

SUPERBOWL COMMERCIAL BINGO

Parent and Educator Guide

This fun game is designed to encourage kids age 10 and older to view Superbowl commercials closely and critically, and to get them thinking about how advertising works. This kind of critical observation is an important part of the skillset known as ‘media literacy.’ Each of the four bingo cards has a unique mix of 25 squares, and every square has an element of a common Superbowl ad. A few squares appear on all four cards, including ‘uses special effects,’ ‘shows a woman in her underwear’ and ‘features a celebrity.’

RULES

The player is instructed to draw an X through a square when s/he sees a commercial that matches the element in that square. A single commercial may match several elements, but the instructions state, ‘only one square can be crossed off for each commercial.’ The winner can be determined according to your house rules. Winning may require a filled-in row or a blackout, in which every square is crossed out.

DISCUSSION QUESTIONS

Parents and teachers can use the filled-in bingo cards to talk with kids about what they observed in the commercials. Here are a few suggestions to start the conversation.

Who makes these commercials and decides what to put in them?

Why do you think so many commercials use humor? Why is it effective?

You noticed an ad with a woman in her underwear. Do you remember what it was meant to sell?

How can you tell when an ad is targeted at certain people?

You noticed an ad that encouraged viewers to tweet. Why would an advertiser want people to tweet using a certain hashtag?

You noticed a commercial that tried to make you feel certain emotions. How did the commercial do that?

You noticed a commercial that featured a cartoon character. Who do you think the commercial was meant to target?

Did you see more commercials for ‘junk’ food or healthy food?

You noticed a commercial that used music to make a product look cool. How can music affect the way we feel about things?

I hope you and your kids/students enjoy playing this game. For more conversation-starters and insight on kids and media, please visit tinalpeterson.com/blog.