

MIL LESSON PLAN

LESSON PLAN:		MIL – module and unit	Module 5, Unit 3
Subject / Theme:	Social studies, language, art, psychology		
Topic:	Advertising: The creative process		
Lesson Title:	Communication in advertising		
Level:	Secondary, Tertiary	Lesson Duration:	

Learning Objectives:

- Analyze the advertising process as a means of communicating information
- Explore concept development in advertising, including technical and creative strategies
- Deconstruct the key ingredients that go into an advertisement and its emotional appeal
- Assess the impact of advertising messages on specific target audiences
- Explain how the concept of ‘active’ audiences applies to advertising, or more specifically, how audiences negotiate meaning (i.e. how we explain the success of some advertisements and not others)
- Identify the latest trends in advertising

Pedagogical Approaches and Activities:

- Describe the advertising strategies in the example of “Onslaught” and the campaign it belongs to. Is it by chance it looks like a Public Service Announcement rather than an ad?
- Examine the video and compare it to traditional commercial spots for beauty products, and discuss what is different. Discuss what could have made them so successful.
- Also discuss the difference between making ads for traditional media and social media.

Media and Information Resources:

https://www.youtube.com/watch?v=epOg1nWJ4T8&feature=player_embedded

References:

<http://www.dove.us/social-mission/campaign-for-real-beauty.aspx>

Further topics and resources:

http://en.wikipedia.org/wiki/Dove_Campaign_for_Real_Beauty