### LESSON PLAN:

**MIL – module and unit:** Module 5, Unit 3

<table>
<thead>
<tr>
<th>Subject / Theme:</th>
<th>Social studies, language, art, psychology</th>
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<tbody>
<tr>
<td>Topic:</td>
<td>Advertising: The creative process</td>
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<tr>
<td>Lesson Title:</td>
<td>Communication in advertising</td>
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<tr>
<td>Level:</td>
<td>Secondary, Tertiary</td>
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### 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](https://www.youtube.com/watch?v=epOg1nWJ4T8&feature=player_embedded)

### References:


### Further topics and resources: