

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:

Talk about – TV Advertising:

- 1) What is your favorite television commercial? Why do you like it? Did this commercial make you want to buy the product?
- 2) Do you think most television commercials are honest?
- 3) Can you think of any famous TV ad slogans or catchphrases?
- 4) Do you think that the content of TV commercials should be controlled or censored? Why? Who should censor the commercials?
- 5) What types of marketing techniques does TV advertising use? (for example: Sex, fads, etc.)

Talk about – Magazine/Newspaper Advertising

Look at different magazine ads and answer the following questions:

- 1) Who is the target audience of the ad?
- 2) What type of marketing technique is used?
- 3) Does the ad have a slogan or catchphrase?
- 4) Is the ad effective? Why or why not? Does it make you want to buy the product?

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.