

# 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:**

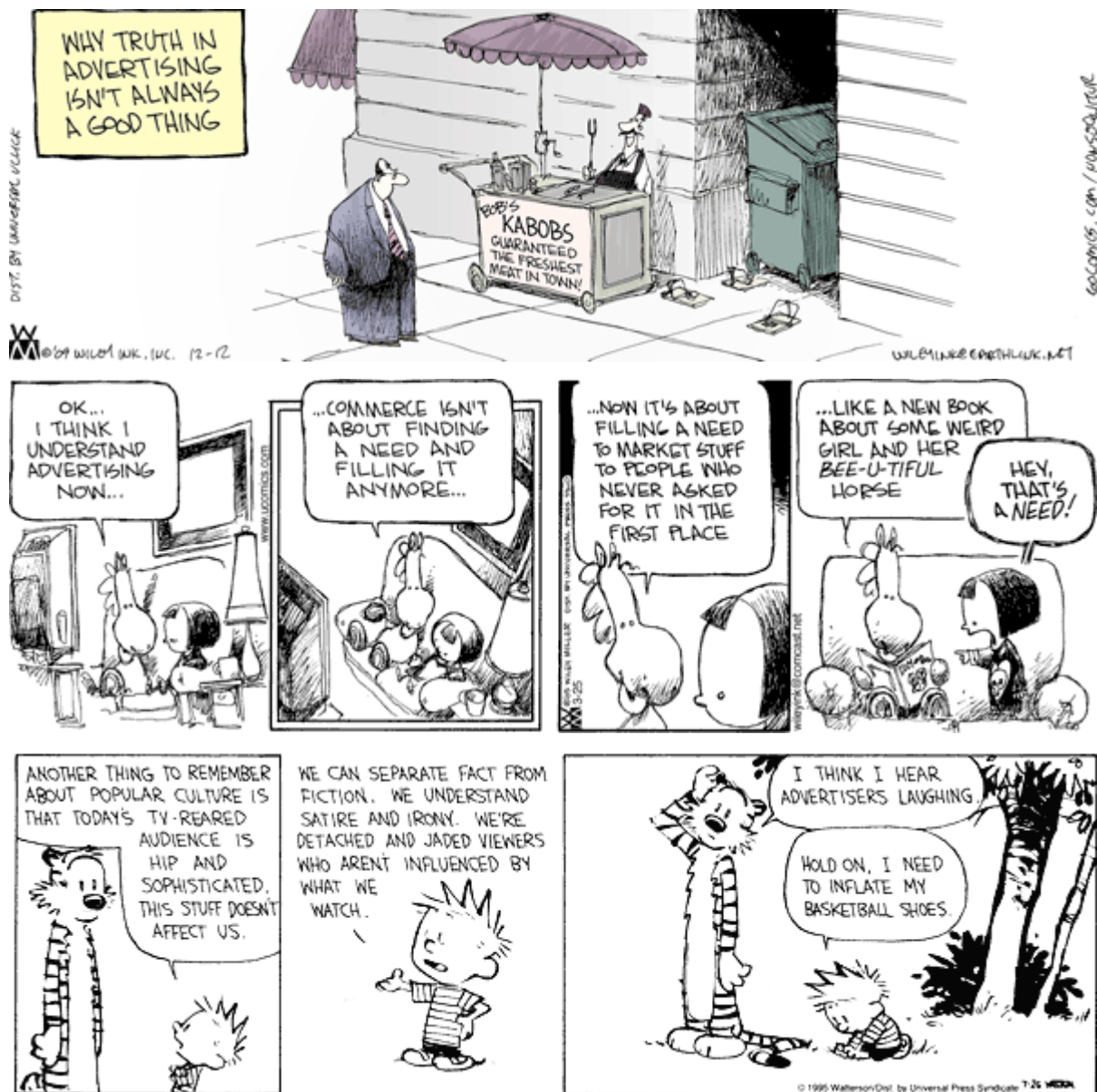
## Advertising 1:

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.