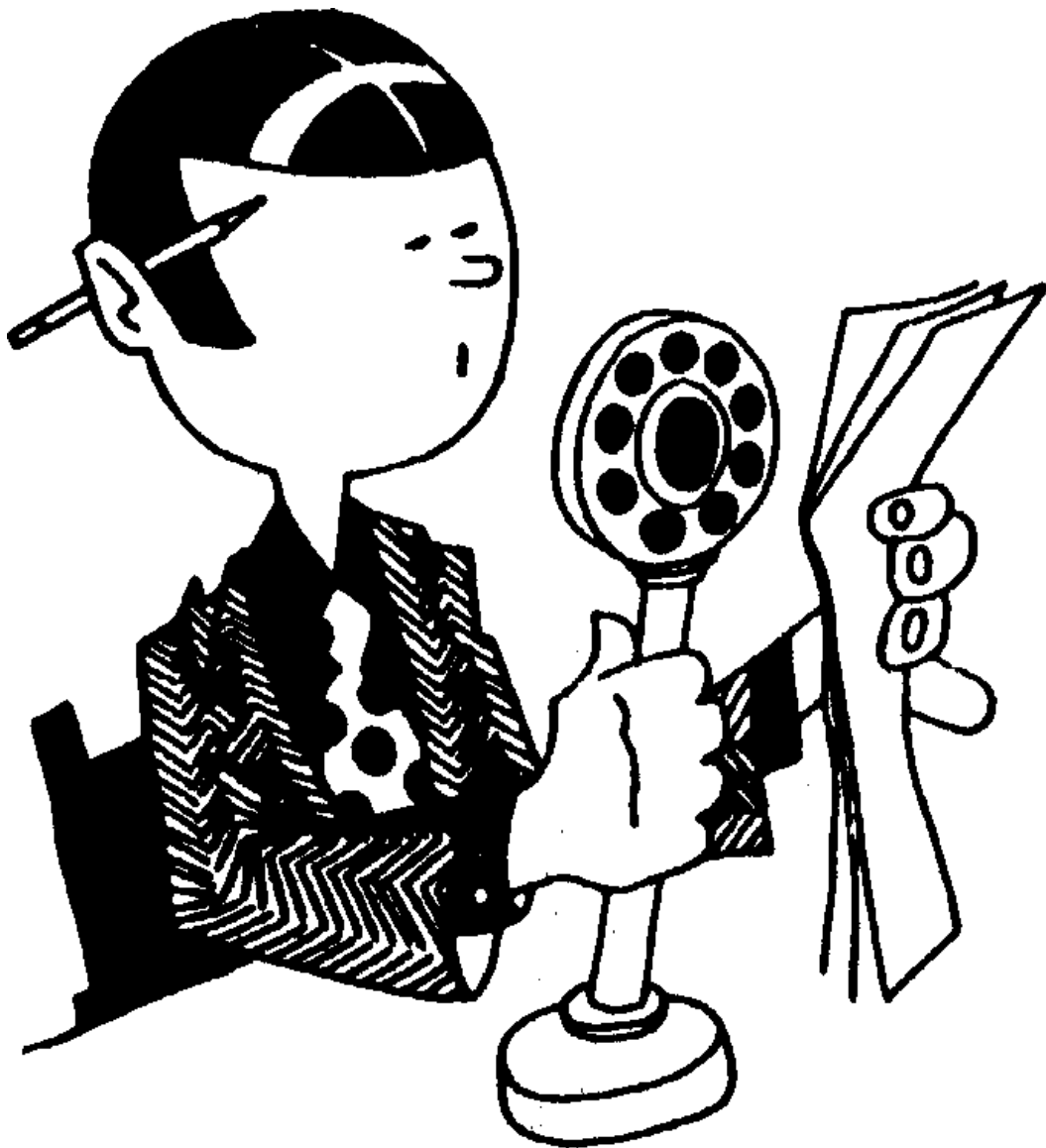


Advertising Game

The Advertising Game

Grade 5 & Up



Stevens & Shea Publishers, Inc.

Introduction

The purpose of the Advertising Game is to teach children the techniques that are used to manipulate buying habits. The student booklet is comprised of four parts: (1) Mini-text which explains some of the tricks that are used and contains some exercises; (2) Advertising Game 1 which teaches 5 commonly used techniques; (3) Advertising Game 2 which teaches another five techniques; (4) a workbook which provides four activities for the students to do at home.

Each game has a ten-question test. The games are comprised of 20 scripts containing examples of the advertising techniques. The students must identify these techniques to score points.

Game Rules

The class is divided into ten teams. There should be at least three people per team.

Each team takes turns reading the scripts in Advertising Games 1 and 2. There are a total of 20 scripts in each game. Each game is played in two rounds. When a script is read, all of the teams must determine which technique is used.

There is an answer sheet provided for each game. The team with the most correct identifications is the winner.

Scoring

To add excitement and encourage student involvement, we recommend that students vote on what they think is the correct answer. The majority will prevail. Teams voting with the majority will receive one point. Those who are not in the majority will have two points deducted from their score.

However, if a team wishes to challenge what they consider to be a wrong answer, they can ask the teacher to refer to the answer key. If the majority is wrong, they lose two points and the challenger receives two points. If the challengers are wrong, they lose an additional two points.

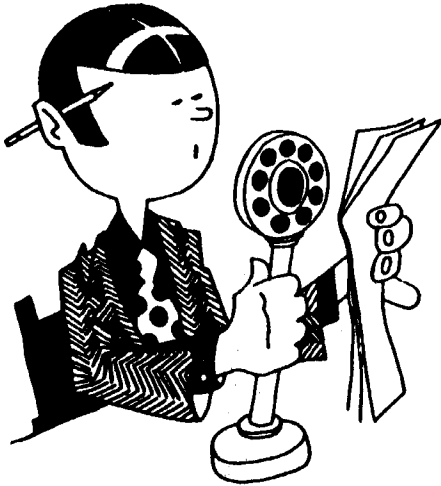
To add more excitement, the point value can be doubled or tripled at certain times. For example, when teams 3 and 7 read their scripts the point value can be doubled.

The teacher should keep track of the score on the blackboard.

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The Advertising Game



How to avoid being fooled by trickery in advertising

Introduction

This booklet will teach you about tricks that advertisers use to persuade you to buy their products. You may read and do the exercises in the booklet by yourself or with others in your class.

The booklet is divided into three parts. The first section is a brief explanation of how advertising works and some of the tricks that are used to get people to buy. The second and third parts have scripts of TV commercials that can be read alone or in small groups. You have to identify what techniques are being used to persuade people in each script. The first set of scripts uses five common techniques that are described at the beginning of the section. The second set of scripts describes five other techniques. There is a test following each section.

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Directions for Classroom Use

The class is divided into ten teams. Each team takes turns reading the scripts. The other teams try to figure out what advertising tricks are being used. Use the score sheet below.

There are two rounds of play. Each team will read two scripts. Points will be awarded for correctly identifying the techniques that are used.

Round A

TEAM 1

1st Person: Hi, I'm Joe Nomath and I want to introduce to you the latest from Puntington Peach Appliances.

2nd Person: Gee Whiz, Dad. What's that?

3rd Person: It's a marshmallow roaster.

2nd Person: Wow! Our very own marshmallow roaster.

3rd Person: I don't know how we ever got along without one.

1st Person: Another great appliance from Puntington Peach. I use one—why don't you?

TEAM 2

1st Person: Fantastic! Sprunce Kennell is setting a new Olympic Record. Look, here he's throwing the javelin 380 feet.

2nd Person: Yes sir, I trained many years for the Olympics and I've eaten Tweeties for many years. You want to be a champ like me, eat Tweeties.

3rd Person: Eat Tweeties, the Breakfast of Champions.

TEAM 3

1st Person: There's Henry. I think he's so neat, but he doesn't even look at me.

2nd Person: I didn't want to tell you Sally, but it's your breath. Your mouth smells like a sandwich that has been left in a locker for a week.

1st Person: Wow, really? What should I do?

2nd Person: Try Klarets.

3rd Person: Hi, Sally. I'm Henry.

1st Person: Wow!

2nd Person: If he kissed you once, he'll kiss you again.

TEAM 4

1st Person: The reason I'm floating in this balloon is to demonstrate "The Pump."

2nd Person: The pump uses no fluorocarbon spray. Thus it saves the ozone layer of the atmosphere.

1st Person: So, while you are protecting yourself against unwanted odors with "The Pump," you are also protecting the environment.

3rd Person: Buy the Pump. Protect the environment.