

DAY 1

Ads are everywhere

You can't escape advertisements! They are on the television, on the radio, online... they might even be plastered on the back of toilet doors!

Consider your day so far. How many advertisements do you think you've seen already? The average Australian is said to be exposed to around 500-1000 adverts a day and this number is believed to be rising because of increased screen time. Your exposure to advertising begins as soon as you wake up! In fact, before you have even left your house for school, you might have viewed or heard as many as 50 ads!

Investigate

Open your newspaper at any page. Place a tick in a box below if you see an ad. Do this nine more times. How many times do you land on a page that contains an ad? Can you find any pages which contain only ads (no news!) when browsing the newspaper? Which sections do these pages belong to?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Explore

Why do you think advertisements take up such a large proportion of the newspaper? Why do you think advertisements are in the newspaper at all? What about the ads online? Why are there so many?

Explore

Put a tick in the box if you see a different type of ad listed in this table. Share with another pair to stretch your list.

Do you agree that ads are everywhere? Can you think of many places where adverts do not appear? This might be more of a challenge.

What	Where
Poster	
Billboard	
Audio ad	
Signage	bus, taxi, fence at football ground, shopping centre
Commercial	
Flyer	
Pop-up ad	
Classified	
Banner	

Investigate

Movies and TV programs are not free from advertising. Search 'product placement' online to learn more about this type of advertising. List three things you have found out below. Head to Channel 7 tonight to see if you can spot any examples of product placement. Are you influenced by it? Jot down some notes below and report back to class tomorrow.



Explore

Some people have complained about being 'bombarded' by advertisements. Do you think that the high number of adverts that you see in one day is a problem? Discuss this in small groups and list some of your ideas below.

Connect

Making an ad stand out from the rest is not easy in an 'ad-saturated' world. Choose three ads from the newspaper today that stand out to you. Write a note on the glue strip provided. What is it about the ad that caught your attention? (Think about text, image, etc.)

Advertisement	What makes it stand out?

Being original means being different from the thousands of ads that are already out there. Cut out the most original ad in the newspaper today and say why you think it is different. Paste it on the glue strip provided.

Advertisement	Text

Glue or staple articles here

What do ads do?

Many advertisements aim to sell you an actual 'product' and convince you to hand over your cold hard cash. But this is not true of every single ad.

Other ads might sell a 'message' like persuading you to munch on more fruit and veg, drink more water or to put rubbish in a bin.

Explore



Pair up! Flick through today's paper and cut out lots of different types of ads. Number them. Spread them out on your desk and think about what each one is trying to do (eg sell you something, raise awareness etc.). Paste five of them on the glue strip provided. Join down below what you think the purpose of each ad is.

Explore

Some ads are good and supported by the government. They aim to provide us with important information or advice. In fact, the Australian government spends approximately \$20 million a year on advertising campaigns! Can you think of any government ad campaigns you've seen or heard of? What is the purpose of these campaigns?

Advertisement	Purpose	Advertisement	Purpose

Investigate

An **'advertorial'** is an advertisement that is designed to look like a newspaper article. Can you find any advertorials in *The West Australian* today or in any of the newspapers that you have received so far? Cut them out and paste them on the glue strip provided. How do you know they are advertorials?



Glue or staple articles here

Investigate



Some advertisements promote health and wellbeing. Others are not so good – they might encourage us to eat unhealthy food or even gamble. Browse *The West Australian* and find examples that fit under the headings below. Explain your choices to a friend.

Good for us	Not so good for us

Investigate

Head to Channel 7 tonight to keep tabs on how many 'good for us' and 'not so good for us' ads appear while you're watching. Make notes below and report back to class tomorrow.

Innovate

In pairs, come up with a plan for something that is 'good for us'. Use your plan to create an advertisement. Display your finished advertisement.

Connect



All ads aim to grab your attention! Choose one ad that catches your attention in today's newspaper. Paste it on the glue strip provided.

What makes this ad stand out for you? (Colour, size, large text?)

Scan *The West Australian* and select what you think is the ad of the day. Paste it on the glue strip provided. List five reasons why this ad appeals to you.

- 1
- 2
- 3
- 4
- 5

Many ads want us to do something – donate, subscribe, buy, visit, etc. Cut out five ads from today's newspaper that have a 'call to action' and paste them on the glue strip provided. Highlight the 'call to action' words on each, and list them below. Can you think of any other words like these?
