

Minties Moments



Approach: One to one

Level: Year 8

Focus: Thinking critically about the intentions and effects of advertising.

Resources: Video recording on laptop computer.



[Video shows amusing mishaps in a variety of sporting situations; soundtrack is music only throughout until last scene when Minties jingle plays.]

Questions/instructions:

This activity uses the computer.

Click the **Minties Moments** button.

We will begin this activity by watching a video of a *Minties* advert. As you watch the advert, think carefully about what it is trying to tell you. When you have watched the ad, I will ask you some questions about it.

Click the **Play** button.

1. What are they telling you in this ad?
2. Do you agree with what the ad is telling you?
3. Why do you say that?

Markers considered all three responses.

[Message seems to be that Minties make you feel better when something bad, shocking, embarrassing has happened.]

How well did student show they understood this message?

well	20
moderately well	28
poorly	52
student mentioned advertiser's goal to get people to buy Minties	21

% responses
y8

Commentary

No commentary.