



## Grade 7 Sample Lesson Plan: Unit 20– Advertising Techniques

### **Description**

Please see attached handout for a lesson submitted by a Virginia teacher



### **Handout**


The next page includes a handout for the lesson.

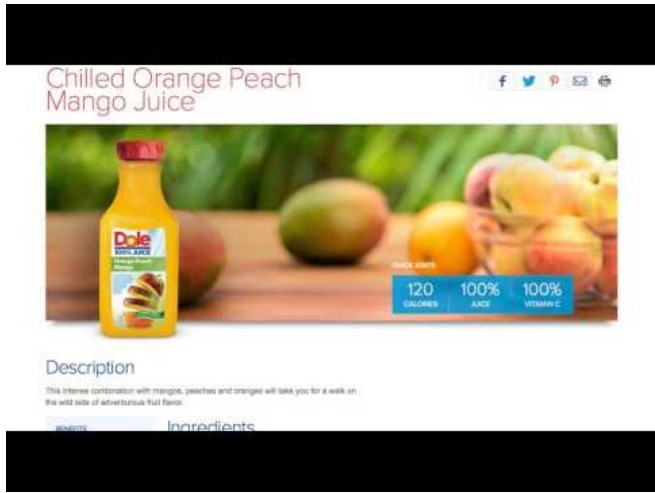
# Advertising Techniques

7.3. J Analyze the types of advertising techniques used to influence adolescent and family health practices and decisions.

Note: Student will need to complete the learning activity on paper or electronically.

Link	
 <p>What are the techniques advertisements use to persuade you to purchase their products?</p> <p>What are the persuasive tactics used by various types of media?</p> <p>Source for images: Images and Videos on Pixabay are released under Creative Commons CC0.</p>	 <p>If you wanted to buy toothpaste, which picture would encourage you to buy a particular product? Picture one - the frog, picture two - organic toothpaste, or picture three - celebrity endorsed product? In the box, write a response about which one you selected and why.</p> <div style="border: 1px solid black; height: 30px; width: 100%;"></div> <p>Advertisements are everywhere. Turn on your TV and there are advertisements trying to sell you a sports car; read an article on your device and an advertisement pops up on behalf of local homes for sale; drive down the road and there are billboards urging you to get off at the next exit for a restaurant. People who create advertisements are trying to sell a product. Companies use different strategies to make their product more appealing and to persuade people to purchase the product. In this lesson, you will learn about strategies that advertisers use.</p>

Explore	
	<p>Watch the video, The Art of Rhetoric: Persuasive Techniques in Advertising (8:28 minutes), to review persuasive techniques used by advertisers. Double click on the image to access.</p>



## Explain

Using information from the video, describe the 3 persuasive techniques and give an example of how the technique could be used in advertising.

### Pathos

Description:
Advertising Example:

### Logos

Description:
Advertising Example:

### Ethos


Description:
Advertising Example:

Looking back at the three toothpaste advertisements pictured in the beginning of this lesson, which picture is a representation of -

Pathos and why?

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<p>Klass, P. (2013). How Advertising Affects our Children. New York Times, p. D4. <a href="http://nyti.ms/19zRr6P">http://nyti.ms/19zRr6P</a></p>	<p>Logos and why?</p> <div style="border: 1px solid black; height: 30px; width: 100%;"></div>
	<p>Ethos and why?</p> <div style="border: 1px solid black; height: 30px; width: 100%;"></div> <p>Companies spend billions of dollars each year marketing foods to children and teens to influence their food and beverage choices. Teens see and hear advertisements for food and beverages every day. An average teen sees 1214 food ads each day on TV, on top of the countless ads that are seen on social media sites like Facebook and Twitter.</p>

	Apply
	<p><b>Advertising Activity:</b></p> <p>Congratulations! You have just been hired by the latest and greatest ad agency in Seattle, Washington called Advertising the Good! You have been tasked to create an advertisement for one of the company's latest products. The company believes in truth in advertising because they have healthy products. Choose a product from the list and create an advertisement that will catch the attention of your target audience. On a separate piece of paper or using an electronic tool such as Adobe Spark, create a print /picture that could be used on a billboard or displayed on a device as a pop-up ad or create a script for a TV or radio commercial. In addition, describe your product and how you are using pathos, logos, and/or ethos.</p> <p><u>Product list (Choose One)</u></p> <p>Seahawk Kale Crisps - The refreshing taste of Kale with the crunch of a chip!</p> <p>Great Sound Headphones - Hear what the buzz is about!</p> <p>Paddle Tours - Get up, get out, and paddle down the Puget Sound!</p> <p>Seattle Seafood – You can taste the freshness!</p> <p>Other - Create your own product</p> <p><u>Description of product and advertisement</u></p>

Product name:

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Product description (include who would use the product):

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Describe how your advertisement includes pathos, logos, and/or ethos:

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For electronically created advertisements, remember to share it with your teacher.



## Reflect

3-2-1 Reflection:

3 - List three things you learned about how advertisers influence people to purchase products

1.	
2.	
3.	

2 - List two advertisement techniques that you will look for when viewing an advertisement

1.	
2.	

1 – List the one most important thing you think people need to know about advertising

1.	
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The next time you see ads on television, on the Internet, in social media, or in print, try to identify what advertising technique is being used.