

Unwrapping Commercials Lesson Plan

Title: Unwrapping Media **Subject:** Media
Time: 30 minutes

Desired Results

Lesson Description

In this lesson, students will analyze two very different commercials and discuss their similarities and differences. At the end of the lesson, the students will be surprised with the hypocrisy behind these commercials: each company is owned by the same multinational company.

Ontario Curricular Overall Expectations

Ontario Curricular Specific Expectations

Lesson Goals

- 1 Student will identify similarities and differences between persuasive advertising campaigns.
- 2 Students will categorize findings in order to develop a concept of the elements of advertising.
- 3 Students will critically about and discuss the use of images in media, with particularly emphasis on the role and depiction of images of women in media advertising.

Success Criteria (teachers will identify the criteria they will use to assess student's learning , as well as what evidence of learning students will provide to demonstrate their knowledge and skills ; in student language)

- 1 I can identify the form, authorship, audience, and content of advertising.
- 2 I can categorize my findings in a graphic organizer.
- 3 I can discuss the role of images in the media.

Assessment

Assessment Mode: oral/ performance/ written

Assessment Strategy:

Students will be assessed by their verbal and non-verbal participation and by their worksheet.

Assessment Tool:

- Graphic organizer (see attached)

Materials

Dove Beauty campaign commercial <http://www.youtube.com/watch?v=hibyAJOSW8U>

Axe cologne commercial <http://www.youtube.com/watch?v=PsnsP3mpGsl>

Computer and projector with sound

Viewing Commercial Graphic Organizer

Lesson Format : What Teachers Do/Say

Motivational Hook/engagement /introduction (5-10 min) Minds on

Introduce the lesson by asking students about their prior knowledge with the Axe and Dove personal hygiene product brands. Student who are unfamiliar with the products can get some background knowledge from their classmates.

During /working on it/action (Hands on) What the students are doing

- 1 Distribute the handout to each student. Explain that students will use this organizer to take notes as or directly after they watch each commercial.
- 2 Play commercial #1: The Axe Body Wash ad. Allow students time to discuss and respond on their organizer.
- 3 Play commercial #2: The Dove Real Beauty Campaign Ad. Allow students time to discuss and respond on their organizer.
- 4 Instruct students that they will view the commercials again, this time looking for similarities and differences. Prompt students that a similarity or difference could be something general, for example, the commercials' "message". The similarities and differences could also be specific, for example, music, images, camera angles, etc. Students should have no parameters when considering similarities and differences.
- 5 Allow discussion of these two commercials by asking high level open ended questions such as: Which of the two commercials did you find more effective? Why? What is your response to the portrayal of women in these commercials?

After: Consolidation : Reflect and Connect (10 min)

- 1 Finally, let students know that both products (Axe and Dove) are owned by the same parent company, Unilever by visiting the wikipedia Unilever site.
http://en.wikipedia.org/wiki/List_of_Unilever_brands
- 2 Does this change your impression or response to the commercials? What does this new knowledge say to you about advertising?

Extension Activities/Next Steps

- 1 Have students compare their findings with the formal rhetorical categories of persuasion, explained in the Rhetorical Elements video clip below.
- 2 Have students draw upon these characteristics to construct their own commercial for a real or fictional product.

Link to video: <http://eppl610assignment.wmwikis.net/lesson+plan>

Special Education Notes: Differentiated Instruction considerations/accommodations/assessment

Resources:

<http://eppl610assignment.wmwikis.net/lesson+plan>

<http://www.learn360.com/ShowVideo.aspx?ID=318348&GradeLevel=3360055&SearchText=advertising&lid=6830159&pageAll=3>

Advertisement Viewing Notes

	Axe Body Spray	Dove Real Beauty Campaign
Authorship: <i>Who created this message?</i>		
Format: <i>What creative techniques are used to attract my attention?</i>		
Audience: <i>How might different people understand this message differently from me?</i>		

<p>Content: <i>What lifestyles, values and points of view are represented in; or omitted from, this message?</i></p>		
<p>Purpose: <i>Why is this message being sent?</i></p>		