Welcome to 2\textsuperscript{nd} Quarter
2A 7\textsuperscript{th} Grade Health!

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

Name\underline{Teacher} Block\underline{___ Quiz Date\underline{___}}

Let's start thinking about Advertising, and Problem-Solving! \textit{Slide 1}
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.

“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!

Slide 2
Types of Communication

**Verbal**

definition: ______________________________________

“*the use of words to express our feelings and thoughts*”

Example: _I am so excited to go to Kings Dominion this summer!

**Non-verbal**

definition: ______________________________________

“*using gestures, body language, or facial expressions to express our thoughts and feelings*”

Example: __Giving a thumbs up as a “good or yes”

______________________________________________

*Slide 3*
Effective Communication

Speaking
→ use “I” statements
  using “you” puts someone on the defense and may stop listening to what you’re saying
→ be respectful
→ speak clearly; 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 tact, which means to know how and what to say without offending others

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

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

Slide 4
Styles of Communication

Passive
write your description of someone who is a passive communicator

meek
timid
shy
quiet/reserved
soft-spoken
unlikely to voice an opinion
may tend to go along with others

Slide 5
Styles of Communication
continued

Aggressive
write your description of someone who is a passive communicator

______________________________________________________
______________________________________________________

loud
obnoxious
seeks attention
“bulldog”
Rude

*Slide 6*
Styles of Communication continued

Assertive
write your own definition

______________________________
______________________________
calm
direct
makes eye contact
Confident

Slide 7
With a partner, which style of communication is most effective? Why? Share out with your partner. What styles do you use in various situations?

*Slide 8*
Write an example of how someone who uses assertive communication would respond to being told chores must be done before you make plans this weekend!
ADVERTISING

A. Goal of advertising is to **sell** products

B. Misleading Advertising
   1. definition: ways to **describe** a product through the use of words, pictures, sounds, etc that makes a product look or sound **better** than it is
   2. examples:
      a. **acne products**
      b. weight loss products or plans
      c. **hygiene products (toothpaste, shampoo/conditioner, razors)**

C. What attracts **YOU** to a product?
   1. **Price**
   2. **Packaging**
   3. **Popularity - peers have it**
   4. **Desire - need or want?**

_Slide 10_
Advertising - continued

D. Advertising Techniques

1. Nostalgia - plain folks, back to nature, just the way Grandma used to make it, back in the good ol’ days

2. Bandwagon - everyone who’s anyone is buying this product. Don’t be the only one without it! Don’t be left out!

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

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

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

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

7. Testimonial - important or famous people testify or talk that they use the product and so should you!

Slide 11
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:_______________________________________

Slide 12
C. Vocabulary

1. Media Literacy - ability to understand the goals 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 pays to show its product in media by a celebrity
   a. Apple products
   b. alcohol
   c. Soda brands

3. Brand loyalty - attachment to a certain brand of product
   a. Nike shoes
   b. Jordan
   c. Vans

4. Target Audience - people to whom companies are trying to sell 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.

- Slide 14
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 (adj) 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?