

Magazine Ads

Materials/Resources:

Magazine Ads or “print media ads” via the Internet: ****pre-selected for school appropriateness**

Google Term: “print media ads” or reference some from this site:

<http://www.hybridlava.com/artwork/55-mind-blowing-print-media-advertisements/>

Skills Targeted:

- *Analytical reasoning
- *Compare & contrast
- *Inferential thinking
- *Main Idea
- *Detail Identification
- *Vocabulary development
- *Reading skills
- *Verbal expression

Instruction:

1. To initially demonstrate and teach this task, identify the product within a selected magazine ad. Emphasize to the students that the product is typically small and is most often, located in the corner or bottom of the ad. Point out that advertisers utilize large spaces to capture the reader’s attention.
2. After identifying the product, facilitate a discussion about the relationship between the product and the corresponding picture or illustration used to promote the product.

Teaching Example:

One of my favorite examples of a creative ad is one developed years ago for “*Eggo Low Fat Waffles.*” The product label is displayed in the bottom section of the ad. The accompanying picture shows an *Eggo* waffle wearing a bikini. Activity: Students first identify the product - “*Eggo Low Fat Waffles.*” Students then identify and discuss the correlation of the pictured bikini waffle with the product label.