How do Commercials use Music, Advertisements, and Slogans Influence us to buy Their Project?

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Content Summary:
The students will be viewing “Mean Joe Green” commercial, viewing a billboard advertisement, and a print advertisement to investigate how Coca Cola uses advertisements, pictures, and slogans to influence us to buy their product. Students will be creating and videotaping their own commercials in small groups. Students will rate each others videos.

I. Objectives:
The students will view the video for the Coca Cola advertisement “Mean Joe Green” 1979 and discuss the techniques used in the commercial that were influential.

Viewing an old advertisement photograph, the students will discuss the history of Coca Cola advertising and how it affected consumers.

Using a Coca Cola advertisement poster in 1989, the students will observe slogans, visuals, and messages within advertisements that entice consumers to buy products.

The students will work in small groups to create a logo and jingle for a soft drink product that they have created.

Performing in front of the class, the students will make a commercial for their product and be rated by their peers.

II. PA Standards:
Arts and Humanities:
9.1.3 Production, Performance and Exhibition of Dance, Music, Theatre and Visual Arts
   A. Know and use the elements and principles of each art form to create works in the arts and humanities
   B. Recognize, know, use and demonstrate a variety of appropriate arts elements and principles to produce, review and revise original works in the arts.
      G. Recognize the function of rehearsals and practice sessions.
      J. Know and use traditional and contemporary technologies for producing, performing and exhibiting works in the arts or the works of others.
9.2.3 Historical and Cultural Contexts
   A. Explain the historical, cultural and social context of an individual work in the arts.
   B. Relate works in the arts chronologically to historical events
   C. Relate works in the arts to varying styles and genre and to the periods in which they were created
9.3.3 Critical Response
   A Recognize critical processes used in the examination of works in the arts and humanities.

Reading, Writing, Speaking, and Listening:
1.4.3 Types of Writing
   A. Write narrative pieces

1.5.3 Quality of Writing
   A. Write with a sharp, distinct focus identifying topic, task and audience
   B. Write using well-developed content appropriate for the topic.
   C. Write with controlled and/or subtle organization.
   D. Write with an awareness of the stylistic aspects of composition.

1.6.3 Speaking and Listening
   A. Listen to others.
   C. Speak using skills appropriate to formal speech situations
   D. Contribute to discussions
   E. Participate in small and large group discussions and presentations.
   F. Use media for learning purposes.

History:

8.1.3 Historical Analysis and Skills Development
   D. Understand historical research.

III. Materials:
Teacher
   • Overhead projector
   • Picture of Santa Clause Advertisement
   • Coca Cola poster advertisement “Official Drink of Summer” 1989
   • Computer
   • “Mean Joe Green” 1979 Video Clip
   • Video camera
   • Video/Commercial rubric

Student
   • Crayons
   • Markers
   • Colored pencils
   • Pencil
   • Empty/label free pop bottle
   • Glue
   • Paper to make logo
   • Question worksheet

IV. Development:
1. As a class view “Mean Joe Green” 1979 Coca Cola commercial.

2. Pass out worksheet and answers questions about the video and individually have the students answer the questions from the sheet.

3. Students when finished should put the worksheets off to the side.

4. Show on an overhead projector the black and white picture of a Coca Cola billboard.
5. Have the students study the photo for 2-3 minutes.

6. Ask the students on the back of the worksheet label picture one and answer the following questions.
   - What time period do you think this advertisement was used? Why?
   - Where do you think this advertisement hung?
   - Do you think it was designed to be visually appealing to young people? Why or why not?
   - On a scale of one to five, does this make you want to drink/buy Coca Cola?

7. Take the picture off the projector and place the 1989 Coca Cola advertisement “Official Soft Drink of Summer”

8. Allow the students 2-3 minutes to look at the advertisement.

9. On the back of the worksheet label picture two and answer the following questions.
   - Why do you think the picture says the official drink of summer?
   - What in this photo makes you think that summer is the right season?
   - How does the advertisement make you feel?

10. Discuss answers to the questions and have a discussion on different techniques used in each of the advertisements. Discuss how time has changed the way products advertise.

11. Ask: Which advertisement is more appealing to you? Which, if any would make you buy their product? Why or why not?

12. Using the odd/even numbers and suits on a deck of cards, divide the class into groups of four.

13. When students are moved within their groups give each an empty pop bottle with the original label removed and a piece of paper that fits around the bottle.

14. Each group will come up with their own logo for a soft drink product. Students may use markers, crayons, colored pencils and glue.

15. When your logo is complete, students must write a melodic or a non-melodic jingle for their product using a specified format.

16. When the jingle is written, rehearse it within your group so that it may be performed without error.

17. The teacher will assign the production crew and be trained to film the commercials.

18. Groups will perform their jingles for the class while being rated using a worksheet.
19. Each group will be rated on their musically and visual levels and how the group used a jingle to sell their product.

V. **Evaluation:**

Students will be graded according to commercial/video rubric. Their fellow students using a predetermined format will rate students as to the effectiveness of their commercial/video production.
Works Cited:

<http://memory.loc.gov/ammem/ccmphtml/colatime5.html>

<http://lcweb2.loc.gov/cgi-bin/query/D?ils:a.2./temp/~pp_ClNi::@@@mdb=fsaall,app,brum,detr,swann,look,gottscho,pan,horyd,genthe,car,cai,cd,hh,yan,bbcards,lomax,ils,prok,brhc,nclc,matpc,iucpub,tgmi,lamb>

<http://memory.loc.gov/cgi-bin/query/r?ammem/cola:@field(DOCID:@lit(meanjoe_01)). Library of Congress. 23 April 2008>