

# Advertising: Lesson Plans

(Note: return to the MLC website to locate advertising lesson plans about alcohol, tobacco, diet, drug, food, politics and more; if any link appears to be broken, please send me an email about it)

A

- Ad Dissection 101: Exposing Media Manipulation
- Admongo: (for tweens) lesson plans
- Ad Smart (Fabulous food; In the name of fashion; Famous faces; Promotional programs; My own ad)
- Ads: Reading and Writing Them (7th grade)
- AdText-interdisciplinary curriculum
- Advertising
- Advertising (Lesson Bucket)
- Advertising & Culture
- Advertising & Media Literacy (Web Quest)
- Advertising Analysis Assignment
- Advertising Analysis Lesson Plan
- Advertising Awareness: Who Is the Target Audience ? /How & Why Do Advertisers Advertise?
- Advertising Techniques & Target Audiences Used In Commercials
- Advertising Units
- Affluenza Teacher' Guide (PBS)
- AIDA And Commercials (NAA: High Five Curriculum)
- Analyzing Advertisements (Read Write Think)
- Analyzing An Advertising Campaign
- Analyzing Commonly Used Advertising Techniques
- Analyzing Persuasive Techniques in Advertising (Grade 12, McDougal-Littell)
- Analyzing Production Techniques in Advertising (Grade 12, McDougal-Littell)

- Analyzing TV & Magazine Advertisements (grade 4)

## B

- Banner Ads
- Branding of America
- Buy Me That: Kids & Advertising (includes link to streaming ad)
- Buy Now

## C

- Change My Mind (persuasion techniques and more)
- Creating Student Advertising
- Critical Consumerism
- Critical Media Literacy: Commercial Advertising (Read, Write, Think)
- Critically Studying Advertisements handout

## D

- Deception & Advertising
- Design Elements in Ads
- Digital AdWise (UK)
- Don't Buy It (PBS)
- Do You Know Why You Bought That? (8th Grade, WebQuest)

## E

- Evaluating Bias in Advertisements (WebQuest)
- Examining Aspects of Images (Guiding Questions for Media Images)
- Exploiting Advertising (10th grade)
- Exploring Values and Meaning in Advertising

## H

- How Advertisers Help Consumers Part with their money

## I

- Identifying and Understanding the Fallacies Used in Advertising (Read, Write, Think)
- The Influence of Advertising - (Practical Money Skills)

## J

- Just Do It (Advertising & Media) (grade 8)

## L

- Learning to be critical of commercials (grade K-2)

## M

- Made you look: You're It, You're the bull's eye
- Making Your School a Commercial-free Zone – Tip Sheet
- Media analysis assignment (HS)
- Media Literacy: The Power of the Image, A TV Commercial WebQuest

## N

- News or Native Advertising?
- On The Market: Thinking Critically About Advertising (NYT)
- Online Marketing to Kids: Protecting Your Privacy – Lesson

## P

- Persuasion and Advertising (9th grade)
- Persuasive Writing (grade 6-12)
- PhotoShock: Ethics in Advertising
- Pictures & Slogans Persuade An Audience
- Pub Finance: Race to the Pitch Project

## R

- Read Ads: Taking A Closer Look (Critical Viewing)
- Reading Critically: Ads and Unsolicited Mail

## S

- Sponsored Content as Propaganda

## T

- Teaching Pathos and Advertising as Argument
- Toy Ad Tricks (Consumer Reports)

## U

- Understanding Advertising (Roads To Success)
- Understanding the Basics of Advertising (McDougal-Littell/Houghton-Mifflin)

## W

- Who's on First? Alcohol Advertising and Sports – Lesson
- Why Do I Want All This Stuff?

## Y

- You Be The Ad Designer
- You Gotta Have a Gimmick – Lesson
- You're Under the Influence
- You Want Me To Sell What? The Many forms of Ads (grades 3-5)