



Look through the newspaper and find a product that appeals to you.

Pretend you are on the phone or in a store and you want to sell the product to a consumer. What would you say?

Write a sales pitch that follows the guidelines below.

How to write a sales pitch:

- 1 Be brief
- 2 Summarize the product (What does the product do?)
- 3 List the benefits
(How can the product help the buyer?)
- 4 Ask for what you want.
(Do you want the person to buy he product?)

Write your sales pitch in the space provided.

SALES PITCH

A large rectangular area enclosed by a dotted line, intended for writing a sales pitch.



Look through the newspaper and choose an advertisement that appeals to you. Then, answer the following questions about the advertisement.

What is this ad selling?

What are the people in the ad doing?

What do their clothes and surroundings tell you?

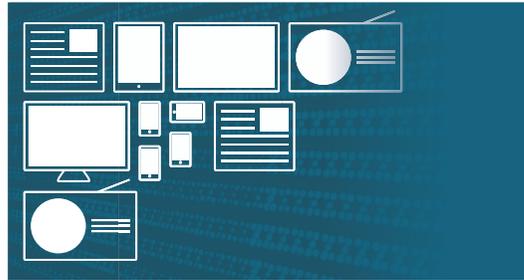
What messages do their facial expressions and body language convey?



If there are two or more people in the ad, how are the people connected to each other?

If there are words in the ad, what do they say?

What do you think the advertiser wants you to conclude about the product without putting it in words?

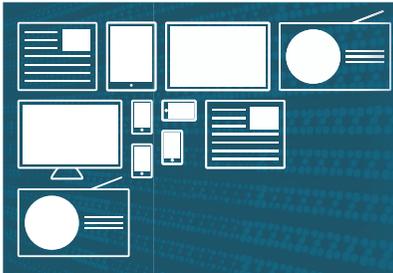


MEDIA LITERACY

The increased use of smartphones, other technology devices and social media platforms has dramatically changed the way we get information. As a result, companies have had to reevaluate their marketing and advertising tactics.

Think about all the devices and social media platforms that you use. Brainstorm ideas about each one to complete the following chart. Three devices or platforms are listed for you already, fill in others that you can think of on your own.

DEVICE/PLATFORM	HOW DO COMPANIES USE THIS DEVICE TO ADVERTISE PRODUCTS?	HOW DOES THIS AFFECT ME AND MY PURCHASING HABITS?
FACEBOOK		
SMARTPHONE		
IPAD/TABLET		



MEDIA LITERACY

Think about all the ways you consume media – TV, Internet, smartphone, word of mouth, radio, etc. You are constantly bombarded by thousands of media messages each day. As you move forward, you can use the information you have learned in these lessons to equip yourself as a responsible media consumer.

What tools or strategies have you learned to help you evaluate the media messages you encounter?

How are you already practicing good habits as a media consumer? For example, do you read advertisements carefully and evaluate their message before making a purchasing decision? Or do you limit your exposure to social media to a certain number of hours each day to ensure you are investing in other areas of your life?

In what areas could you improve? For example, do you spend too much time on your phone being exposed to an overwhelming amount of media each day? Or do you tend to make impulse buys based on advertisements that catch your attention?

Choose one specific area in which you would like to improve. Use the space below to describe how your actions and decisions in this area are having a negative impact on your life. Have you made purchases that you really could not afford? Have you neglected friends because you are spending more time watching TV? Then describe what actions you would like to take to make a change in this area. Include three new habits you could incorporate that would help you create this change.
