

# Internet Activity Presentation Planner

## Introduction to Business Chapter 14 Advertising

In Chapter 14 you learned that advertising is the public promotion of a product, service, business, or event to attract or increase interest. Advertisers use humor, style, creativity, and originality to create an image for products and services and then try to get the attention of consumers. There are many different types of media advertisers can use to get these images in front of consumers. Because media images are everywhere in our culture, the average person sees hundreds of ads every day. One thing advertisers must do is to determine which medium is best suited to reaching their target audience. Find out more about how the audiences differ for different types of media and how advertisers determine if they are reaching their audience. Produce and present a 10-minute talk outlining the different advertising media and what the core audience is for each. Discuss how advertisers determine if their audience is being reached.

### *Action Steps for Planning a Presentation*

1. Get started by building background knowledge. Read newspaper articles, search the Internet, and make personal phone calls to local experts to understand the issues.
2. Decide on a specific topic. Narrow your focus to a topic that interests you.
3. Research your topic in greater depth. Use books, local media, the Internet, and personal interviews. Take detailed notes and maintain a bibliography as you work.
4. Review your notes and write an outline of your presentation.
5. Plan and create visual aids.
6. Write a draft of your presentation and practice it. Rewrite, practice again, and present.

### **1. Build Background Knowledge**

#### **Did You Know?**

*Think about these fascinating facts and what they might have to do with issues related to your topic.*

#### **[begin bulleted list]**

- H.G. Wells, author of *The War of the Worlds*, referred to advertising as "...legalized lying."
- The United States is one of only two countries where it is legal to advertise prescription medicine on television.
- \$34.3 billion was spent on advertising in China in 2005.
- In 2004, the United States spent an estimated \$264 billion on advertising.
- 93% of Americans are reached by billboard advertising.
- 94% of Americans can be reached by television advertising.
- The first advertisement in Canada was an offer of butter for sale that appeared in *The Halifax Gazette* in 1752.
- Communications theorist Marshall McLuhan once observed that, "Advertising is the greatest art form of the 20th century."

#### **[begin bulleted list]**

**Questions to Ponder**

*Think about these questions and what they might have to do with issues related to your topic.*

**[begin bulleted list]**

- Where do I see ads for products that appeal to me?
- What types of ads do I enjoy the most? The least?
- What are the different advertising media?
- Is advertising regulated by the government?

**[begin bulleted list]**

**Key Word Search**

*Use these key words to search for Web sites that relate to your topic. List other key words you uncover in your search. Take notes about what you find and review your notes later as you narrow your topic.*

advertising media, advertising results, advertising audience, Nielsen, Web hits

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**Web Sites**

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## 2. Decide on Your Topic

### **Narrow Your Focus**

*Complete the following flow chart to narrow your topic. Choose a topic that interests you and that will also interest your audience. Write a title and a sentence or two about your talk and ask your teacher to approve it or suggest changes.*

Marketing > Advertising > \_\_\_\_\_

Title: \_\_\_\_\_

Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Approval: \_\_\_\_\_ Date: \_\_\_\_\_

(Teacher's Signature)

## 3. Conduct Research

### **Maintain a Bibliography**

*In addition to Web sites you use in your research, list books and periodicals you consult, and contact information for experts you interview.*

#### **Books**

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\_\_\_\_\_

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#### 4. Write an Outline

##### **Main Ideas and Details**

*Review your notes and think through the main ideas and details you want to include in your presentation. Put the main ideas in a logical order and list them in outline form as major headings. Include at least two details under each main idea.*

##### I. Introduction

A. \_\_\_\_\_

B. \_\_\_\_\_

##### II. Main Idea

A. \_\_\_\_\_

B. \_\_\_\_\_

##### III. Main Idea

A. \_\_\_\_\_

B. \_\_\_\_\_

##### IV. Main Idea

A. \_\_\_\_\_

B. \_\_\_\_\_

##### V. Conclusion

A. \_\_\_\_\_

B. \_\_\_\_\_

## 5. Plan Visual Aids

### **Charts, Graphs, Photos, and Video Clips**

*Describe the visual aids you plan to use in your presentation or use the space below to sketch charts or graphs you will create.*

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### **Tips on Creating and Using Visual Aids**

**[begin bulleted list]**

Keep them simple, use them sparingly, and make them visible to everyone in the audience.

Explain the content of the aid when you first show it.

When you finish with the aid, remove it or cover it up.

Be prepared to give your talk without visual aids if technical problems occur.

