

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:

Follow up of previous activity.

**Preparation:**

Prepare your TV commercial using the following character descriptions and story sheet to help you.

Character Descriptions

Character #1 Name \_\_\_\_\_  
Sex \_\_\_\_\_  
Age \_\_\_\_\_  
Ethnic Group \_\_\_\_\_  
Job \_\_\_\_\_  
Income Level \_\_\_\_\_  
Personality \_\_\_\_\_

Character #2 Name \_\_\_\_\_  
Sex \_\_\_\_\_  
Age \_\_\_\_\_  
Ethnic Group \_\_\_\_\_  
Job \_\_\_\_\_  
Income Level \_\_\_\_\_  
Personality \_\_\_\_\_

Character #3 Name \_\_\_\_\_  
Sex \_\_\_\_\_  
Age \_\_\_\_\_  
Ethnic Group \_\_\_\_\_  
Job \_\_\_\_\_  
Income Level \_\_\_\_\_  
Personality \_\_\_\_\_

Character #4 Name \_\_\_\_\_  
Sex \_\_\_\_\_  
Age \_\_\_\_\_  
Ethnic Group \_\_\_\_\_  
Job \_\_\_\_\_  
Income Level \_\_\_\_\_  
Personality \_\_\_\_\_

Character #5 Name \_\_\_\_\_  
Sex \_\_\_\_\_  
Age \_\_\_\_\_  
Ethnic Group \_\_\_\_\_  
Job \_\_\_\_\_  
Income Level \_\_\_\_\_  
Personality \_\_\_\_\_

Story sheet

Description of commercial story/plot \_\_\_\_\_  
\_\_\_\_\_

Slogan/Catchphrase/Descriptive Adjectives: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Script

1. Character ( ) \_\_\_\_\_  
\_\_\_\_\_
2. Character ( ) \_\_\_\_\_  
\_\_\_\_\_
3. Character ( ) \_\_\_\_\_  
\_\_\_\_\_
4. Character ( ) \_\_\_\_\_  
\_\_\_\_\_
5. Character ( ) \_\_\_\_\_  
\_\_\_\_\_
6. Character ( ) \_\_\_\_\_  
\_\_\_\_\_
7. Character ( ) \_\_\_\_\_  
\_\_\_\_\_

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8. Character (        ) \_\_\_\_\_

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9. Character (        ) \_\_\_\_\_

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10. Character (        ) \_\_\_\_\_

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11. Character (        ) \_\_\_\_\_

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12. Character (        ) \_\_\_\_\_

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13. Character (        ) \_\_\_\_\_

**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.