

The Adventure: Part II

August 15, 2010



Chances are you're now in the thick of back-to-school preparations. And we know it's pretty hard to miss the advertisements for back-to-school specials filling the airways. Who wouldn't be tempted? And who wouldn't end up buying more than they've got on their list? We suspect that your kids have been exposed to those ads, too – and they've let you know all the things they simply *must* have.

It's the perfect time to work with your kids on our second *Adventure*: looking critically at clothing ads.

When To Do It

Weekend day when there is some quiet time

What To Do

The second part of our *Adventures* will help your kids look more critically at clothing advertising promises.

1. Help your kids select one clothing item from their back-to-school shopping list.
2. Find two or three ads for that item in a magazine or newspaper. Ideally, find similar products being advertised by different companies.
3. Create a simple worksheet for them to fill out when reviewing the ads.

Questions to Review:	Ad #1	Ad #2	Ad #3
What company is advertising?			
Who is the ad talking to? What makes you think this?			
What does the ad say about the item?			
Does the ad make you want to get the item? Why?			
What does the ad say about the people who buy this item?			
Which ad does the best job of making you want the item? Why?			

Bonus Project

Have your kids make up their own ad to see whether they can convince you to buy them the item. They can use their own ideas about what features or benefits to portray in the ad.

What You Will Need

- Magazines/newspapers
- Pen/pencil/drawing markers
- Patience

Talk About It

What did your kids think of this *Adventure*? Was it hard to find the truth in the advertisements they looked at? Did they find it hard to make an ad that would convince you to buy them the item? Did they try to make the ad truthful, or did they make outrageous claims?

