

Inherently Deceptive??

-Product Placement-

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Background 1

- **Topic:** Product Placement
- **Time:** 5 hours
- **Text:** Longtung B4L5 The Secret Advertising Techniques of Today's Media
- **Students' Level:**
Elementary- Intermediate (PR: 60)

Background 2



- **Objectives:**

1. To **observe** and **analyze** a phenomenon.
2. To **predict** the content of the article
3. To **analyze** others' comments.
4. To develop **critical thinking** skills
5. To **express opinions** through the debate.
6. To **write a letter** to offer their viewpoints.



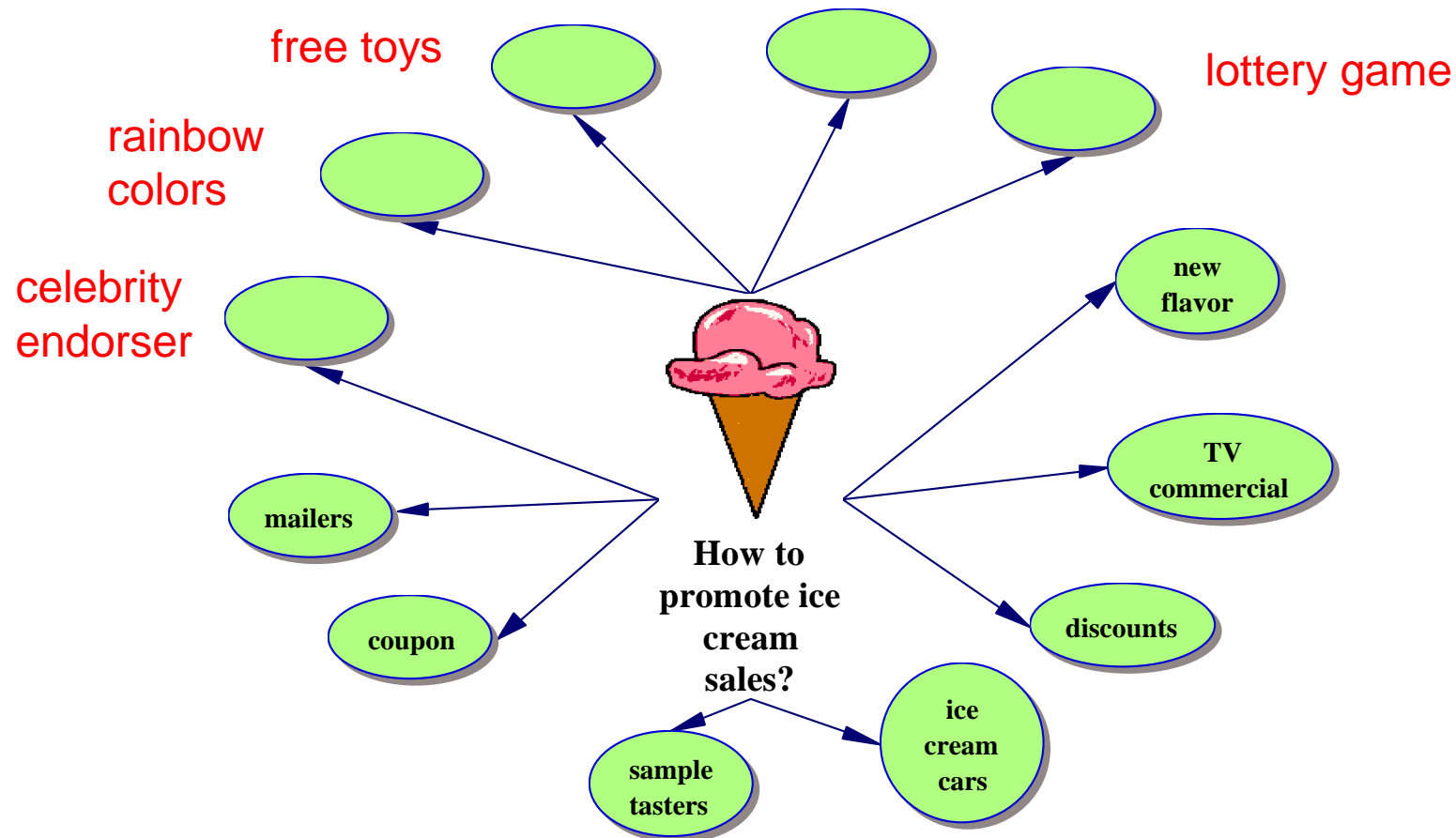
Teaching Procedures

- I 、 Warm-up
- II 、 While-teaching
- III 、 Practice and Personalization
- IV 、 Wrap-up

I. Warm-up

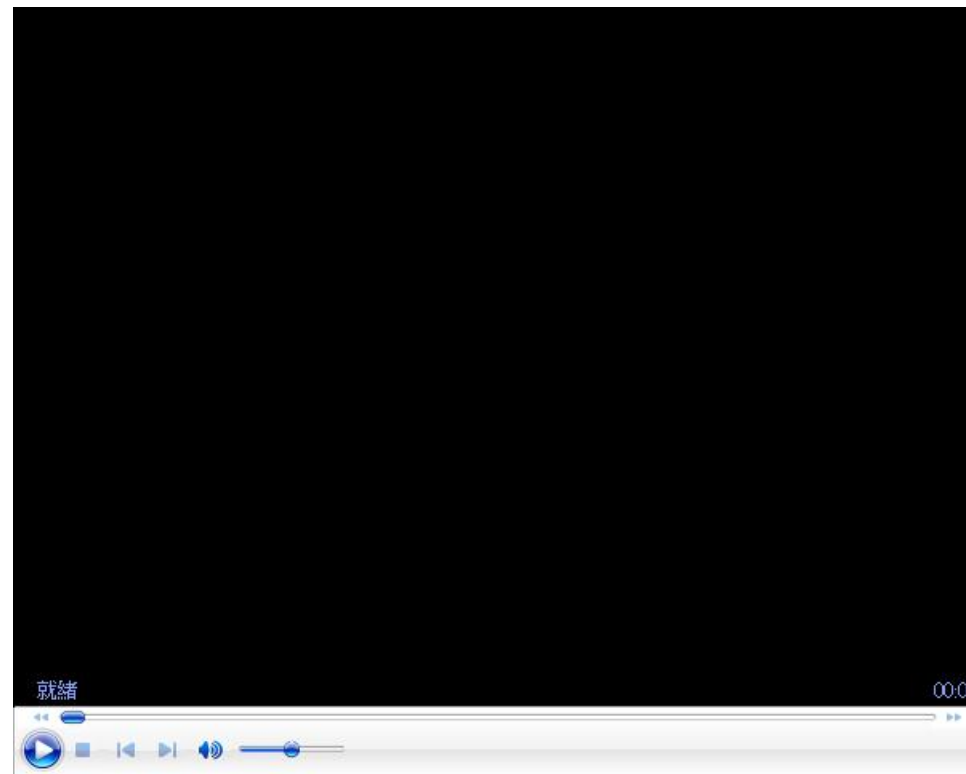
1. Group Brainstorming (Mind Map)

- brainstorm different marketing strategies (Worksheet 1)



I. Warm-up

2. Clip-watching & Question-answering - Transformers (2:19)



I. Warm-up

3. Analyze and Compare

- Others' comments on Youtube

Ok ok. Fair point Mr Azimex. I am a person who dislikes most product placement. I personally believe ~~that there~~ ^{there} is enough advertising in our society already without it entering the movie theater. I can accept ^{there} advertising when its say, on TV. Because that's free to air television. That's how they pay for making the shows. But when i'm paying \$17 a ticket to see a movie and i get a panasonic logo shoved in my face. Thats just ridiculous. vdrinker08 8 months ago ✓

And people say that its what pays to make the movie. Do they really need that extra 50 million dollars? Well no they don't. Michael bay got paid 75million dollars for transformers 2... And do you see any product placement in Avatar? The highest budget film ever made. vdrinker08 8 months ago

Product Placement is good, it makes the movie more real, because we see in them things that we use or see everyday and also give more budget for make the movie bigger. And if there were no Product Placement then, they have to invent a brand for the things in the film. For example, should the invent a car or a computer to could show that in the movie? I dont think so. ✓ DobleDeDigital 10 months ago

Analyze and Compare:

	For	Against
Reasons	(1) <u>It makes the movie more real.</u> (DobleDeDigital)	(1) Their ^{There} is enough advertising in our society already.
	(2) Don't ^{We} invent ^{need to} a brand.	(2) We don't spend lots ^{extra} money to pay this ticket for these <u>advertisements</u> .

II. While-teaching

Graphic Organizer

(Worksheet 2)

1. Before Reading

- Prediction

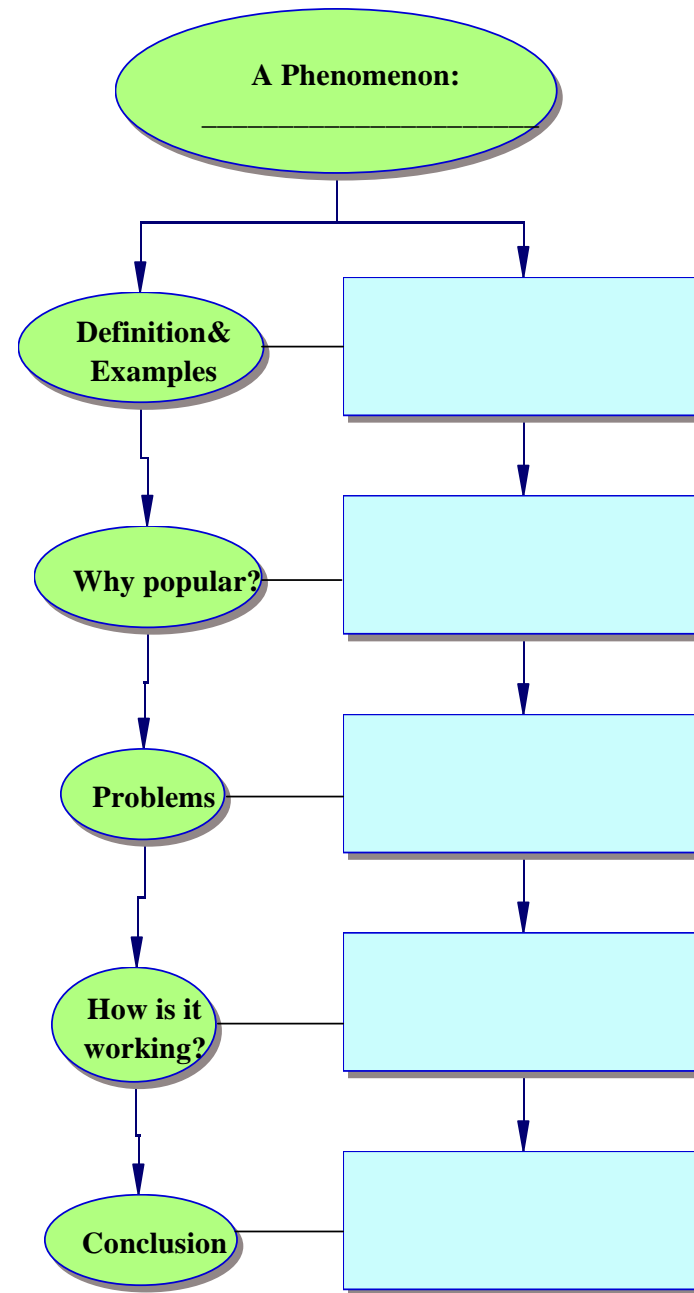
2. Reading

- Read & Note

3. After Reading

- Questions

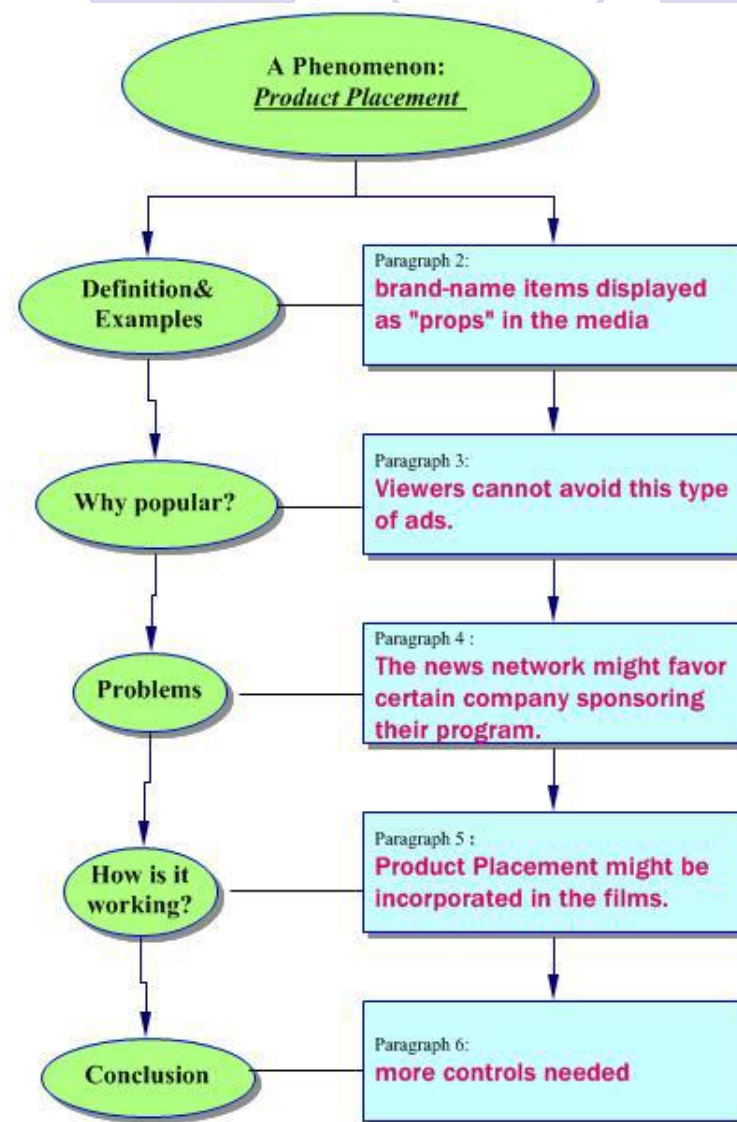
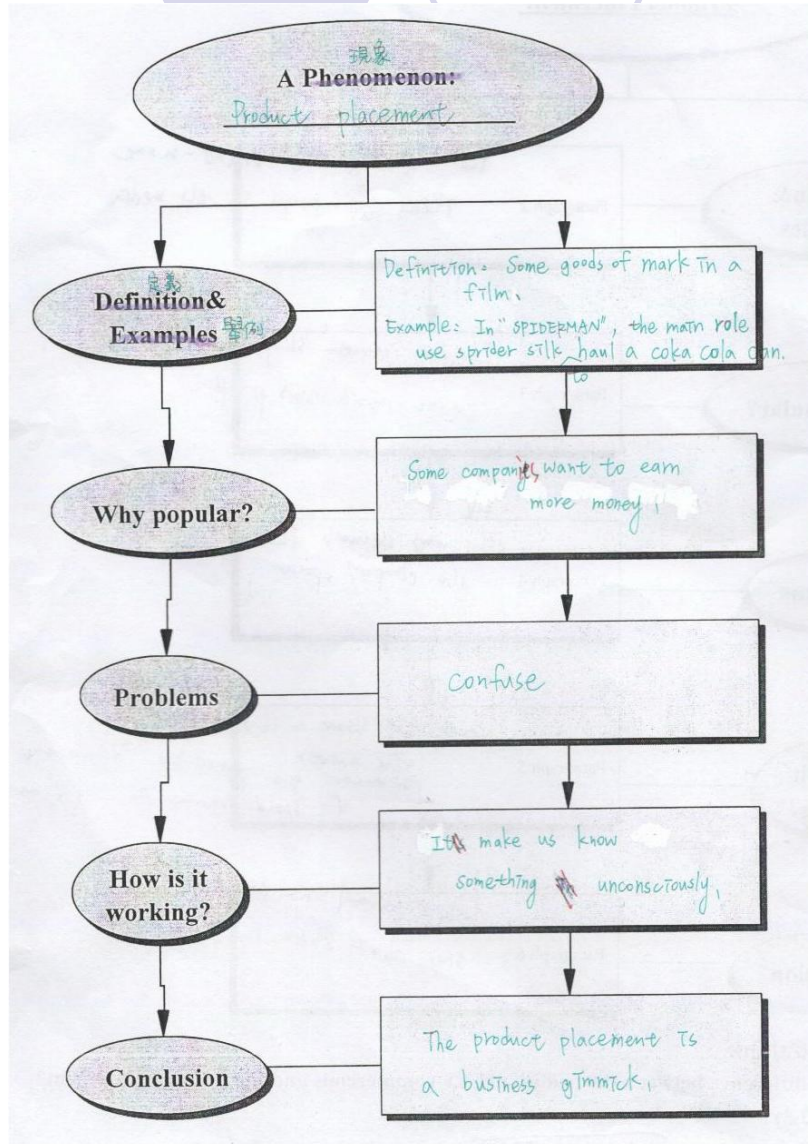
(Worksheet 3)



(Worksheet 2)

Students' Prediction

Based on the Text





(Worksheet 3_ Questions to Think about)

- What's the difference between traditional TV commercials and product placement? (Paragraph 2, 3)
- Do you agree that “it is inherently deceptive if people don't realize that ads are ads?” (Paragraph 6)
- What can the media can do about product placement? What are your suggestions for the media?



III. Practice and Personalization

1. Vocabulary Teaching

- conscious, objective, incorporate, sensible

2. Grammar Teaching

“...the possibility/fact/idea/truth +that+ S+ V”

3. Activity: “**Express Opinions**”

- To express their opinions on the Product Placement by using the key sentence pattern (worksheet 4)

(worksheet 4)

A. “For” the Product Placement :

If you want my opinion, I agree with the idea that

Product placement should be allowed in the media.

As far as I am concerned, product placement carries the benefit

that Product placement should not be permitted in the
cartoons

However, the regulation that The company has lower cost
because of sponsoring

should be followed by the advertiser and the media.

Anyway, I support the idea that

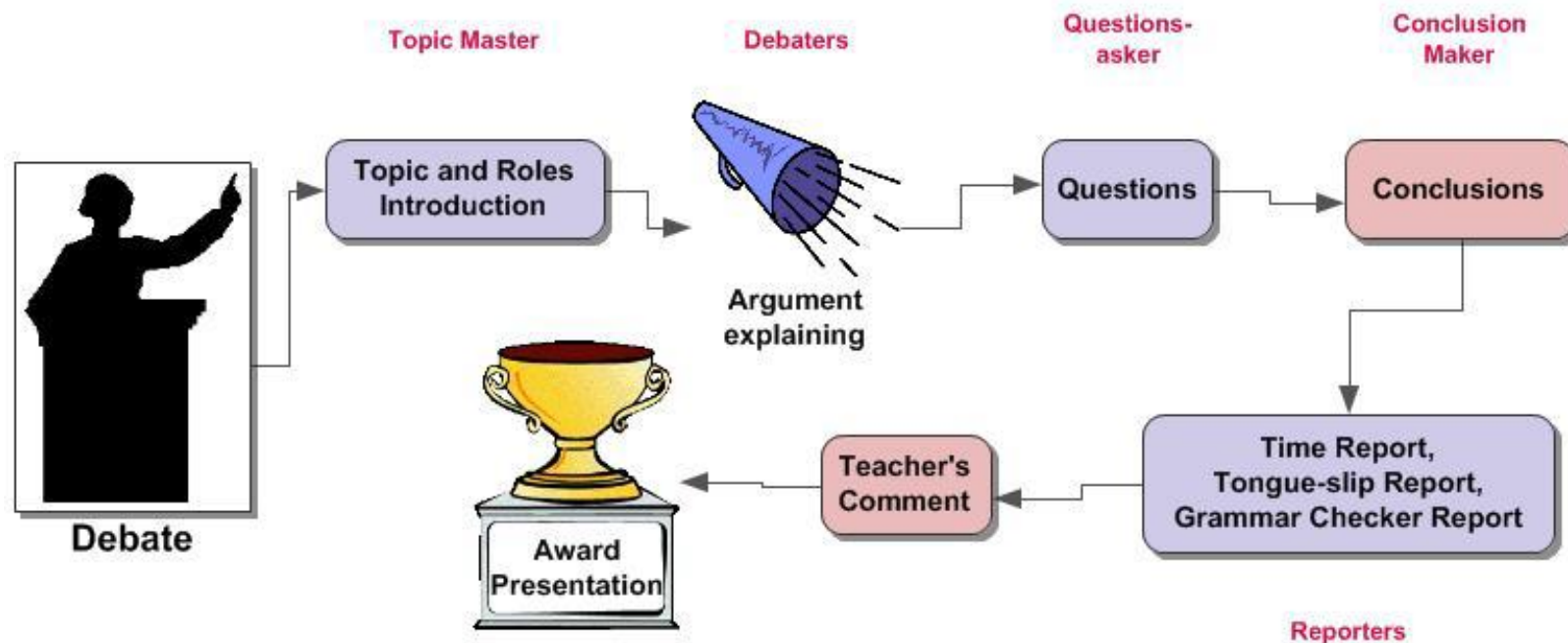
Product placement is allowed in the media if controlled
properly

IV. Wrap-up

1. Activity: “Debate”

Topic: *Product Placement Should be Allowed in the Media*

Procedures:





Debate Evaluation Sheet

Evaluator: _____

	Group A	Group B
1. Clear viewpoint	1 2 3 4	1 2 3 4
2. Well-supportive examples/ reasons	1 2 3 4	1 2 3 4
3. Being logical	1 2 3 4	1 2 3 4
4. Fluency	1 2 3 4	1 2 3 4
5. Tone	1 2 3 4	1 2 3 4
6. Gesture/ Body language	1 2 3 4	1 2 3 4
7. Politeness	1 2 3 4	1 2 3 4

I think the **Best Debater** is _____

I think the **Best Question Asker** is _____

IV. Wrap-up



2. Assignment: “**A Letter to the Media**”

Students have to choose one program/article in the mass media and judge whether it provides correct or biased message. Give comments to the media by writing them a letter. (Worksheet 6)

A Letter to the Media (Worksheet6)

I. A Short Note

Forms of Medium	
Title of Program	
Time of Program	
Reason I Choose This Program	
Bias	
My Comment	
Notes	

II. What can you write?

- self-introduction
- the program's/article's title & time
- the reason you watch/read it
- bias/controversy (or advantage)
- suggestions and comments

A Letter to the Media

To Whom It May Concern,
Dear Media:

I am a senior high school student. I watched the news from 22:00 to 23:00 one day. I found some problems of the news. First, when you reported the news of ~~Arguing~~ ^{arguments} between consumers and dealers, you are always ~~partiality~~ ^{to} consumers. Actually, the ~~danger~~ is not only dealers but also consumers ~~are to blame~~. Many things ~~to consumers~~ could be prevented, and ~~they consumers~~ just didn't ~~think~~ ^{want} to do that. If they ~~becomes~~ ^{were aware of} the problem and prevented it, the harm could be ~~down~~ ^{minimized}.

According to that problems, I have some opinions.
~~First of all~~ The media should be fair, they can't have any bias. They also can't exaggerate the problem to confuse the audience ~~discretion~~. I wish you can become the best media, and I will expect your positive change.
Thank you for your reading.

Sincerely,
xxx

A decorative graphic consisting of six circles arranged in two rows of three. The top row has a solid light purple circle on the left, a white circle with a light purple outline in the middle, and a solid light purple circle on the right. The bottom row has a solid light purple circle on the left, a white circle with a light purple outline in the middle, and a solid light purple circle on the right.

Conclusion

1. **The film clip** successfully aroused students' interest in this topic.
2. **The Graphic Organizer** helps students have better understanding of the text
3. Guiding students to **think critically** through different **activities** is helpful.
4. Be sure to **talk to each student** to help them have a clear picture before they write the letter to the media and hold a debate.