

Supplementary Activity: Radio Advertising

Supplies Needed:

- 5.2_SW_Radio Advertising Worksheet

Length of Time to Complete:

- 20 minutes

Audience (grades): 4th grade

Common Core Standards:

- English Language Arts: Literacy: W.5.2d
 - Use precise language and domain-specific vocabulary to inform about or explain the topic.
- English Language Arts: Literacy: W.5.1a
 - Introduce a topic or text clearly, state an opinion, and create an organizational structure in which ideas are logically grouped to support the writer's purpose.

Lesson:

We have been learning about advertising and how it may influence what you choose for your snacks. Who can remember different ways companies advertise their products? (Newspaper, television, magazines, radio, and clothing)

There are four questions we need to ask when looking at an advertisement to understand the product better. Who can remember what those questions are?

1. What are they selling?
2. Who is the target audience?
3. What is the hook?
4. What are they not telling me?

Great! It is important to ask these questions to learn more about the product to help you decide whether or not it is a healthy choice for your snack.

Making commercials and creating advertisements can be lots of fun! It is a chance to be creative by using your imagination. It is also a great challenge to make advertisements that sell your product in the best possible way. Maybe some of you will become advertisers when you get older!

Today we are going to write your own radio advertisements. You will all receive a worksheet that has a list of snack products. I would like each of you to write a short advertisement for each of the items listed on the worksheet. Remember that you want to get as many people to buy this product as possible. Highlight the good features of the product.