Grade 8 Lesson Plan: 
Unit 5 ATOD – Persuade Me

SOLs
• 8.1 I

Objectives/Goals
• Students will use the common advertising strategies and create a commercial that advocates for abstinence with alcohol and illegal drugs.

Materials
• Student packet (provided)
• PowerPoint (provided)
• Props to make commercials
• Computer if commercials are being filmed

Procedure
Step 1
• Using the PowerPoint, teach the advertising techniques that the media use to persuade consumers

Step 2
• Have students make a commercial that negates the use of alcohol or illegal drugs, using different methods to persuade their audience

Step 3
• Have students watch the commercials and vote for the “Oscar” winner

Assessment Idea
Student will create a commercial advocating for the non-use of alcohol and sharing them with their peers.

References
• Melanie Lynch, 2016 SHAPE America National Teacher of the Year
Handout
The next page includes a handout for the lesson. The handout is designed for print use on
Techniques of Persuasion
How the media influences you!

Testimonial: An important or famous person testifies that s/he uses the product. The implication that, because s/he uses it, it must be worthwhile.

Glamour/Sex Appeal: A sophisticated, sexy person is shown using the product. The buyer imagines s/he will become that person by using that product.

One of the Gang: The ad suggests that "everybody" is doing it or using it...the buyer does not want to be left out.

Manipulation: The ad suggests manipulative, exaggerated or untruthful messages such as 'smoking is healthy' or 'if you drink beer, you will have lots of friends'.

Humor: The ad uses comic characters, dialogue or pictures to engage viewers in what is being advertised where more attention is paid because the ad is surprising and pleasing.

Role Model/Opinion Leader: The ad uses a 'cool' person to promote the product...the underlying message is that 'if you want to be like me, use this product.'

Contests/Special Promotions: The ad features a contest/special promotion in relation to the product (e.g. Monopoly game pieces, back stage passes to a music concert). Viewers may feel compelled to buy this product in order to become a winner.

Graphics: The ad uses graphics to engage viewers in what is being advertised.

Music: The ad uses music (e.g. usually current music or popular songs from the past) to attract the viewer to the product.
Commercials play a prevalent role in today’s society. They market all sorts of items to various age groups persuading a consumer to purchase their particular item. Your group is going to make a commercial that negates the use of alcohol. Keep in mind that commercials use different methods to persuade a person. Use your knowledge that you have gained throughout our alcohol unit to persuade a specific age group against the use of drugs.

<table>
<thead>
<tr>
<th></th>
<th>4 points</th>
<th>3 points</th>
<th>2 points</th>
<th>1 point</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LENGTH</strong></td>
<td>1—3 minutes</td>
<td>Minimum of 45 seconds or over 3 minutes long</td>
<td>Minimum of 30 seconds</td>
<td>Less than 30 seconds</td>
</tr>
<tr>
<td><strong>SLOGAN</strong></td>
<td>Catchy and original slogan that a consumer would remember; put in the appropriate place in the commercial</td>
<td>Catchy and original slogan that a consumer might remember; put in an inappropriate place</td>
<td>Catchy slogan but has been used before</td>
<td>No slogan used</td>
</tr>
<tr>
<td><strong>MARKETING</strong></td>
<td>Clear marketing strategy to a specific age group AND/OR gender</td>
<td>Somewhat of a marketing strategy to a specific age group and/or gender</td>
<td>Little marketing strategy to a specific age group and/or gender</td>
<td>Not marketed to either a specific age or gender</td>
</tr>
<tr>
<td><strong>NON-USE STATEMENT</strong></td>
<td>Clear, powerful statement negating use of drugs that includes 3 reasons not to use alcohol</td>
<td>Clear statement that includes 3 reasons not to use alcohol</td>
<td>Powerful statement that lacked clarity for negation of drugs: includes 2 reasons not to use</td>
<td>Non-use statement was unclear and not powerful; includes 1 reason not to use</td>
</tr>
<tr>
<td>CREATIVITY</td>
<td>Project is extremely creative and took time and effort to do</td>
<td>Project is creative and took time and effort to do</td>
<td>Project is somewhat creative, but lacks in quality</td>
<td>Project is not very creative and lacks in quality</td>
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<td>Project is creative and took time and effort to do</td>
<td>Project is somewhat creative, but lacks in quality</td>
<td>Project is not very creative and lacks in quality</td>
</tr>
<tr>
<td>SPELLING/GRAMMAR</td>
<td>No spelling / grammar errors in the project</td>
<td>Minimal amount of errors (1-3)</td>
<td>Some grammatical errors (4-5)</td>
<td>Large amount of grammatical errors (more than 5)</td>
</tr>
<tr>
<td>QUESTIONS</td>
<td>Answered 7 questions completely</td>
<td>Answered 6 questions completely</td>
<td>Answered 5 questions completely</td>
<td>Answered 4 or less questions</td>
</tr>
</tbody>
</table>

**RUBRIC = 32 points**

Use the following questions to guide your group’s development of the commercial against drug use.

1. What is the catchy slogan or catch phrase of the commercial?

2. What age group or audience do you think this commercial is targeting? How can we tell?
3. What are the 3 negative effects of alcohol that the commercial clearly shows? What are the props/messages in this commercial that show alcohol is bad?

3. What are 3 other ways that you believe that a teenager can be persuaded to not use alcohol?

5. What do you think it means to “get drunk?”

6. Give 3 reasons as to why drinking alcohol is much more dangerous to a teenager than an adult.

7. What are 3 ways that the media persuades individuals to drink alcohol?