Welcome to 2nd Quarter 2A 7th Grade Health!

We'll be talking about Communication, Advertising, Problem-Solving, and Social Health.

Let's start thinking about Advertising, and Problem-Solving!
Communication--
To yak or not to yak...

However you communicate, think about how your message is being sent (by you, the sender) and how it will be received (to whom you are communicating) BEFORE it leaves your mouth, your computer, or your cell!

Get with a partner or those near you.

Think about something you did this weekend.

“Send” a message to the person next to you through a nice gesture, facial expression, or positive body language about whatever it was you did.

Ask them what they think you were saying. Was your message communicated effectively?

Take turns until everyone has had a chance to share!
Types of Communication

Write your own definition and examples.

Verbal

_____________________________________________

_____________________________________________

give an example: ________________________________

Non-verbal

_____________________________________________

_____________________________________________

give an example: ________________________________
Effective Communication

**Speaking**

→ use ____________ statements
  using “you” puts someone on the defense and may stop listening to what you're saying
→ be __res___________________
→ speak __cle__________________; know what you're going to say
→ avoid using filler words such as “like”, “umm”. For example, “Like, do you know what I mean, like, when I, like, umm, bought that, like, video game?” UGH!!
→ use ___ta_________________, which means to know how and what to say without offending others

**Listening**

→ make ___e_____________________ contact
→ every so often say “yes”, “I know”; nod your head
→ do not ____inter___________________. Let someone say ALL of what they're going to say!

**Writing**

→ be ___cl__________________ so someone doesn't misunderstand you; they can't hear your written words and how you're saying it!
→ think ___twi________________ before you send or hit the “send” button. Once it's in cyber world, it's there to stay!
Styles of Communication

Passive

write your description of someone who is a passive communicator

_________________________________________________________________________
_________________________________________________________________________
_________________________________________________________________________
_________________________________________________________________________
_________________________________________________________________________
_________________________________________________________________________
_________________________________________________________________________
Aggressive

Write your description of someone who is an aggressive communicator

______________________________________
______________________________________
______________________________________
______________________________________
______________________________________
______________________________________
______________________________________
Styles of Communication
continued

Assertive

Write your own definition of someone who is an assertive communicator

_________________________________________________________________

_________________________________________________________________

_________________________________________________________________

_________________________________________________________________

_________________________________________________________________
With a partner, which style of communication is most effective?

Why?

What style do you use in various situations?
What is an example of how someone who uses **assertive** communication would respond to being told chores must be done before you make plans this weekend with your friends!

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________
ADVERTISING

A. Goal of advertising is to ___s__________ products

B. Misleading Advertising

   1. definition: ways to ___des_________________________ a product through the use of ___w__________________________, pictures, sounds, etc to make a product look or sound ______b________________ than it is.

   2. examples:
      a. __________________________________________________________________________
      b. ___weig_______los_______pla___________________________
      c. __________________________________________________________________________

C. What attracts YOU to a product?

   1. __pri_____________________________________
   2. __pack_____________________________________
   3. __popu_____________________________________
   4. __________________________________________________________________________
B. Advertising Techniques

1. Nostalgia - plain __fol_____, back to nature, just the way __Gram_______ used to make it, back in the _go___ol' days.

2. Bandwagon - Everyone who's ____an________________ is buying this product! Don't be the only one ___wi___________ it! Don't be left out!

3. Transfer/Fantasy - superheroes, white knights, green giants, super __athl______________, __be________________ people, or rich people are featured. Advertisers hope that the consumer will transfer these qualities to the products & themselves, & then purchase the product.

4. Humor - people tend to remember an ad if it makes them __l____________, and may purchase the product because of the ____pos________________ association with it.

5. Sense appeal - sounds or pictures that __ap________________ to the _s__________________ are featured.

6. Statistics - people tend to be impressed with “__fa________________” and statistics, even if they have little or no meaning.

7. Testimonial - important or __fam__________________ people testify or talk that they use the product and so should you!
Putting your knowledge to the test!

► With a partner, walk around to the different stations.
► Next to each station #, write the persuasive technique the advertiser is using.

Station #1: ________________________________
Station #2: ________________________________
Station #3: ________________________________
Station #4: ________________________________
Station #5: ________________________________
Station #6: ________________________________
Station #7: ________________________________
Station #8: ________________________________
Station #9: ________________________________
Station #10: ______________________________
Station #11: ______________________________
C. Vocabulary

1. Media Literacy - ability to understand the _g_________ of advertising. Think about words like “always”, “never”, and “may help” to figure out if a product is worthy to be purchased.

2. Product placement - company __p____________ to show its product in media by a __cel___________________.
   a. _________________________________
   b. alcohol
   c. _________________________________

3. Brand loyalty - attachment to a certain brand of product
   a. __Ni_____shoes___________________________
   b. _________________________________
   c. _________________________________

4. Target Audience - people to whom companies are trying to __s_______________ their product. Companies advertise differently to teens compared to adults.
Tobacco/Alcohol Advertisement Analysis

- Work with a partner to analyze an advertisement of your choice.
- Send 1 of the partners up to select an advertisement.
- Using complete sentences, write the answers to each question related to the advertisement you chose.
- Be prepared to share information about your advertisement.
TOBACCO/ALCOHOL ADVERTISEMENT ANALYSIS PROJECT

1. Write a paragraph describing the ad. What is going on in the picture? Who is in the picture? What are they doing? How do they look? Are colors or designs used? What words (adjectives) are used to interest the consumer?

2. Who is the target audience and why do you think so?

3. What technique(s) is/are the advertisers using and how do they use this technique?

4. List 2 alternative activities that people could substitute for tobacco/alcohol and still get the desired results / emotions portrayed in this ad.

5. Do you think this product will sell? Why and How?

6. What doesn’t the ad tell you? What are, or could be, several negative effects of using this product?