

**Purpose**

Elementary Cycle 3 Time: 6 hours

Preparation

To help students develop an understanding of the influence of the media on their consumption habits, and how much they are influenced by advertising conveyed by the media.

Task

Putting on a Commercial-Free Day

Description

Students will research, on the Internet, the influence of the media in advertising and the tricks advertisers use to get young people's attention and encourage them to buy their products. They will produce an ad, and write a "How-to-Create-the-Commercial" guide, describing the steps for creating their commercial and the tricks they used. They will then present their ad and commercial guide to other students in the school on the Commercial-Free day. To inform their audience about this event, they will produce a poster encouraging them to participate, and to avoid wearing commercial logos on that day.

Theme

Food, fashion, sports, toys, entertainment

Purpose

To help students develop an understanding of the influence of the media on their consumption habits, and how much they are influenced by advertising conveyed by the media.

Task

Putting on a Commercial-Free Day



Vocabulary

Theme-related vocabulary: Food, fashion, sports, toys, entertainment Imperative form of related verbs

Strategies

Inferencing

Scanning

Note Taking

Planning

Compensatory strategies such as Delay Speaking, etc.

ESL Competencies

1. To Interact orally in English
2. To reinvest understanding of oral and written text
3. To write texts

Cross-Curricular Competencies

1. To use information
4. To use creativity
5. To adopt effective work methods
6. To use ICT
7. To construct his/her identity
8. To cooperate with others
9. To communicate appropriately

Broad Areas of Learning

Media Literacy

Focus of development

Awareness of the place and influence of the media in his/her daily life and in society



Evaluation

ESL 1

- Use of functional language
- Use of strategies
- Participation in exchanges
- Pronunciation

ESL 2

- Use of strategies
- Demonstration of key elements and overall meaning
- Carrying out tasks

ESL 3

- Use of strategies
- Compliance with instructions
- Language conventions targeted for tasks Characteristics of final product

CCC 1 Effective use of information

CCC 4 Diversity of suggested ways of proceeding

CCC 5 Perseverance in performing the task

CCC 6 Effective use of computer tools

CCC 8 Commitment to the work of the team

CCC 9 Clarity, appropriateness, and precision of the purpose of the communication

Materials

Computer with Internet connection (Optional: camera, headsets, tablets, etc.)

Materials for poster, etc. (If not online)

[Teacher's Guide](#)

[Evaluation Grids](#)

[Taking notes](#) about the project

[Student Booklet](#)

[Evaluation Journal](#) (Worksheets)

Resources: Internet, Dictionary, grammar, thesaurus, magazines, newspapers, television, videos, video games, etc.

Links

<http://pbskids.org/dontbuyit/advertisingtricks/>

https://www.youtube.com/watch?v=fUjz_eilX8k



<http://kids.nationalgeographic.com/explore/food-that-fools-you/>

<https://www.youtube.com/watch?v=dsgXpS1Ws1U> (Proposition)