

Psychology 20

Unit 3

The Head Fake of Advertisements

Learning Objective

To understand the role and function of social cognition as the processes behind how people think about the world.

Lesson Objective

To develop an understanding of how media influences our thoughts, feelings and behaviours.

Instructional Procedure

Show them video the Exceptional Pantene Ad **Do Not Tell Them it is an Ad for Shampoo!!!!**

Pause movie at 3:59, the moment before the Pantene ad comes on and ask them if they felt any emotional connection to the video.

Then show them the ending of the commercial and ask them if the ad changes their perspective on the video

<http://www.youtube.com/watch?v=uyZnUptxuvM>

Why would a shampoo's commercial never mention their product?

Was this type of advertisement successful?

Show them the Molson Canadian: The Canadians Commercial

<http://www.youtube.com/watch?v=8WAsVOHZ0D4>

Ask the students why a beer commercial would never mention beer?

Is this type of commercial successful?

What types of emotions are evoked when you watch these ads and why would advertisement companies use advertisements that never mention the product they are trying to sell?

Assignment

Find and informally present examples of each use of media either from personal experience or that they have found online.

Presentations can be in whichever format the students choose-

Poster
Spoken Presentation
PowerPoint/Prezi
Other