

Name:

Date:

# Social Emotional Learning Remote Learning Activities

## Analyzing Influences

### Learning Objectives:

- You will be able to:
  - Explain how the media can influence us through advertising by identifying the target audience and underlying messages
  - Draw parallels between the possible intentions of a marketing strategist and the impact those intentions have on a target audience

There are many factors influencing our behaviors. Some of these factors are internal, like our values, while others are external. These external factors can include social or cultural norms, community perceptions, or feedback from our peers. With the omnipresence of digital technology and social media, these external influences are even more powerful.

**Families:** When discussing this topic with your student, think about some of the external influences in your own life. What are they? How have they shaped your behaviors? Why is it important to be able to recognize these factors in your own life?

### The Opening: Writing Prompt

*Read the below, and then answer the questions that follow:*

“Ah, yogurt ads. They depict everything from women forgoing actual raspberry cheesecake for a container of the yogurt version, to female friends comparing the bliss of yogurt to things that are seemingly just as good: a foot massage, a raise, shoe-shopping, chocolate and a sense of zen itself.

The practice of making yogurt can be traced back as far as 6000 B.C.E. in the Neolithic era, when herders stored animal milk in animal-stomach containers that contained natural enzymes that curdled the milk. From this inauspicious beginning, the practice of eating yogurt has been well documented throughout history. Yogurt was a dietary staple for Genghis Khan and his army, and has long been a staple in Indian and Turkish cuisine, which were introduced to the North America as early as the 1700s.

By the 1940s, the first large-scale commercial production of yogurt in the United States began in the Bronx, New York, by a company now known as Dannon. By 2014, yogurt had become a \$7 billion industry in the U.S. alone, a figure expected to rise to \$9 billion by 2017.”

Dove, L. L. (2016, November 2). Why Is Yogurt Advertising So Focused on Women? Retrieved from <https://money.howstuffworks.com/why-yogurt-advertising-women-focus.htm>



- What visual element supports the message of the advertisement above? Why?
- Are there other underlying messages in advertisements above that stand out to you beyond the original message you have identified?
- If you are a market strategist for a yogurt company, would you have chosen a different way to advertise yogurt? Why or why not?

**Framing the Activity: Writing Prompt**

- What are other examples of advertisements that you can think of that convey an underlying message, separate from the marketing of that product (commercials you’ve seen on TV, mobile ads, billboards, etc.)
- Why would a brand want to convey these underlying messages in their advertisements?
- How does being aware of these messages in media give us an advantage as consumers?

**Activity/Practice:**

***Draft Your Messaging***

*Now that you've considered how a Yogurt advertisement can sell emotions and social messaging along with the actual product, you will design an advertisement for a made-up product of your choice. The advertisement should include an image, product name, and a slogan.*

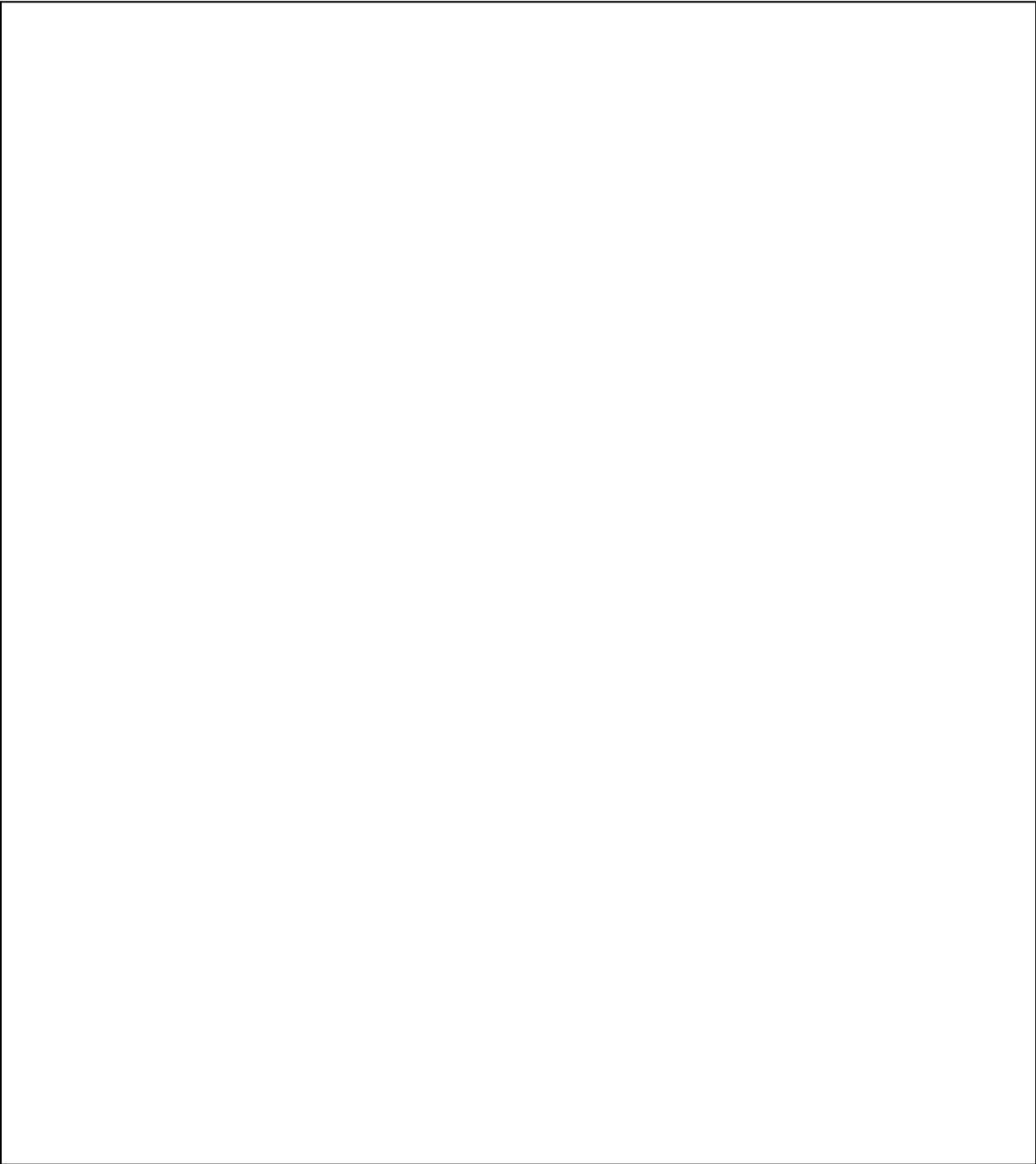
*To help you create your advertisement, you will answer the three questions below:*

*Who is my target audience?*

*What do I want them to think?*

*How does my ad get them to use this product?*

**Create Your Advertisement**



**Closing:**

Share out with Family & use family discussion questions:

- The student will explain their marketing strategy, sharing their answers to the three questions from the Draft your Messaging template.
- Parent reflective questions:
  - What are some of the factors that influence the decisions that people make?
  - How would you describe these factors? Are they internal? Or are they external?
  - Can you always recognize when your decisions are being influenced by something that is external? How do you know when it is happening?
  - Do you think social media has an influence on your decisions? How?
  - When is it better to make decisions based on our internal influences, like our values, versus our external influences?