

Grade 7 Literacy
Week of December 7 – December 11

Lesson 1: Writer's Workshop – The Power of Advertising

Writing Goal: Technical Communication

In this section, you will explore a specialized type of communication known as technical communication. You will look at a variety of technical writing formats. Then, you will invent, advertise, and create a manual for a product of your choice.

Workshop Overview:

1. First, you will study various advertising techniques and the impact they have on self-image.
2. Then, you need to invent a product.
3. Next, you will create an advertisement for your product.
4. Finally, you will write a user manual for your product.

Definition of Advertising

advertise:

1. to tell about or praise (a product, service, etc.) publicly, as through newspapers, handbills, radio, etc. so as to make people want to buy it;
2. to make known; give notice of;
3. to call the public's attention to.

advertisement:

1. the act of advertising;
2. a public notice or announcement, usually paid for, as of things for sale, needs, etc.

Advertising and social media have a huge impact on the creation of our self-images. Often we are lead to believe certain things of ourselves or have certain expectations that just aren't realistic, but rather, are a result of photoshopping or editing.

Some ads purposefully attempt to injure our self-image so that we desire their product. Consider this quote from Nancy Shalek, president of an advertising agency: "Advertising at its best is making people feel that without their product, you're a loser. Kids are very sensitive to that. If you tell them to buy something, they are resistant. But if you tell them they'll be a dork if they don't, you've got their attention. You open up emotional vulnerabilities and it's very easy to do with kids because they're the most emotionally vulnerable."

Many commonly accepted ideas about appearance-for example, that skin should be blemish free and teeth bright white- are not absolute truths. These expectations were artificially created over a period of years by those who wanted to sell certain kinds of products and promoted the idea that we needed those products if our physical appearance was to be acceptable.

Take a moment to look at some examples of the impact of advertising on our self-image.



11Facts About Body Image:

https://youtu.be/31Ajvix6DXs?list=PLuW2vBvU29jEmo7DoAkQK_fyoHYLfBvQS



5 Crazy Ways Social Media is Changing Your Brain: https://youtu.be/HffWFd_6bJ0

Once you have viewed the videos, complete the following activity, Advertisements.

Name: _____

Date: _____

3.1 Advertisements

Consider what you've learnt so far and take a moment to explore some ads on the internet, radio or TV. Once you've done so, complete the following chart, you can do so in point form:

Where do you see advertisements?	
What makes an advertisement effective?	
Who are the people that advertise?	
What do advertisers want you to think or do?	