

 **BUILDING BLOCKS STUDENT WORKSHEET**

Exploring the influence of advertisements

Companies use advertising to get people to buy their products or services.

To be a responsible shopper, it's helpful to think carefully about advertisements and use your best judgment when you decide what to buy. Knowing the techniques advertisers use to persuade you to buy things will help you make informed spending decisions.

Instructions

- 1 Read the list of techniques advertisers use to get people to buy things and choose two for your public service announcement (PSA).
- 2 Plan and create a 20-second PSA following the steps in this worksheet. Review the grading rubric to understand what to include.
- 3 Practice your PSA.
- 4 Perform your PSA for the class.

Advertising techniques

The Federal Trade Commission (FTC) created this list of ways advertisers try to persuade people to buy things. Check off the two techniques you want to explore in your PSA.

- Association:** Using images (like a cartoon character or the American flag), in the hope you'll transfer your good feelings about the image to the product.
- Call to action:** Telling you what to do – "Buy today!" or "Vote now" – removes all doubt about next steps.
- Claim:** Informing you about how the product works or helps you.
- Fear:** Using a product to solve something you worry about, like bad breath.
- Games & activities:** Putting a commercial into the form of a game can be a fun way for you to get to know more about a product and spend more time with it.



- Humor:** Using ads that make you laugh can catch your attention and be memorable.
- Hype:** Using words like *amazing* and *incredible* make products seem really exciting.
- Must-have:** Suggesting that you must have the product to be happy, popular, or satisfied.
- Prizes, sweepstakes, and gifts:** Using a chance to win a prize to attract attention.
- Repetition:** Repeating a message or idea so you remember it.
- Sales and price:** Showing or announcing a discounted price can make a product look better.
- Sense appeal:** Using images and sounds to appeal to your senses: sight, touch, taste, etc.
- Special ingredients:** Promoting a special ingredient may make you think the product works better than others.
- Testimonials and endorsements:** Featuring someone, like a celebrity, saying how the product worked for them can be convincing.

Plan your PSA

Step 1. Define your purpose

What do you want to tell people about these advertising techniques? How do they work to make people want to buy something?

What do you want your audience to do when they see this technique? How can they resist the persuasiveness of the ad?

What will your tagline be that people will remember after hearing or seeing the PSA (such as "Only you can prevent forest fires")?

Step 2. Create your PSA storyboard

Identify key points in your message that will grab people's attention and make the PSA memorable. Document how you will convey those points in words and images. Use the scoring rubric below as a guide.

Words	1.	2.
Images	1.	2.

Step 3. Write your script

Use a separate piece of paper to create a script for your PSA. Your PSA should be no more than 20 seconds. Use the scoring rubric below as a guide.

Scoring rubric

PSA criteria	Does not meet expectations (0 points)	Includes some key criteria (1-2 points)	Meets expectations (3-4 points)	Exceeds expectations (5-6 points)
Advertising techniques are well explained	The two advertising techniques are not clearly explained.	One of the advertising techniques is not clearly explained.	There is a basic explanation of the two techniques.	Two different techniques are clearly explained and the viewer can see how those techniques can be persuasive.
Storyboard uses words and images	The storyboard does not use both words and images to communicate a message.	The words or images on the storyboard don't communicate a complete message.	The storyboard uses words and images to communicate a message that helps people understand advertising.	The storyboard's message uses both appropriate words and images to effectively communicate the ways advertising can persuade people to buy things.
Creativity of the PSA	The PSA does not have new ideas for the intended audience.	The PSA has a basic message but clearly borrows from overused ideas.	Some creative and/or original ideas are included in the message.	The PSA includes an engaging and/or innovative message.
Delivery of the PSA	The delivery is not engaging, or students do not take the presentation seriously.	Delivery is acceptable but could be clearer or more engaging.	Delivery is effective (clear and engaging) and takes no more than 20 seconds.	The delivery is exceptional (very clear and engaging) and takes no more than 20 seconds.