

Related Can-Do Statement

I can demonstrate understanding of short video sources including Vlogs and YouTube.

Pre-Activity Self-Reflection

How well do you think that you can engage in the targeted Can-Do Statement?

This is a goal	Can do with help	Can do	Can do well
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Part 1: Learning about advertising techniques

Instructions

Step 1: Watch “The Secret Science of Advertising”

(https://www.youtube.com/watch?v=WJffi1TgM2M&list=UUpko_a4wgz2u_DgDgd9fqA&feature=iv&src_vid=381belOZreA&annotation_id=annotation_2841253119). As you watch, pretend that you are an advertising student who is tasked with creating an ad. Make a list of the techniques that ads employ in order to motivate consumption of their featured products.

Step 2: Find a commercial that is clearly targeted to either women or men. It needs to embody at least three of the techniques outlined by the video.

Step 3: Upload this commercial to the class discussion board.

Part 2: Reviewing gendered advertisements

Instructions

Step 1: Choose two commercials posted to the class discussion board and watch them.

Step 2: Take notes on what techniques you see advertisers employ to influence the subconscious of their viewers. These notes should explain not only what you see but how you feel it impacts you. If you are unsure of how it might impact you, you may want to revisit “The Secret Science of Advertising” from yesterday at https://www.youtube.com/watch?v=WJffi1TgM2M&list=UUpko_a4wgz2u_DgDgd9fqA&feature=iv&src_vid=381belOZreA&annotation_id=annotation_2841253119.

Technique/Trend	Example	Impact on Viewer (Connected to Gender when Relevant)
Color		
Weasel Claims		
Unfinished Claims		
Endorsements		



Rhetorical questions		
Sequencing of details presented		
Persuasive language (imperative, conditional, etc)		
Other observations		

Part 3: Explain your choice

Instructions

Step 1: Pretend that you are a mother or father who is at the store trying to buy the product featured in the ads for your teenage kids (one boy and one girl). They will have to share the product. When you come home with the product, explain to your children which product you chose and why.

Step 2: Record yourself having this conversation and post it to the discussion board.

Post-Activity Self-Reflection

How well do you feel that you were able to engage in the targeted Can-Do Statement?

