



## **Ask About Advertisements**

### **Extension Activity for *Savvy Spending* Presentation**

#### Grade Level:

- Grade 6

#### Learning Objective:

This extension activity, along with the *Savvy Spending* presentation should help students:

- define advertising
- identify the different places where advertisements can be found
- critically analyze print advertisements

#### Materials Needed:

- whiteboard
- whiteboard marker
- printed advertisements (1 per group)
- flipchart paper (1 piece per group)
- flipchart marker (1 marker per group)
- *Ask About Ads* worksheet (1 per group)

#### Lesson Plan:

##### Part I: define advertising

1. Write the question what is advertising? on the whiteboard
2. Ask students what they know about advertising and allow them to share their responses aloud. Write correct responses on the whiteboard
3. Share with students the following information about advertising:
  - advertising encourages people to spend money on products and services
  - advertising helps to fund the costs of programs on television, radio and online (ex. Facebook and Instagram are funded entirely by advertisements)

##### Part II: where can advertisements be found?

1. Write the question Where can advertisements be found? on the whiteboard
2. Ask students where they have seen or heard advertisements. Write their responses on the whiteboard



Part III: print advertisements

1. Explain to students print advertisements are advertisements that can be found in magazines and newspapers
2. Let students know they will analyze print advertisements
3. Divide students into groups of 3-4
4. Give each group a piece of flipchart paper, flipchart marker and a printed advertisement
5. Instruct students to work as a group and answer the questions on the worksheet. They can record their answers on the flipchart paper
6. Time permitting, students can share their answers with the class



## *Ask about Ads*

As you look at the printed advertisements, critically analyze them by answering the questions below. Record your responses on the flipchart paper

1. What is the product being advertised?
2. In what ways is this ad trying to influence me?
3. What emotions is this ad trying to make you feel?
4. Am I being given all the facts?
5. What does the advertisement NOT tell me about the product?
6. What does the fine print say?
7. Does this advertisement sound too good to be true?