

# LESSON PLAN

## Selling With a Song



After playing Selling with a Song, students watch TV and create a list of commercials that use popular music. The activity promotes dialogue about use of music to link products to specific emotional responses in viewers. It also improves students understanding of musical genres. Students can do this as “homework in front of the TV.”

**Discuss:** What is the most catchy song they remember being used in used in a commercial? What do they remember?

Students may or may not be able to use genre categories for popular music. You can support them by helping them use the appropriate labels for different types of music. Here are some examples:

- 1.1 Classical
- 1.2 Gospel
- 1.3 Jazz
- 1.4 Latin American
- 1.5 The Blues
- 1.6 Rhythm and blues
- 1.7 Rock
- 1.8 Pop
- 1.9 Country music
- 1.10 Electronic music
- 1.11 Melodic music
- 1.12 Ska, Reggae, Dub
- 1.13 Punk rock
- 1.14 Hip Hop / Rap
- 1.15 Heavy metal

**Discuss:** what other genre labels for music do students know?

**Try This.** Have students categorize the musical excerpts in Selling with a Song (there are 30 sound clips) into categories. This will help students connect the genre names with the specific sound of the different musical forms.

**Try This.** Encourage students to notice the differences in how music is used to identify the target audience for a product. Products for boys often use different types of music than product for girls, for instance. What patterns do students notice?

**Discuss:** Is it important for people to know that advertisers link their products with music to create strong feelings in viewers? Why or why not?



NAME: \_\_\_\_\_

### SELLING WITH A SONG

While watching TV, keep track of all the commercials that use music. Write down the name of the product and then describe the music used. What patterns do you notice in your list?

**NAME OF PRODUCT**

**THE MUSIC USED IN THE AD**

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