

English

Media Unit

Checklist

- What is advertising – Fill in the blank
- Forms of Media / How Much Media
- Deconstructing Media / Stereotypes
- Print Advertisement
- Early Print Ads
- Television Journal
- Music Videos
- Video Game Ads

What is Advertising?

Propaganda

- Techniques used to influence _____, _____, _____ or _____.
- The purpose is to _____ the sponsor.
- It appeals to the _____ not the intellect.
- The purpose is to _____.



Characteristics of Propaganda

- In advertising the purpose is to claim " _____ " in order to sell product.
- _____ Words: tackles, comforts, refreshes, fights, helps, virtually...
- Makes audience _____ in something or want to do something.

Recognizing Propaganda Techniques

- | | |
|---------------------------------|-------------------------------------|
| • <u>B</u> _____ | • <u>T</u> _____ |
| • Testimonial | • Slogan |
| • <u>S</u> _____ <u>A</u> _____ | • <u>W</u> _____ and <u>H</u> _____ |
| • Plain Folks | • Rewards |
| • <u>P</u> _____ | • <u>N</u> _____ - <u>C</u> _____ |
| • Evidence Claims | • Big Lie |
| • <u>G</u> _____ | • <u>S</u> _____ |
| • <u>G</u> _____ | |

Bandwagon

- persuasive technique that invites you to _____.
- "Everybody's _____!"
- Often uses _____ words

Testimonial

- Statement _____ an idea/product by a prominent person.

Usually endorsed by:

- _____ artists
- _____ giants
- _____ / _____

Snob Appeal

- Aims to _____
- Makes _____ / insinuation that this product/idea is better than others...

...thus, those that use it are too!

Plain Folks

- Opposite of _____.
- Identifies product/idea found in the local _____.
- Practical product for _____ people.

Patriotism

- Purchase will display love of _____.
- Purchase will financially help the _____.

Evidence Claims

- Facts and Figures – _____ to prove superiority.
- Magic Ingredients – suggests some miraculous discovery makes product exceptionally _____.
- Hidden Fears – suggests that user is safe from some _____.

Glittery Generalization

- Weasel _____ used.
- Reveals a _____ for all within intended audience.
- “Glittering” because it’s falsely _____.

Transfer

- Positive _____ & _____ are connected to a specific product.

Often Focuses On:

- Sex _____
- Love/ Popularity
- **F** _____
- Wealth
- **P** _____

Slogan

- A _____ or phrase loaded with emotion
- Often sells through _____
- Clever and _____ to remember

Engaging Techniques

- _____ and _____ – diverts audience and gives a reason to laugh often.
- _____ – bonus awarded to consumer for purchase (toys, coupons, free product, etc.)

Name-Calling

- Intent is to _____ opponent
- It also arouses _____ of opponent
- Intention is to create an _____ feeling

Big Lie

- Captures attention because it's so _____
- Somehow staggers audience into _____ it

Scapegoat

- A person carrying the _____ for others
- Mostly used in the _____ arena
- Wins audience through association or _____

Buyer Beware...

- Be a _____ consumer
- Know what devices are trying to _____ you
- Make an _____ decision

Persuasive Techniques

Directions: This page lists persuasive advertising techniques and how they are used. Study the list and think of ads you have seen that use this technique.

Technique	Example
Symbols —these are words, places, images, songs, etc., that represent something else.	A white dove traditionally symbolizes peace.
Hyperbole —this is another word for exaggeration.	Our hot dogs are the tastiest in the world!
Fear —sometimes, media makes us afraid that if we don't pay attention, something bad could happen.	Buy this car alarm, or your convertible will be stolen!
Humor —making someone laugh is a particularly effective persuasive technique.	This commercial with dancing dogs is so funny that I want to buy the dog food being advertised!
The Big Lie —believe it or not, sometimes creators of media don't tell the truth.	Sugar-Crunch Cereal offers you a nutritional way to start your day.
Testimonials —using famous people to sell products and ideas.	These World Series winners chew a particular brand of gum, so I should, too!
Repetition —hearing or seeing something over and over makes a product stick in your head so you remember the brand or product.	You should shop at Joe's Clothes because Joe's Clothes gives you the best deals on quality items that you can only find at Joe's Clothes.
Name Calling —characters make fun of other characters in order to sell something.	That new kid is odd because he doesn't eat a certain type of candy bar.
Flattery —if you compliment someone, he or she will pay attention.	You're so cool and smart for eating that type of candy bar!
Bribery —this offers something we want.	Buy one, get one free.
Bandwagon —this technique implies that everyone else is involved, so why aren't you?	All the popular kids wear this brand of jeans. Shouldn't you?
Warm and Fuzzy —cute, sweet images sell products and ideas.	Those cute cats love that brand of fabric softener, and so will I.
Beautiful People —good-looking models make us believe we can look like them.	I'll look just like her if I wear this type of lip gloss.
Plain Folks —people just like us use the same product.	That guy with the chewing gum looks like me, so I should buy this chewing gum.
Scientific Evidence —statistics and charts persuade us that something is worthwhile.	Nine out of 10 teachers surveyed say that children should get at least eight hours of sleep a night if they are going to do well in school.

Forms of Media

The average person sees and hears hundreds of advertisements a day from media sources all around them. This media directly affects our perception of life. Some sources of media, and their effects, are well known. Here are some examples.

- A 13 year-old boy sees an advertisement on a billboard for a red sports car speeding around a curve on a mountain road. He feels that if he buys the car, he will live an adventurous and exciting life.
- A young woman hears the same song over and over on the radio. She buys the song online and learns the lyrics, feeling that if she knows such a popular song, people will see her as popular, too.
- Two seventh-graders see a movie in which the main character uses a particular type of computer program to design an airplane. They immediately go to their parents and ask if they can buy this program, sure that with it, they'll be able to design airplanes, too.

Other sources of media, and their effects, may surprise you! Here are some examples.

- An eighth-grader goes to the local art museum and studies a painting of a beautiful and graceful ballet dancer in a pink tutu. The student enrolls in dance lessons, believing that if she learns ballet, she will be beautiful and graceful.
- A young man goes to his favorite homepage on the Internet and reads the news. Without thinking about it, he notes an ad for a popular brand of ice cream. When he logs off his computer, he goes to the store and buys a gallon of the ice cream mentioned in the ad.

Here are some of the most common forms of media.

• radio	• billboards	• radio
• websites	• books	• paintings
• movies	• magazines	• e-mail
• television	• print ads	• sculptures
• newspapers	• photographs	• videogames
• mail	• speeches	• packaging

Deconstructing Media

The creators of media know how to shape your interests and desires through the use of images and sounds. To be truly media literate, you must be aware of these persuasive advertising techniques.

If you wanted to understand how a leaf is created, you would look at it under a magnifying glass, or even a microscope, and break it down into parts to be studied.

Likewise, if you wanted to be a professional golfer, you would listen closely to your coach and break down your swing into small actions—perfecting each until you understood exactly how to drive a ball.

This breaking down of a large object or action into pieces is called **deconstruction**.

You need to be able to deconstruct media in its various forms. As you view or listen to a particular type of media, ask yourself the questions below. Example answers have been given for this poster.



Image courtesy of the Library of Congress (LC-USZC4-12098)

Question	Example Answer
Who paid for this media?	A French bicycle company trying to advertise and sell its product.
To what age group, economic group, and gender does this media appeal?	Young women from any economic background.
What text or images bring you to this conclusion?	A lady is featured in the ad; she seems quite young and free.
What kind of lifestyle is presented? How is it glamorized?	A great lifestyle where you'll be glamorous, patriotic, and pretty.
What is the obvious message in this media?	You should buy the bicycle.
What are the hidden messages in this media?	If you buy this bicycle you will be pretty, glamorous, and happy.
In what ways is this a healthy or unhealthy example of media?	Bicycling is healthy, but riding without a helmet is not.

Stereotypes

A stereotype is an oversimplified portrayal of someone. “Dumb blond,” “insensitive male,” and “wicked stepmother” are all examples of a stereotype. Many forms of media use stereotypes. These are an easy way to get a point across quickly. However, stereotypes often end up hurting people.

Directions: Consider the scenarios in the chart below. Each uses a stereotype. Describe who is being stereotyped. Then explain who might be hurt by this media.

Scenario	Who is Being Stereotyped And How?	Who Might be Hurt By This Media?
<p>1. A bookstore films a new TV commercial. In it, Asian people read soberly on benches beside shelves. Anglo and Latino people laugh at tables in the bookstore’s café.</p>		
<p>2. A newspaper runs an ad for cell phones. In it, a very thin woman in a tight red dress holds a phone to her ear. Handsome men surround her. In one corner of the ad, a woman of average weight wears overalls and stands alone looking enviously at the woman with the phone.</p>		
<p>3. A children’s book has a chapter in which the narrator, living in the 1800s, meets a Native American. The narrator says that the Native American smells bad, wears hardly any clothes, and is ignorant because he can’t speak English.</p>		

Stereotypes *(cont.)*

Directions: To better understand stereotypes, create your own. On the left-hand side of the column, create a stereotypical description for the character and form of media mentioned. On the right side, create an original description that is free of stereotypes. The first one has been done for you.

Character	Form of Media	Stereotype	Original
Scientist	Radio ad	This radio ad features a man's voice speaking in a British accent. He uses very big words and speaks in a boring, sing-song voice.	This radio ad features a young woman speaking enthusiastically. She speaks in words that are easy to understand, and she sounds as if she might be from the Southern United States.
Football player	Television commercial		
Teacher	Magazine ad		
Cheerleader	Movie		

Print Advertisements

Print advertisements are an extremely popular form of media. Most of us rely on sight more than the other senses. For this reason, visual images and text are extremely powerful forms of advertising.

Print advertisements have been around ever since the first printing press turned out newspapers and flyers.

On page 28, there is an example of a print ad from 1926. You can deconstruct it for meaning just as you would analyze any other form of media.

Directions: Study the advertisement on page 28, then answer the questions below.

1. What is this print ad trying to sell?

2. What is the name of the company that paid for this ad?

3. This ad likely appealed to what kind of person?

4. How does the advertiser try to get people to buy these bats?

5. What is the obvious message in this ad?

6. After viewing this ad, some people may believe what will happen to them if they buy a Louisville Slugger Bat?

7. Do you think this ad was effective? Explain your answer.

Print Advertisements (cont.)

The All-Stars All Swing Louisville Slugger Bats

TRAYNOR
Sp. Agent

GEHRIG

CRONIN

COCHRANE

SIMMONS

AVERILL

RUTH
Rep. Ex. '45' for Detroit

FRISCH
*Sp. Agent
1918*

Powerized
PAT. PENDING

LOUISVILLE SLUGGER
HILLERICH & BRADSBY CO.
LOUISVILLE, KY.
TRADE MARK REG. U.S. PAT. OFF.

LOUISVILLE SLUGGER Bats

Standard Wherever
Base Ball is Played

HILLERICH & BRADSBY CO., Inc., 421 Finzer St., LOUISVILLE, KY.

Published Monthly at St. Louis, Mo. Subscription rates \$2 a year in United States, and \$3.50 in Foreign Countries.
Entered as second-class matter at Postoffice, St. Louis, Mo., October, 1899, under Act of Congress, March 3, 1879.

Image courtesy of The National Archives (279238)


Early Print Ads

Directions: Look at the advertisement from 1861 on page 30. Circle the correct letter to complete each sentence below.

1. This advertisement is for
 - a. boots.
 - b. clothes.
 - c. drawing.
 - d. pullers.
2. This advertisement was paid for by
 - a. For Sale Wholesale.
 - b. boot pullers.
 - c. The American Boot Puller Company.
 - d. gentlemen.
3. This advertisement will appeal mostly to
 - a. wealthy young women.
 - b. poor bedridden men.
 - c. well-off gentlemen.
 - d. mothers with sons.
4. The man in the background is an example of
 - a. beautiful people.
 - b. warm and fuzzy.
 - c. hyperbole.
 - d. fear.
5. The obvious message in this advertisement is
 - a. this boot puller helps you to put on and take off boots.
 - b. his boot puller makes people tense.
 - c. this boot puller is expensive.
 - d. you will be handsome if you use this boot puller.
6. The hidden message in this advertisement is
 - a. you do not really need a boot puller.
 - b. you will be handsome and graceful if you buy this boot puller.
 - c. this boot puller is difficult to use.
 - d. using this boot puller will earn you good friends.

Early Print Ads

THE AMERICAN
BOOT & SHOE COMPANY



A black and white illustration of a shoemaker's workshop. A shoemaker is seated at a workbench on the left, focused on his craft. A customer stands on the right, holding up a pair of boots. The workshop is filled with various tools, materials, and finished boots hanging from the ceiling. The scene is depicted in a detailed, etched style.

THE BOOT PULLER
FOR DRAWING ON & OFF BOOTS

For Sale Wholesale and Retail at No. 425 Washington Street
up stairs opposite Essex Street, Boston, Mass.

J.A. BERTHOUD LITH. 35 N. WASH. ST. BOSTON.

Image courtesy of the Library of Congress (LC-USZ62-4627)

Television Journal

Go to YouTube and search commercials.

For example commercials for companies / products you could search for are:

Nike / Coca Cola / Tim Horton's / Aflac / MTS

Company / Product	Technique	What is going on in commercial?
Nike	Star Power	Kobe Bryant shooting hoops!

Music Videos

One very popular form of media is the music video. These are two-to-three minute movies created by bands to illustrate a song. The first short music videos appeared on television in the 1980s. These days, most major bands record at least one music video for every album they put out.

Directions: You can analyze a music video as a form of media. Read the screenplay of a short video below. Then answer the questions.

Fade in:

Shows two young boys leaving their mother's tiny, broken-down cottage and wandering away from their house and into the forest to find food.

Band Appears

They all wear black. They sing grimly on a stage surrounded by dark, eerie trees. The drummer has moss hanging from her hat. There is a black spider on the arm of the lead guitarist.

Song

“So don't wander off without me, baby.
Pay attention to me, my friend.
If you wander off without me baby,
You just might reach the end.”

Pan in:

Boys are lost in a dark forest. They drop to their knees, looking for footprints.

Close-up:

Lightning flashes across the sky. The boys look at each other as huge raindrops begin to fall.

1. What type of person would enjoy this music video?

2. What techniques of persuasion do you find in this video? _____
3. How would you describe the two different lifestyles presented in this video? Which is more glamorous?

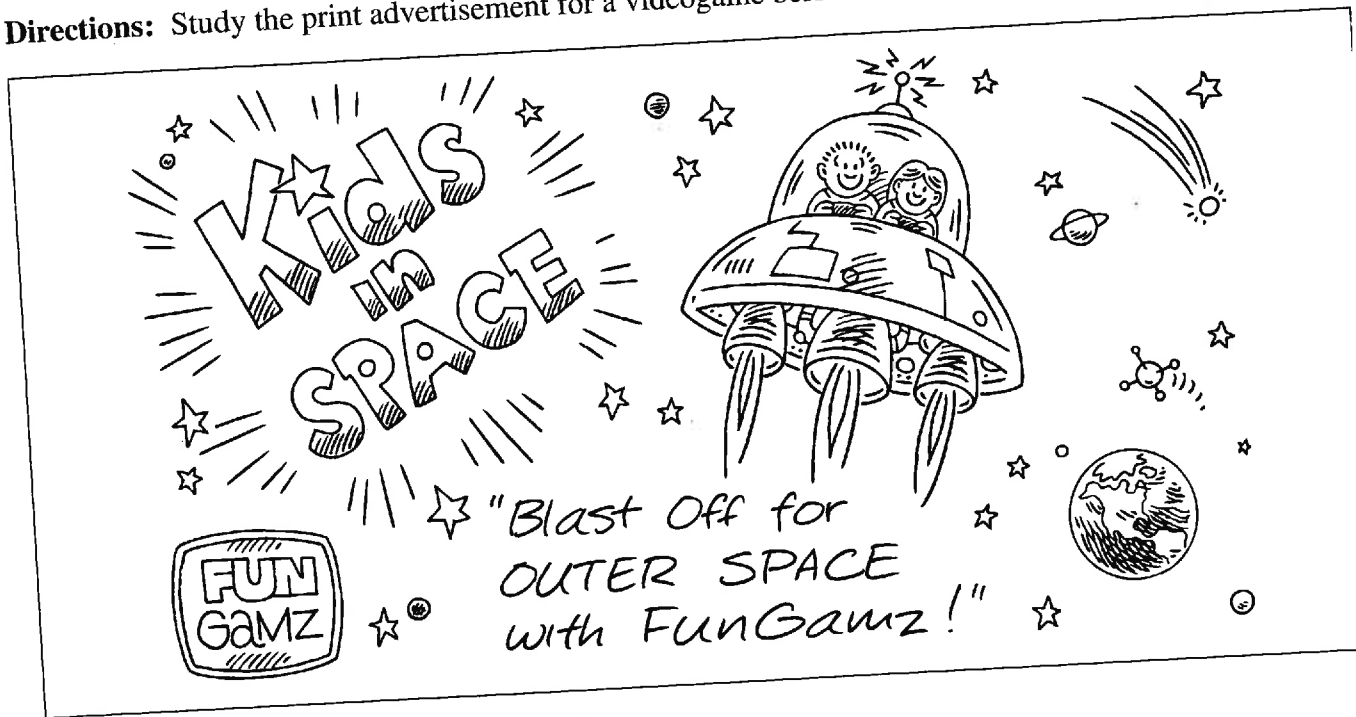
4. What is the obvious message in this video? How do the little lost boys reinforce that message?

5. Do you find a hidden message in this video? If so, describe it.

Videogame Ads

People who create advertisements for videogames know that their ads must be fast-paced and eye-catching. They know that videogame players like exciting graphics. Somehow, they have to convince this audience to choose their game over the hundreds of others that exist!

Directions: Study the print advertisement for a videogame below. Then, answer the questions.



1. What is the name of this videogame?

2. What company makes this videogame?

3. What is this company's slogan?

4. What is the obvious message of this print ad?

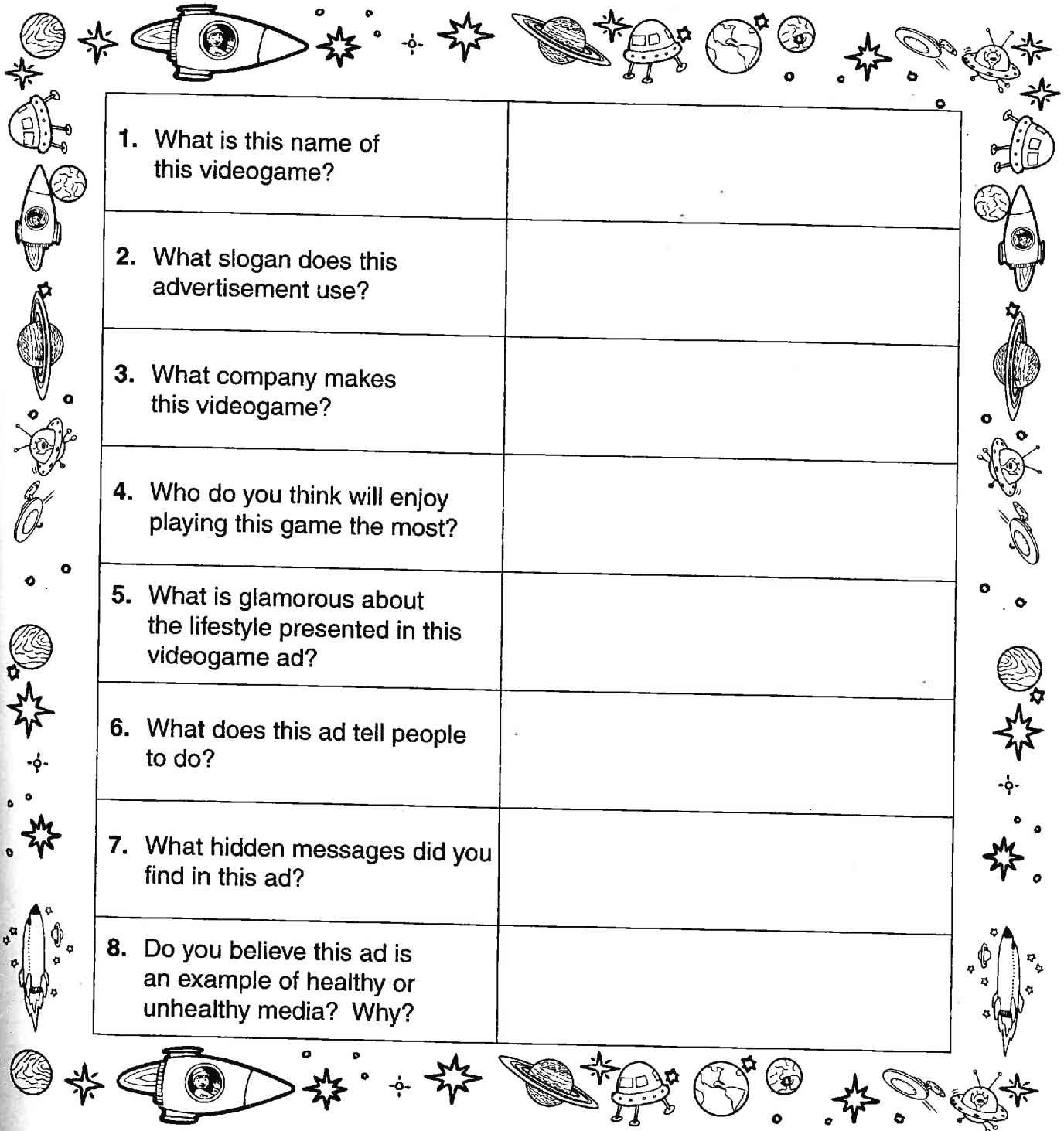
5. What is the hidden message of this print ad?

6. Is this a healthy or unhealthy form of media?

Videogame Ads *(cont.)*

Using what you have learned so far in *Media Literacy*, deconstruct one advertisement for a videogame.

Directions: Locate an ad for a videogame. This may be a print ad from a newspaper or magazine. It may be a television commercial or an Internet website. Use the questions below to deconstruct the advertisement.



1. What is the name of this videogame?	
2. What slogan does this advertisement use?	
3. What company makes this videogame?	
4. Who do you think will enjoy playing this game the most?	
5. What is glamorous about the lifestyle presented in this videogame ad?	
6. What does this ad tell people to do?	
7. What hidden messages did you find in this ad?	
8. Do you believe this ad is an example of healthy or unhealthy media? Why?	