

Lesson 2

Initiating Activity:

Students complete the handout “Warm-Up: Advertising Slogans” (3-4 minutes). Discuss the power of advertising by pointing out that this activity is easy to complete even if we don’t purchase the product mentioned.

Review:

Review the advertising techniques from Lesson 1. In small groups, students analyze a sample ad using the “Group Ad Analysis Worksheet.” Discuss by having each group report their findings to the class.