose of advertising? (*Advertising plays on your feelings to buy products, gadgets, and services that you may or may not need.*)
2. Do they get your attention?
3. How do you think commercials, ads, or junk mail impact the buying habits of the consumer? (*Increases consumer buying*)
4. What techniques do advertisers use to influence the consumer? (*Testimonials, emotional words, bandwagon, persuasive offers, compelling arguments, additional deals, celebrity endorsements, using names or pictures of famous people*)
5. Can you think of a powerful or persuasive ad that has influenced you to buy a product?

Instructional Outline

Discuss techniques that advertisers use to promote their products. Listed are some of the more popular techniques.

- Testimonials – *endorsements from celebrities or people promoting the product*
- Bandwagon – *exclaiming that the product is gaining popularity and it is fashionable*
- Emotional words – *creating desire, urgency, etc. to influence you*
- Celebrity endorsements – *pictures of celebrities or names of the celebrity*
- Repetition – *name of the product is repeated numerous times*
- Slogan – *a catchy phrase*

Ask: Where do we see this type of advertisement? (*Magazines, newspapers, junk mail, radio, TV, billboards, brochures, etc.*)

Say: Let's look at some samples of advertisements and junk mail. Identify the different techniques used to get consumers to buy the product. Pick one advertisement to evaluate as a class. Show a transparency of the Handout – ***Evaluation of an Advertisement.***

As a class, complete the worksheet. Remind students there are many persuasive words. A few are listed on the worksheet to get them started.

Process/Activities			
<p>Divide the class into small groups. Each group should have a variety of different types of advertisements from magazines, newspapers, and junk mail. Each group will separate at least ten ads into different categories. The group will then choose at least two ads that have different types of techniques used by advertisers. The groups will fill out two worksheets that they will present to the class.</p> <p>Next the group will write their own advertisement using a variety of the persuasion techniques to influence the class to buy their product.</p>			
Product/Evaluation/Summary			
<p>Groups will present to the class their evaluation of their advertisement.</p> <p>Groups will present to the class their advertisement or commercial using at least one of the persuasion techniques. Included in the advertisement will be:</p> <ul style="list-style-type: none"> • Persuasion techniques used in advertising the product • Buzzwords used to sell the product • Additional techniques used to entice the consumer 			
Teaching to Different Types of Learners			
	Visual	Auditory	Kinesthetic/Tactile
Learning Activity	Write an advertisement, finding appealing clip art illustrations along with one of the techniques for persuasion for their product.	Develop an ad for the radio with the use of one of the techniques for persuasion for the product advertised.	Write and illustrate an ad or produce a video of a commercial. Use one of the techniques for persuasion for the product advertised.
Special Differentiation Strategies	Students can find art work using magazines, flyers, brochures, computers, etc. to enhance their advertisement.	Listen to different types of radio or TV commercials to get ideas of how to do a commercial.	Different art mediums need to be provided: colored pencils, markers, paints, and paper. If making a video, a video camera needs to be available.
Evaluation	Students present their ad to the class and explain the technique(s) used.	Students present their ad to the class and explain the technique(s) used.	Students present their ad to the class and explain the technique(s) used.

<p>The Family and Adult Literacy Connection</p> <p>Advertisements affect all members of a family. Children also need awareness of how advertising makes a product enticing or tempting to buy. Parents need to know when, what, and where their children are being exposed to advertising. Have parents talk with their children about the different advertisements that may impact their buying habits.</p>	<p>ESE/ESOL Accommodations</p> <p>Provide visuals for the different types of advertisements to help with comprehension. When discussing tactics in the classroom, provide written definitions need to go along with the vocabulary that is being used.</p> <p>Provide dictionaries.</p>
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Title of the Lesson as Documented on the Template

Evaluation of an Advertisement

Name of Product: _____ Type of Product: _____

Media used for ad: _____ Source: _____

Describe the Product:	List Persuasive Words Used:
Describe Technique Used:	Describe Technique Used:
Describe Technique Used:	Describe Technique Used:

Would you buy this product? _____ Why or why not? _____

Persuasive Words:

- Urgent Immediate Free Personal Save now Open at once You don't want to miss out
- Improved Save Sale More #1 choice Time is running out You Have Won
- New Reserved Big Values Updated Hurry Last Chance Everyone is...