

Analyzing and Creating Media Slogans



Subject: Preparation for the Job Market

Training Path: PWT or TST

Topic: Ads and Slogans

Lesson Focus/Goals

- * Analyzing and creating ads and slogans

Materials Needed

- ✓ Magazines
- ✓ Commercials
- ✓ Online ads
- Links to Super Bowl commercials:
 - <https://www.youtube.com/watch?v=Q2c2mPpvcP>
 - <https://www.youtube.com/watch?v=wfkR4F6ncvs>
- ✓ Media resources:
 - [Media 101](#) from Media Smarts
 - [Critical Media Literacy](#) by Read Write Think

Learning Objectives

- Establishes his/her personal and occupational profile
- Explores his/her personal characteristics
 - Explore tasks associated with different trades and occupations.

Structure/Activities

1. Media Literacy
 - a. Begin with analyzing different types of media. Students look at different ads in magazines, commercials, online ads, etc. and answer the following questions:
 - i. What is the ad selling?
 - ii. What is the logo?
 - iii. What is the slogan?
 - iv. How are they selling it?
 - v. Target audience
 - vi. Colorful? Black and white? Mood?
 - vii. What type of language?
 - viii. Why would the target audience buy this product?
 - ix. Celebrities involved?
 - b. Talk about slogans: what are slogans and how are they used?
 - c. Final product: create advertisements for store and create slogans (depending on level, can be done on Keynote or Pages on iPad) or “old school” bulletin boards etc.



Notes

Background: At Summit School we run a “snack cart”. At the beginning of the year, we look at all the components involved in running a store.

- How much does it cost to buy products and sell products?
- Profit
- How do we sell?
- What is our target audience?
- What will students like to buy (healthy snacks vs treats)?
- Budgeting

Assessment

- Final Product ads and slogans
- The best ad/slogan is what is used to advertise for the snack cart.