

## Introduction

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This resource is part of the Advertising Unit from In2edu ... a high quality integrated learning unit.

## Using the following sheets

- ❖ Pick activities that suit your level
- ❖ Many are designed to blow –up to A3 and place on wall, or cut into separate pieces and play as a game matching the meanings to the terms. Then time how long to match. Race each other in groups. Use as pre or post tests if you wish.
- ❖ Use other curriculum area resources especially drama, dance, visual arts as you look at techniques used in adverts etc.

## Strategies for

- ❖ Practise as a class, small group, pair, individual

## Poem

The codfish lays ten thousand eggs,  
The homely hen lays one.  
But the codfish never cackles  
To tell you what she's done.  
And so we scorn the codfish,  
While the humble hen we prize,  
Which only goes to show you  
That it pays to advertise.

Anonymous

## Analysis Chart

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What person or organization is the source of the ad?

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What audience do you think the ad is trying to reach?

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What positions have the people who placed this advertisement taken?

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What kind of opinion or action are they hoping to get from readers?

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Can you determine from the ad what other views people might have on this subject? Explain.

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Do you recognize any advertising techniques you've seen in other advertisements? Explain.

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What attention-grabbing and/or persuasive words did the advertisers use?

# Advert Mania

## Analysing an Advert with Groups

### What makes an ADVERTs Mood?

	What to look for	What you saw/felt
Group 1	<b>Shots and angles.</b> What kinds of shots are the most common? [Eg. close-ups of faces, midshots from waist up, long shots from head to toe, long shots of distant things or people]. Why have these shots been used? Is there any use of high angles [looking down on the subject] or low angles [looking up to the subject]? Why have or haven't these techniques been used? Is zoom used? When and why?	
Group 2	<b>Sound Effects and music.</b> How would you describe the music? How does it work to create a mood and target an audience? What is the pace of the music? Does the pace change? Why? Does it have a song or jingle? If so what effect do they have on the audience? Are any sound effects used? What type?	
Group 3	<b>Special effects, symbols, logo and colour.</b> Are any special effects used? When and why? What colour (s) dominate? [Stand out or are used the most.] Why was this colour used? How did it make you feel? Is there a logo? How is it presented?	
Group 4	<b>People and actions.</b> List the different types of people in the advert. Young, old, male, female, etc. Is there a greater representation of one group? Why might this be so? What sorts of things are people doing? Why are these actions portrayed? How do they advert to the feeling of the ad? How do you respond to any celebrity endorsements made?	
Group 5	<b>Text/Script.</b> Is there use made of: humour, gimmicks, offering something, asking questions?	
Group 6	<b>General.</b> Is this a narrative ad [telling a story] or is it meant to simply give us an impression of the product? Can you tell where the advert has been made? How?	

This activity can be cut up and an advert looked at by different groups. Or same group can look at it in different ways.

## Analyse the Advert

Design (Some items apply to both visual and written adverts)

### **General**

How has the designer tried to grab the reader's attention?

### **Message/Purpose**

- ❖ Who is the target audience?
- ❖ Does the ad appeal to your emotions?
- ❖ Look beyond the appeal to find out what the ad really says (or doesn't say) about the product or service.
- ❖ What are the special features of the product?
- ❖ Are these features necessary?
- ❖ As you read, listen to, or watch advertisements...
- ❖ Search for fraud and deception in the ad.
- ❖ Be alert to ads that are misleading (those that make unreasonable claims about the product or service).
- ❖ Read the fine print, or listen carefully.
- ❖ Was there any relationship between the type of programme and the product/service? (Eg, motor oil on a car racing programme)
- ❖ Are they trying to get you to buy now or mainly trying to establish a relationship with the customer?

### **How Good was that Advert?**

Ask yourself these questions

- ❖ Is the message easy to understand?
- ❖ Is the presentation of information simple and direct?
- ❖ Were the techniques used effective?
- ❖ Would it motivate the target audience?

## Advertisements and You

### The Targets!

Target	Ad1	Ad2	Ad3	Ad4
Gender				
Age				
Occupation				
Health				
Interests (i.e. collectors, home handy people, house makers)				
Sports				
Leisure				

**Place a tick or comment in the cell for each Ad.**

# Advert Mania

## Advert Speak – Ways of Influencing People

What techniques are used to create certain feelings or reactions from consumers your advert?

Types of Appeal/ Emotive Language	Adverts appeal to desires, feelings or needs (Wealth, tradition, everyone else has them, security, health, relationship, be better than others, etc).	
High Status	Use product and get high status, for those who enjoy and understand the "fine things in life." Snob appeal. Appeal to Excellence. "Only the best is good enough for me."	
Plain Folks	Reverse snob appeal applies here. "Good ol' boys like us believe in plain, good-quality items. None of this fancy stuff."	
Peer approval	Associates product use with friendship/acceptance.	
Hero/Celebrity endorsement	Associates use of product with a well-known person.	
Sexual attraction	Associates use of product with increased sexual appeal.	
Entertainment	Associates product with entertainment and feelings of enjoyment.	
Intelligence	Associates product with smart people who can't be fooled by gimmicks.	
Independence	Associates product with people who can think and act for themselves	
Unfinished comparison	Use of phrases such as, "Works better in poor driving conditions!" Works better than what? And of course you want better and easier...	
Put Downs	When you put down your competition's product to make your own product seem better	
Traditional Appeal	We have made the best product for over one hundred years.. like the good old days	
Modern Appeal	Be up-to-date, with the latest trend or fashion.	
Outright Propaganda	If the consumer does not buy this product they will become a social outcast	
Everyone Else Has One	For those who don't want to stand out by being different. Join the crowd! Don't be left out! Everyone is buying it... aren't you?	
Something for Nothing, or More for Less	The extras we will give you... if you just buy. Or the things that are loss makers to get you in the shop or to establish a relationship with the business	
Ideal Kids/ Families	The perfect ones! Hip, fashionable, attractive and pleasant looking -- and everyone seems to get along! Ideal kids and families represent the types of people that kids watching the ad would like themselves or their families to be.	
Fun/ Excitement	The product brings fun and excitement into ordinary situations	

# Advert Mania

Heart Strings	Adverts that draw you in and make you feel good because of how 'good' the product makers or service firms are.	
Cool?	Are You Cool Enough? - if you don't use their products, you are a nerd. Uncool people try a product and suddenly becoming hip looking and do cool things	
Guilt	Trying to make you feel bad or sorry so you buy.	
Fear	Trying to scare you into buying. You will feel secure if you get this.	
Us verses them	Saying that you are on a certain side against another group if you buy the product or agree with the advert.	
Humour	Just by being funny they want you to buy.	
Transfer	Words and ideas with positive influences are used to suggest that the positive qualities should be associated with the product and the user e.g. a icecream maker shows fashionable people eating icecreams at a sunny seaside setting where there is a cool breeze.	
Magic ingredients	The suggestion that some almost miraculous discovery makes the product exceptionally effective e.g. a special (secret) ingredient makes the chicken taste better.	



## Advertisements and You

### Looking at Text: Advertising Language – Word Structure

<b>Alliteration</b>	Repeating for effect of same letter or sound in words or phrases.	
<b>Clichés</b>	Hackneyed phrase or opinion	
<b>Colloquial language</b>	Use of chatty language or language that the target group responds to	
<b>Comparatives</b>	Adjectives, comparing one thing with another, it is the best	
<b>Compound words</b>	Made up of two words.	
<b>Endorsement</b>	Using someone well-known or famous to persuade the customer to buy	
<b>Exclamations</b>	Exclaiming to draw attention.	
<b>Hyperbole – Weasel words</b>	Statement exaggerated for special effect. To grab attention. Words that can mislead viewers "New, better tasting....."	
<b>Imperatives</b>	Makes it seem urgent to buy	
<b>Jargon</b>	Words or expressions used by particular group or profession	
<b>Metaphors</b>	A word picture, you say something is something else or speak as though it is something else	
<b>Omission</b>	What words are missing? Where advertisers don't give you the full story about their product.	
<b>Neologisms</b>	Newly- coined word	
<b>Puns</b>	Humorous use of word to suggest different meanings, or of words of same sound with different meanings.	
<b>Rhetorical questions</b>	Asked not for information but to produce effect	

## Advert Mania

<b>Repetition</b>	The most important words stand out because you see them often. Same advert repeated or different 'mini' adverts in same advert break.	
<b>Rhyme</b>	Sound pattern makes it easier to remember	
<b>Rhythm</b>	Is there a pattern to the syllables and word... a beat?	
<b>Similes</b>	Comparison of one thing with another, (a thing is like something else).	
<b>Slogans</b>	Short catchy phrase used in advertising.	
<b>Statistics</b>	Using numbers or facts to back up claims	
<b>Symbols/Motifs</b>	Using symbols where one thing represents something else.. a feeling, a way of thinking or an idea. If a symbol is repeated a lot this is a motif.	
<b>Viewpoint</b>	From which point-of-view is it writer? Is it focusing straight as I/me, or narrative (story)? Is it written from one person's point-of-view?	
<b>Word Images</b>	Painting a picture with words – adjectives – use of senses	

## Advertisements and You

### *Looking at the Static Visual (Still Images)*

**How do they speak to you? Why has a particular idea been used? What is the composition of the advert like?**

<b>Art Style</b>	What art style is being used – expressionism, cubism, surrealism, pop art, cultural influences/style, etc how does it influence the viewer?	
<b>Art Medium</b>	Paint, fabric, construction, textile, photography, computer generated, casting, sculpting, cartooning, drawing etc. how does the technique used influence the viewer?	
<b>Angle</b>	From what angle is the photo/art drawn or shot?	
<b>Balance</b>	How does one part of the advert balance the others?	
<b>Colour</b>	How is colour used to produce feelings or reactions	
<b>Contrast</b>	Deliberately making things different in some way (size, colour, shape) so they stand out or create interest.	
<b>Detail</b>	Are scenes simple or detailed? What impression does this give?	
<b>Flow</b>	After the eye has hit the focus point of the advert where does the eye flow next around the page? How has the artist used shapes, colours and the position of objects to get the eye to move easily around the advert?	
<b>Focus</b>	What is the central part of the advert? First place you look?	
<b>Font</b>	What type of font/ writing is used? Why?	
<b>Framing</b>	Often something is used to frame a photo – a shape or line of some type i.e. a branch, a doorframe etc	
<b>Harmony</b>	How do things (objects, scenes) flow together	
<b>Graphic/Cartoons</b>	What types of graphics are used? Are they done in a certain way to create a response in viewers? I.e. cartoons used to appeal to kids.	
<b>Line &amp; Shape &amp; Form</b>	Are certain types of shapes used a lot? Lots of angles, curves? What is the overall resulting form?	
<b>Logo/Brand</b>	A simple graphic that represents an organisation or group used to identify and to create or evoke feelings if well known.	
<b>Montage</b>	Have a number of photos, graphics been placed or edited together to create one picture?	

# Advert Mania

<b>Placement</b>	Has an object been advertised because it has been simply placed in another scene?	
<b>Light</b>	How has the use of light influenced the feelings or message? Is it mostly dark or light? What parts of the scene/subjects have been highlighted by light?	
<b>Location</b>	Where has the advert been placed? Is it on a page that has higher impact? Where is it on the page? What is it alongside?	
<b>Proportion/Scale</b>	Our some things deliberately appear larger or smaller than usual	
<b>Subject</b>	What is the focus point of the image? This is usually the focus. What is the main idea of the image?	
<b>Space</b>	What use has been made of white space to make the advert cleaner, easier to 'read'	
<b>Symbol</b>	Is there a symbol present in the picture where something is representing something else? If this is repeated a lot it is a motif.	
<b>Texture</b>	What types of textures come through in the visual forms? Why have they been used?	

## Advertisements and You

### *Looking at the Multimedia Visual (Moving Images and Sounds)*

Ideas from the Static Visuals Activity also apply

Visual		
<b>Camera Movement</b>	How is the camera moved around the set? Are the movements being used to create a certain impression?	
<b>Camera Angle Point-of-View</b>	From where is the camera taking the pictures? (High, Medium, Low, Side, Front, Up, Down) Why? What does this do for the feeling of a scene? How does it change? Is it Narrative (story – usually side on) or Personal (straight look to camera)?	
<b>Camera Type</b>	Does the type of camera being used try to create a certain impression? Eg. Hand Held or sophisticated?	
<b>Depth</b>	How deep are the scenes – type of background?	
<b>Focus</b>	What is the focus of the shots – does this change – how?	
<b>Scene/Shot Length</b>	How does the length of the scene or shot affect the viewer? How many shots in one advert?	
<b>Shot distance</b>	Are the scenes characters shot wide, long (whole scene), midshot (waist up) or close-up? How does it change between shots and what effect does this have?	
<b>Special Effects</b>	What parts of the Advert are real? What parts are Animations? Have any scenes been superimposed on others? Have parts been digitally altered or enhanced?	
<b>Transition</b>	What are the transitions between shots like? Slower fade, straight cuts etc	

## Advert Mania

<b>Aural (Use the “Looking at text for Radio Adverts especially)</b>		
<b>Jingle</b>	Short catchy tune and words – easy to get into the head and sing!	
<b>Stress/ Tone</b>	Making words sounds more emphasised (louder, longer, stressed), sound of voices (warm, positive, negative)	
<b>Pace</b>	What is the pace of the music/voice? Does it change? Why?	
<b>Volume</b>	What is the volume of Ads like? Does this change?	
<b>Sound</b>	Sounds Good - music and other sound effects advert to the excitement of commercials, especially commercials aimed at kids.	

## Advertisements and You

### *The Product/Service*

At the End of the Day (as they say).. what are the Pros & Cons

Advantages to Consumer	Disadvantages to Consumer

Try and balance all factors. Try not to be influenced by Advertising techniques. Is it worth the costs? (Costs could be time, money, space etc.)

### *The Campaign*

Has the Advertiser used many different media to promote a product/idea?	
What are the differences in the advertising techniques and content of different media ads?	
What frequency are the ads? (shorter – more often, longer – less often?)	
How big or long is the campaign?	
What is the order of use (Printed, radio to start and then T.V.? or the other way around? Or “blanket” all at once!)	
Timing: when have the ads been done? Time of Day? Time of year? Is this deliberate?	

## Consumer Guess

In the phrases below try to guess and list all the services/products that someone could consume or use.

Action	Services	Products
Jayne buys flowers for his mother.		
Sarah is watering plants in her garden.		
Mrs Stevens buys a book for her young daughter		
Tom catches the bus to school		
The Cat is eating her cat biscuits		
Sam and Jeremy go to the movies		
Dad fills up with petrol at the pump and buys a chocolate bar		
The family stops for a meal at a fast food restaurant		

Try making some of your own. Draw Flowcharts to put services, purchasing in order from manufacturer to consumer.



## Advertising Technology – Packaging

A good strategy in helping the children understand the importance of packaging is to have them imagine (or act out) a supermarket shelf with each product vying for the customer's attention.

What do manufacturers use to make their product more appealing? Cartoon characters, style of print etc or famous people on the front of the package.

You might also ask them to consider placement of the product in the supermarket itself. Who might products on the lower shelves be aimed at? What are the temptations near checkout?

In order to help the children understand the importance of packaging, explain how manufacturers want customers to be able to recognize their product when they see it on the grocery shelf. Using popular products that the kids will recognise., You could play guess the package from using a portion of packaging from a range of products.

Check out how packages say, "Buy me!"

See handouts on Text and static Images included in this kit.. also think about labelling:

- ❖ Picture/wording stating the contents.
- ❖ Number of items/servings.
- ❖ Weight of contents.
- ❖ Are portions individually wrapped.
- ❖ Nutrition values.
- ❖ Expiration date.
- ❖ Production code. (When the product was made, what production plant, and what shift produced it.)
- ❖ Quality statement.
- ❖ Statement of guarantee.
- ❖ Name of the company that makes the product.
- ❖ Address and/or phone number of manufacturer.
- ❖ Price
- ❖ Bar code
- ❖ Company logo
- ❖ Statements about organic/genetic engineering free or not using fore growing techniques
- ❖ Use of freebie, sweepstakes/competitions, gifts in box kids club, or offer to purchase some item; coupons; cutout items
- ❖ Size of the package compared to contents how is it visually appealing in shape

### Examine a series of packages.

Ask how they are similar and how they differ. What do they find attractive about each product? As they examine the packages, you might want to discuss the following:

How is the product depicted? (For example, is it shown with a celebrity? Is it scattered among different characters? If there are kids on the package, what do they look like? How are they dressed? What are they doing? Is a picture of the actual product a small or large part of the package? What is the relative size of the product? Is it larger on the package?) How does the food product appear to look on the outside? How does it really look inside?

Is the inside what you expected? Could you make this product cheaper yourself using other ingrediants? If this was something that you had never tasted before, would the packaging make you want to try it?

## Compare Similar Products

Show the children two similar products i.e. different types of biscuits, toothpaste, lollies.

Have the children discuss which package they prefer and why they prefer it. Open the packages and let the children look at the product itself. Is it easy to tell them apart? Does one product taste better than another, or do they taste the same? When looking at similar products like canned pastas, encourage your students to think about the different marketing strategies used on the packages and judge which package is the better buy.

## Design and Make

Examine ways to have boxes that join together. How are they designed to assemble? Have students create their own exciting packaging for an imaginary new cereal, including a nutritional guide and a price.

Think about how package will fit with others, be

## Challenge and Design

Alternatively treat it as a challenge... design a container using “2 metres string, two pieces sellotape, 1 x cardboard, newspaper sheet and five paper clips” to protect an egg that is to be dropped from 3 metres onto concrete.

## Maths and Packages

Create questions and Investigate

- ❖ As a class, create a graph of the ingredients found in their juice boxes and rate the purity of the brands of juice that are featured.
- ❖ Compare weight of contents with stated weight. What is the price for weight ratio?

# Advert Mania

## Adds over Time

Look at how ads, and ad techniques have changes over time

