



Ad Savvy Kids

Learn the Secrets that Advertisers Don't Want You To Know

Workshop Summary

This workshop is designed to offer students (ages 8-12) the opportunity to practice deconstructing advertisements and to develop the skills needed to think critically about the media messages they encounter in their everyday lives. Students will practice identifying advertisements and learn to ask questions about the media they encounter. Critical thinking questions include: Who created this message and why? What product or service is being sold? Who is the target audience and how do you know? How do you feel when you view the ad? What tools and techniques are used to get your attention? And lastly, is there any information missing that a consumer may need to know (such as price)? Students will also work in groups to brainstorm and pitch their own ads to the class because when kids learn what it takes to be media creators, they become more critical consumers along the way!

Learning Objectives

- Students will gain a basic understanding of the concept of advertising and its purpose to persuade consumers
- Students will have the opportunity to think critically about media messages and gain experience in deconstructing advertisements by asking questions about why advertisements are made and how they are used in media
- Students will practice identifying and using some of the persuasive techniques (e.g. snob appeal, the bandwagon effect, and bribery) that are used in advertising to influence consumer behavior

Schedule of Activities

Opening Activity (5-10 min)	Students will be introduced to the concept of message construction and identify the purpose of media messages (to inform, entertain, and/or persuade); a definition of advertising will also be provided.
Class Discussion (15 min)	Students will be shown examples of advertisements and they will be asked to identify the product or service, the target audience, as well as the tools and techniques used to persuade them.
Small Group Work (35 -40 min)	Groups will be given a product or service and students will work together to brainstorm their own ads and pitch them to the class.
Final Reflection (5-10 min)	Students will reflect on what they have learned and talk about the places and types of advertisements that they encounter in their everyday lives.

