

Advertising: bring out your critical side



RATIONALE

Advertising is a marketing tool whose aim is to disseminate and promote the sale of products or services. Based on the great influence that advertising has on our purchasing habits, the aim of this workshop is to understand and analyse advertising from a critical point of view so that we do not allow ourselves to be persuaded by it.

OBJECTIVES

- Recognize what advertising is and its objectives.
- Understand what advertisements are and to differentiate their elements.
- Detect the mechanisms and strategies of advertising.
- Understand the influence of design and appearance.
- Develop a critical opinion on the influence of advertising on our perception of reality and our consumption habits.

CONTENTS

- Concept of advertising and its different elements.
- Objectives and functionality of advertising.
- Advertising strategies:
 - Design and appearance of advertising.
 - Product.
 - Slogan.
 - Target.
 - Scenario.
 - Composition.
 - Lighting.
 - Colours.
 - Music.
 - Hidden advertising strategies.
 - Audience.
 - Acting.
 - Type of image.
 - Scenario.

ACTIVITIES

INITIAL PHASE (Prior activity)

- What is advertising? What is use for?
- Where is advertising?

DEVELOPMENT PHASE (Session)

- Advertising. Fact or fiction?
- Advertising and its elements.
- How do they sell it?
- Advertising agency.
- Seven recommendations.

IMPLEMENTATION AND COMMUNICATION PHASE (Subsequent activity)

My "critical checklist".

CONTRIBUTION TO COMPETENCES

DISCIPLINARY

- Linguistic and literary communication competence.
- Social and civic competence.
- Artistic competence.

TRANSVERSALS

- Verbal, non-verbal and digital literacy competence.
- Competence for learning to learn and to think.
- Competence for learning to be.

METHODOLOGY

- Individual work.
- Collaborative work.
- Observational methodology.
- Case studies.
- Gamification
- Critical thinking.

ORGANIZATION

ICT resources and tools	Spaces and groups	Duration
Computer, speakers and projector. Internet access.	One classroom. Two subgroups.	90 min

EVALUATION

TEACHING STAFF

Satisfaction survey.

STUDENTS

Satisfaction survey.