



Gold Seal Lesson

Author(s): <i>Marsha Kucker</i>			Lesson Title: <i>The Persuasive Power of Advertising</i>			
Grade Span			ICLE Application Model			
<i>K-4</i>	<i>5-8 XX</i>	<i>9-12</i>	<i>A</i>	<i>B</i>	<i>C</i>	<i>D XX</i>

Instructional Focus:

Reading –

Students read a variety of grade level materials, applying strategies appropriate to various situations.

Speaking –

Students speak for a variety of purposes and audiences with sophistication and complexity appropriate to the grade level.

Writing –

Students write for a variety of purposes and audiences with sophistication and complexity appropriate to the grade level.

Listening –

Students listen for a variety of purposes appropriate to the grade level.

Science as Inquiry –

Students demonstrate knowledge and skills necessary to perform scientific inquiry.

Science in Personal and Social Perspectives –

Students apply scientific principles to personal and social issues.

Safety –

Students exercise care in scientific inquiry and recognize the importance of safety.

Performance Task

1. For this lesson, you will need copies of advertisements of alcohol and tobacco products from magazines and newspapers.
2. Have students study the sample ads and answer the following questions:
 - To what group are these advertisements appealing?
 - How do you know this?
3. Discuss the following:
 - What is the purpose of advertising?
 - What is the motivation of the advertiser?
 - How effective do you think the warnings are? Why?
 - What are some ways to get the warning messages across to the public more effectively?
 - In what ways do these ads influence teenagers?

Variation:

4. Have the students create their own anti-smoking or alcohol ad posters. Computers should be used in preparing the posters. These ads should be displayed in the classroom.

ICLE Essential Skills

Follow oral or written directions. (ela 4)
Identify, collect and/or select pertinent information while reading. (ela 5)
Discriminate important ideas from unimportant ideas while reading. (ela 15)
Analyze, evaluate and critique such events as current events, political campaigns, advertisements and media. (ela 17)
Use brainstorming, role playing, and standard problem solving strategies to define a problem and suggest solutions. (ela 19)
Participate, sometimes leading, in group meetings by contributing, taking turns speaking, and working toward a common goal. (ela 20)
Understand the personal, social, cultural and historical significance of a text. (ela 23)
Understand the nature and purpose of and be able to word process a variety of formats including essays, business letters, memos, instructions, policy statements, technical proposals, user manuals, lab reports, etc. (ela 30)
Synthesize and evaluate ideas from several selections on similar topics. (ela 38)
Apply, extend, and expand on information while reading. (ela 46)
Demonstrate knowledge of persuasive techniques used in visual advertisements. (ela 66)
Demonstrate ability to select appropriate media for presenting information to others. (ela 67)
Apply an understanding of the meaning of graphics, layout, whit space, italics, parentheses, and other visual aids. (ela 68)
Analyze and evaluate a speaker's statements of opinion, personal preference and values. (ela 70)
Understand the transport (absorption and circulation) of materials throughout the body and related disorders such as high blood pressure, leukemia, anemia, and coronary thrombosis. (s39)
Know and apply the principles of scientific inquiry. (Implicit in this statement are the processes of prediction, estimation, developing hypotheses, drawing conclusions, evaluation, and following ethical principles and professional procedures.) (s not ranked)

Scoring Guide:

See attachment: The Persuasive Power of Advertising Chart

Keywords

English Language Arts	Mathematics	Science
Reading Research Construction meaning	Algebra	Earth Science
Writing Advertisement Technical writing Technology	Geometry	Life Science Health Scientific Inquiry
Communications Discussion Listening Audience Illustration	Statistics	Chemistry
Literature	Calculus	Physics
Other	Trigonometry	Other
	Other	

**Chart
SCORING RUBRIC**

EXCELLENT	SATISFACTORY	NEEDS IMPROVEMENT
Clear, concise, message	Has a message	Message unclear
Complete appropriate text	Content includes learning	No connections between content and message
Uses variety of resources	Uses one resource	No resource
Pictures exemplify text	Includes graphics	Pictures do not match the message
Shows creativity, good use of time	Creative to a point	Plain, no imagination
Pleasing use of colors	Uses various colors	Plain, unvaried
Completed by deadline date	Completed by deadline date	Missed deadline