



Economics, English for Sek I and Sek II

Economy and society

Advertising (12)

14:30 minutes

Two-track audio

Summary

«Advertising» follows the development of an advertising campaign. Andreas Messerli is in charge of Berne's «Moonliner» night bus service. His goal is to promote the service by means of an advertising campaign. He commissions an agency to draw up a campaign that targets adolescents.

Didactics

This film lends itself as an introduction to the topic of advertising. It defines key terms such as «advertising medium» or the AIDA formula, while also featuring a professional who explains how different aspects of advertising are connected and how they must be understood in a larger context. The starter kit, including a lesson plan and learning targets, provides hands-on support for teachers. In addition, online activities offer students a way of consolidating newly acquired knowledge.

Learning goals

Students ...

1. can list different examples of advertising media.
2. know what is specific to adolescents as a target group.
3. are able to outline how an advertising campaign is developed.
4. are familiar with the AIDA formula and can explain what its four stages – Attention, Interest, Desire and Action – involve.

Methodical ideas

Lesson 1

1. Students brainstorm what they know about advertising, addressing the following questions: What kinds of advertising do they know? What kinds of commercials do they like or dislike? (They give examples and reasons for their choices.) How, in their view, does advertising influence us, and how does it work more generally? (20 minutes)
2. Collect and develop results in class by drawing a mind map on the board. (15 minutes)
3. Hand out the observation sheet, go over tasks in class and clarify any questions. (10 minutes)

Lesson 2

1. Watch the film. After each sequence involving the advertising expert, pause for students to take notes. (20 minutes)
2. Pairs compare their answers on the observation tasks; then discuss them in class. (15 minutes)
3. Students do the online crossword puzzle and the online power memory game. (10 minutes)

Links

Internet platform of the Swiss National Bank
www.iconomix.ch