**ESSENTIAL QUESTION #9: ADVERTISING**

**On average we see 3000 advertisements a day. Advertising is everywhere and impossible to avoid. If you are seeing 3000 ads a day why do you remember some over others?**

**Create or build** a **visual composition** with a program of your choice that demonstrates your knowledge of what makes a successful advertisement.

**Key words:**

Media, Key Characteristics, Economics, Text/Subtext, Message, Deconstruction, Persuasion, and Target Audience.

**Planning:** Choose 4 of the 7 provided advertisements to work with or choose 4 of your own! Make sure that if you select your own ads, they are school appropriate. You must deconstruct the provided advertisements and blog/phlog/podcast your answers.

**Blog/Phlog/Podcast**: **/8 marks**

**Media Deconstruction questions**

1. Whose message is this? Who created or paid for it? Why?
2. Who is the “target audience”? What is their age, ethnicity, class, profession, interests, etc.? What words, images or sounds suggest this?
3. What is the “text” of the message? (What we actually see and/or hear: written or spoken words, photos, drawings, logos, design, music, sounds, etc.)
4. What is the “subtext” of the message? (What do you think is the hidden or unstated meaning?)
5. What “tools of persuasion” are used?
6. What positive messages are presented? What negative messages are presented?
7. What part of the story is not being told?
8. What groups of people does this message empower? What groups does it disempower? How does this serve the media maker's interests?

**Visual Composition: /5 marks How** will you present the information you have gathered about what makes a successful advertisement? You will have 1 block to complete this task.

**PRESENTATION:**  **/2 marks** (Applying theory to your presentation)

* You will present your deconstructions to the class as well as your advertisement and critique of why it is successful.

You may present the information in your portfolio. You will be asked to present this information to the class. Determine what you are willing to share with your peers and other people online.

**CURRICULAR LINKS:**

* Media: Outcome 1,3, & 5 (media deconstruction)

**CRITIQUE:** **/2 marks**

Use the questions that you previously used to deconstruct various advertisements to critique your own visual composition (advertisement)

**EVALUATION LINKS:**

/8 marks Media (Outcome 1.3 – Blog/Phlog/Podcast)

/7 Visual composition (Outcome 1, 3, 5, 6- creating and critiquing advertisement)

/ 2 marks e-Learning (Outcome 1.1 - presentation)

**Provided advertisements:**

[http://blogs.equisearch.com/horsehealth/2011/06/19/levis-jump-train-nike-horse-commercial-golf/](https://webmail.gpcsd.ca/owa/redir.aspx?C=c444aa082d4345289c3a31270e7560de&URL=http%3a%2f%2fblogs.equisearch.com%2fhorsehealth%2f2011%2f06%2f19%2flevis-jump-train-nike-horse-commercial-golf%2f) (Levis)

<http://www.youtube.com/watch?v=4rsEnwKrsvc> (Doritos)

<http://www.youtube.com/watch?v=owGykVbfgUE> (old spice)

<http://www.mackaycartoons.net/2010/huh2010-12-15.html> (Merry Christmas)

<http://www.google.ca/imgres?q=brilliant+psa+ad&um=1&hl=en&client=firefox-a&rls=org.mozilla:en-US:official&channel=np&biw=1280&bih=562&tbm=isch&tbnid=MMbN44EIvRPAPM:&imgrefurl=http://mikelightman.com/blog/%3Fp%3D8840&docid=nDzXL0Dq7NDmKM&imgurl=http://mikelightman.com/blog/wp-content/uploads/2011/05/NYJews_ClevelandIndians.png&w=500&h=334&ei=427MTuryMKTSiAKsyqHaCw&zoom=1&iact=hc&vpx=964&vpy=140&dur=8500&hovh=183&hovw=275&tx=246&ty=127&sig=104707669209713261449&page=1&tbnh=104&tbnw=170&start=0&ndsp=23&ved=1t:429,r:6,s:0> (Cleveland Indians)

<http://www.youtube.com/watch?v=h-8PBx7isoM> (seat belt)

<http://www.youtube.com/watch?v=R4FVLFZqrUM&NR=1> (Crystal Meth)