

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 how it relates to the Dove campaign for real beauty.
- Examine the video “Onslaught” and compare it to the “Onslaught” commercial and discuss what is similar, and what is different. Discuss how Greenpeace can have reasoned in its production. Compare the number of views the two videos have. How do they differ? Why?
- Also discuss the difference between making ads for traditional media and social media. Would this be as effective in any other media as it has been on the Internet.

Media and Information Resources:

- https://www.youtube.com/watch?v=odl7pQFyjs0&feature=player_embedded
- https://www.youtube.com/watch?v=epOg1nWJ4T8&feature=player_embedded
- <http://www.mil-project.org/index.php?page=videos>

References:

- <http://www.greenpeace.org/international/en/campaigns/forests/asia-pacific/dove-palmoil-action/dove-onslaught-er-hd/>

Further topics and resources: