

## Sample Teaching Card



Ad: *Pet Robots*

Text Type: Persuasive

### Vocabulary

#### Academic

list, locate, persuade, print

#### Content

ad, buy, colors, pictures, product, real, remote, robot, sell

### Features to Notice

free pet carrier, how to order, name of product, phone number, price, reasons to buy, website

### Types of Text to Notice

- persuasive text
- expository text

Ads are a form of media intended to persuade the reader to buy a product or take some action. They usually include the name of the product and a list of benefits or selling points. Ads also make use of persuasive language and imagery to target specific audiences. Ads are excellent tools for teaching children how to recognize and respond to persuasive language.

## Talk About Ads

### Explore What You Know

Encourage discussion about ads that children have seen on TV. Ask: *Have you ever seen an ad on TV for a toy? What was the toy? Did the ad have lots of colors? Was there music? Were there children in the ad? Did you want to buy the toy after seeing the ad? Why or why not?*

### Deepen the Inquiry—*Pet Robots Ad*

Provide each child with a copy of the *Pet Robots* print ad.



If you are using the CD-ROM, click on *Ad*. Encourage discussion as you follow along.

If you are not using the CD-ROM, introduce the ad by asking: *What makes you want to buy a toy or game?* Talk about reasons why children might want a particular toy or game. Explore reasons such as: *it's cute, it looks like it's fun to play with, or my friend has one and I want one, too.*

Explain that this is an advertisement, and we call it an *ad*. Ask children to look at the pictures and words. Tell children that artists made the pictures and writers wrote the words. Ask: *What do you think the writers and artists who made this ad want you to buy? Do the pictures make you want to read the ad?*

# Discuss the Features

Locate, read aloud, and discuss each labeled feature.

- A** Name of the Product
- *What do the words in big print—Pet Robots—tell you? (what the ad is selling)*
  - *Pet Robots is the name of the product. The product is what the ad is selling.*
- B** ... all they need is love!
- *What do you think the words ...all they need is love! mean? (The Pet Robots need love, but nothing else.)*
  - *How do the words make you feel?*
- C** Reasons to Buy
- *What do the sentences in the red oval next to paw prints tell about? (They tell about Pet Robots.)*
  - *Each of these sentences tells a reason to buy a Pet Robot. Why did the writer tell you these things? (to make you want to buy a Pet Robot even more)*
  - *Which of these sentences might be a reason that you want to buy a Pet Robot? Do you think it would be fun to own a Pet Robot?*
- D** Price
- *What does this Pet Robot cost? (\$19.95)*
- E** Free Gift
- *The words Free Pet Carrier tell what you will get if you buy a Pet Robot. Is this another reason to buy a Pet Robot?*

- F** How to Order
- *Where would you look in the ad to find a phone number to call to order a Pet Robot? (in the yellow box)*
  - *Why does the ad give you a website to visit? (to order a Pet Robot online)*
- Conclude by pointing out that a good ad makes you want to buy the product. Ask children to tell if *Pet Robots* is a good ad and explain why or why not.

## Review: Let's Build an Ad

If you are using the CD-ROM, click on *Let's Build an Ad*.

If you are not using the CD-ROM, do the following activity with the children.

- Invite children to help you build an ad for a talking toy dog.
- Draw a frame for your ad on the board. Draw a picture of the toy dog.
- Ask children to suggest a name for the toy dog and write it above the dog. Or suggest the following names for them to choose from: *Little Barker, Donny Dog, and Katy Dog.*
- List the following on the board and read aloud:  
*This dog will is so cute.  
Learn a story with your little dog!  
A cuddly friend that talks to you!*
- Have children decide which lines to choose for their ad and write them under the name. Ask children to suggest a price and a free item that will come with the dog. Add them to the ad.
- Talk about why the ad is a good ad. Congratulate children on their work!



Provide children with additional age-appropriate ads to look at, if possible. Discuss each ad and ask children to name things they see and tell what the writer and artist want them to buy. Then ask if the ad might make them want to buy the product shown. Together, compare and contrast things shown in different ads.

## Apply the Learning

### Make Your Own Ad



If you are using the CD-ROM, click on *Make Your Own Ad*.

- Have children work independently, with partners, or in small groups.
- Have children follow the directions to create their own ad for a talking bear.
- Invite children to share their completed ads with classmates. Ask children to tell why they made the choices they did and why their ad is a good ad.

### My Toy Bear Ad

If you are not using the CD-ROM, distribute copies of *My Toy Bear Ad*, the Copy Master on page 4.

- Invite children to make an ad for a talking bear.
- Talk about the three parts of the ad including the picture of the bear, the name of the bear, and two reasons to buy the bear.
- Give directions for cutting and pasting parts of the ad onto a paper to create the ad.
- Have children share their completed ads.

**Note:** This activity may be used as an Extension Activity for those using the CD-ROM.

## Extension Activities



### Writing Activity: Pet for Sale

Ask children how the *Pet Robots* ad might be the same or different if it were an ad for a real pet. Have children create an ad to get people to buy a real cat or dog at a pet shop. Make sure children include a picture and write the name of the pet shop at the top of the paper. Ask children to share their pictures with the class and tell reasons why someone should buy this pet.



### Information Literacy: Look for Ads

Assign children to small groups and challenge them to be ad detectives. Have each group develop a list of all the places they have seen or heard ads. They may be surprised to find ads on things such as T-shirts, pens, and tote bags. Have each group present their list to the class. Keep a master list on the board.



### Cooperative Learning: Attention, Please

Have children work in small groups. Give each group a children's magazine. Ask each member of the group to choose two ads that grab their attention. Have children present their ads to the group and have the group choose which of the two they think is the better ad. Ask the group to share the ads that were chosen with the class and explain why they think they are good ads.



### Career Connection: Artists

There are many jobs involved in making a good ad. Artists play a very important role. Remind children of the images they have seen in ads. Talk about what things an artist might do to create an ad. To guide the discussion, bring to children's attention the use of colors, the size and shape of letters, and how things are placed on the page.

# My Toy Bear Ad



1.

**My Friend Bear**

2.

**Baby Bear**

3.

**Talking Bear**

1.

**Get a free hat for your bear!**

2.

**This bear can tell stories!**

3.

**This bear is like a best friend!**

Directions: Choose a bear and color it. Cut and paste it onto your paper. Choose a name for your bear. Cut and paste it onto your paper. Cut and paste two reasons to buy the bear.