

The cover features a blue-toned illustration of a classroom. In the foreground, the silhouettes of five students are shown from behind, looking towards a whiteboard. The whiteboard is a light blue rectangle containing the text 'TEACHING GUIDE' in a large, bold, white, italicized font with a blue outline. The background of the illustration has a fine, white, cross-hatched texture.

TEACHING GUIDE

**ADVERTISING
WAKE UP YOUR CRITICAL SIDE**

LESSON PLAN



Presentations



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Interesting Websites



ADVERTISING PRESENTATION

INTRODUCTION

Clothes, car insurance, computers, holidays... we have never had so much choice as consumers. Advertisement is the tool which many companies and enterprises use to inform customers about their products and services and is contributing to the betterment of the standard of living in the society.

Advertising is for everybody including kids, young and old. It is done using various media types, with different techniques and methods most suited.

An effective advertising has to accomplish four things:

- Attract a consumer's attention
- Focus the attention onto the message
- Make the consumer remember the message
- Cause the consumer to take the desired action (this really determines the effectiveness of an ad)

In addition, advertising is frequently used to manipulate consumer's needs and wants, and although there are increasing efforts to protect the public interest by regulating the content and the influence of advertising, consumers must be careful and critical with the advertisement they see.

The **purpose** of this material is to look closely and analyse critically the advertising strategies.

PURPOSE AND OBJECTIVES

Objectives

The **general and specific objectives** to be achieved are:

1. Knowing what advertising is and its purpose
 - a. Understand what an announcement is.
 - b. Distinguish elements of advertising.

2. Detect the mechanisms and strategies of advertising
 - a. Understanding the influence of design and appearance in consumption itself.
 - b. Detect the advertising strategies and appeals that are used to persuade.

3. Develop a subjective and personal view on the subject
 - a. Being aware of the influence of advertising on our consumption.
 - b. Wake up a critical attitude of their own consumption.

Contents

- Advertising
 - Purpose and function
 - Definition and elements
 - Design and appearance
 - Hidden strategies – advertising appeals

COMPETENCES

➤ Secondary Education, Higher Education, PCPI-s and groups with school origin

- Scientific, Technologic and Health Culture
- Learning to learn
- Linguistic Communication
- Social and Citizenship
- Autonomy and Personal Initiative

➤ Other groups

- Foreign Language Communication
- Learning to Learn
- Social and civic
- Conscience and Cultural expression

METHODOLOGY

This material is based on the meaningful learning principles, direct experience and globality.

The lesson plans are developed with the purpose of students relating the contents that are presented with previously acquired ones, so that they incorporate them into their cognitive structure (meaningful learning).

Therefore, this material has two aspects: the informative and formative, since first the contents are exposed and reported to subsequently be students who integrate this new information in their cognitive structure through the realization of activities.

Furthermore, the principle of wholeness is expressed in the sequencing and continuity of lesson plans, striking a right balance between the particular and general aspects of knowledge. This allows the integration of content and isolated knowledge in a structured and comprehensive manner.

Participants

This material is for students who are **more than 12 years old**. This material will be worked in the big group and in small groups.

Timing of the activity

It lasts one session of 1,30 hour, depending on the previous knowledge of the group.

METHODOLOGY

Place to carry out the activities

It will be held in a classroom with Smart Board.

Put the tables all together forming groups (create small groups of 4/5 people, always depending on the amount of people in the class).

TEACHING RESOURCES

The necessary resources for the development of this file are the following:

<i>Technological equipment</i>	<i>Teaching material</i>	<i>Consumables</i>
Computer or laptop	This resource book	Pen and pencils
Projector or Smart Board *	Material to project	Blackboard (optional)
Power Point presentations for the exposition)	Sheets of the exercises (printed)	

* Site to download the software that allows views and interact with SMART Notebook software files without a software license.

SMART Notebook Interactive Viewer:

[http://smarttech.com/es/Solutions/Education+Solutions/Products+for+education/Software/SMART+Notebook+collaborative+learning+software/SMART+Notebook+Interactive+Viewer\)](http://smarttech.com/es/Solutions/Education+Solutions/Products+for+education/Software/SMART+Notebook+collaborative+learning+software/SMART+Notebook+Interactive+Viewer)

EXERCISES

ACTIVITIES	RESOURCES	TIMING
1) Advertising. Reality or fiction?	Power point 1: <i>Advertising, reality or fiction?</i> Presentation of the unit <i>TEACHER CARRIES IT OUT</i>	10 minutes
2) Advertisement and its elements	Power Point 2: Advertisement and its elements Advertisement elements. Colour's activity. <i>TEACHER CARRIES IT OUT</i>	10 minutes
3) How they sell it?	Power point 3: How they sell it? Advertising and elements. Analysing a static advertisements and a spot all together. <i>STUDENTS CARRY IT OUT</i>	15 minutes
4) Advertising agency	Power Point 4: Analysing the advertisements in small groups. <i>Material of the annex: Audio video and the tables (for students and for the teacher).</i> <i>STUDENTS CARRY IT OUT</i>	15 minutes
5) Seven recommendations	Power Point 5: Seven recommendations End of the unit <i>TEACHER CARRIES IT OUT</i>	5 minutes

1) PRESENTATION

Activity

The teacher introduces the topic by asking the students some questions to find students knowledge of the topic. Then, it appears the definition, purpose and process of the announcements.

The topic starts with the introduction of the **material to project. Chapter 1: Advertising, reality or fiction?**

Materials needed

The material needed is:

- ✓ Material to project. Chapter 1
- ✓ Smart Board or a computer

2) ADVERTISEMENT AND ITS ELEMENTS

Activity

The teacher introduces the topic by asking the students some questions included in chapter nº2 of the material to project, to find students knowledge and make them think a bit about the topic. Then, it appears the definition, purpose and process of the advertisements.

It continues with an analysis of the advertisement, where the teacher has to explain all the elements of the advertisement. They are divided in two parts: **design and appearance** (what can be seen) and **strategies and mechanism** (what cannot be seen). In addition to the first part´s slide show (design and appearance), there is also an exercise to do with all students together or in small groups, (link the colours with its meaning). Teacher can choose between printing the sheet or doing it in the Notebook for the Smart Board, in the folder named “Activity 1-colours”).

Materials needed

The material needed is:

- ✓ Material to project. Chapter 2
- ✓ Smart Board or a computer
- ✓ Printed sheets about colours (optional)

3) HOW THEY SELL IT?

Activity

Using all the elements for analysing an announcement that have been explained in the previous activities, students have to analyse 2 advertisements.

- ✓ The first one, (Heinz advertisement) it's a static advertisement.
- ✓ The second example it's a spot (Pepsi).

Both of them appears in the **material to project. Chapter 3.**

This activity will be done all the group together and the teacher will guide them.

Materials needed

The material needed is:

- ✓ Material to project. Chapter 3
- ✓ Smart Board or a computer

4) ADVERTISING AGENCY

Activity

In this activity, the students will be divided in two groups. Each group will have an advertisement (spot or static advertising), and a table to analyse it. It is recommendable to give the static advertising printed and to project the spot in the board that is being used for the presentation. Students have to complete the table in groups and then it will be corrected aloud.

Materials needed

The material needed is:

- ✓ Material to project. Chapter 4
- ✓ Smart Board or a computer.
- ✓ Printed sheets of the static advertising.
- ✓ Printed sheets of the exercise.

5) SEVEN RECOMMENDATIONS

Activity

Using the **material to project**, the teacher will explain seven advices, leaving time for discussion and questions.

Materials needed

The material needed is:

- ✓ Material to project. Chapter 5
- ✓ Smart Board or a computer.



ADVERTISING INTERESTING WEBSITES

INTERESTING LINKS

RELATED INFORMATION

Advertising Standards Authority, the UK's independent regulator for advertising across all the media

<http://www.asa.org.uk/>

English for marketing/advertising.

<http://www.businessenglishsite.com/esl-advertising-vocabulary-matching1.html>

The influence of advertisements on consumption. Montreal Economic Institute

http://www.iedm.org/files/note0611_en.pdf

INTERESTING LINKS

ADDITIONAL MATERIAL

Spot material. The guardian.

<http://www.theguardian.com/media/advertising>

Static Advertising material.

<http://www.toxel.com/inspiration/2008/07/11/20-brilliant-advertising-ideas/>

Don't buy it. Teaching guide and exercises

<http://pbskids.org/dontbuyit/teachersguide.html>

Multimedia teaching materials

<http://www.tv411.org/teachers>

Watching the Watchers (New York Times)

http://learning.blogs.nytimes.com/2006/07/27/watching-the-watchers/?_r=0