

# Smoking Shakespeare

Student Worksheet-Extension Activity

Activity 3.1 / Shakespeare Learning Commons

Canadian Adaptations of  
**SHAKESPEARE**

[www.canadianshakespeares.ca](http://www.canadianshakespeares.ca)

## 1. Introduction

Over the next week your task is to watch two different television shows, preferably of different genres (i.e. children's program, reality TV, drama), and at different times of the day. While watching, pay particular attention to the commercials shown during the programs.

## 2. Activity Questions

While you are observing, please record the following:

a) The name of the television program:

b) The time and date:

c) The premise of the program:

d) A log of the commercials during the program. Please specify the product being sold (i.e. laundry soap Tide):

3.

## Discussion Questions

Please record your thoughts below and be prepared to discuss your findings with the class.

**Observe what you have recorded above.**

Can you make any connections between the television program and the commercials?

Are certain television shows more likely to be placed alongside certain advertisements?

**Some possible connections to consider:**

Can you establish a link between toy ads and cartoons; cleaning products and soap operas; beer ads and sports; etc.?

Do you have any other observations about television shows and their connections to commercials?