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:

Prepare a TV commercial to present to your class. Use the following worksheet to help you.

Consider:

1. What type of product do you want to sell? _____

2. What do you want to call the product? _____

3. Who is your target audience? _____

4. Target Audience:
   Age Group _____
   Sex _____
   Ethic Group _____
   Income Level _____

5. How will you make the target audience want to buy your product?
   What marketing techniques will you use? _____
   _____

6. What will be the setting of your commercial? _____

7. Will you use a slogan or catchphrase? _____

8. What adjectives will you use in your ad? _____

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.