

ICT Resources

TOOLS TO CREATE AN AD (PROPOSITIONS)

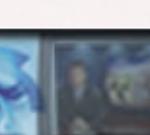
Create an audio clip	Audacity (computer) Voice Record Pro Garage Band (iPad) Audio Recorder and Editor (Android)
Edit a video	iMovie (Mac) Windows Movie Maker (PC)
	*Usually available on the computer
Create a poster	BeFunky PosterMyWall

Other Web tools : recit.org/ul/3zt

The Influence

of the Advertising Media
on Young People

The media is all around us. Young people spend a lot of time every day using the media through video games, videos, television, music, magazines, and computers.



The media informs and entertains us. It also influences us. It sometimes influences us in ways we do not know about, such as in advertising

Do you know some of the media tricks used by advertisers to influence young people?

STUDENT BOOKLET

Name : _____

TASK

Your task is to **put on a Commercial-Free Day** to inform students in your school about the tricks companies use in the media to influence young people to buy their products. You will:

work with a partner;

do **research** on the Internet to find information about:

the tricks companies use to get the attention of young people and encourage them to buy their products;

respond in your Evaluation Journal;

choose a category, a presentation technique, and elements of creativity for your presentation;

produce a poster to inform the school about your **Commercial-Free Day**, to encourage students in your school to participate and not to wear any commercial logos on that day;

create an ad using some tricks that advertisers use in commercials;

write your “How-to>Create the Commercial” guide, explaining your advertising tricks;

present your ad and your advertising tricks at **The Commercial-Free Day**.

OUR AD

Our Ad

Work with your partner.

Brainstorm ideas and choose:

- a category of item for your ad (food, music, clothing, etc.)
- the advertising tricks you will use in your ad
- your presentation technique
- elements of creativity for your presentation
- your responsibilities

Make your plan. (Example: For a TV commercial, use the Storyboard, [Worksheet 5](#))

Create your ad.

Write your “How-to-Create-the-Commercial” guide for producing your ad , in your Evaluation Journal, on [Worksheet #6](#).

Present your ad and commercial guide to another pair.

Ask them to evaluate your presentation, using the peer evaluation grid, on [Worksheet #6](#).

Modify your work, if necessary, after the peer evaluation.

Create your poster to announce the Commercial-Free Day.

You are now ready to put on the Commercial-Free Day!

Good luck :-)

ACTIVITY 4

The Media vs Reality

Look at the Before reading questions in your Evaluation Journal, on [Worksheet #4](#) and answer them individually.

Use the questionnaire to interview your partner.

Continue working with your partner.

Strategy: Predicting

Do the prediction orally with your partner.

Read the After reading questions that you will have to answer when you have read the information on the website.

Go to the [Cover Model](#) – Secrets page on the PBS Kids site.

Do research in this section and answer the After reading questions according to the information in the texts.

ACTIVITY 1

TRICKS OF THE TRADE - FOOD

Download the [crossword puzzle](#).

For clues find the information at [PBS Kids](#) (Food Advertising Tricks), [Food Ad Tricks: Helping Kids Understand Food Ads on TV](#) and on [Food that Fools You](#).

Turn to your partner and share your answers. Verify your answers using [Worksheet 1a](#).

Go to [PBS Kids](#).

Click on **Create Your Own Ads** and create an ad online with your partner.

Read the comment that you receive on the site after you have finished creating your ad.

Write, in your Evaluation Journal on [Worksheet 1b](#), the elements you chose for your ad and the reasons for your choices, according to the experts.

Write, in your journal, your own comments explaining why you believe your ad would be successful

Do your self evaluation.

Ask your partner to complete your peer evaluation.

ACTIVITY 2

More Tricks of the Trade

Go to [What's In an Ad?](#) on the PBS Kids site.

Watch the three ads (Pepsi, Levi's, Phillip Morris) and read about tricks that the advertisers used to get people's attention.

Write, individually, the answers to the questions in your Evaluation Journal, on [Worksheet 2a](#).

Turn to your partner and share your answers.

Go to the Be the Ad Detective page on the PBS Kids site.

Take the test to find out if you are a good ad detective.

Look around you.

Write, individually, in your Evaluation Journal, on [Worksheet 2b](#), five ads that you see in your class or on your classmates' clothing.

Turn to your partner and share your responses.

Add one more to your list with new ads from your partner's list.

Do your self evaluation.

Ask your partner to complete your peer evaluation.

ACTIVITY 3

Being Ad Smart

Work with your partner.

Go to Youtube and search for [The Gap commercials](#) (or any other commercial).

Go to the [Question the Commercial](#) page on the site PBS Kids site.

Answer the first three questions with your partner,

Write your answers in your Evaluation Journal, on [Worksheet #3](#).

Join another pair and share your answers.

Do your self evaluation.

Ask your group to complete your group evaluation.