Analyzing Commercials

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

Main Core Tie
Elementary Library Media (K-5)
\textit{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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