



Grade 8 Lesson Plan: ATOD – Persuade Me

SOLs

- 8.1 I

Objectives/Goals

- Students will use the common advertising strategies and create a commercial that advocates for abstinence with alcohol and illegal drugs.

Materials

- Student packet (provided)
- PowerPoint (provided)
- Props to make commercials
- Computer if commercials are being filmed

Procedure

Step 1

- Using the PowerPoint, teach the advertising techniques that the media use to persuade consumers

Step 2

- Have students make a commercial that negates the use of alcohol or illegal drugs, using different methods to persuade their audience

Step 3

- Have students watch the commercials and vote for the “Oscar” winner

Assessment Idea

Student will create a commercial advocating for the non-use of alcohol and sharing them with their peers.

References

- Melanie Lynch, 2016 SHAPE America National Teacher of the Year

Handout

The next page includes a handout for the lesson. The handout is designed for print use on



Techniques of Persuasion

How the media influences you!



Testimonial- an important or famous person testifies that s/he uses the product. The implication that, because s/he uses it, it must be worthwhile.

Glamour/Sex Appeal- a sophisticated, sexy person is shown using the product. The buyer imagines s/he will become that person by using that product.

One of the Gang- the ad suggests that "everybody" is doing it or using it...the buyer does not want to be left out.

Manipulation- the ad suggests manipulative, exaggerated or untruthful messages such as 'smoking is healthy' or 'if you drink beer, you will have lots of friends'.

Humor- the ad uses comic characters, dialogue or pictures to engage viewers in what is being advertised where more attention is paid because the ad is surprising and pleasing.

Role Model/Opinion Leader- the ad uses a 'cool' person to promote the product...the underlying message is that 'if you want to be like me, use this product.'

Contests/Special Promotions- the ad features a contest/special promotion in relation to the product (e.g. Monopoly game pieces, back stage passes to a music concert). Viewers may feel compelled to buy this product in order to become a winner.

Graphics- the ad uses graphics to engage viewers in what is being advertised.

Music- the ad uses music (e.g. usually current music or popular songs from the past) to attract the viewer to the product.

ATOD COMMERCIAL

Commercials play a prevalent role in today’s society. They market all sorts of items to various age groups persuading a consumer to purchase their particular item. Your group is going to make a commercial that negates the use of alcohol. Keep in mind that commercials use different methods to persuade a person. Use your knowledge that you have gained throughout our alcohol unit to persuade a specific age group against the use of drugs.

	<u>4 points</u>	<u>3 points</u>	<u>2 points</u>	<u>1 point</u>
<u>LENGTH</u>	1—3 minutes	Minimum of 45 seconds or over 3 minutes long	Minimum of 30 seconds	Less than 30 seconds
<u>SLOGAN</u>	Catchy and original slogan that a consumer would remember; put in the appropriate place in the commercial	Catchy and original slogan that a consumer might remember; put in an inappropriate place	Catchy slogan but has been used before	No slogan used
<u>MARKETING</u>	Clear marketing strategy to a specific age group AND/OR gender	Somewhat of a marketing strategy to a specific age group and/or gender	Little marketing strategy to a specific age group and/or gender	Not marketed to either a specific age or gender
<u>NON-USE STATEMENT</u>	Clear, powerful statement negating use of drugs that includes 3 reasons not use to alcohol	Clear statement that that includes 3 reasons not to use alcohol	Powerful statement that lacked clarity for negation of drugs: includes 2 reasons not to use	Non-use statement was unclear and not powerful; includes 1 reason not to use

<u>CREATIVITY</u>	Project is extremely creative and took time and effort to do	Project is creative and took time and effort to do	Project is somewhat creative, but lacks in quality	Project is not very creative and lacks in quality
<u>CREATIVITY</u>	Project is extremely creative and took time and effort to do	Project is creative and took time and effort to do	Project is somewhat creative, but lacks in quality	Project is not very creative and lacks in quality
<u>SPELLING/ GRAMMAR</u>	No spelling / grammar errors in the project	Minimal amount of errors (1-3)	Some grammatical errors (4-5)	Large amount of grammatical errors (more than 5)
<u>QUESTIONS</u>	Answered 7 questions completely	Answered 6 questions completely	Answered 5 questions completely	Answered 4 or less questions

RUBRIC = 32 points

Use the following questions to guide your group’s development of the commercial against drug use.

1. What is the catchy slogan or catch phrase of the commercial?

2. What age group or audience do you think this commercial is targeting? How can we tell?

