

Elements of Advertising

Lesson 3



Overview

The children should be able to recognise and understand that people who are involved in media production use elements such as logo, slogans, celebrities, characters/ animals, the use of humour to encourage us to feel a range of emotions and make us feel in a particular way.

Understand that advertisements (and their messages) are meant to make us feel a particular way.

Learning Intentions

Language and Literacy: Reading

- Consider, interpret and discuss texts, exploring the ways in which language can be manipulated in order to affect the reader or engage attention.

Language and Literacy: Writing

- Experiment with rhymes, rhythms, verse structure and all kinds of word play and dialect.
- Write for a variety of purposes and audiences, selecting, planning and using appropriate style and form.

PD&MU: Strand 2 – Mutual Understanding in the Local and Wider Community

- Examining the role of advertising at a local and or global level.

Thinking Skills and Personal Capabilities

Managing Information

- Record information in a variety of formats.

Being Creative

- Generate as many ideas and options as possible, building and combining ideas.
- Take time to use imagination for enjoyment.

Teacher's Notes

The people who create advertisements are very particular about what goes into their media products.

Advertisements feature elements such as logos and brand name, visuals including images and colours, language / words, characters and animals, sound and music, celebrities, special offers such as free gifts, money off, buy one get one free, supersize, 50% extra or movie tie ins. A logo is a symbol or small design used to identify a product.

A slogan is a catchy phrase used to encourage people to buy or use your product. Advertising companies use celebrities or characters or animals to encourage you to like their product and to encourage you to buy their product.

All of these elements are designed to encourage us to feel a range of emotions and make us feel a particular way.

Resources

- **Video:** Advertisements
- **Interactive Activity:** Name the Logo
- **Activity 3.1 :** What is in an Advert?
- **Activity 3.2 :** My Advertisement
- **Activity 3.3 :** How Did I Do?

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Introduction

What is the message?

- Explain to the children that advertisements and content on web and social media pages include logos and brand names, visuals including images and colours, specific words and language, characters and animals, sound and music, celebrities, special offers such as free gifts, money off, buy one get one free, supersize, 50% extra or movie tie-ins to encourage us to enjoy the products they are advertising.
- As a whole class activity, they are going to watch some **advertisements** from the MediaWise website, www.MediaWiseNI.com
- After each advertisement, ask the children some questions to encourage them to think about the advertisement:
 - What is this advertisement for?
 - What happens in the advertisement?
 - Is there anything special about how they advertise the product?

Advertisements

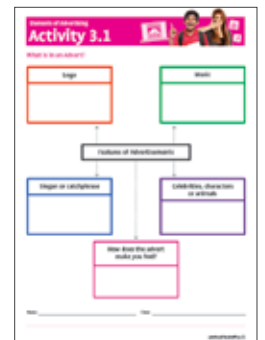


Development

1. Watch the advertisements again. Use **Activity 3.1** to notate the answers to the following questions:

- Does this product use a logo in the advertisement?
- Does this product use music in the advertisement?
- Does this product use a slogan or a catchphrase in the advertisement?
- Does this advertisement feature any celebrities?
- Does this product use characters / animals in the advertisement?
- Do you like the advertisement? What do you like or dislike about it?
- How does the advertisement make them feel?

Activity 3.1



Learning Intention

- Consider, interpret and discuss texts, exploring the ways in which language can be manipulated in order to affect the reader or engage attention (Language and Literacy).
- Generate as many ideas and options as possible, building and combining ideas.
- Record information in a variety of formats (TS&PC).

Development of Learning Intention

- Use Mind Maps (CCEA, Active Teaching and Learning, page 48 & 49):
 - To introduce and discuss the format of a Mind Map, particularly in its use of colour. Discuss with the children how or why a Mind Map may be an effective format in which to record information gathered about the advertisements.
 - As information is recorded, discuss and explain to the children how connections are being made with the information from each individual advertisement.
- http://nicurriculum.org.uk/docs/key_stages_1_and_2/ALTM-KS12.pdf

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Development Continued

2. What's in a Logo – Name the Logo Interactive Activity

- Explain to the children:
 - A logo is a symbol or small design used to identify a product
 - Companies use logos that are simple, easy to remember, aimed at the people who buy the product and can be used in different ways e.g. put on clothes, on posters, on television.
- Ask the children if they can name any logos used by products.
- Play the **Name the Logo** interactive activity from the MediaWise website, www.MediaWiseNI.com
- The children can name the product or company by their logo.
They might guess the following: McDonalds, Nike, Coca-Cola, Disney, IRFU, Apple, Adidas, Android, Facebook, Google, KFC, Pepsi, Playstation, Starbucks, Twitter, Xbox.
- Ask the children if they feel anything when they see the logo?
- Remind the children that logos are designed to encourage us to feel a range of emotions and make us feel in a particular way.

Interactive Activity



3. Name the Slogan

- Explain that a slogan is a catchy phrase used to encourage people to buy or use your product.
- Ask the children if they can name any slogans used by products?
- Explain that the class is going to do a slogan quiz in teams, pairs or as a whole class.
- Call out each slogan and see if the children recognise it.

Beanz Meanz Heinz Heinz Beans	Every Little Helps Tesco	Taste The Rainbow Skittles	I'm lovin' it McDonalds	The happiest place on earth Disney World
Snap! Crackle! Pop! Rice Krispies	Today's bread, today Brennan's Bread	They're Grrrrrrreat! Kellogg's Frosties	Just Do It Nike	It's the real thing Coca-Cola

- Ask the children if they can name any other slogans used by products?
- Ask the children if they feel anything when they hear the slogan?
- Remind the children that slogans are designed to encourage us to feel a range of emotions and make us feel in a particular way e.g. excited or happy when we hear a slogan that reminds us of a product.

Learning Intention

- Experiment with rhymes, rhythms, verse structure and all kinds of word play and dialect.
- Write for a variety of purposes and audiences, selecting, planning and using appropriate style and form (Language and Literacy).
- Take time to use imagination for enjoyment (TS&PC).

Development of Learning Intention

- Provide the opportunity for the children to discuss and brainstorm examples of effective slogans for imaginary products or a slogan to describe their school. This should be an enjoyable activity in which children are encouraged to use their imagination and experiment with language.



Development Continued

4. Remind the children that advertisements include product logos and brand name.

Visuals including images and colours, language/words, characters and animals, sound and music, celebrities, special offers such as free gifts, money off, buy one get one free, supersize, 50% extra or movie tie ins to encourage us to enjoy the products they are advertising.

- Use **Activity 3.2** to design, write or select a logo, slogan, celebrity/character/animal, music/song and emotion you would use to advertise your new product.

Plenary

1. Use **Activity 3.3 How Did I Do?** to allow children to evaluate each other's responses to **Activity 3.2**.
2. Recap the chosen Learning Intention(s) and ensure the success criteria have been achieved.

Activity 3.2

Activity 3.2	
Product Name	
Logo	
Slogan	
Celebrity/Character/Animal	
Music/Song	
Emotion	
Draw your advertisement	
Write your advertisement	

Activity 3.3

Activity 3.3	
Star	
Star	
Star	
Feedback	
Name of reviewer	
Date	