9th grade

9.2.2 Students will analyze the influence of culture, media, technology, and other factors on health behaviors

Objective- Using “Truth in Advertising” techniques, students will analyze the advertising that occurs during sporting events on TV.

Time- Two 50-minute periods

Lesson and Activity

Students were assigned homework for the weekend, to watch a sporting event and document the advertising that occurred during that event.  Each student should have 5 advertisements to discuss in their small groups (groups of 5) when they come to school on Monday.

During class on Monday each student will share their homework with their group and after discussion, the group will select one ad to deconstruct. Then the group will use poster board, markers, pictures etc. to create a “poster ad” that portrays the honest effects of alcohol.  Each group will share their poster ad with the entire class.

Assessment: Students will receive individual and group scores.

* Individuals will get one point for each ad that they bring to class, with a maximum of 5 points.
* Posters are worth a maximum of 10 points
  + List 5 effects of alcohol on the human body- worth 2 points each
  + Student participation within the group
    - Each person in the group gets 2 points for speaking; group total = 10 pts.

Bringing in the Advertisements.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 point | 2 points | 3 points | 4 points | 5 points |
| One Ad | 2 ads | 3 ads | 4 ads | 5 ads |

 Group Poster

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 2 points | 4 points | 6 points | 8 points | 10 points |
| 1 effect | 2 effects | 3 effects | 4 effects | 5 effects |

Participation

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 2 points | 4 points | 6 points | 8 points | 10 points |
| 1 speaker | 2 speakers | 3 speakers | 4 speakers | 5 speakers |