

Zoo Ads

Materials/Resources:

Zoo Ads are an engaging and highly entertaining source for therapy. Print ads for zoos can be easily searched with the following Google terms:

Zoo Ads
Los Angeles Zoo Ads

In addition, a board of my favorite ads can be found on the following Pinterest link:

[Zoo Ads](#)

Skills Targeted:

- *Hyperboles & Personification Identification
- *Analytical reasoning
- *Compare & contrast
- *Ambiguity
- *Main Idea
- *Detail Identification
- *Vocabulary development
- *Verbal expression
- *Fact vs. Opinion

Instruction:

1. Facilitate a conversation with students about zoos and the need to advertise in order to generate interest from the public.
2. Discuss the use of humor to capture public attention and generate further discussion as to the effectiveness of the ads.
3. Have students identify the absurdities in the ads by comparing and contrasting human qualities (personification), visual artistry, and graphic design techniques.
4. Generate vocabulary terms, identify main theme or idea of an ad, and identify hyperboles and examples of personification.