

MULTICULTURAL LESSON PLAN: Advertising

GRADE: Grade 11

DISCIPLINE: English/Media Studies

MINISTRY OF EDUCATION EXPECTATIONS: By the end of this course, students will:

- analyse, interpret, and assess the techniques, forms, style, and language of media works to describe and explain how different media communicate meaning;
- analyse media representations to describe their content, identify bias, and explain their impact on audiences.

MULTICULTURAL MESSAGE: The teacher will show the role of the advertising and media industry in Canada, as well as showing how it targets different racial, ethnic, age, and gender groups.

ACTIVITY:

Preparation:

- 1) Assign vocabulary list for homework before in-class activity or give enough time to work through in class.
- 2) Put students into groups or pairs.
- 3) Show pictures of advertisements to students and elicit general vocabulary on the topic.
- 4) Give out following activity sheets and let student do the work with teacher monitoring and controlling for time.
- 5) Give each pair/group ads for Advertising - 2.
- 6) Advertising - 3 can be done in class and students act out commercials.
- 7) Homework can be short report on student's favorite ad, the effects of ads upon consumers, etc.....topics up to teacher. Also, students can make their own commercials using audio/video/computer resources as project.

Talk about:

- 1) Does advertising help to sell a product?
- 2) Do companies spend a lot on advertising? Why?
- 3) How many kinds of advertising can you think of?
- 4) What kinds of marketing techniques are used to make advertising appeal to the audience?
- 5) Do advertisers aim their ads/commercials at different age, ethnic, and gender groups? Why?

Advertising - Related Vocabulary

marketing	trend/trendy	income	target
audience	advertisement	spot	sex appeal
celebrity	value	price/cost	product
fad	intelligence/intelligent	commercial	technique/method
honesty	intelligence	nationalism	tradition/traditional
billboard	electronic sign	Internet	Cable TV
glamorous	exciting	sexy	computer graphics
setting	background	content	ensor/censorship

slogan
gender

catch phrase
ethnic

plot

script

Discussion:

Teacher acts as moderator and reviews concepts raised by discussion questions.

EVALUATION: Formal grades can be given to written content and presentation of student commercials or marking of student made audio/visual commercials.