

CLASS – VII
LESSON PLAN CIVICS
Ch.7 UNDERSTANDING ADVERTISING
SESSION: 2019-20

Unit	Civics Ch.7 UNDERSTANDING ADVERTISING
Class Transaction	Total: 4 periods (approx. 40 min each)
Pre-requisite for the course	This lesson requires • Basic knowledge of Advertising • Basic knowledge of types of advertising • Basic knowledge of what is brand
Assessment of qualifying knowledge	1. Written test 2. Group Discussion 3. HW notebook 4. FA Activities
Objective	Students would be able to critically analyze how advertising strategies influence customers and to understand what goes into the making of an advertisement.
Learning Outcomes	KNOWLEDGE: <i>The Students will be able to understand :</i> • Advertising is all about building brands. ‘branding means stamping a product with a particular name or sign. • The brand values are conveyed through the use of visuals and words to give us an overall image that appeals to us. • Advertisements are an important part of our social and cultural life today and it creates a difference. • Social advertisements refer to advertisements made by the state or private agencies that have a larger message for society. • Advertising tends to promote a certain lack of respect for the poor. • Advertising makes us believe that things that are packaged are better than things that do not come in packets. SKILLS: <i>The Students will be able to :</i> • Work collaboratively to create a social advertisement on their own for the benefit of the society. • They would develop a skill by critically understanding what advertisements do, we can make better decisions about whether we wish to buy a product or not.
Transaction	Transaction would proceed in the following manner- Student-teacher interaction, Wipro-GOs (web chart, flow chart, cause and effect

Methodology (The teacher can use the mentioned techniques, wherever applicable, and can use any other too.)	chart(fish diagram))silent reading, Collaborative learning. DOL 1,2,3 Active Learning • Topic- making of advertisements Students will be to understand what goes into the making of an advertisement And will be able to actively list the steps for same. Group Learning • Topic- influence of advertisements (Competencies: Collaborative Learning) Students will understand and discuss in groups the influence of advertisements on people. Differentiation • Topic- modes of advertising (Competencies: Citizenship, communication) Students will get aware about the modes of advertising and will be able to compare each. • Topic -Revision of chapter Students <i>would be able to enhance their creativity</i> by creating mind map for entire chapter using topics and subtopics for each. Questioning- (Competencies: Critical thinking) • Suppose you have your business of garments of good brand , what will you do to advertise your brand and which mode you will chose. Multiple questions as per NCERT to cater the needs of various students. Techniques to be used: Think pair share Discussion Group work Mind Map
Resources	Text Book: NCERT text book for Social Science
Self Study, Home Work, Assignments	Independent Practice: Students would do the questions in their H.W notebooks as mentioned in the monthly planner. HW notebooks to be marked as per the given plan: <i>Assessment Parameters:</i> The total marks for the activity is 5 marks On time submission.....1 mark Presentation/ Neatness.....1 mark Content.....3 marks It is also advised that the students come to the class with proper background knowledge of the topic under discussion. They can refer to the resources stated above.

Assessments	4 UNIT TESTS(25 MARKS EACH)=100 HALF YEARLY EXAMINATION 80 MARKS+20(internal)=100 ANNUAL EXAMINATION 80 MARKS+20(internal)=100 INTERNAL ASSESSMENT 20 MARKS in each term • Subject Enrichment Activity 10 Marks • With the help of subject enrichment we assess communication, collaboration, character building and citizenship. • The students in group of five will demonstrate the activity. Note book submission 10 Marks
Addressing Classroom Diversity	Due to various social backgrounds and multiple intelligences, the classroom might be a diverse arena. The following techniques can be used for various groups: <i>For gifted students:</i> • Encouragement for referring other resources <i>For weak students:</i> • Buddy help to be provided • Provide grade-up classes <i>For differently abled students:</i> • Ignore spelling mistakes and formulae, if not written • Call parents at regular intervals • Provide grade-up classes
Marks	The weightage would be given by CBSE.
Assessment Questions	1. How are small businessmen affected in this age of advertisement? 2. What are the different techniques used by the advertising to attract the people? 3. Mention any three drawbacks of advertising. 4. 'Personal emotion is being used in the care soap advertisement.' Justify. 5. Differentiate between the commercial and social advertisement. 6. Explain branding and its benefits. 7. Write the role of social advertising in today's scenario.

CLASS – VII
DAY WISE CONSOLIDATED LESSON PLAN
Ch.2 HOW THE STATE GOVERNMENT WORKS
SESSION: 2019-20

DAY	ONE
Objective	Students will be able to understand that the Advertising is the process of publishing a product or service of trying to sell a product or service by drawing people's attention to the product .advertising focus on all the good points of the product to make it appear as attractive as possible,so that the people are tempted to buy it.Advertising is a means of communication between the seller and buyer.Advertising is largely done through media.
Assessment of qualifying knowledge	Questions will be asked from the whole class group. • Advertise is largely done by which media. • Role of media in advertising.
Learning Outcomes	<u>KNOWLEDGE</u>- <i>Students will know</i> that the Advertising is the process of publishing a product or service of trying to sell a product or service by drawing people's attention to the product . <u>SKILLS and COMPETENCIES</u><i>Students would be able to</i> • Work collaboratively to express their views on how advertising the best and quickest way to reach the widest section of consumers.
Transaction Methodology (The teacher can use the mentioned techniques, wherever applicable, and can use any other too.)	Transaction would proceed in the following manner- Anticipatory Set: 10 min Facilitator will ask few questions to introduce the topic • What do you understand advertising media? • What is the easiest way to reach public for product awareness? • Will work through Collaborative Learning: 15 min Work collaboratively to express their views on how advertising the best and quickest way to reach the widest section of consumers. Independent Practice: Students will go through NCERT text book. Closure: 5 min A short oral test would be taken to check proper assimilation of the topic discussed.
Resources	Text Book: NCERT text book for Social Science
Self- Study, Home Work, Assignments	Independent Practice: Students would do the given questions in their H.W. notebooks as mentioned in the monthly planner.
Assessments	Oral Test (5 minutes)

DAY	TWO
Objective	Students will be able to understand how advertisements often target our personal emotions. By linking our personal emotions to products, advertisements tend to influence the ways in which we value ourselves as persons. We watch advertisements, discuss them and often judge people according to the brand products they use.
Assessment of qualifying knowledge	Questions from previous class about advertisement and its role in spreading awareness.
Learning Outcomes	<u>KNOWLEDGE</u>- <i>Students will</i> - Understand how advertisements often target our personal emotions. By linking our personal emotions to products, advertisements tend to influence the ways in which we value ourselves as persons. <u>SKILLS and COMPETENCIES</u> - Students will derive information about how advertisements target our personal lives and emotions collaboratively.
Transaction Methodology (The teacher can use the mentioned techniques, wherever applicable, and can use any other too.)	Transaction would proceed in the following manner- Anticipatory Set: 10 min Facilitator will ask few questions to introduce the topic - What is brand? - How do we judge people on basis of brands? (Competencies: Critical thinking) Students will derive information about how advertisements target our personal lives and emotions collaboratively. Independent Practice: Students will go through NCERT text book. Closure: 5 min A short oral test would be taken to check proper assimilation of the topic discussed.
Resources	Text Book: NCERT text book for Political Science
Self -Study, Home Work, Assignments	Independent Practice: Students would do the given questions in their H.W. notebooks as mentioned in the monthly planner.
Assessments	Oral Test (5 minutes)

DAY	THREE
Objective	Students will be able to understand Advertising and Democracy and also how advertising tends to promote a certain lack of respect for the poor .They are not the faces we most often see in advertisements and so we tend to dismiss their lives as worthless.
Assessment of qualifying knowledge	Questions from previous class about how advertisement plays with our emotions.
Learning Outcomes	<u>KNOWLEDGE</u>- <i>Students will know</i> About Advertising and Democracy and also how advertising tends to promote a certain lack of respect for the poor <u>SKILLS and COMPETENCIES</u> <i>Students would be able to</i>

	Collaboratively students will elicit the how advertising tends to promote a certain lack of respect for the poor
Transaction Methodology (The teacher can use the mentioned techniques, wherever applicable, and can use any other too.)	Transaction would proceed in the following manner- Anticipatory Set: 10 min Facilitator will ask few questions to introduce the topic - What do you understand by brand? - Why do you think, some people will not be able to afford brand. (Competencies: Collaborative) Collaboratively students will elicit the how advertising tends to promote a certain lack of respect for the poor. Independent Practice: Students will go through NCERT text book. Closure: 5 min A short oral test would be taken to check proper assimilation of the topic discussed.
Resources	Text Book: NCERT text book for Social Science
Self -Study, Home Work, Assignments	Independent Practice: Students would do the given questions in their H.W. notebooks as mentioned in the monthly planner.
Assessments	Oral Test (5 minutes)

DAY	FOUR
Objective	- Students will be able to understand advertising can be of different types such as, commercial advertising and social advertising. - The type of advertising chosen depends on the kind of product being advertised. Commercial advertising seeks to sell a product or service
Assessment of qualifying knowledge	Questions from previous class about how advertising plays with our emotions and personal lives.
Learning Outcomes	<u>KNOWLEDGE</u>- Students will know - Students will be able to understand advertising can be of different types such as, commercial advertising and social advertising <u>SKILLS and COMPETENCIES</u> - Students will work collaboratively and discuss about different types of advertisements such as, commercial advertising and social advertising.
Transaction Methodology (The teacher can use the mentioned techniques, wherever applicable, and can use any other too.)	Transaction would proceed in the following manner- Anticipatory Set: 10 min Facilitator will ask few questions to introduce the topic - How can we do advertisement in different ways? - What do you understand by social and commercial life? (Competencies: collaborative and critical thinking) - Students will work collaboratively and discuss about different types of advertisements such as, commercial advertising and social advertising. Will compare both critically and present their views on the same.

	Independent Practice: Students will go through NCERT text book. Closure: <u>5 min</u> A short oral test would be taken to check proper assimilation of the topic discussed.
Resources	Text Book: NCERT text book for Social Science
Self -Study, Home Work, Assignments	Independent Practice: Students would do the given questions in their H.W. notebooks as mentioned in the monthly planner.
Assessments	Oral Test (5 minutes)