

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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