

5 *April Supplemental Activity: Ad Critic*

Nutrition Lesson(s) Supported:

- Ad Smart

Supplies Needed:

- Computer and LCD projector

Length of Time to Complete:

- 15 minutes

Audience (grades): 5th

Common Core Standards:

- English Language Arts: Speaking and Listening: 5.1
 - Engage effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partners on *grade 5 topics and texts*, building on others' ideas and expressing their own clearly.
 - Pose and respond to specific questions by making comments that contribute to the discussion and elaborate on the remarks of others.
- English Language Arts: Speaking and Listening: 5.2
 - Summarize a written text read aloud or information presented in diverse media and formats, including visually, quantitatively, and orally.
- English Language Arts: Reading Informational Text: 5.7
 - Draw on information from multiple print or digital sources, demonstrating the ability to locate an answer to a question quickly or to solve a problem

Background:

Children are exposed to over 20,000 advertisements per year (about 55 ads per day). Companies utilize many tactics such as sweepstakes, endorsements by famous athletes or musicians, or free toys to attract young consumers. The purpose of this activity is to reinforce the four advertising questions.

Lesson:

Raise your hand if you remember the four questions to ask when looking at an advertisement.

- Question #1: What is the ad selling?
- Question #2: Who is the target audience?

- Question #3: What is the hook?
- Question #4 What are they not telling me?

Today we're going to look at food commercials. After each commercial, we're going to be ad critics. Be on the special lookout for hidden messages and ad hooks! (Pass out Ad Critic Worksheet).

Go to the following link: <http://youtu.be/5Jlv1c-3JeM>

After each ad, press pause and discuss the following questions:

- What did you think of the commercial?
- Who was the target audience?
- What was the hook?
- Would you want to buy the product; why or why not?
- What was the commercial not telling you?

*There are 6 commercials in total, feel free to watch all of them (although they are similar in style and message).

Now click on the following link: http://youtu.be/8bhq_NL6jL0

What is this commercial selling?

Were you surprised by the carrot ad? Do you usually see commercials for go foods or slow foods? Is the ad effective? Are you more interested in baby carrots? How do you think vegetables and fruits could be better marketed to kids your age?

TV commercials use a lot of techniques to get your attention: animation, loud music, famous people, or humor. Next time you view a commercial, ask yourself, do I really want this product? And if the answer is yes, ask yourself why?