

Exploring Commercials

We see television commercials all the time! There are so many commercials out there, and this week, we're going to look more closely at them.

Here is your assignment:

1) Pick a commercial about a product that interests you. **Please note that you will be sharing this commercial in a school setting, so this product needs to be appropriate for school, as does the commercial.**

2) Write down the search terms you used to access the commercial, so that you can show it at school.

3) Think about your answers to these three questions:

- **Who produced this commercial?**
- **How was this commercial made?**
- **What has the producer done to grab the viewer's attention?**

4) On sticky notes, a piece of paper, or a device that you have at home, write down some point form notes that show your thinking about the questions above. **You may even include pictures/diagrams in your notes in addition to words.**

5) Make sure that you have a paper copy of these notes to share in class tomorrow.

We're going to have a look at the various commercials and add to the thinking that you have already done.