

## Advertising (critical thinking exercises)

### Exercise 1: Ranking Exercise

Rank the following types of advertising from 1-5, with 1 being the most effective and 5 being the least effective. Give reasons for your top-ranking choice.

- \_\_\_ Social Media Advertising
- \_\_\_ Television Commercials
- \_\_\_ Print Advertisements (Newspapers, Magazines)
- \_\_\_ Radio Advertisements
- \_\_\_ Billboard Advertisements

Please explain your number one ranking: \_\_\_\_\_

### Exercise 2: Opinion Statement Agree/Disagree

Do you agree or disagree with the following statements about advertising? Explain why.

1. All advertising manipulates consumers.

\_\_\_\_\_

2. Celebrity endorsements in advertising are not effective.

\_\_\_\_\_

3. Children should be protected from advertising.

\_\_\_\_\_

4. Advertising can be considered as a form of art.

\_\_\_\_\_

5. Companies should be allowed to advertise in schools.

\_\_\_\_\_

### Exercise 3: Sentence Starter

Complete the following sentences with your own ideas.

1. If I were to create an advertisement, it would be for...

\_\_\_\_\_

2. The most memorable advertisement I've seen is...

\_\_\_\_\_

3. A good advertisement should always...

\_\_\_\_\_

4. Advertising on social media platforms like Instagram and Facebook is...

\_\_\_\_\_

5. The difference between a good and a bad advertisement is...

\_\_\_\_\_

Possible Answers:

**\*Exercise 1:\***

1. Social Media Advertising - It's the most effective as most people, especially the younger generation, spend a lot of time on social media.

**\*Exercise 2:\***

1. Disagree - Not all advertising manipulates consumers. Some provide valuable information.
2. Disagree - Celebrity endorsements can be very effective as they leverage the trust people have in celebrities.
3. Agree - Children are very impressionable and may not have the critical thinking skills to understand the purpose of advertising.
4. Agree - Advertising can be considered as a form of art because it involves creativity and visual appeal.
5. Disagree - Schools should be a place for learning, not commercial interests.

**\*Exercise 3:\***

1. If I were to create an advertisement, it would be for a sustainable clothing brand.
2. The most memorable advertisement I've seen is the Coca-Cola Christmas commercials.
3. A good advertisement should always communicate the value of the product clearly.
4. Advertising on social media platforms like Instagram and Facebook is very targeted and can be effective.
5. The difference between a good and a bad advertisement is the ability to grab attention and communicate the message effectively.