

Lesson Plan #: AELP-COH0003

Magazine Ads and You, the Teenager

An Educator's Reference Desk Lesson Plan

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Endorsed by: These lesson plans are the result of the work of the teachers who have attended the Columbia Education Center's Summer Workshop. CEC is a consortium of teacher from 14 western states dedicated to improving the quality of education in the rural, western, United States, and particularly the quality of math and science Education. CEC uses Big Sky Telegraph as the hub of their telecommunications network that allows the participating teachers to stay in contact with their trainers and peers that they have met at the Workshops.

Date: May 1994

Grade Level(s): 6, 7, 8

Subject:

- Health/Consumer Health

Overview/Purpose:

Advertising is often aimed directly at young people. Not only do they spend \$70 billion a year, but they influence their parents' purchases also. Youth are hit by certain appeals - appeals to be like everybody else, sex appeal, even negative appeal. This activity is to increase student awareness of persuasion tactics as seen in magazine advertising.

Objectives(s):

The student will be able to:

1. Identify the persuasive techniques used in magazine advertising.
2. Explore the effects of magazine advertising.

Materials:

1. Sherman, Marilyn. "How advertising shapes your life," Challenges, Vol. 16 (October, 1991), pp. 6-13.
2. Herbert, Deanna, and Virginia Dixon. "Kid consumer advertising," Teaching and computers (January/February, 1989), pp. 30- 44.

Materials:

1. Vocabulary of relevant terms
2. Magazine ads times 4 for each student
3. Bulletin board with advertising techniques pointed out in magazine ads
4. Worksheets for students to analyze ads
5. Materials to make magazine ads - paper, colored pens, pencils, and crayons, etc.

Activities and Procedures:

1. Students are given a vocabulary of relevant terms - basic message, visual image, medium, catchy words, testimonial, bandwagon, positive appeal, negative appeal, product character, product slogan, product comparison, and repetition.
2. Students and teacher look at various magazine ads making sure the students understand the terms and techniques. The class works through the attached worksheet together using one of the ads.
3. Students are given three ads to analyze using the attached worksheet.
4. Students are divided into groups of three or four. Each group must invent a product and design a magazine ad using 3 of the advertising techniques.

Tying It All Together:

1. Magazine ads are posted.
2. Television, radio and newspaper ads are analyzed.

Description for Listing: Persuasion techniques used in magazine ads

Magazine Ads

Name: _____

Date: _____

Teacher: _____

Brand Name and Product: _____

Medium: _____

Basic Message: _____

Visual Image: _____

Catchy Words: _____

Technique Used and Why: _____

Technique Used and Why: _____

Technique Used and Why: _____

Persuasion Rating (1 - 5): _____

(1 = Yawn. 5 = I'm sold on this product!)

Useful Internet Resource:

The Food Guide Pyramid - Basic Maintenance for Your Body

<http://ific.org/publications/brochures/loader.cfm?url=/commonspot/security/getfile.cfm&PageID=1295>

Document in .pdf format; requires free Adobe Acrobat Reader.



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