



Connections Activity For week ending 5/18/12



Title/Skill:	Commercial Spots
Connection Goal:	Personalization
Grade Level:	9-12
Month:	
Time Needed:	25 minutes

Handouts/Materials Provided:

Papers/Pens

Miscellaneous school supplies

Summary of Activity for the Advisor:

1. Split students into groups of 4-5.
2. Explain that auditions are being held for fresh talent in TV commercials. Ask each team to choose an agent, actor, and writers.
3. Set up household/classroom items (books/cleaning supply/dry-erase materials/etc)
4. Give teams 15 minutes to create an advertisement and a promotional jingle.
5. Agents introduce actors and product. Actors perform the commercial. As each group performs, the rest of the class serves as the audience.

Read/Review/Discuss/Do with students:

- Why do some commercials inspire us to buy products?
- How do we distinguish between honest and dishonest advertising techniques?
- What is a concept or value that we *should* “sell” to others?