***\*\* Adapted from the Writing@CSU Activities Bank\*\****

**Songs and Advertisements**

*Songs*

Students, in small groups, choose a song (or set of songs) that has a distinct message or theme. Identify the main idea(s) as an activity and say if the main idea is implied or stated outright. Evidence can be pulled from the song (particular lyrics, images, etc.) to help illustrate the main idea. (this also works well with movies)

Other possible questions:

- Is there a narrator? A variety of characters? A plot? A specific time in history that is mentioned? A specific circumstance?

- What objects or settings does the song reference?

- What research were you able to find on the song?

- What does the artist have to say about the song?

- What mood does the music invoke? Does the mood change?

- What are some other people’s reactions to the song?

- What does the song remind you of personally?

*Advertisements*

Students, in small groups, choose an ad with a distinct audience and goal. They discuss the rhetorical situation surrounding the ad (the magazine or paper in which it was featured, the creators, its purpose beyond just selling the product). This is an important distinction to make: for example, when we select orange juice to buy, there is often an appeal to the ideas of freshness, or cost, or an endorsement from a popular figure.

Also, what visuals are incorporated? Who is the target audience? Is there anything else you notice about this ad? How does it make someone want to buy the product? Does the ad reinforce cultural norms? Gender norms? How so?