

Scheme of work

Unit 1.2: Advertisements

Overview

Unit 1.2 focuses on print advertisements and the various ways they aim to persuade.

Learning objectives <ul style="list-style-type: none"> • Become familiar with a range of different types of advertisements. • Be able to define the key features of print advertisements. • Understand the effects of various advertising techniques. 	AOE questions <ul style="list-style-type: none"> • How do texts follow or move away from the conventions associated with different types of text? • How do the style and structure of a text affect its meaning?
Concepts <p>Creativity – Adverts are creative works. How are they creatively constructed to persuade?</p> <p>Representation – What role do adverts play in constructing stereotypes?</p>	Learner profile <p>Principled – What do we believe in? How do adverts appeal to these principles or beliefs?</p>
Learner portfolio <p>Students find examples of advertisements that appeal to their own principles and beliefs, and consider how these connect to a global issue being explored.</p> <p>Activity 2.2 Students match definitions to advertisements through an online internet search.</p> <p>Activities 2.3 and 2.4 Students investigate the key features/techniques of advertising and try to find commonalities.</p> <p>Activity 2.5 Students design their own print advertisement (possibly connecting this to a global issue of interest).</p>	
TOK <p>How do we know if advertisers are telling the truth? How do they use reason and language to persuade us to buy something?</p>	Extended essay <p>A research question on advertisements is possible under the requirements for a category 3 essay. Students should focus on several advertisements from a single campaign to analyse in detail.</p>
Texts – print <p>Text 1.14 – Should Australia ban plastic bags?</p> <p>Text 1.15 – Green is more than a color. It is a philosophy (Benetton).</p> <p>Text 1.16 – Air pollution kills 60,00 people a year</p> <p>Text 1.17 – I want to be a bike. Recycle me</p> <p>Text 1.18 – Go from place to place. Without going from pump to pump! (Tata Motors)</p>	Suggested additional resources <p><i>Ogilvy on Advertising</i> and <i>Confessions of an Advertising Man</i> by David Ogilvy</p> <p><i>Buyology</i> by Martin Lindstrom</p> <p>‘Life lessons from an ad man’, a TED Talk by Rory Sutherland</p>

Suggested lesson plan

It is possible to move through the activities in the units in Chapter 1 sequentially. Here we provide a suggestion for doing this, breaking the unit down into one-hour lessons. You may also wish to select parts of the unit, and build these into later chapters that have a particular thematic focus.

Lesson 1

Activities 2.1–2.3

Homework assignment: Activity 2.4

Lessons 2 and 3

Activity 2.5