



DECONSTRUCTING ADVERTISEMENTS

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I. Topic: Deconstructing Media and Information Text in Advertisements

II. Learning Objectives

Learners will be able to:

- A. define advertisements;
- B. discuss the role of advertising in media;
- C. analyze and evaluate media and information text in advertisements;
- D. apply the Creator, Content, and Consumer paradigm in deconstructing advertisements; and
- E. value the need to analyze media and information text in advertisement.

III. 21st Century Skills

- A. Learning and Innovation Skills: critical thinking, collaboration, communication
- B. Information, Media, and Technology Skills: media literacy and information literacy

IV. Materials: lecture presentation, worksheet, and advertisements on print media

V. Procedure

- A. Current Events
 - 1. Choose a social issue that concerns deconstruction of media.



B. Review

1. Explain the Creator, Content, Consumer paradigm (Alagaran, 2017) in analyzing media and advertisements.

C. Lesson Proper

1. Motivation: Explain this statement, “Advertising is the lifeblood of the media industry.”
2. Lecture Guide Questions
 - a. What is an advertisement?
 - b. What is the role of advertising in media?
3. Group Activity
 - a. Group the students accordingly.
 - b. Let them analyze and evaluate given advertisements using the Creator, Content, and Consumer paradigm (Alagaran, 2017).
Answer the provided worksheet. (approx. 40 minutes)
 - c. Each group will present their output in 3 minutes. (approx. 25 minutes)

VI. Assessment

A. Recitation

1. Why do we need to analyze and evaluate media and information text in advertisements?



VII. References

Alagaran, J. R. Q., II. (2017). Media and information literacy: Empower the discerning audiences, Reading printed and visual media (pp. 132-142). Quezon City: Abiva Publishing House Inc.

DepEd.(2013). Media and Information Literacy Curriculum Guide.

P21. (n.d.). Framework for 21st Century Learning. P21. Retrieved from <http://www.p21.org/our-work/p21-framework>

Note:

This lesson covers the following learning competencies in the Media and Information Literacy Curriculum Guide (DepEd, 2013).

Content	Learning Competencies
Lesson 6 Media and Information Languages	evaluates everyday media and information with regard to codes, convention, and messages; in regard with audience, producers, and other stakeholders (MIL11/12MILA-III f15)
Lesson 13 Text Media and Information	evaluates the reliability and validity of text information and media and its/their sources using selection criteria (MIL11/12TIM-IVb-5)
Lesson 14 Visual Media and Information	evaluates the reliability and validity of visual information and media and its/their sources using selection criteria (MIL11/12VIM-IVc-9)

