

ANALYZING TV COMMERCIALS

“The medium is the message” – Marshall McLuhan

In this lesson, we will look at TV commercials and ways to introduce and use them in the classroom.

We will try to understand commercials and the ways the messages they contain.

Activities will include: Watching commercials, Watching for Media messages, Making and presenting your own commercial



1.  Let's watch [4 commercials](#). Which commercial do you think is the best? Why?

Commercial

Why I think it is great.

2. Commercials are powerful media tools. They inform and shape minds, especially the young minds of our students. Let's watch the video – [Media Wise](#) and learn about some of the ways commercials influence us.

After, complete the quiz and see how “Media Wise” you are!

NOTES

1 An ad is a commercial that tries to sell you a product.

TRUE or FALSE

2 Why is learning about commercials an important life skill? (Choose only one answer)

because commercials teach you about life

because commercials tell you what tastes the best

because you need to learn how to make good buying choices

because you need to learn which commercials are the most expensive

3 What does it mean to jump on the bandwagon? (Choose only one answer)

to jump onto a wagon

to do the opposite of what others are doing

to watch commercials

to do what other people are doing

4 If a commercial played your favorite song, which technique would they be using? (Choose only one answer)

music

powerful language

colorful packaging

famous people

5 A commercial for cereal has a cartoon character on the front. Which technique was used? (Choose only one answer)

music

powerful language

colorful packaging

famous people

6 If you were watching a commercial with Michael Jordan, which technique was used? (Choose only one answer)

music

powerful language

colorful packaging

famous people

7 If a commercial makes unclear claims about a product, they are using which of the following? (Choose only one answer)

music

powerful language

colorful packaging

famous people

8 What is the BIGGEST reason that companies make commercials? (Choose only one answer)

because they want your money

because they care very much about you

because they want you to be happy

because they want you to be healthy

9 An advertisement in a magazine is called what? (Choose only one answer)

a print ad

a band wagon

a commercial

a product

10 What is the BEST way to find out if a product is good? (Choose only one answer)

watch the commercial

ask a grown-up who has tried it

listen to the jingle on the radio

see if it has an ad in a magazine

1-5 = You need to wisen up! 6/7 = You are pretty aware 8-10 = You are in control!

Analyzing Commercials.

Commercials have specific purposes. They want _____

_____.

They have 3 specific components.

1. **Who** – Target Audience.
2. **What** – The Content or Message
3. **How** - The Hook. How they get the audience's attention.

Watch [the following commercials](#) and as you watch. Fill in the chart below and discuss with a partner afterwards. Which of these commercials did you like best? Why?

	Product Name	Target Audience	Hooks used	What is the message?	Effective? Why? Why not?
1					
2					
3					
4					

PRACTICE

Read and Practice this commercial. Perform it for the Class!

A: I've been worried about my _____ recently.

B: Really? What's the matter with your _____?

A: Well, it isn't _____ enough and I don't know what to do.
Do you have any idea?

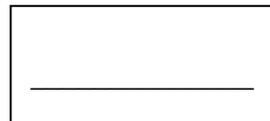
B: Yes, I do. Have you tried _____?

A: No, I haven't. Does it make _____ er?

B: It sure does! I remember when I was worried about my _____.
One day someone told me about _____. I started
using it and now everybody in _____ tells me I have the
_____est / most _____ in
town!

A: Thanks for the advice. I'll go out and get some right away!

B: You won't regret it!



Comprehension: FACT OR OPINION?

It is important to be able to tell when a commercial is being true and using facts or when they are just stating an opinion. We should watch commercials with a critical mind. How good are you at this skill?

Read the statements given and determine if they are facts or opinions.

It is fun playing computer games. O

More people own blue cars than pink cars. F

People who are 40 and older are old. O

Summer is the best season because school is out. O

Teenagers are younger than adults. F

Pencils are easier to write with than pens. O

Pepsi is the best kind of pop to drink. O

Spiders have 8 legs.F

We get milk from cows. F

Traffic in big cities is awful. O

Students get a better education at this school. O

Some schools have 200 students. F

Ice cream is kept cold in a freezer. F

Flies are annoying when they are inside your house. O

Many people work Mondays through Fridays at their jobs. F

Cameras are used to take pictures. F Exercise is good for your health.F

Teachers should allow students to use calculators during tests.O

Farmers grow many different kinds of crops.F

It feels good to sit outside in the sunlight.O

Many people order pepperoni on their pizzas.F

My dog is cuter than anyone else's.O

Pizza tastes better than fish.O Saturdays are the best day of the week.O

It is important to read newspapers to keep up with what is going. O

It is harder to divide than multiply numbers.O

The sun rises and sets every day.F The sun warms up the earth. F

Many people work Mondays through Fridays at their jobs.F