



MEDIA STUDIES LESSON PLAN OUTLINE: ANALYSING AN ADVERTISING CAMPAIGN

Lesson description

This lesson can be used to help students develop analytical skills and familiarity with media language through the analysis of an advert. In doing so, they will learn about the characteristics that all adverts have in common, different types of advertising and the techniques used to communicate with a target audience. Students should be encouraged to develop critical autonomy when analysing media texts by developing their own ideas.

The Lesson

Introduction

The lesson could begin by discussing adverts generically and looking at adverts that students are familiar with:

- What adverts have students seen recently? What was the brand?
- Where was the advert – cinema, television, radio, newspaper, magazine, billboard, online?
- What messages were conveyed about the brand?
- Why was the advert memorable?
- What do all these adverts have in common?
 - Commercial
 - Ideology
 - Aimed to sell
 - Targeting large audiences

Activity

Students should be provided with a range of MINI adverts from www.mini.co.uk/mini_education/marketing.

In groups of three or four, students could spend 15 minutes analysing their advert by considering:

- The context in which the advert has appeared
- Who the advert is aimed at
- The factors that indicate that the advert is aimed at a particular audience
- The ideologies that are established in the advert
- The techniques used, for example nostalgia, new feature, shocking, flattering language, reassuring, fun, lifestyle fantasy?
- How the ideology and the techniques used relate to the target audience
- What is the unique selling point (USP)?

Each group could prepare notes on the advert they analysed, using the accompanying worksheet as a guide.

Conclusion

Each group could present a brief summary of their analysis to the class. The class could vote on which advert they feel most appeals to them.



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Learning objectives

At the end of this lesson students should have developed an understanding of:

- The basic characteristics of an advert
- Different advertising formats
- A range of advertising techniques
- The USP of a brand
- What a target audience is and how different audiences are targeted
- The concept of ideology and how this relates to the target audience.

This lesson is designed to develop key skills:

- Critical research
- Forming ideas and opinions.

Cross curriculum connectivity

- Literacy
- Information and Communication Technology skills

Follow-up lesson

Students could develop a presentation in a multimedia format to give to the class explaining in more depth what they have learnt about the concepts of the advert, including the ideology and techniques used.

Independent learning activity/homework

- Buy a copy of a lifestyle magazine and a broadsheet newspaper:
 - How many adverts are in each publication?
 - Are the adverts in the lifestyle magazine different to those in the newspaper?
 - How do the adverts relate to the target audience of the publication?
- Create a research file (either a hard copy or in electronic format) of different types of adverts and categorise them by audience or context.



WORKSHEET

ANALYSING AN ADVERTISING CAMPAIGN

Advert name

Where was the advert used – cinema, television, press, billboard, online?

Who do you think the advert is aimed at? Why do you think this is?

What messages do you think are conveyed about the brand?

What techniques are used in the advert? For example, nostalgia, new feature, shock value, flattering language, reassurance, fun, fantasy lifestyle?

What do you think the USP (unique selling point) of MINI is?

Additional notes
