



Unit	Media Ethics
Sub-unit	Media Literacy
Title	Deconstructing advertisement language
Short summary	This is an awareness raising exercise that shows the power of language in advertising. This activity highlights how advertisers can influence us to make decisions through word choice and writing techniques. It will help your students to understand and see through advertising language.
Learning Objectives	The student compares texts and images. The student understands the impact of words choice and writing techniques. The student will recognise point of view- Those who create any given piece of media have a goal and perspective.
Method	Group work and Discussion
Material	Material needed: Worksheet ‘The Language of Advertising Claims’ by Jeffrey Schrank. A number of different magazines and / or projector and laptop to show online ads.
Target group	14 years +

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Duration	20-30 min
Introduction	<p>The teacher/ trainer starts this exercise by giving a brief lesson about ‘The Language of Advertising Claims’. Explored in many online and offline marketing resources, these 10 types of claims typically highlight a product’s superiority over competitors. For example, “our Cola has more taste” is an <i>unfinished</i> claim. After hearing or reading it, students should ask: “More taste than what?” Once they understand the concept, split the group into smaller groups and hand out some magazines and show online advertisements you’ve pre-selected to groups of students.</p> <p>Each group should explore the resources they’ve received, identifying two to four ads that use specific claims.</p>
Development	<p>As a next step, groups can share their findings with the class.</p> <p>Ideally, out of curiosity after completing this exercise, students will begin to analyze ads they see.</p>
Assessment of learning outcomes	Group summarises results together.

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