

Buster's Sweet Success Episode #602

Subject Area

Reading Comprehension

Media Literacy Objective

Examine techniques used to sell products.

Episode Description

When Buster signs up to sell candy for the band, he figures it's easy money -- who doesn't love chocolate? Buster soon wishes that somebody loved it more than he does, because he eats it all himself. Will the band be doomed to wear tattered uniforms and play old instruments forever?

Active Listening

Listen and watch to find out how each ARTHUR character uses a different sales pitch to sell chocolates.

Guided Discussion

What kinds of things did Prunella and the Brain do to get people to buy their chocolate?

What sales gimmick did Buster use?

How did each Elwood City kid think his or her technique would appeal to potential buyers?

Have you seen other examples of these kinds of techniques? Where and for what products?

Activity: Buy Me! Buy Me!

Divide the class into teams. Give each team three **ads for chocolates** -- one created by D.W., one by Muffy, and one by Arthur -- along with five sheets of paper. Have students cut out and paste onto each sheet the elements in these ads that answer each of the following questions:

Sheet 1: *What things in each ad are used to attract your attention?*

Sheet 2: *Which chocolates are you most likely to buy? What things in the ad make you feel that way?*

Sheet 3: *Which elements in these ads appeal most to your emotions?*

Sheet 4: *Which words give you some facts about the products (product information)?*

Sheet 5: *Which words don't seem to provide any product information?*

(Note: You may wish to have extra copies of each ad available, as students may want to use an element to answer more than one question.)



pbskids.org/arthur

All characters and underlying materials (including artwork) © Marc Brown.
"Arthur" and "D.W." and all of the ARTHUR characters are trademarks of Marc Brown.
© 1998 - 2002 WGBH

Discuss each group's answers, and ask students if they have seen other examples of these advertising tactics:
Arthur uses Bionic Bunny to sell his chocolates. Can you name other products that use famous people in their ads (sports figures, musicians, etc.)?

Muffy uses limousine rides as a device to hook her audience. Have you seen other examples of products that come with "free stuff"?

D.W. tugs on your heartstrings to get your attention. Have you ever seen an ad that caused an emotional reaction in you?

Activity Materials

Copies of the reproducible ARTHUR chocolate ads

Paper (large sheets)

Scissors

Glue or tape



pbskids.org/arthur

All characters and underlying materials (including artwork) © Marc Brown.
"Arthur" and "D.W." and all of the ARTHUR characters are trademarks of Marc Brown.
© 1998 - 2002 WGBH

FREE LIMO RIDES



Lite

when you buy
3 boxes of

*Fat
Free*

Chocolates



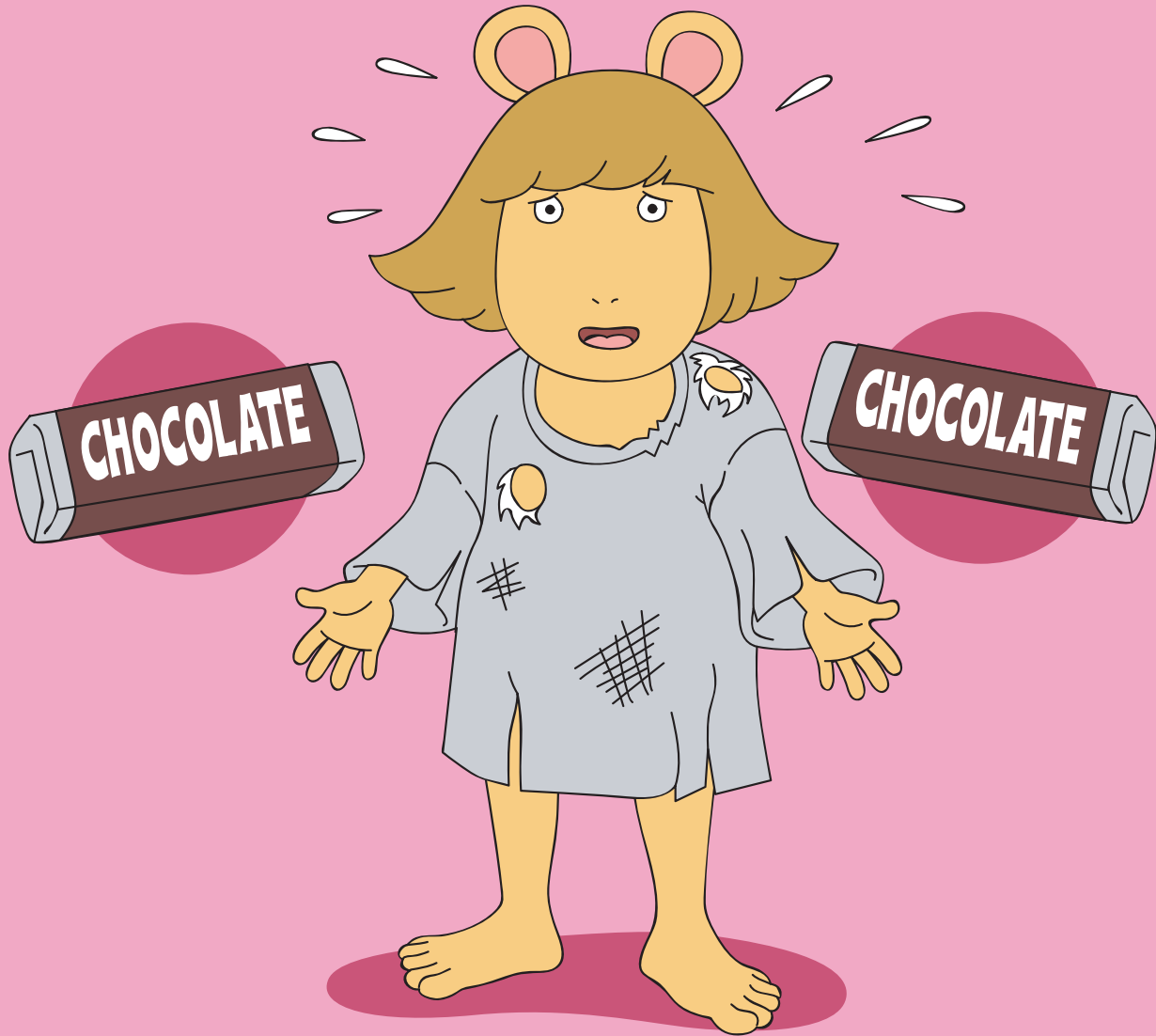
1 chocolate bar = 100 calories



pbskids.org/arthur

All characters and underlying materials (including artwork) © Marc Brown.
"Arthur" and "D.W." and all of the ARTHUR characters are trademarks of Marc Brown.
© 1998 - 2002 WGBH

Please buy my chocolates...



OR I'LL STARVE!

1 chocolate bar = 100 calories



pbskids.org/arthur

All characters and underlying materials (including artwork) © Marc Brown.
"Arthur" and "D.W." and all of the ARTHUR characters are trademarks of Marc Brown.
© 1998 - 2002 WGBH

Bionic Bunny says...

I love
chocolate!

Buy the
chocolate
with the
SUPER
flavor!



Fewer calories than
other brands! Yum!



1 chocolate bar = 100 calories



pbskids.org/arthur

All characters and underlying materials (including artwork) © Marc Brown.
"Arthur" and "D.W." and all of the ARTHUR characters are trademarks of Marc Brown.
© 1998 - 2002 WGBH