


## The power of advertising (Year 4)

 30-45 mins

Investigate how advertisements can influence you to want or buy a product and how you can also use these techniques.

This resource is adapted from Moneysmart's unit of work: [Advertising detectives](#).

### Outcomes

Students:

- Identify techniques used to persuade.
- Investigate the influence of advertising on consumer choice.

### Curriculum links

#### English

- Understand how texts vary in complexity and technicality depending on the approach to the topic, the purpose and the intended audience (ACELA1490)
- Identify characteristic features used in imaginative, informative and persuasive texts to meet the purpose of the text (ACELY1690)

#### HASS

- Examine information to identify different points of view and distinguish facts from opinions (ACHASSI077)

### Required resources

- Worksheet 1 (page 2)
- Worksheet 2 (page 3)

### Other resources

- Moneysmart's [Advertising detectives](#) (Unit of work)
- Websites with advertisements:
  - [ABC kids](http://abc.net.au/abckids/) (abc.net.au/abckids/)
  - [Disney Junior](http://disneyjunior.disney.com.au/) (disneyjunior.disney.com.au/)
  - [Little Athletics](http://littleathletics.com.au/) (littleathletics.com.au)

### Discovery (30 mins)

#### 1. Define advertising

- Identify what you already know about advertising. (**Worksheet 1**)
- Watch the following advertisements on YouTube and decide if their purpose is to *persuade*, *inform* or *warn* you.
  - [Slip, slop, slap](#) (1:07)
  - [Qantas](#) (2:09)
  - [Hot Wheels](#) (0:30)
  - [Make Those Bodies Sing](#) (0:30)
- How did you know which of the above ads were to persuade, inform or warn? Think about some features of each that you notice.

#### 2. Advertising gimmicks

- Watch the following two YouTube videos:
  - [Buy me that](#) (0:00 – 3:50)
  - [Sneaky signals of advertising](#) (0:00 – 3:40)
- Now it's your turn. Find a catalogue, magazine or website and look for examples of the advertising. Complete **Worksheet 2** as you look through each example of advertising. Think about:
  - What is the purpose and audience of the advertisement? How do you know?
  - Do you think the product could make you happy or popular?
  - Consider why particular actors were chosen for the advertisement. Do you think they really use the product?
  - What techniques do the ads you watch use? Humour, promises, special offers, exaggerations, quotes, abbreviations or rhetorical questions, music/sound, colour, repetition, emotional triggers, quotes, comparisons, science, fantasy.

### Get practical (15 mins)

- Design your own advertisements to persuade your friends or family to:
  - Prepare for an alien invasion.
  - Buy an unwanted item from you.
  - Support a topic you are passionate about.

## Worksheet 1: What you already know

1. What do you already know about advertising and advertisements?

2. What questions do you have about advertising and advertisements?

3. How have you been persuaded or influenced to buy a certain product in the past?

## Worksheet 2: Explore the gimmicks/tricks

<b>Source of advertisement</b> Who is the advertiser? What is being advertised?	<b>Medium</b> Where does it come from? (Online, print, radio, TV commercials)	<b>Techniques</b> What gimmicks/tricks does the advertiser use?	<b>Influence</b> How does the gimmick/trick <b>influence</b> the target audience?