

# **The News Ad Vantage**

*A study of newspaper advertising for  
students in grades 4 – 8*

Written by Giny Beck, NIE Educator  
with Ann West, NIE Consultant

**Published by**

# THE NEWS AD VANTAGE

## Foreword

With *The News Ad Vantage*, teachers can provide their students with an interesting background and unique perspective on newspaper advertising. Through each of the activities within this learning guide, students in grades 4 – 8 will begin to develop critical reading and thinking skills so necessary to their daily lives. Advertising in the newspaper can have tremendous influence on the consumer and, at the same time, provide us with some interesting information about our society.

These activities were designed for use with students in grades 4 – 8, however, they may be modified for use with younger and older students. Though each activity is designed for individualized learning, each may be used in small and large group instruction. The activity sheets may be photocopied for use with your local newspaper, or these activities may simply be used as a guide for teacher-directed instruction. The most important item that the student have in hand is a copy of the local newspaper, for these activities are designed to guide students throughout the newspaper. Since many of the activities call for clipping, marking, and skimming, it will be to the teacher's advantage to order a copy of the local newspaper for each student in the classroom. Most newspaper NIE programs offer classroom sets of the newspaper for delivery one day per week. The Wednesday edition, for example, may be used each day for a full school week, prior to the next delivery. Consider which weekday edition of your newspaper might be the best to use in studying newspaper advertising. If you plan extensive use of newspaper advertising inserts, be sure to contact your local NIE department at your newspaper to be sure that the inserts are delivered in NIE newspaper deliveries. Also, be sure that you allow students to take their newspapers home with them when they complete their classroom activities, so that they may share the newspaper with their parents and have additional time for outside reading of this resource so vital to their continued learning.

*The News Ad Vantage* may be used at any time during the school year, but you may find it especially useful during holiday seasons, during winter or spring "doldrums" and/or prior to students' involvement in ad design contests. The students who may be participating in such contests will develop a solid understanding of newspaper advertising prior to their own creative participation in such activities. Contact your local newspaper's NIE (Newspaper in Education) department to find out how you can utilize the entire content of the newspaper with your students.

Have fun as you and your students work through the newspaper together in development and application of real life skills!

Ann West, Editor

### About the author...

Giny Beck is a 20-year veteran of the elementary/middle school classroom. A teacher in Anamosa, Iowa, Giny has used the newspaper successfully with her students throughout her career. Giny is a member of the NIE Advisory Board for the *Cedar Rapids Gazette* and is known throughout Iowa for her motivational presentations and expertise in using the newspaper in the classroom.

### *The News Ad Vantage*

Edited and published by News Relief, Inc.

11624 Grant Drive

Overland Park, Kansas 66210

President, Ann West

Layout and design by News Relief, Inc.

Graphics: Dynamic Graphics Designer's Club Software, Click Art Software from T-Maker Company.

Copyright © 1995, News Relief, Inc.

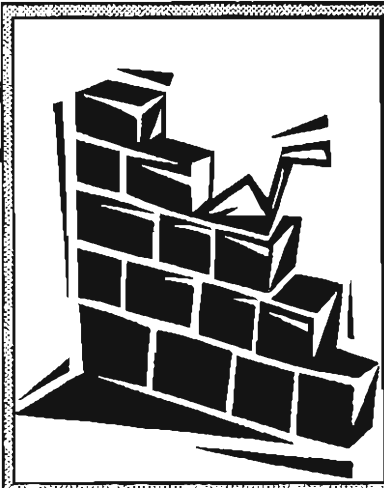
### Educators:

Individual activities from this guide may be photocopied and distributed to students in your classroom for use with your local newspaper. For any other use of this guide, in whole or in part, written permission must be obtained by writing News Relief, Inc., 11624 Grant Drive, Overland Park, KS 66210 – 1936.

# **THE NEWS AD VANTAGE**

## **Table Of Contents**

<u>Page</u>	<u>Activity Title</u>	<u>Topic</u>
<b>FOCUS: Elements Of Advertising</b>		
4	Building Blocks Of Advertising	Critical components of advertisements
5	Simplicity Is The Key	Advertising layout
6	To Crowd Or Not To Crowd	White space
7	Advertising Magic	Different layouts
8	Why Buy?	Consumer needs
9	A Perfect Spot	Placement in the newspaper
10	Catching The Reader's Eye	Placement on a newspaper page
11	This Ad's For You	Specific group appeal
12	The Teen Times	Interest level news and ads
13	The Time Is Right	Seasonal advertising
14	Time Is Running Out	Urgency in advertising
15	Unforgettable	Effective advertisements
<b>FOCUS: Analysis Of Advertising</b>		
16	And The Winner Is...	Evaluating advertisements
17	What's For Sale?	Categorizing advertisements
18	What Day Is It?	Types of advertisements/content
19	Consumer Ad Rating	Critiquing advertisements
20	Which Is Best?	Comparing advertisements
21	The Big And The Bold	Types of type
22	Sizing It Up	Advertisement size
23	A Step Above The Rest	Persuasive techniques
24	Your Questions, Please!	Wise consumerism
25	How Important Is It?	Priority purchasing
<b>FOCUS: Career Education</b>		
26	Careers From A to Z	Occupations
27	Alliterative Careers	Alliteration/Creative sentences
28	Does The Shoe Fit?	Job requirements
29	21st Century Careers	Anticipating future careers
30	Building For The Future	Developing and writing career goals
<b>FOCUS: Designing Advertisements</b>		
31	Comical Ads	Testimonials
32	This Is The Best	Creating a competitive product ad
33	Let Us Help You	Creating an ad for a service
34	It's Even Better Now!	Creating ads for new products
35	Needs A New Home	Writing classified ads
36	Wanted: New Teacher	Writing a help wanted ad
<b>FOCUS: Social Studies/Language Arts Applications</b>		
37	Newly Arrived!	Inventions
38	Future Stock	Predicting future needs
39	Getting Specific	Using precise words
40	Painting A Clear Picture	Adjectives
41	Advertising Supplementals	More fun in studying newspaper ads
42	Advertising Supplementals	More fun in studying newspaper ads



## Building Blocks Of Advertising

The people who design advertisements for businesses try to make their ads interesting and special. They want their ads to catch the customer's attention and make them remember their advertisements. Creativity and uniqueness are valuable, but there are some elements that are the same in most advertisements.

- Clip from your copy of the newspaper five display (retail) advertisements. Arrange each of the advertisements so that you may view them all at one time.
- Look at and read each advertisement.
- In the space below, list similarities that you find in the advertisements.

### Similarities Or Likenesses In Selected Advertisements



- Explain why you think most advertisements contain the elements you found and listed above.

---

---

---

---

---

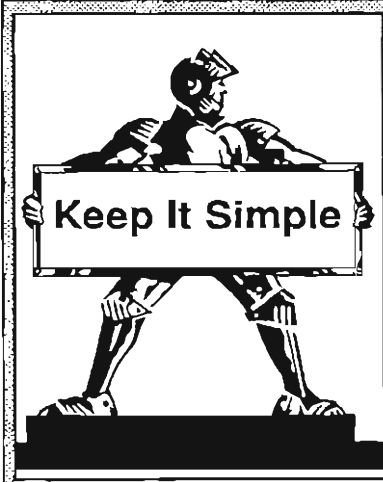
---

---

---

---

---



## Simplicity Is The Key

The layout of an advertisement is how each element is put together. The reader's eye should follow easily from the headline to connect with illustration, explanatory copy, price (if given) and the store's name. This is a logical approach to answer a customer's questions about a product or a service. Fancy typefaces and decorative borders may distract from the ad. The key is simplicity.

•Look in your newspaper to find two examples of advertisements that follow the format explained in the Introduction above.

•In the space below, list each element of the two ads you chose.

<b>Elements</b> ↓	<b>Advertisement #1</b>	<b>Advertisement #2</b>
<i>Headline</i>	_____ _____	_____ _____
<i>Illustration</i>	_____	_____
<i>Explanatory Copy</i>	_____ _____ _____ _____	_____ _____ _____ _____
<i>Price (if given)</i>	_____	_____
<i>Name Of Business</i>	_____	_____

•Attach the two ads you used for this activity to the back of this page.



## To Crowd Or Not To Crowd

White space is important in newspaper advertising because the average page has so much small type. White space focuses the reader's attention on the ad and will make the headline and illustration stand out. When a crowded ad is necessary, such as for a sale, the information must be well organized and easy to find.

- Cut out 10 display ads with varying amounts of white space.
- Arrange and paste or tape the ads you clipped from the newspaper on a large sheet of paper. Arrange the ads in order from the most white space used to the least amount used (compared to the size of the entire ad).
- Put a star by the ads that have used white space effectively.
- Put a check mark by any crowded ads that have been organized well to make them easy to read.
- Recreate one of the ads to be more effective by changing the amount of white space. You may photocopy the ad, cut it apart and use those pieces to create your new ad below or on the back of this page. You may decide to do your own lettering and artwork, but it should be similar to that used in the original ad.



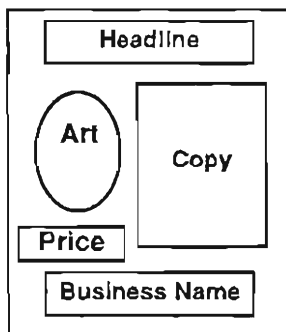
## Advertising Magic

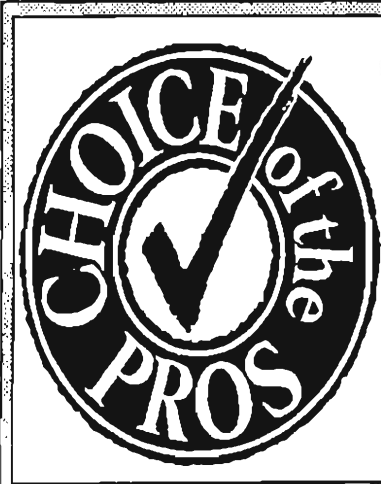
Guidelines are often given for the layout of an advertisement. The headline at the top, some artwork and copy in the middle, and the name of the business at the bottom of an advertisement is a standard format. Not all effective ads are the same, however.

- Clip from your newspaper four display ads that present the name of the business in a different location within the ad.
- Look at each ad and analyze the arrangement of the major elements (headline, art, copy or written information about the product, price of the product or service, and the name of the business) in the ad.
- Draw a small sketch (see example below) of the layout of each ad in the space below and on the back of this page. Below each sketch, identify any elements that may have been left out of the original ad.
- Number the ads to correspond to your drawings and attach them to this page.
- On the back of this page, identify which of the ads you analyzed had the best layout and explain your opinion.

# Ad Sketches

Example:





## Why Buy?

Advertisers often use the headlines or illustrations in their ads to tell consumers why they should buy their product or service. Ads are designed to appeal to one or more of the basic desires or needs of their readers: safety, fun, leisure, health, beauty, comfort, thrift and popularity.

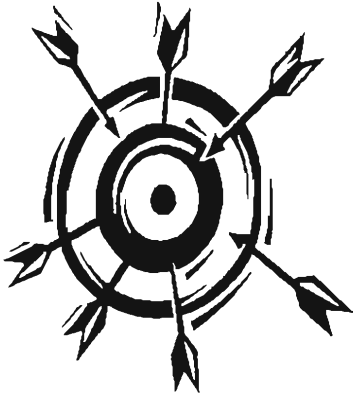
- Find an example of three advertisements, each of which appeals to at least two of the basic consumer needs listed in the introduction above.
- In the space below, list the product or service advertised in each ad and the consumer need(s) to which it appeals.
- Look at each ad. Decide whether or not the product or service really fulfills the consumer need to which it appeals. For example: Does using a certain shampoo really make you a popular person? Mark yes or no in the last column.

Product Or Service Advertised	Consumer Need	Does It Deliver?

- Attach each of the three advertisements to this activity sheet.



## A Perfect Spot



Most newspapers are divided into sections, each section having a specific title and a letter to identify it. Section A in most newspapers is made up of the main news stories of the day. Other sections vary from newspaper to newspaper and from day to day. The index of a newspaper is useful in identifying the contents of each section. Ads are often placed in a section for a reason.

- List the sections of your newspaper below. Include both the letter and section title.
- Now add to your list the products and services advertised in that section.
- In the final column of the chart below, explain why you think these ads were placed in this section.

Section Letter And Name	Products/Services	Reason For Placement

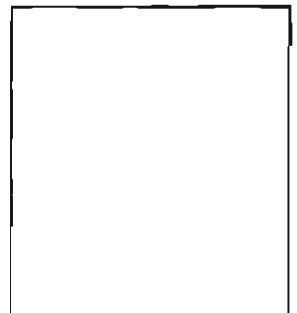
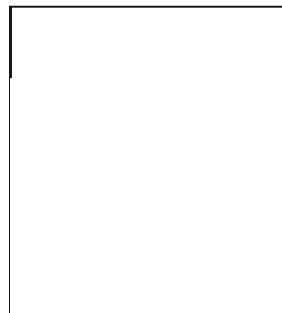
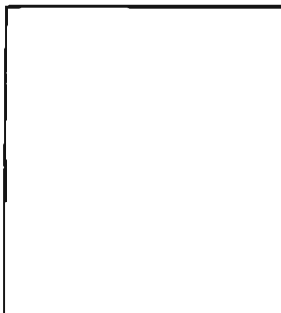
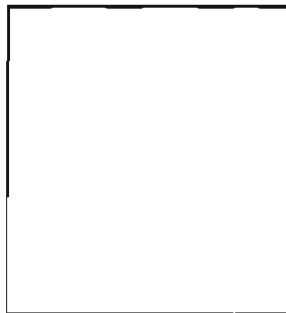
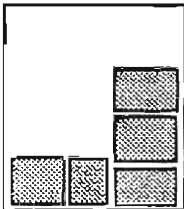


## Catching The Reader's Eye

A common ad layout places the headline at the top of the ad to catch the reader's attention. Art and copy are in the middle of the ad and the name of the advertiser is at the bottom (where people will see it last and remember it). The placement of an ad on the newspaper page is also important. The reader's eye usually begins in the upper left-hand corner of the page and travels in a backwards "S" shape to the bottom right-hand corner.

In the rectangles below, draw in the approximate position of the display ads on four different pages of the newspaper. Choose pages with at least five ads per page. An example is provided for you.

EXAMPLE:



What similarities and differences do you see in the placement of ads? Why do these similarities and/or differences exist? Write your thoughts about these questions in the space provided at the bottom of this page.

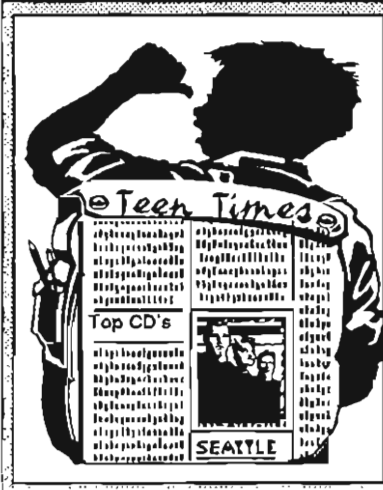


## This Ad's For You

When ads are created, they often target a particular group to buy the product. Some merchandise is only appropriate for an age or interest group. Ads for baby items, for example, might be aimed at parents of infants. Other products, like shampoo, may be useful to people of all ages, but an ad may be designed to target a person that commonly purchases this item for the whole family.

- Find at least six advertisements in the newspaper that you feel target different groups of people. The groups may be divided by age, interest, occupation, etc. Clip these ads from the newspaper.
- In the space below, list the product or service advertised, the group you think the ad appeals to, and how the ad is designed to appeal to that particular group.
- Number and attach the ads you analyzed to the back of this page.

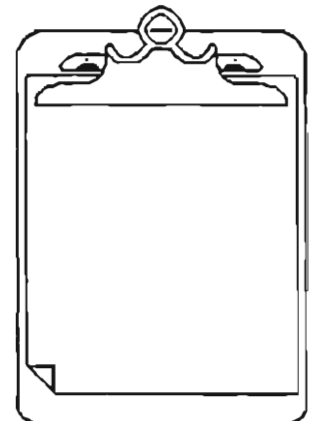
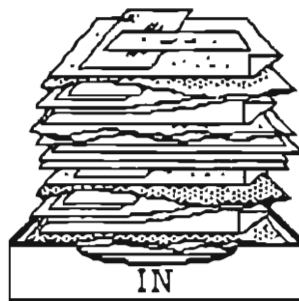
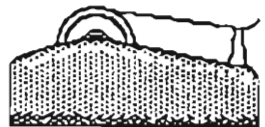
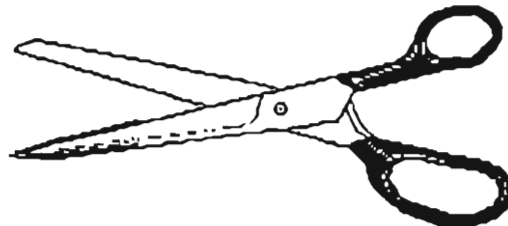
AD NUMBER	TARGET GROUP	HOW THE AD APPEALS TO THIS GROUP



## The Teen Times

Advertisers know that certain ads and certain products will appeal to a specific age group. Sometimes ads are designed to create interest from a group of people that would not otherwise buy a product. Some news articles, editorials, features and cartoons are also of more interest to one particular age group, like senior citizens or young adults.

- In this activity you are going to create an edition of a newspaper that is designed exclusively for one particular age group. You might choose to appeal to children, teens, young adults, middle-aged adults or senior citizens.
- Clip from your newspaper advertisements, articles, editorials, comics and photos or illustrations that would be of interest to the group you've selected.
- On large sheets of paper, lay out the items you've found to recreate a newspaper for one specific age group. When you've decided what will be on the front page and each page that follows, glue or tape each item in place.
- Finally, create a new name for your newspaper. Try to think of a name that would be appropriate in its appeal to the age group. Consider also lettering or type styles that would be appropriate. Look at a newspaper to see how authentic you can make your paper. You might want to create a new index, some news briefs, etc. Be creative!



**NEWS AD VANTAGE**

**FOCUS:** Elements Of Advertising

**TOPIC:** Seasonal Advertising

Student Name \_\_\_\_\_



## The Time Is Right

At different times of the year advertisers will advertise products appropriate for the season. Newspapers are often filled with "Back-To-School" promotions in August. Swimsuits and other summer attire are most often advertised in late spring or early summer. Valentine candies and gifts are a big focus of advertisements at the start of the year. These ads might not be as effective at any other time of the year.

- On a separate sheet of paper make two headings. One heading should be *Seasonal Ads* and the other heading should read *Year-Round Ads*.
- Find two examples of each kind of display advertisement in your newspaper and tape or glue these ads under the appropriate heading.
- In the space below, list a product that would most appropriately be advertised in each month of the year. Think about some of the items you have seen advertised in your newspaper in the past year. List an event or activity that would make each product popular at that time. Example: January – potato chips and dip or big-screen television – Super Bowl Party.

Month	Product	Event Or Activity
January		
February		
March		
April		
May		
June		
July		
August		
September		
October		
November		
December		



## Time Is Running Out

### ***12-Hour Sale! Limited Supply! Introductory Offer!***

These are some of the phrases advertisers use to encourage consumers to buy immediately. Coupons or special offers for a limited time are other methods that work well in creating a sense of urgency on the part of the consumer to avoid delay in making a purchase. Customers do not want to miss out on a good deal!

- Use your newspaper to find examples of five advertisements that use different approaches to encourage readers to buy immediately or soon. Look for a variety of approaches.
- Cut out each of the five ads and paste or tape them below or on the back of this activity sheet. If the ads are too large for this space, simply clip the portion of the advertisement that stresses urgency.
- Circle the words, phrases or art/illustration in the ad that urge prompt action.



## Unforgettable

Most retail advertising is placed by local stores to appeal to the public and increase sales. The most effective advertisements are the ones that attract attention and make customers remember a product or service. A catchy slogan, interesting art, attractive layout, bold lettering, or a promise of savings may make a reader remember an ad. Different elements will appeal to different people.

- Before you read the rest of these instructions, spend ten minutes looking through your newspaper and taking special notice of the display advertisements.
- After spending ten minutes skimming through your newspaper's advertisements, put aside your newspaper.
- Make a list of the businesses whose advertisements you remember and the products or services advertised. Create your list below.
- When you have listed as many advertisements as you can, look through the newspaper again. What do you think made these ads memorable?
- Write your reasons in the last column below.

<i>Business</i>	<i>Product/Service</i>	<i>Why You Remembered It</i>

## And The Winner Is...



Many elements work together to create a good display or retail advertisement. A good ad should catch the reader's eye with a simple, uncluttered appearance. A good layout of an ad should direct the reader from the heading of the ad to the dominant element and to the copy, price of product and name of the business. Detailed information about the product usually makes up the copy in a good ad.

- Pretend you are the judge in an ad contest. Look through your newspaper to find ads that would win in each category below.
- Clip from your newspaper the ads and paste or tape them on a large piece of paper. Clip out the awards below and attach them on the appropriate ads. Create other categories that include "most eye-catching," "most informative," "best dominant element," "most effective small ad," "most effective large ad," etc.





## What's For Sale?



All advertisements do not sell products. Some sell services. Others advertise upcoming events or entertainment opportunities. Sometimes there are even ads for people, ideas or special projects in the community. During elections, for example, you may find many ads for people and their ideas.

- In the space below, list 15 of the advertisers from the display ads in one day's edition of your newspaper and place a tally mark in the column that best describes what is being advertised.
- Ads for similar things, like movies, can be listed on one line as "movie ads." Then put the number of ads of this type in the correct column. (Example: If there are eight movie ads, put eight tally marks in the entertainment column.)
- Count the number of ads in each category and list the totals at the bottom of each column.

ADVERTISER	PRODUCT	SERVICE	EVENT	ENTERTAINMENT	PEOPLE/ IDEAS
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					

**TOTALS =**

## What Day Is It?



Each newspaper carries a variety of ads for different products or services. The kinds of ads may vary from day to day and newspaper to newspaper. Your paper may publish the majority of their grocery ads on Tuesday, for example. Readers know when to expect the ads and can plan for their grocery shopping. Other types of ads may appear in another day's newspaper.

- Use the space below to count the types of products or businesses being advertised in one day's paper. Some categories are provided. Add any other titles you need to include all of the ads you find in your newspaper.
- On a piece of graph paper, make a bar graph to show how the number of each type of ad compares to the others. Be sure to include the day and date of the newspaper you used in the title of your graph.
- Consider combining categories with only one item listed into an "other" category on your graph.

Date Of Newspaper Analyzed \_\_\_\_\_ Day Of The Week \_\_\_\_\_

Type Of Advertisement	Tally Column	Type Of Advertisement	Tally Column
FOOD		TRANSPORTATION	
RESTAURANT		LEISURE ACTIVITIES	
CLOTHING		SPORTS EQUIPMENT	
SHOES		COMMUNICATIONS	
FURNITURE		HOME IMPROVEMENTS	
JEWELRY		COMMUNITY EVENTS	
FLOWERS		COMMUNITY SERVICES	
MONEY/BANKING		REPAIR SERVICES	
INSURANCE		BUSINESS SUPPLIES	



## Consumer Ad Rating

Businesses use advertising to sell their products or services. Consumers use ads to gather information about products they are interested in buying. Ads vary in the amount of information or help they offer, as well as how clearly that information is presented.

- Clip from your newspaper two display or retail advertisements.
- Look at each of the ads from a consumer's point of view. How helpful is the ad? How much useful information is presented? How clear is the information that is presented?
- Use the space below to list what is good and what isn't about each ad from a consumer's point of view. Then rate each ad from one to ten. (Ten is the most helpful.)

AD # 1 \_\_\_\_\_

Product

+



-

Rating 1-10 \_\_\_\_\_

AD # 2 \_\_\_\_\_

Product

+

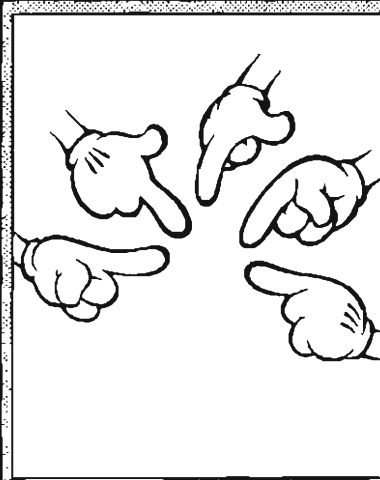


-

Rating 1-10 \_\_\_\_\_

- What conclusions can you draw about the ads you analyzed in the above activity? List three things that make an ad good for the consumer.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



## Which Is Best?

Display ads often include art or photographs, as well as copy. These ads are used by businesses to show and sell their products. Other businesses offer services to the consumer, like television repair or housekeeping. Some display ads are more effective than others in making the reader want to buy the product or service.

- Clip from your newspaper three display ads for the same type of product or service.
- Use the space below to list what you think is good about each advertisement. List these items in the plus (+) column.
- Look at each ad again and list what you don't like in the minus (-) column.
- On the back of this page, identify which of the three advertisements is the best and write several sentences to explain your selection.

AD #1 Business Name		AD #2 Business Name		AD #3 Business Name	
+	-	+	-	+	-



## The Big And The Bold

Different advertisers use various type styles and type sizes for their ads. The best type styles are usually simple ones that help people read the copy. Some lettering is bolder to make it stand out and draw attention to the ad or certain words in the ad. Occasionally, very unusual type styles or fonts may be used to emphasize the mood or message of an ad in the heading.

- Choose ten display ads and clip them from your newspaper. Number the ads you clip from one to ten. In the space below, list the word or phrase that is printed in the largest type in the ad.
- List the word or phrase that is in the boldest print in each ad (if different from the largest). Then, in the third column, write the word or phrase you would have chosen to emphasize (if different from the one the advertiser chose).
- Finally, analyze your findings to decide if there are any similarities among the biggest and boldest words in all ten ads. As a class, discuss the similarities and why you think these words were selected for emphasis. Place the ads you clipped in order from one to ten and attach them to this page.

	LARGEST	BOLDEST	YOUR CHOICE
1	_____	_____	_____
2	_____	_____	_____
3	_____	_____	_____
4	_____	_____	_____
5	_____	_____	_____
6	_____	_____	_____
7	_____	_____	_____
8	_____	_____	_____
9	_____	_____	_____
10	_____	_____	_____



## Sizing It Up

Newspaper display ads can range in size from a full-page ad to a small, one-inch ad. Differences in the amount businesses pay for advertising in the newspaper will depend on the size and placement of the ad, the use of color, and the frequency in which advertising is placed in the newspaper. Newspapers encourage businesses to advertise with regular frequency to get the best ad rates.

- Clip out at least 20 display advertisements for products or services from one edition of your newspaper. Arrange these advertisements in a pile from the largest to the smallest (approximate sizes). Note: Depending on the size of your newspaper, you may want to clip all of the display ads. If you are using a large newspaper, clip out all of the ads from only one section of the newspaper.
- In the space below, list the advertisers' names in order by the size of their advertisement.
- In the second column, list the kind of product or service each ad represents.
- Are there relationships between the size of the ad and the type of product? Write a paragraph on the back of this page or on a separate sheet of paper to explain the conclusions you can draw from the information you collected.

1		2		3		4		5	
Business					Product/Service				
Largest									
↓									
Smallest									



# A Step Above The Rest

Advertisers often use persuasive techniques to help convince people to buy their products or services. You may find many ads that are designed to appeal to people in a variety of ways. Though there are many persuasive techniques, some of the most common include testimonials, emotional transfer, generalities, plain folks or elitism and bandwagon.

- Examine the retail or display ads in one issue of your newspaper.
- Locate an example of each of the following persuasive techniques in your newspaper's display ads. If you are unable to locate one of the techniques below, try to recall an advertisement you have seen in the past that you think contained the technique.
- In each box below, describe the ad that you found and explain how your ad contains this technique.

<p><b>Testimonial</b> A picture and/or statement from a living person endorsing the advertised product</p>	<p><b>Description of your ad</b></p>
<p><b>Transfer</b> Associating something we view with pride or emotion with a product (American Flag, home, first love, etc.)</p>	<p><b>Description of your ad</b></p>
<p><b>Glittering Generality</b> General, positive statements without specifics (e.g., <i>It's good for you! Four out of five agree!</i>)</p>	<p><b>Description of your ad</b></p>
<p><b>Plain Folks/Elitism</b> Appeal to the human need to associate with a specific group, common or elite (see title &amp; art at the top of this activity)</p>	<p><b>Description of your ad</b></p>
<p><b>Bandwagon</b> Attempts to persuade by stressing the popularity of the product (<i>Everybody's buying this!</i>)</p>	<p><b>Description of your ad</b></p>

## How Important Is It?

- ✓ Must have to live...
- ✓ Would make life easier...
- ✓ Not necessary...



A wide variety of products or services are advertised in the newspaper each day. Some of the items are essential – things we really need. Other products or services make our lives more enjoyable and fun, but they are not necessary for our existence. Many people want these things even if they don't need them. When people live on a budget, it is important to be able to prioritize and make judgements about the best way to use their money.

- Cut out ten display advertisements for products and/or services from the newspaper. Arrange them in order from the most necessary to the least important for daily living.
- Use the space below to make a priority list (showing the order of importance to you and your family) of the items. Give reasons for your rankings in the column on the right.
- Finally, decide how this list would change if the main wage earner in your family were no longer working.

Product/Service (Most Important)	Reason for Ranking
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
6.	6.
7.	7.
8.	8.
9.	9.
10.	10.
(Least Important)	





## Careers From A To Z

There are many different job opportunities listed in the "Help Wanted" section of most classified advertising. Want ads and other ads in small type in the newspaper are called "Classified Ads," because they are grouped under categories which make them easier to find. The job that is being advertised is usually written in bold type, but sometimes the name of the business, salary, or job location is in darker print.

- Use the index of your newspaper to find the classified ads.
- In the *Help Wanted* section, circle one unusual occupation (not the name of the business) for as many letters of the alphabet as you can.
- Use the space below to write the occupations you found.
- Compare your list to those of your classmates. How many jobs did you find that no one else did?
- Put a star by any jobs with which you are unfamiliar. Where could you find out more about these jobs?

A _____	N _____
B _____	O _____
C _____	P _____
D _____	Q _____
E _____	R _____
F _____	S _____
G _____	T _____
H _____	U _____
I _____	V _____
J _____	W _____
K _____	X _____
L _____	Y _____
M _____	Z _____



Sam, the sleepless salesman from Salina, studies his sales statistics.

## Alliterative Careers

Many advertisers use alliteration in slogans to catch the consumer's attention and make the slogan easy to remember. Alliteration is the use of the same sound at the beginning of two or more words near each other in a phrase, sentence or in verse. Tongue twisters, like "Peter Piper picked a peck of pickled peppers," are full of alliteration.

- Write alliterative sentences for five occupations you find in the *Help Wanted* section of your newspaper's classified advertising section. For example, *Allison is an accountant.*
- Use the thesaurus to find precise adjectives to describe characteristics that would be expected of a person applying for the job in the topic of the sentence. Add these adjectives to your sentence. For example, *Allison is an accurate accountant for the advertising administrative team.*
- Use an atlas to find places beginning with the appropriate letter that you could add. For example, *Allison is an accurate accountant for the advertising administrative team in Anchorage, Alaska.*
- Be creative! See what additional information you can add to your sentences to make them interesting. For example, *Allison, an accurate accountant for advertising, applied for her job in April. As you read over your sentences for spelling, punctuation or other editing changes, be sure you have capitalized all proper nouns.*
- Use the space below and the back of this page to create your sentences.

## Alliterative Sentences



## Does The Shoe Fit?

The *Help Wanted* category of the classified advertising section of most newspapers lists jobs available and the qualifications applicants should have to be considered for employment. These qualifications usually describe expectations in education, training, experience and personal qualities. Some requirements may be expected, yet not stated (nurses are expected to have a nursing degree, for example).

- In the *Help Wanted* section of the classified ads, clip four different jobs in which you have interest. Paste or tape each ad in the chart below.
- Underline the *educational* requirements in RED.
- Underline the *experience* requirements in BLUE.
- Underline the *personal* qualifications in GREEN.

AD #1	AD #2
AD #3	AD #4

•What did you find interesting about the requirements in the jobs you chose above?

---

---

•How can you show an employer that you have these qualities or meet these requirements?

---

---



## 21st Century Careers

Our world is rapidly changing. Some occupations that were important in the past no longer exist. Other jobs are performed much differently than they were in the past. Some jobs that will be available in the future have not been created yet. People continue learning new information and new ways of doing things throughout a lifetime. Workers need to be adaptable and need to anticipate future changes in the world of work.

•Use the classified advertising section to find five jobs that you think will still exist in ten years and five jobs you think will no longer be necessary in ten years. List these jobs in the appropriate spaces below and explain briefly your thoughts about each job.

•Try to think of three new jobs that will be created in the next ten years. Explain why you think these jobs will be needed.

### Jobs That Exist Now And Will Exist In The Future

### My Thoughts

- 1.
- 2.
- 3.
- 4.
- 5.

### Jobs That Will Not Exist In The Future

### My Thoughts

- 1.
- 2.
- 3.
- 4.
- 5.



### New Jobs That Will Be Created In The Next 10 Years

### Why?

- 1.
- 2.
- 3.

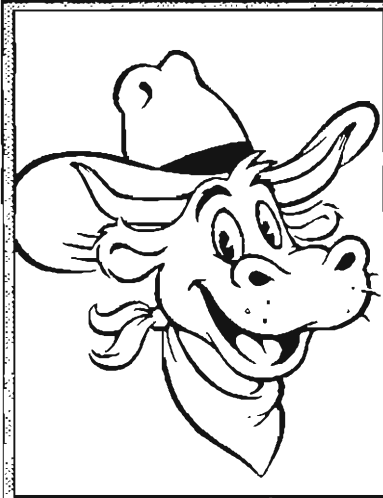


## Building For The Future

Educational, experiential and personal qualifications listed for many careers in the classified ads may be achieved with development over time. Summer jobs may provide valuable experience that will lead to a first, full-time job. Experience acquired may be more important than the paycheck amount. Volunteer work may also provide important experience and references for later jobs.

- Cut out two jobs you are interested in from your newspaper's classified ads. Paste or tape these ads below.
- Make a list of the requirements shown in each ad. If none are listed, do some research on qualifications for similar positions. Think of things you can do now and in the future to help meet these requirements.
- Write goals for yourself for each of the categories listed below.

<u>Requirements</u>	<u>Short-term Goals</u>	<u>Long-term goals</u>
<b>Job Ad #1</b> (tape ad here)	<i>Educational</i>  <i>Personal</i>  <i>Experiential</i>	<i>Educational</i>  <i>Personal</i>  <i>Experiential</i>
<b>Job Ad #2</b> (tape ad here)	<i>Educational</i>  <i>Personal</i>  <i>Experiential</i>	<i>Educational</i>  <i>Personal</i>  <i>Experiential</i>

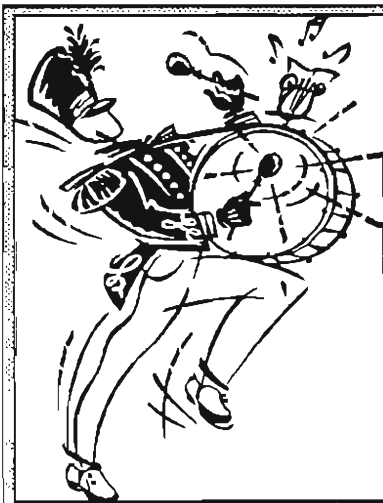


## Comical Ads

When a celebrity endorses a particular product, sales may go up. Often testimonials are from famous people, but sometimes an ad will show an unfamiliar person declaring how great they think a particular product or service is. When a testimonial comes from a "common" person, that is called a "plain folks" approach. Testimonials may come from a variety of people, but some may even be developed with a cartoon character speaking for a product.

- Select three of your favorite characters from the comic strips in your local newspaper. Clip out a picture of each character.
- Look through the display ads in the newspaper and find one product per character that each character might likely endorse. You may also want to think of another product or service that isn't in the paper that is appropriate for each character.
- In the space below, glue or tape the pictures of each character and the product or service each could likely endorse. Create a quote from the cartoon character that would be an endorsement for the product or service.
- Finally, select one of the ideas from the chart below and create a complete display ad on the back of this page. Be sure to include all the necessary elements of a good ad.

Character	Product/Service Endorsed	Quote Of Endorsement

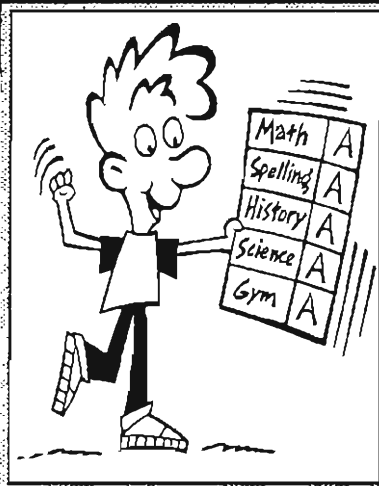


## **This Is The Best**

As you look through the newspaper, you may find ads for the same products, though offered by different businesses. With ads for the same product, how can an advertiser compete and win the business of a consumer? Sometimes an advertiser can “undersell” the competition with lower pricing. If an advertiser can’t lower the price on a product, sometimes the “look” and wording in an ad must be the best to attract a consumer’s business.

- Skim through the pages of your newspaper to select one example of a product that may appear in several different ads for businesses or stores in your area.
- Compare the different ads for the same product. Look especially for different advertising techniques used in the ads, which may include competitive product pricing, creative wording, special offers, etc.
- In the space below, create a plan for a new ad for this product that you think would help sell the product more effectively than the ads you found in your newspaper. Be sure your ad contains all the necessary elements of good advertising.
- On a separate sheet of paper, create your ad for display.

## **A Competitive Ad Plan**



## Let Us Help You

After you have read newspaper advertisements for a brief period of time, you can see that not all ads are designed to sell a product. Many ads help businesses sell a service. These services may range from construction work to banking to physical/mental health assistance to development of better grades in school! In ads designed to sell a service, the cost of the service may not be mentioned. The quality of the service will be!

- Analyze the newspaper to find and clip as many ads for services as you can find. Note the types of services advertised in your newspaper.
- Determine how ads for service may vary from ads for products. For example, do ads for services focus on a price to sell to a consumer? What are the most important elements in ads for services?
- Think of an ad for a service that you could provide to the public. In the space below, create your ad for your service (lawn-mowing, baby-sitting, computer game instruction, window-washing, etc.).





## It's Even Better Now!

Newspapers and other media are used to advertise a wide variety of products and services. New merchandise is constantly being introduced to the public. Some items are completely new, while others are simply variations or improvements of existing products. Advertisements are used to convince consumers to buy one particular product out of the many available.

- Imagine yourself as a business person. Think of a new product or a variation for an existing product that you want to market through a newspaper display ad.
- Use the guidelines listed below to begin planning an ad to sell your product.
- Create an advertisement in the framed space below. Think about what makes an ad effective as you design yours.

Name of product...

Why others should buy this product...

Headline for ad...

Product Description...

Price...

Name & address of company selling product...



## Needs A New Home

Display ads are usually used by businesses to sell a large quantity of their products. Classified ads can be used by individuals, as well as businesses, to sell items. Many of the classifieds advertise used items that their owners no longer need or want. These ads are in small print and the cost to the advertiser is determined by how many words are used in the ad and how many days the ad is to be published.

- Read some examples of classified ads selling used merchandise. Notice how few words are used and the types of abbreviations that may be used in the ads.
- Do a “mental search” of your desk or locker for three items you would like to “get rid of.”
- In the space below, write classified ads to sell your merchandise. Write a different ad for each item. Be creative and have fun!

Example: For Sale. One 5th grade language arts book. Rarely used. Will sell cheap.  
Call 1-211-I-GOT-AN-F



## Wanted: New Teacher

The qualifications listed in the *Help Wanted* section of the classified ads often give the reader an idea of what the employer values in an employee. These qualifications will likely include education and experience requirements and sometimes contain personal qualities. Sometimes the salary or other benefits are listed to create interest in the job and attract quality applicants.

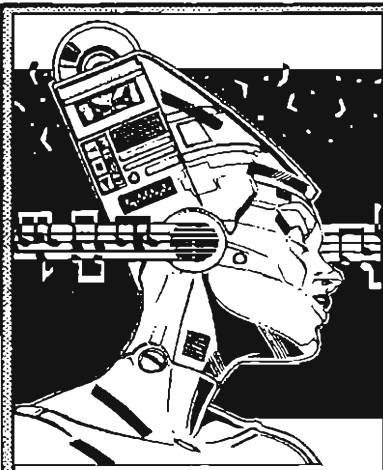
- Read several *Help Wanted* ads to see how they are written.
- Pretend one of your favorite teachers is moving away. Create an ad for a new teacher in the space below.
- Include the qualifications you feel a good teacher should have. You might also include what you think this teacher will be paid (general or specific) and other incentives that will make prospective teachers want this job.



## Newly Arrived!

A newspaper from 20 years ago would be quite different from a daily paper today. One of the places this would be most evident is in the display ads. The prices would likely be much different and many products advertised today may not have existed 20 years ago. New inventions appear throughout the newspaper. News articles, feature articles, editorials and comics often reflect what's new in our culture.

- Clip from your newspaper at least 15 examples of products that would not have been found there 20 years ago.
- Check resource books or with adults you know to make sure these items are new (less than 20 years old).
- Divide these items into several categories. You may want to categorize by what the items are used for, where they are used, approximate age, etc.
- List a title for each of the categories below and then write in the names of the new products or inventions from the past 20 years in the appropriate category.



## Future Stock

We live in an age of high technology. Everywhere we turn there is state of the art equipment. Machinery and inventions we depend on today were not even thought of twenty years ago by most consumers. Advertisements of the future will not only reach us in a much different way, but will be for products we can only dream of today. It is exciting to consider the possibilities!

•In the space below, make a list of inventions that you think should be developed in the next 20 years. Use your imagination to come up with products that may not have yet been developed, but would be useful now as well as in the future. Tell what each invention will do.

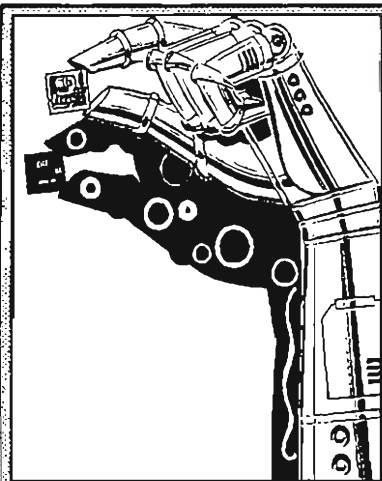
•Design an ad for one of your future products in the box at the right. Be sure to include the product name, a few words to describe it, its price, and the name/address of the company that will be selling it.

PRODUCT	USE
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

THINK ABOUT...

\*How old will you be in 20 years?

\*What impact will these new products have on your life?



## Getting Specific

Some words are very specific and give us a clear picture of what is meant. Other words are general. They give us only a vague idea. For example, "pretty clothes" could mean many different things, but a "blue silk shirt" describes more specifically. Some advertisements use specific words, while others are filled with generalities that don't really give us a clear picture. There may be reasons for using both approaches in advertising.

- Find eight display ads that use words that are general.
- Use the space below to list the words and the product/service advertised.
- Use the thesaurus or dictionary to find more precise words that would give a clearer picture to the consumer.
- Record them below.

General Word	Advertised Product/Service	More Specific Word



## Painting A Clear Picture

Adjectives are often used to describe a product or business in an advertisement. They are words that describe a person, place or thing. *Blue, new, tall, huge* and *sensational* are all adjectives. Adjectives add interest and information to the advertisement. Each adjective used should help to paint a clearer image of a product or service marketed through advertising.

•Clip from the newspaper five display ads and five classified ads that use adjectives to describe the merchandise they wish to sell. Be sure to include a variety of products. Glue the ads on a large piece of paper.

•Use the chart below to list the adjectives you found and what they describe. Are any adjectives used more than once? What are they? How often were they used?

Adjective	Noun It Describes	Business Name
<b>DISPLAY ADS</b>		
1.		
2.		
3.		
4.		
5.		

Adjective	Noun It Describes	Frequently Used Adjectives
<b>CLASSIFIED ADS</b>		
1.		
2.		
3.		
4.		
5.		

# Advertising Supplementals

The following activities are suggested for additional enhancement of your study of newspaper advertising. These activities can be implemented with individuals, small groups or the entire class.

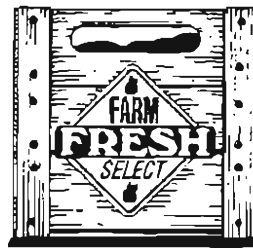
## #1 Parts Of Speech



Select four advertisements (two display ads and two classified ads) from your newspaper. List all the nouns you find in a column on a sheet of paper. List adjectives from the ads next to the nouns they describe. Make a third list of any verbs that are used.

next to the nouns they describe. Make a third list of any verbs that are used.

## #2 The Five W's



Find the *who*, *what*, *where* and *when* in three different display ads in your newspaper. Why is this information important in an ad as well as a news article? Do the ads you found also contain answers regarding *why* a product/service should be purchased?

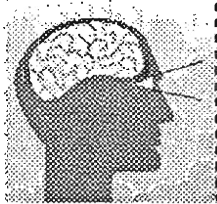
## #3 Tandem Advertising



Some products naturally go together. If a consumer buys one, he or she will likely buy the second item. Look through the ads and pair up products that could be advertised

together and perhaps increase the likelihood that both items will be bought by the reader.

## #4 "Ad" To Your Vocabulary



- Find words that you are unfamiliar with in the newspaper ads. Make a list of these words. Then find their meanings. Look back at the ads and decide if these

words were important to the ad. Are any of the words technical, or used to describe a certain type of product? Would another word have been better?

## #5 Frequent Advertisers



Look through five consecutive editions of your newspaper to identify and record the names of advertisers. Put tally marks beside the names of businesses who are repeat advertisers. Who

seems to advertise the most in your local newspaper? You may want to consider the frequency and the size of the ads.

## #6 Sell Yourself



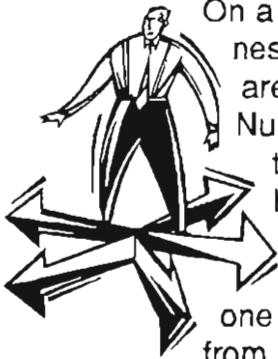
Create an advertisement to "sell yourself." Make a list of your positive qualities. Perhaps you would like to sell yourself as a good friend or a wonderful baby-sitter or a great son or daughter. Design your ad to convince the readers that you are a very good "deal."



## Advertising Supplementals

The following activities are suggested for additional enhancement of your study of newspaper advertising. These activities can be implemented with individuals, small groups or the entire class.

### #7 Getting To The Goods



On a city map locate businesses whose addresses are given in their ads. Number each ad and place this corresponding number on the map. Write a paragraph to give directions on how to get to one of these businesses from your school.

### #8 Careers In The Newspaper



Use the newspaper as a springboard for ideas in compiling jobs necessary to produce a newspaper's advertising. Then write a description of each of these jobs. What sources could you use to expand your list?

### #9 Brand Names



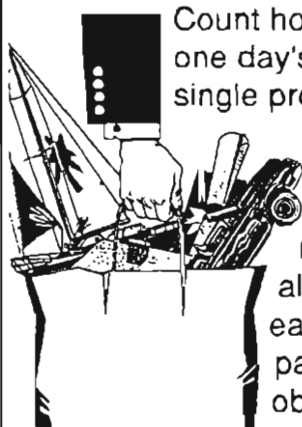
Make a list of the brand names you find advertised in ads for local stores. How do you think using a brand name in newspaper advertising affects the purchaser? Research cooperative advertising and find out how this approach can help a local business.

### #10 Fine Print Finesse



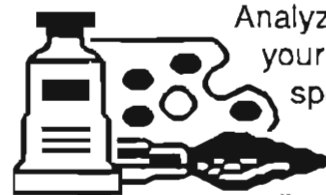
Select three display ads containing *tiny* print. Read this fine print and explain any similarities you find in the fine print of each of the three ads. What are some conclusions you can draw about the importance of the fine print in display ads?

### #11 Scope Of The Ads



Count how many display ads in one day's newspaper are for a single product and how many list several types of merchandise in one ad. Which do you think is more effective? Consider also the types of ads in each section of the newspaper. What do you observe?

### #12 Color Advertising



Analyze the display ads in your newspaper and pay special attention to the amount and kinds of color used in the display advertising. Compare total amounts of color used in ads from a weekend paper to a weekday paper. Discuss any differences you observe.