

Please Sit in these Seats

Jigsaw Home Groups

Andres 1	Walter 2	Edwin 5	<u>Anel</u> 6		Jocelyn Rosas 1	Maynor 2	Priscilla 5	Kevin 6
Kimberly 3	<u>Jazanae</u> 4	Natalie 7	<u>Jazmin</u> 8		<u>Devonna</u> 3	Abel 4	Amanda 7	<u>Devaughn</u> 8
Anthony 1	Michelle 2	<u>Dulce</u> 5	Melanie 6		<u>Akeara</u> 1	Jonan 2	<u>Ashly</u> 5	Veronica 6
Jocelyn Ramirez 3	Leslie 4	<u>Margarito</u> 7	Luis 8		Magdalena 3	Evelyn 4	<u>Brejanae</u> 7	Rene 8
<u>Maraka</u> 1					Brandon 2	William 3	<u>Janelly</u> 4	<u>Kaelah</u> 5

ADVERTISING TECHNIQUES



CA State Standard



9th & 10th Grade, Reading Comprehension:

- 2.8 Evaluate the credibility of an author's argument or defense of a claim by critiquing the relationship between generalizations and evidence, the comprehensiveness of evidence, and the way in which the author's intent affects the structure and tone of the text (e.g., in professional journals, editorials, political speeches, primary source material).

Lesson Objective



- Students will be able to identify and analyze the use of strategies (e.g., color, cultural references, etc.) that are used within propaganda in order to promote the propagandist's desired outcome.



70% of abused children turn into abusive adults. donate at savechildren.org.

Save the Children.
break the cycle

“70% of abused children grow up to be abusive adults. Break the cycle.”

Warm-Up

On a separate sheet of paper, take a few minutes to write about the techniques used by the propagandist to communicate the message and to draw in the audience. Techniques might be use of color, use of cultural symbols – anything that might create emotion, provoke thought, or otherwise impact the audience.



What techniques did the propagandist use to affect the audience?

Some Advertising Techniques

Color

- Propagandists/advertisers use color to communicate messages to their audiences.
- Turn to your table partner and discuss what the following colors represent in our culture.
 - Red
 - Yellow
 - Green
 - A mix of dark colors
 - A mix of bright colors



Some Advertising Techniques, continued

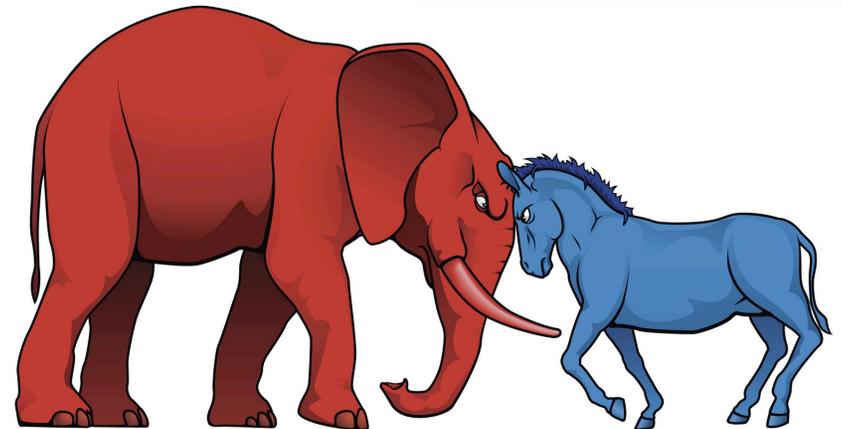
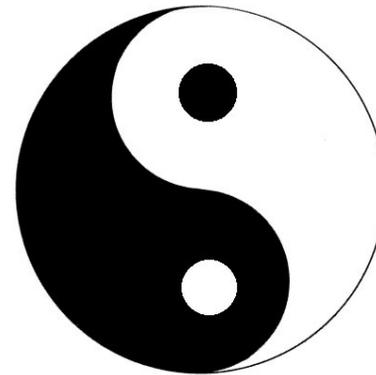


Culturally Significant Symbols

- Propagandists/advertisers often use symbols that are culturally significant to communicate their messages or to draw in their audiences
- ***Notice** that this can overlap with the Transfer type of Propaganda (e.g., use of the American flag, the Christian/Catholic symbol of the cross, etc.)

Some Advertising Techniques, continued

Turn to your table partners and discuss the cultural significance of 3 of the following symbols/icons:



Some Advertising Techniques, continued

Pop Culture References

- Propagandists/advertisers use images, phrases, or other symbols from popular culture to communicate their message.
 - ▣ Popular culture is different from culturally significant symbols because popular culture usually refers to a fad (something that fades over time) whereas a cultural symbol may last for generations.
- Explain to your table partner what the following pop culture references are referring to.
 - ▣ Swag
 - ▣ Tebowing
 - ▣ #
 - ▣ 

Some Advertising Techniques, continued



- ***Notice** that the use of pop culture references can overlap with the Testimonial type of propaganda (use of celebrities to promote a product/idea/campaign).

A Few Other Advertising Techniques



- Swelling music
 - ▣ Remember “Army Strong”?
- The position of a person or object within an ad can tell you something about what the propagandist wants to communicate
- Etc. – the list is never-ending!

Jigsaw Activity



Jigsaw Activity

- Your “Home” group is the group of 4 that you’re already sitting in.
- With your Home group, you will analyze an ad to determine some persuasive techniques used.
- Once you and your group have had sufficient time to decide on techniques, you will “travel” to your “Jigsaw” groups, which I will assign.
- In your Jigsaw groups, you will teach your group members about the techniques used in your ad.
- At the end, I will randomly call on individuals to share, so you will need to be prepared to explain the techniques in someone else’s ad.

Home Groups

Take a few minutes to silently look for persuasive techniques that are used in your ad. Ask yourself:

- What is appealing about this ad?
- Does this ad stir up any emotion in me? If so, what specific part of the ad is making me feel that way?
- Are there any colors that are significant in this ad?
- Do I notice any cultural symbols?
- Are there any popular culture references?

On a sheet of paper, write down any observations you make. (This can be the same page as your Warm-Up.)

Home Groups, continued

After your silent time is up, follow this procedure:

1. One person in your group should share one technique they noticed in the ad.
2. As a group, decide whether you agree that the technique is being used and what you think its effect is.
3. Once you have come to a group consensus, each person should write down the technique on his/her own paper.
4. Move to the next person, who should also share one technique they noticed. Follow the same procedure (#2-3), writing down techniques you agree on. **Every person should have a turn to share at least one technique.**
5. If you have more ideas after everyone has contributed, then discuss those additional techniques as a group and add them to the list if you decided to.
6. Decide on the three most important/impactful techniques used in your ad.

Transition:

Switch to your Jigsaw Groups

Group 1

Andres

Jocelyn Ro.

Anthony

Akeara

Maraka

Group 2

Walter

Michelle

Maynor

Jonan

Brandon

Group 3

Kimberly

Jocelyn Ra.

Devonna

Magdalena

William

Group 4

Jazanae

Leslie

Abel

Evelyn

Janelly

Group 5

Edwin

Dulce

Priscilla

Ashly

Kaelah

Group 6

Anel

Melanie

Kevin

Veronica

Group 7

Natalie

Margarito

Amanda

Brejanae

Group 8

Jazmin

Luis

Devaughn

Rene

Jigsaw Groups



1. One person at a time, share your ad with your Jigsaw group.
 - Pass the ad around the group while you discuss it so everyone can get a good look.
 - Tell your group the three most important/ impactful techniques that are used in your ad.
2. Continue around the group until everyone in your Jigsaw group has shared.
3. Be prepared to share the techniques present in any of your group members' ads.

Independent Work



- If we have time at the end of class, **write down your ideas about persuasive techniques that are used in the propaganda you have selected** for your project.
- *If you have not yet selected a piece of propaganda, then **brainstorm ideas for propaganda you can look up later** (e.g., anti-smoking, don't text while driving, NOH8, etc.)

Homework Due Tuesday

- Create a rough draft of your PowerPoint for your Propaganda Analysis Project.
 - ▣ **DO NOT begin this project if I gave you a note to see me or talk to me about your project.**
- E-mail me your PowerPoint presentations at rachelbrown@csupomona.edu by Tuesday
- Propaganda presentations will begin Friday of next week or Monday of the following week
- *If you don't have a way to do this at home (no computer, no Internet, no PowerPoint, etc.), come see me before/after school, during Nutrition, or during Lunch.