



AD DETECTIVES

**ANALYSING PERSUASIVE LANGUAGE IN
ADVERTISING**

INS MARINA

Lesson Plan



STAGE	SUBJECT	PROJECT TITLE
4th ESO (15 years old)	ERASMUS SESSION	AD DETECTIVES

PLANNING

A hand holding a blue marker, underlining the word 'PLANNING'.



- To **raise awareness** of the different techniques applied in selling products to children and teenagers
- To **become aware** of the format and structure of ads
- To **understand** their own reactions, as consumers, to these ads
- To **get to know** legal framework referring to advertising in our country

OBJECTIVES



Step 1. Brainstorming



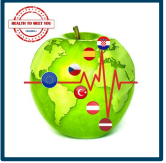
What is advertising?

Why is there advertising in TV programs, magazines, flyers, or newspapers?

How many different types of advertising can you think of?

Did you know that the cost of advertising during the Superbowl is 160,000 \$ a second!??





Sometimes ads can **break the rules** and tell us **blatant lies!**

Check out some **examples** in the following video.












- What **products** are they selling?
- **Who** are they **selling** the products **to**?
- What **selling strategies** are they using keeping in mind their **target market**?

Step 2. Rules and strategies













AD Checklist Detectives

Rules for kids advertising ✓/X

- Words such as **"introducing"** or **"introduces"** mustn't be used to describe a product for more than one year 
- **Exaggeration** is not allowed 
- Advertisers are not allowed to sell **products that are not meant to kids.** 
- **Crafted or building toys** that an average **child can't put together** must not be promoted 
- Advertisers are **not allowed to recommend** that **you should buy the product** or that you should make your parents buy it for you. 
- Advertisers may not use **well-known kids entertainers** or even **cartoon characters.** 
- Advertisers **can't make you believe** that you're getting everything that is shown in the ad. 
- Advertisers are not allowed to show **kids doing unsafe things** with the product. 
- Advertisers **can't make you think** that their product will make you **better than other kids.** 

AD Checklist Detectives

Ads Strategies ✓/X

- **Ideal kids (or families)** always seem perfect! Hip looking, with the hottest fashions and haircuts... 
- **Family fun:** thanks to this product, families are brought together... 
- **Excitement:** how could ever one have imagined that this product could be so much fun? 
- **Star Power:** your favourite sports celebrity is telling you that this product is the best! 
- **Bandwagon:** join the club! Don't be left out, everyone is buying this product, don't be an outsider! 
- **Scale:** when advertising make a product look bigger than it actually is. 
- **Put downs:** this strategy is used to put down your competitors to make your product better. 
- **Facts and figures:** when you use facts to enhance your product's credibility. 
- **Repetition:** when you see or hear a product over and over again, you're more likely to buy it. Jingles. 
- **Weasel words or puns:** use of certain misleading words to sell a product; i.e *natural, new and better tasting, the taste of real...* 



Step 3. Be an Ad Detective!

SEE HOW WELL ADVERTISERS FOLLOW THE RULES FOR ADVERTISING TO KIDS!

1. Each student **collects 2 video ads** aimed at children or teenagers
2. Complete the following **ad log**:
 - a. Name and description of the product
 - b. Target audience
 - c. Describe what happens in the ad
 - d. Does it follow the RULES for advertising?
 - e. Which of the AD STRATEGIES are used?
3. **Present your findings** to your classmates.

