

Advertising

NEW: [streaming videos](#) about ads

KEY QUOTES

“If students can learn to analyze the commercials they see on TV, they will be better equipped to evaluate the claims that advertisers make; they will be able to look beyond the sell and become less likely victims of deception; and they will learn to separate the double-talk from the facts.”

(Don Kaplan, Television and the Classroom)

“It’s hard to imagine where advertising doesn’t appear nowadays,” said Erik Gordon, a Johns Hopkins University marketing professor. “You can make an argument that the whole world has become an ad. Nothing is sacred anymore. It even appears in my dreams – my bad dreams.”

(Quote from [news story](#) August 6, 2006, Baltimore Sun)

Introduction

What do you want your students to know about advertising? More than likely, you will find it here. Most [state’s teaching standards](#) now include advertising in English/Language Arts, Economics, and Health. Advertising now appears everywhere and companies will do anything and everything to get their message in front of the eyeballs of their target audience.

- NEW: [Lesson plan: Deconstruct A TV Ad](#)
- [Advertising to Advertisers](#)
- [Streaming media clips](#) about advertising

This section has been divided into two separate pages. Choose the one you wish to go to now:

[Advertising 1:](#)

The broad category which contains links to news articles, background, lesson plans and websites

Advertising 2:

Some specific ad sections: (each includes lesson plan/ideas for use in the classroom)

Alcohol, Celebrities, Cosmetics, Credit Cards, Diet (weight loss), Drugs (prescription),
Food, Political, Product placement, Sex, Sports, Tobacco,
Toys, Video Games



The above comics are used here for educational purposes.