

# Using Super Bowl Ads In The Classroom (USA TODAY)

## USING SUPER BOWL ADS IN THE CLASSROOM

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**Game Day: Sunday**

**US TV Broadcast**

**Network: NBC**

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Using Super Bowl Ads In The Classroom

The big game is history, but the buzz continues over the commercials.

By Frank W. Baker, [Media Literacy Clearinghouse](#)

For many years, I have hosted a web page, [Using Super Bowl Ads In The Classroom](#), because I wanted to help teachers who had no idea how these popular culture texts could be used in instruction. You might notice that I use the word