

**MR. SMITH
ROOM 1163**

**9TH GRADE
COLLEGE PREP
HONORS
ENGLISH**

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SCHOOL PHONE: 610-262-7812

CLASS WEBSITE: <http://www.northampton.k12.pa.us/webpages/smithr/>

ADVERTISING

PHILOSOPHY: study the influence/techniques of advertisers on
the general topic/to make the students better
consumers

SOURCE: TEACHER NOTES

PROCESS: The role of advertising and its effect on our society is
the key to this part of the curriculum. We will
discuss the many different ways that advertisers try
to manipulate the consumers' ways of thinking and
weed out the fact from the fiction.

EVALUATION: project – one grade

MISC: Save some junk mail for inspection.

MULTIMEDIA: videotape of various famous and not-so-famous
commercials

SPEECH

PHILOSOPHY: give each student experience in speaking before
a group and listening to others

SOURCE: teacher notes