

Grade 4

Health Objective 2.10

Analyze techniques used in advertising health-related products and services.

Language Arts 3.04

Make informed judgments about television and film/video productions.

Materials Needed:

Grocery bag

Variety of commonly purchased products (e.g., Jello, shampoo, candy, medicine, cereal)

Video of recent commercials

Magazines

Appendix 1 - Advertising Appeals

Appendix 2 - Persuasion Techniques handout

Focus:

Before class begins place a variety of products into a paper grocery bag. One at a time, pull out each item. Ask students who thinks they can sing the jingle associated with that product. After students have finished singing all the jingles ask why they knew them so easily. Explain that a catchy jingle is just one of the techniques that advertisers use to try to get us to believe in and remember to buy a product. We also hear them repetitively as we watch TV.

Teacher Input:

Before class create a video of current television commercials. Have the class watch the video of commercials for three minutes. Ask students to make a list of words or phrases that they found interesting (e.g., doctor recommended, used by millions, long lasting, costs less, or natural). Explain to students that the media uses a variety of persuasion techniques to grab our attention and attempt to get us to buy or consume their product. Five of the most commonly perceived benefits that advertisers use to get individuals to use their products include: 1) Using their product is a rite of passage, a way to be grown up. 2) Their products are used by successful, attractive people. 3) Use of their product is normal or everybody is using it. 4) Using their product is healthy. 5) Using their product is a way to make you look cool. Also mention that other techniques used to sale products include: romance, popularity, happiness and humor. Share Advertising Appeals handout (Appendix 1).

Practice & Assessment:

Activity 1

Place students into groups of two to four. Each group should choose a product from the grab bag (or make up their own). Using the techniques previously discussed, each group will create their own commercial to persuade the rest of the class to buy their product. Have each group perform their commercial in front of the class. The class must decide what techniques were used to try to get them to purchase or consume the product.

Activity 2:

Divide students into groups of 3-4. Give each group several magazines. The groups should find at least two advertisements and apply the criteria on the Persuasion Techniques handout (Appendix 2) to the ads.



Advertising Appeals

- **Be more grown up**
- **Be more successful, attractive**
- **Be normal (everybody is using it)**
- **It's healthy**
- **It's cool**

Others:

- **Popularity**
- **Happiness**
- **Fun**

Persuasion Techniques Advertisement

Brand name and product: _____

Medium (magazine or TV): _____

Basic Message: _____

Visual Image: _____

Catchy Words: _____

Technique used and why: _____