



## April PE Activity: Bandwagon Tag

### Nutrition Lesson(s) Supported:

- Ad Smart

### Supplies Needed:

- 2 Pennies

### Length of Time to Complete:

- 5 minutes to introduce activity
- 10 minutes to play tag

### Audience (grades): 5<sup>th</sup>

### Common Core Standards:

- English Language Arts: Speaking and Listening: 5.1
  - Follow agreed-upon rules for discussions and carry out assigned roles.
  - Pose and respond to specific questions to clarify or follow up on information, and make comments that contribute to the discussion and link to the remarks of others.

### Lesson:

What is advertising?

Advertising is a type of communication (such as a flyer or commercial) that is used to persuade someone to take action (either buy a product or support an idea).

Have you ever watched a commercial or seen an ad and felt like you were the ONLY person who didn't have that toy, or hadn't tried that food?

Advertising sometimes makes people feel that they are missing out unless they buy their product. This is called the 'bandwagon' technique. The bandwagon technique is used to make the viewer feel that 'everyone else is doing it'. When you see ads like this, it is important to think for yourself.

Remember to ask questions such as:

- Do I really need that?
- What exactly is the ad promoting?
- Will that product really make me cool, popular, accepted etc.?

If we don't think for ourselves, and we do whatever the crowd is doing, we might make some bad choices. If we let others dictate our actions, we might not end up with what we really want.

Today, we are going to play bandwagon tag. I will select two of you to be 'it' (give them pennies to wear). When I say, "Go!" you will try to tag as many people as you can. If you are tagged, you must link arms with the tagger. We will continue to play, until everyone is tagged.

Play several rounds. Ask students how it felt to be tied to another player? Was it easy to move? When we try to do what everyone else is doing, we can make it much harder on ourselves. When we think for ourselves, we can move in any direction we choose.