Scheme of work

Unit 1.2: Advertisements

Overview

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

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| Learning objectives   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   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  **Creativity** –Adverts are creative works. How are they creatively constructed to persuade?  **Representation** – What role do adverts play in constructing stereotypes? | Learner profile  **Principled** – What do we believe in? How do adverts appeal to these principles or beliefs? |
| Learner portfolio  Students find examples of advertisements that appeal to their own principles and beliefs, and consider how these connect to a global issue being explored.  Activity 2.2 Students match definitions to advertisements through an online internet search.  Activities 2.3 and 2.4 Students investigate the key features/techniques of advertising and try to find commonalities.  Activity 2.5 Students design their own print advertisement (possibly connecting this to a global issue of interest). | |
| TOK  How do we know if advertisers are telling the truth? How do they use reason and language to persuade us to buy something? | Extended essay  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. |
| Texts – print  Text 1.14 – Should Australia ban plastic bags?  Text 1.15 – Green is more than a color. It is a philosophy (Benetton).  Text 1.16 – Air pollution kills 60,00 people a year  Text 1.17 – I want to be a bike. Recycle me  Text 1.18 – Go from place to place. Without going from pump to pump! (Tata Motors) | Suggested additional resources  Ogilvy on Advertising and Confessions of an Advertising Man by David Ogilvy  Buyology by Martin Lindstrom  ‘Life lessons from an ad man’, a TED Talk by Rory Sutherland |

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