

Hooked On Commercials

More Practice With I STOP'D (Stop and Think)



3 Cs

- I care about myself.
- I care about you.
- I care about my community.

Help students to understand and invite them to state clearly:

- I have the right to care about myself.
- I have the responsibility to make smart choices when I care about myself.
- I show I care about myself when I make choices to live healthy and not use alcohol, tobacco or other drugs.

Preparation

Copies

- "Hooks or Persuasion Techniques Used in Advertising" (see page 119)
- Home Connection "Hooked on Commercials" (see page 120)

Materials

- advertisements from magazines

Vocabulary

- | | | |
|-----------------------|---------------|------------|
| persuasion techniques | bandwagon | statistics |
| endorsement | straight sell | pun |
| bargains | snob | |

Lesson at a Glance

Introduction

1. What Did You Purchase?

Strategy

2. Advertising Techniques
3. You Are the Advertiser

Conclusion

4. "Hooked on Commercials"

Core Curriculum Objectives and Standards

Objectives

- Identify advertising techniques.
- Develop skills to analyze advertisements.

Standards

- 7030-0702 Describe the influence of media on making healthy choices.

Teacher Notes

Introduction

Activity

1. What Did You Purchase?

- Ask two volunteers to have a competition to see who can do the best job of selling an object in the room to the class.
- Who did the best job?
- What did that person do to make the object sound desirable?
- Think of a product you've purchased or asked your parents to purchase because of a commercial you've seen (e.g., breakfast cereal, game, toy, etc.).
- What claims were made by the product advertisement?
- How did the advertising promises compare to the actual product performance?

Strategies

Illustration

2. Advertising Techniques

- Talk about the advertising and persuasion techniques described on "Hooks or Persuasion Techniques Used in Advertising."
- Show magazine advertisement samples and decide what techniques are used in the sample.

Create

3. You Are the Advertiser

- As a class, make a list of problems or needs and list them on the board.
- Divide the class into small groups.
- Each group will use the list on the board and create a product to solve that need. The group will also design an advertisement for the product using one of the persuasion techniques.
- Groups will present their products and advertisements to the class.

Discussion

- Which advertisement entices you to purchase the product?
- What parts of the advertisement drew your interest?
- What other kinds of techniques were used in the advertisement?
- How were the techniques used to make the product look its best?
- Sometimes we don't take the time to stop and think but let other people tell us what to think, what to eat, what to wear, what is cool and what music to listen to.
- If we know what to look for in a commercial, we can stop and think and make a more informed decision.

Conclusion and Home Connection

4. Hooked on Commercials

- Make a copy of the Home Connection for each student.
- Take a short amount of class time to explain the home assignment.
- Send the Home Connection paper home with each student, along with the "Hooks or Persuasion Techniques Used in Advertising" resource sheet and instruct students share the information with their families.



Hooks or Persuasion Techniques Used in Advertising

Straight Sell: This appeal is very businesslike. The advertisement tells what the product is, how much it costs, and where it can be purchased.

Bargain: Advertisers using this appeal stress low prices. Everyone likes to get a good buy, but consumers should question why a price has been reduced.

Bandwagon: This appeal claims that everyone is buying the product.

Snob: Advertisements using this appeal show the popular people buying this (usually expensive) product.

Endorsement: This appeal uses a well-known person or group to help sell the product. This appeal personalizes the ad and is a good attention-getter. Consumers need to weigh the endorser's expertise and question their own desire to imitate the endorser.

Details and Statistics: This appeal is often used for products that are technical and/or expensive.

Emotion: This appeal stresses feelings like love, sympathy, and fear that are often used to motivate consumers.

Public Concern: This appeal is used when a company needs or wants to build a positive image. It makes the company look like a good citizen.

Humor: This is an effective appeal because consumers relax and become more receptive to the advertiser's message. Puns and catchy slogans are variations.






Home Connection

Dear family,
Today we learned about some techniques advertisers use to motivate us to buy their products.

Help me practice being aware of these techniques by allowing me to watch one hour of T.V. and recording the commercials I see. Help me complete each column for each advertisement noting the time of day the advertisement was presented, what product is being advertised and what persuasion techniques or “hooks” were used. Some commercials may contain more than one technique.

Thanks

Time of day	Product Advertised	Persuasion Techniques Used
		



Conexión en el Hogar

Querida familia,
Hoy, yo aprendí acerca de algunas técnicas que usan los comerciales para motivarnos a comprar sus productos.

Ayúdame a practicar al estar alerta de estas prácticas, al permitirme ver una hora de televisión y grabar los comerciales que vea. Ayúdame a completar cada columna con cada comercial que vea, anotando a qué hora del día es anunciado, qué producto está siendo anunciado, y que técnica de persuasión o “ganchos” están siendo usados. Algunos comerciales pueden tener más de una técnica.

Gracias.

Hora del día	Producto que esta siendo anunciado	Técnicas de persuasión usadas
		

