

Red-Green

GRADES

4-8

TIME

15 minutes

TOPIC

Advertising
Media Literacy

SPACE

Classroom

MATERIALS

- Large screen (or large print-outs of advertisements)
- Red on one side/ Green on the other side cards for each student
- Collection of printed advertisements

OUTLINE

1. Using a program of your choice (Powerpoint, Notebook etc. show printed advertisements to students from the newspaper, on-line, magazines etc.).
2. Show the ad to the students and have them vote (green indicates they feel the ad conveys a body positive image and message, red indicates they feel the ad does not convey a body positive image message).
3. Discuss students' views. Allow them to identify which elements of the ad swayed their vote.
4. As a follow-up, ask students to each bring in an ad of their own choosing and discuss the message they feel it conveys. Help guide students to seeing the implied messages as well as the overt ones.