

# Analyzing Commercials

## Summary

Analyze and discuss the impact of elements used in a particular commercial.

## Main Core Tie

Elementary Library Media (K-5)

[Strand 10 Standard 1](#)

## Time Frame

1 class periods of 30 minutes each

## Group Size

Large Groups

## Life Skills

Thinking & Reasoning, Communication, Social & Civic Responsibility

## Materials

White or Chalk Board

Recorded commercials or internet access for commercials.

Pens, pencils and paper for extension activity.

## Student Prior Knowledge

Advertisements are carefully constructed.

## Intended Learning Outcomes

Students will understand the elements used to construct messages; e.g.music, color, sound effects, special effects, quick cuts, camera angles.

## Instructional Procedures

Introduce students to the elements used in commercials to make a product appealing. Students will watch selected commercials and analyze them for elements used to construct messages.

## Strategies for Diverse Learners

We feel that with this subject the majority of students will be at a similar starting point, and the diverse learners would not necessarily be at a disadvantage.

## Extensions

Put students in to groups and have them view commercials and analyze for elements used in creating the commercials.

## Assessment Plan

Assess group's work in extension activity.

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