Lesson 6: Advertising

Subject Area: Social Studies and Language Arts

Grade/Group: Grade 6 or 7

Time Frame: 2, 45 minute classes

Objectives: The students will be able to:

- locate advertisements from the Newport Daily News and microfiche
- compare and contrast ads of the past to current ads in the newspaper

Materials:

- several copies of the current weeks of the Newport Daily News
- microfiche of the Newport Daily News
- graphic organizer

Learner Factors:

Students will select 2 advertisements from their research to compare and contrast using a Venn Diagram. Samples will be modeled on the overhead projector. Students of a higher readiness level can work with three advertisements to compare and contrast. Venn Diagram will be followed by descriptive paragraphs explaining the similarities and differences.

Motivational Activity:

Provide a “store window” of advertisements on one wall of the classroom. Ask students to examine the ads and select the one that appeals to them the most. Students should provide support both orally and written in small and large groups.

Lesson Development:

1) Create the “store window” by photocopying or enlarging advertisements and affixing them to a wall in your room where they can be displayed for the duration of this lesson.
2) Point out the features of the ads such as type set, style, size, vocabulary, prices and items being sold. This can be done as a whole group.

3) Choose two samples from the store front to model using the Venn Diagram on the overhead projector.

4) As a class discuss the similarities first and then the differences of each advertisement chosen.

5) Again as a class, rough draft the first paragraph using at least 3 details to support the similarities between the ads. Then create the paragraph on the differences of the ads again using at least 3 supporting details.

6) At this point the students can be broken into small groups or work individually.

7) Students will follow steps 3 through 5 in those groups or individually.

8) Students at a higher readiness level can then choose a third article to compare to the first two.

**Closure:**

Encourage students to share their findings both visually and orally.

**Assessment:**

Paragraphs can be assessed using a standard writing rubric.

**Extension:**

Have students pick a period in history to research advertisements. In small groups have the students choose an item to advertise. Create a class “store window”.
Directions:
After selecting two articles from the “Store Front” use the graphic organizer below to record your observations.