

What's for Sale?

Complete the handout on the next page showing times and places you are most likely to see or hear advertisements. What was the purpose of that advertisement? How did the advertisement make you think or feel?

Example:

PLACE AND TIME YOU SAW THE ADVERTISEMENT	PURPOSE OF THE ADVERTISEMENT	HOW THE ADVERTISEMENT AFFECTED YOUR THOUGHTS AND FEELINGS
On television in the afternoon	To make me want to buy a special new brand of cereal	Made me really hungry, made me mad that my parents won't buy that kind of cereal, made me think there should be more different cereal brands

TEACHING TOLERANCE

A PROJECT OF THE SOUTHERN POVERTY LAW CENTER
TOLERANCE.ORG

EARLY GRADES ACTIVITY

HOW THE ADVERTISEMENT AFFECTED YOUR THOUGHTS AND FEELINGS				
PURPOSE OF THE ADVERTISEMENT				
PLACE AND TIME YOU SAW THE ADVERTISEMENT				