Unit 08: Commercials - Sponsored By

Content Area: **Technology**
Course(s): **Television Production 1**
Time Period: **March**
Length: **10 blocks**
Status: **Published**

Enduring Understandings

Camera angels and production techniques can influence an audience's opinion.

Advertisers use a specific target audience and persuasive techniques to sell their products.

Essential Questions

Can commercials manipulate a message to a target audience?

Based upon demographics, how do different viewers interpret the same commercial?

Why do you like certain commercials and does it make you want to buy the product?

What would TV be like without commercials?

Content

Vocabulary: Target Audience, Demographic, Psychographic, Persuasive Technique, Bandwagon, Celebrity Endorsement, Emotional Appeal, Humor, Individuality, Product Comparison, Purr Words, Security, Slogan.

Skills

Identify persuasive techniques used to a specific target audience when watching commercials.

Produce commercial demonstrating persuasive techniques to a specific target audience.

Develop a plan for a commercial to be exactly 30 seconds utilizing the script formula, one page equals one minute.

Resources

Students will view many different commercials, both on air and those created by former TV1 students.

Standards

9.3.12.AR.1	Analyze the interdependence of the technical and artistic elements of various careers within the Arts, A/V Technology & Communications Career Cluster.
9.3.12.AR.3	Analyze the lifestyle implications and physical demands required in the arts, audio/visual technology and communications workplace.
9.3.12.AR.4	Analyze the legal and ethical responsibilities required in the arts, audio/visual technology and communications workplace.
9.3.12.AR.5	Describe the career opportunities and means to achieve those opportunities in each of the Arts, A/V Technology & Communications Career Pathways.
9.3.12.AR.6	Evaluate technological advancements and tools that are essential to occupations within the Arts, A/V Technology & Communications Career Cluster.
9.3.12.AR-AV.1	Describe the history, terminology, occupations and value of audio, video and film technology.
9.3.12.AR-AV.2	Demonstrate the use of basic tools and equipment used in audio, video and film production.
9.3.12.AR-AV.3	Demonstrate technical support skills for audio, video and/or film productions.
9.3.12.AR-AV.4	Design an audio, video and/or film production.
9.3.12.AR-JB.3	Plan and deliver a media production (e.g., broadcast, video, Internet and mobile).
9.3.12.AR-PRF.6	Create stage, film, television or electronic media scripts in a variety of traditional and current formats.