

We know that information can be represented in many ways. There are some ways that are better suited than others to the specific message you want to communicate. Can you find the best ways of conveying your message to your audience? e.g. Survey results can be communicated through a written summary but especially well through bar graphs and pie charts. ▼

What do I want my audience to learn? Explain in detail.

Television commercials are purposefully created. Each element of a commercial is specifically designed to have an impact on the audience. The elements work together to create an overall impression.

What techniques might I use to communicate my message?

A way of communicating

this information could be ▼

Discussing common observations from regular television watching

A way of communicating

this information could be ▼

Watching and analyzing commercials

A way of communicating

this information could be ▼

Instructing students to watch a specific commercial at home and note specific details

Final production decision (it can be a combination of any of the above) ►

What will I prepare and do to communicate my message?

I will

- Have a computer, projector and screen set up
- Have selected 2 short commercials from www.adcracker.com. Show the first commercial and instruct the group to observe the construction of the commercial, example – sound as they watch it a second time
- Elicit 5 elements and list on board. Show a second commercial twice and instruct groups (5) to observe for impact of assigned element
- Have groups discuss impact of assigned element and share findings with class and ask for conclusions about target audience of commercial

Message ▼

What is my message?

What do I want the person/people to understand or learn?

What are the main points I want to cover?

What are some details I would include?

Television commercials are purposefully created

Main points:

- Each element of a commercial is specifically designed to have an impact.
- The elements work together to create an overall impression

Details:

- Recognize 5 elements of a commercial
- Recognize the impact each element has on the audience
- Consider the target audience of a specific commercial

Audience ▼

Who is my audience?

What do I know about them? What do they like or dislike? What do they already know about what I am communicating? How will I motivate them?

I know they:

- Like action and a quick moving pace
- Often enjoy commercials as much as programs
- Are very comfortable with various forms of media

I will get their attention by showing them a commercial before explaining anything.

Evaluation ▼

How will I know if my audience has understood?

What will I do to ensure they have understood? How will I track this?

I will ask for suggestions as to who the target audience is and what leads to the particular conclusion.

Mode ▼

What is the best way to get my message across?

To what does it best lend itself? Spoken or written words? Pictures or photographs?

Tables and charts? Music or sounds?

Actions? What will I use or create? What will I do?

I will:

- Have a computer, projector and screen set up
- Have selected 2 short commercials from www.adcracker.com

- Show the first commercial and instruct the group to observe the construction of the commercial

- Show a second commercial

- Have groups discuss impact of assigned element and share findings with class

Action ▼

How will I pull it all together?

What will my audience do? Listen? View?

Explore? Create? Share? Participate/

Take action?

They will:

- Watch a brief commercial
- Briefly brainstorm to come up with 5 elements of the commercial composition (images, sound, movement, text)
- Watch a second commercial for impact of a specific element
- In groups discuss effect of one of the elements
- Individual takes brief notes
- Spokesperson for each group shares findings with class