

Full name _____

Date _____

Period _____

Aim: How do advertisers use the concept of demographics to target a specific audience?

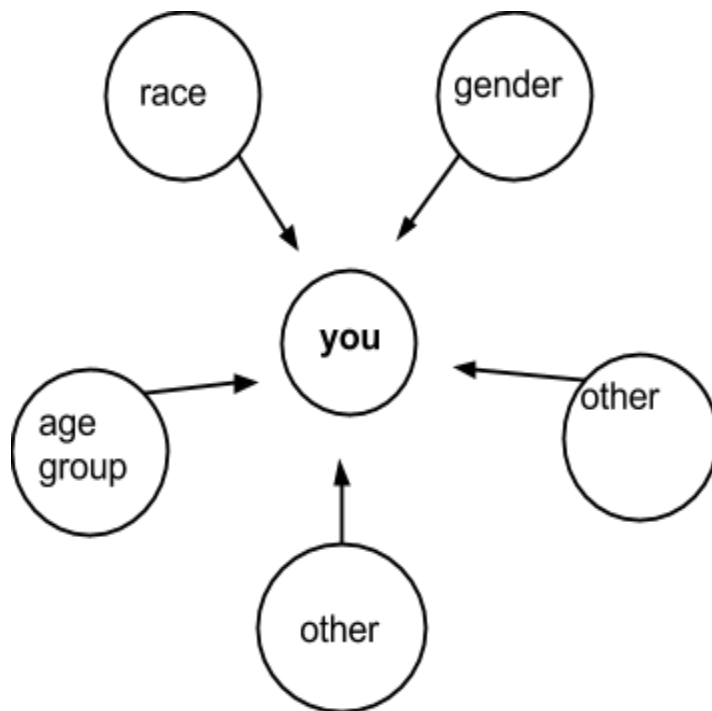
Do now: Demonstrate your understanding of pathos, logos, and ethos by providing examples of each of the techniques from advertisements you have recently seen.

- pathos _____
- logos _____
- ethos _____

MEA Activity #1:

Demographics: Who are you?

The concepts of identity and **demographics** will be relevant to several of our assignments during this unit. How do you define yourself? Provide the appropriate description in each circle below. Examples of “other” categories include social group, economic status, religion, level of education, region of the country, and so forth.



With these demographics in mind, list of specific types of media that people expect to appeal to someone like the person you described above:

TV programs	Music	Movies
1.	1.	1.
2.	2.	2.
3.	3.	3.

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MEA Activity #2:

Targeted Commercials

Advertising isn't a random process—commercials are often carefully chosen to match the “target audience” of a particular show. The characteristics of this “target audience” are referred to as demographics. Complete this handout as you watch clips from a television program chosen by your teacher.

During the program

Age range of the target audience:

- 0 - 4
- 5 - 9
- 10 - 12
- 13 - 17
- 18 - 24
- 25 - 35
- 36 - 49
- 50+

Race of the target audience

- African-American
- Asian
- Caucasian
- Hispanic
- Other

Gender of the target audience

- Male
- Female

Other characteristics?

After the program

In at least one paragraph, explain whether or not the commercials matched the target audience for the show. Give specific examples of products, considering for whom the products were intended.

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MEA activity #3:

Commercial Dig

Choose a television show to watch. Keep a detailed list of eight different commercials you see during this show. These all should come from the same show: You must resist the urge to change the channel. Follow the example at the top of the chart.

Name of TV program: _____

Date and time of broadcast: _____

Product name	Purpose of product	To what extent does this product appeal to you? (1 = not at all; 5 = I want it!)
Example: Domino's pizza	To satisfy my hunger	3
1.		
2.		
3.		
4.		
5.		

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Product name	Purpose of product	To what extent does this product appeal to you? (1 = not at all; 5 = I want it!)
6.		
7.		
8.		

MEA #4 Analyzing Ads

Choose six advertisements—two magazine ads, two television commercials, and two internet-based advertisements—and explain how each uses pathos, logos, and ethos. Not every advertisement will use all three, but examine the ad carefully before you decide to write “none.” Also list any other strategies used. Refer to the definitions and examples given earlier for help.

Commercials using ethos, pathos, logos:

<https://www.youtube.com/playlist?list=PL19280887E9B189D2>
<https://www.youtube.com/playlist?list=PLB759AD429C749932>

Links to advertisements:

<http://www.advertisementave.com/>
<http://library.duke.edu/digitalcollections/adaccess/>
<http://adsoftheworld.com/>

Product Name	Use of pathos	Use of logos	Use of ethos	Other strategies
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Product 1				
Product 2				
Product 3				
Product 4				
Product 5				
Product 6				

Assessment Activity: Creating your own advertisements: Work with a partner or partners to create an original advertisement using the persuasive techniques discussed in class. Use the following links to assist you with this activity. Due on Monday, September 15, 2014

Commercial Assessment Rubric:

http://www.readwritethink.org/files/resources/lesson_images/lesson1166/CommercialRubric.pdf

Advertising Advantages: Television vs. Print vs. Online

http://www.readwritethink.org/files/resources/lesson_images/lesson1166/Advantages.pdf

Commercial Dig Reflection Questions

http://www.readwritethink.org/files/resources/lesson_images/lesson1166/DigReflection.pdf

Planning Your Advertisement

http://www.readwritethink.org/files/resources/lesson_images/lesson1166/PlanningAd.pdf

Printing Press

http://www.readwritethink.org/files/resources/interactives/Printing_Press/

Links for handouts:

http://www.readwritethink.org/files/resources/lesson_images/lesson1166/Demographics.pdf

http://www.readwritethink.org/files/resources/lesson_images/lesson1166/TargetedCommercials.pdf

http://www.readwritethink.org/files/resources/lesson_images/lesson1166/TargetedCommercials.pdf

http://www.readwritethink.org/files/resources/lesson_images/lesson1166/CoomercialDig.pdf