**Grade 8 Learning Center: 1 Page Write Up**

**Lesson Title:** Advertisements: The Art of Consumerism

**Grade Level:** Grade Eight Social Studies

**Theme:** Critically Studying Advertisements

**Objectives:** 3.1.7 examine the extent to which advertising affects purchasing choices and trends among his/her peer group

**Materials required:**

* Examples of advertisements of products from Atlantic Canada and across the globe (The advertisements can be either print or electronic)
* Discussion Question Template / Definition of Terms
* Pens / Pencils
* Paper

**Procedure:**

* Begin with discussion about advertising by asking students to think about advertisements that they have seen. Give the students thirty seconds up to one minute to think about advertisements.
* Ask students to point out what they remember about the advertisement. Then, ask them to think about why they were able to remember it.
* Next, have the students form groups of 2-3 students.
* Give each group: 2 ads (1 ad should be associated with Atlantic Canada Eg: McCain’s); One Discussion Question Template; Paper and pens.
* Explain the activity: In your groups you will examine 2 advertisements and will be provided a sheet of questions to guide discussion. However, the discussion template is a guide and they can discuss other topics in relation to the ads. The students will be asked to pay careful attention to their partner(s), as they will be asked to pick out one thing they liked, found interesting, or appreciated that their partner(s) shared.
* As a large group have the class share their discussion highlights.
* At the end of the session you can ask students to note the ads that they see on their phones, tv’s, tablets, computers, etc., and see if they notice anything that they discussed from today’s lesson.

**Post Learning Centre Extension Ideas:**

* Ask students to think about what the businesses of the future will look like.
* Ask students to design an advertisement for a futuristic product.
* Talk about who is being represented. Ask questions like: Who are they trying to appeal to? Will the consumer receive all the suggested benefits of their product?
* Finally, discuss with students if they think there should there be rules in place to ensure ads accurately represent the products they sell instead of the fantasies being offered by some ads.

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| **Critically Studying Advertisements** |
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| **Use the form below to explore and discuss your group’s advertisements.**  |  |
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| **Question 1** | Who is represented in the advertisement? Why is this important?  |
| **Question 2** | What kinds of consumer values, beliefs, personality, attitudes and / or lifestyles do you think are being targeted in the advertisement, if any?  |
| **Question 3** | In what ways do you think that advertisement is trying to appeal to the consumer? Does the advertisement appeal to emotion? For example, happiness, humor, fear or anger. Does the advertisement have an appeal based on usefulness? For example, focuses on the practicality and function of the product. Or can you find different ways that the advertisement would appeal to the consumer. |
| **Question 4** | What benefits do you believe the advertisement is suggesting the consumer will receive if they decide to purchase their product or service? Do you think the consumer will receive all the suggested benefits? Can this be problematic? Why or why not?  |
| **Question 5** | Which advertisement(s) do you think are connected to Atlantic Canada? How can you tell?  |
| **Appreciation Time** | Highlight an idea you really liked, found interesting, or appreciated that your partner(s) shared! |

**Term Definitions**

**Advertising:** is how a [company](https://simple.wikipedia.org/wiki/Company) [encourages](https://simple.wikipedia.org/wiki/Promotion) people to buy their [products](https://simple.wikipedia.org/wiki/Product_%28business%29), [services](https://simple.wikipedia.org/wiki/Service) or [ideas](https://simple.wikipedia.org/wiki/Idea).

Retrieved from: <https://simple.wikipedia.org/wiki/Advertising>

**Atlantic Canada**, also known as the **Atlantic provinces**: is the [region](https://simple.wikipedia.org/wiki/Region) of [Canada](https://simple.wikipedia.org/wiki/Canada) which is made up of four [provinces](https://simple.wikipedia.org/wiki/Provinces_and_territories_of_Canada) on the [Atlantic coast](https://simple.wikipedia.org/wiki/Atlantic_Ocean): the three [Maritime provinces](https://simple.wikipedia.org/w/index.php?title=Maritimes&action=edit&redlink=1) – [New Brunswick](https://simple.wikipedia.org/wiki/New_Brunswick), [Nova Scotia](https://simple.wikipedia.org/wiki/Nova_Scotia), and [Prince Edward Island](https://simple.wikipedia.org/wiki/Prince_Edward_Island) – and [Newfoundland and Labrador](https://simple.wikipedia.org/wiki/Newfoundland_and_Labrador)

Retrieved from: <https://simple.wikipedia.org/wiki/Atlantic_Canada>

**A consumer:** is a person that buys a good for [consumption](https://simple.wikipedia.org/wiki/Consumption). They don't buy goods to sell them again. The consumer is a person who pays money needed to buy goods and services produced.

Retrieved from: <https://simple.wikipedia.org/wiki/Consumer>

**A lifestyle:** is a way of living or doing things. Lifestyle is doing things, living your life and making [decisions](https://simple.wikipedia.org/wiki/Decision) in your own unique way. Lifestyle can be political, social, economical and personal way of seeing, doing and understanding things. Not all parts of a lifestyle are our decisions. Surrounding social and technical systems, like [economical](https://simple.wikipedia.org/wiki/Economy) situation and people around us, can limit the lifestyle choices available to the individual.

Retrieved from: <https://simple.wikipedia.org/wiki/Lifestyle>

**A** **value** (or **principle**): usually means an [abstract](https://simple.wikipedia.org/wiki/Abstract) [rule](https://simple.wikipedia.org/wiki/Rule), one that can be seen to apply in many [experiences](https://simple.wikipedia.org/wiki/Experience), or can be [applied](https://simple.wikipedia.org/w/index.php?title=Apply&action=edit&redlink=1) by choice in a lot of [situations](https://simple.wikipedia.org/w/index.php?title=Situation&action=edit&redlink=1). It can also mean a [moral](https://simple.wikipedia.org/wiki/Moral) choice one makes often and [consistently](https://simple.wikipedia.org/wiki/Consistent), for example, some [Buddhists](https://simple.wikipedia.org/wiki/Buddhist) avoid eating meat as a matter of principle.

Retrieved from: <https://simple.wikipedia.org/wiki/Value>