

# Types of Commercials and Ads



Commercials and advertisements can be about things to buy, services to use, good actions to take, fun things to watch, or places to learn. They are like little messages on TV, in magazines, on websites or on the radio that tell us about all sorts of stuff!

Below are a few of the main types of categories.

## Task:

**Keep a running log of all the commercials you read, hear or watch for a week and classify them under the heading below:**

**Product Commercials:** These commercials are about things you can buy, like toys, snacks, clothes, or video games. They show you how awesome these things are and why you might want them.

**Service Commercials:** Some commercials talk about services, which are things people do for you. Like ads for a pizza place or a hair salon. They tell you why you should use their services.

**Public Service Commercials:** These commercials are different. They don't try to sell you stuff. Instead, they give you helpful information or remind you to do good things, like recycling, being safe, or helping others.

**Entertainment Commercials:** These are all about TV shows, movies, or events. They want you to watch or go to them and have fun.

**Education Commercials:** These commercials are for schools or educational programs. They tell you how you can learn new things or go to a special school.