**Advertising – Getting to the “Heart” of the Matter**

**5th Grade ELA Lesson Plan**

**LESSON OBJECTIVE**

Students will learn about the role of Sacred Heart Cultural Center in the Augusta area and will use information gained to develop a persuasive television commercial or print advertisement.

**STANDARDS ADDRESSED**

**ELA5W2 The student produces a persuasive essay that**

a. Engages the reader by establishing a context, creating a speaker’s voice, and otherwise developing reader interest.

b. States a clear position in support of a proposal.

c. Supports a position with relevant evidence.

d. Creates an organizing structure appropriate to a specific purpose, audience, and context.

h. Raises the level of language using appropriate strategies (word choice).

**MATERIALS**

* Paper
* Pencil
* Large pieces of butcher paper or poster board cut into fourths
* Examples of newspaper and/or magazine advertisements
* \*Optional – video camera or flip camera to record commercials

**ADDITIONAL VOCABULARY**

* **National Register of Historic Places:** the official list of the Nation's historic places worthy of preservation
* **Logo**: an identifying statement or motto
* **Non-profit organization**: an organization or group that exists for the charitable or educational benefit of the general public and does not operate to make a profit
* **Slogan:** a brief attention-getting phrase used in advertising or promotion

**LESSON DESCRIPTION**

*Opening*

Ask students if they have a favorite commercial or advertisement. Discuss what makes it interesting to them. What makes an ad memorable? Students may mention catchy phrases or slogans, famous people, or the use of music. Also discuss what commercials or ads may not be appealing to them and why.

Show students a picture of Sacred Heart to see if they recognize the building or the location. Ask them if they know what purpose it serves in the Augusta community. Explain that today you will take a Virtual Field Trip to one of Augusta’s most recognized landmarks, Sacred Heart Cultural Center, to better understand its history and its current function in the community.

*Work Session*

Before viewing the Virtual Field Trip, explain that afterwards students will work in groups of 3-4 to create a commercial or a print advertisement to persuade others in the community to visit Sacred Heart. Encourage students to take notes during the viewing. Remind students that note taking is for their benefit, and they can use abbreviations or any other shorthand that is meaningful to them. The idea of note taking is to jot down important ideas and details, not every bit of information given.

After the virtual field trip, allow students to work in groups to develop either a commercial or print advertisement. You may want to review and post the following tips for your students as they work.

Points to Keep in Mind When Developing a Commercial:

* Who is your audience?
* What are you trying to get your audience to do?
* What specific facts and details should you include?
* Is your commercial less than 90 seconds?

Points to Keep in Mind When Developing a Print Advertisement:

* Who is your audience?
* What are you trying to get your audience to do?
* What specific facts and details should you include?
* Is your ad visually appealing or is it too crowded?
* Are there graphics (picture or logo) that would capture your audience’s attention?

*Closing*

Have student groups present their commercials and advertisements.

**SUPPLEMENTAL RESOURCES**

<http://www.admongo.gov/teachers.aspx> This Federal Trade Commission campaign aims to educate tweens (kids ages 8 to 12) about advertising so they can become more discerning consumers of information. The goal of the campaign is to boost advertising literacy. Games, lesson plans and many other resources are available and are linked to state standards.