

Video Comprehension
Mad Men

You are going to watch 4 scenes from the hit series ***Mad Men***, a show about a team of advertising agents on their quest to design the best print and TV ad campaigns in the business. Click on the links to access to the videos. Answer the comprehension questions on this worksheet and when finished, discuss your opinions from the detailed comprehension questions with your neighbor.

Video 1: Mad Men “Lucky Strike”

https://www.youtube.com/watch?v=X4p_oCFLdJE

GENERAL COMPREHENSION

- 1) What is the main issue with advertising Lucky Strike cigarettes? Why can't they continue advertising?

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- 2) What is the first idea presented to the executives of Lucky Strike? Why should people smoke Lucky Strike cigarettes based on the slogan “You still have to get where you’re going.”

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- 3) What is the psychological principal associated with this advertising idea?

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- 4) What is the idea that Don finally comes up with – how does he distinguish Lucky Strike from other cigarette companies?

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DETAILED COMPREHENSION

5) Further reflection:

How is the element of gender (masculine or feminine) portrayed in this scene?	
What one emotion does Don identify as the basis for all advertising? Do you agree?	

Video 2: Mad Men "Lipstick"

<https://www.youtube.com/watch?v=fVI7-ufWR6I>

GENERAL COMPREHENSION

1. What problem does this lipstick company have? (What does the quote "their sales are in the crapper" really mean?)

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2. What is meant by saying "let's throw it to the chickens"?

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3. What do the women of the office have to do during their lunch break?

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4. How does the male advertising team behave while the secretaries are trying the lipstick?

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DETAILED COMPREHENSION

5) Further reflection:

How is the element of gender (masculine or feminine) portrayed in this scene?	
What is your opinion of how gender is portrayed? Is it accurate for the time period (this series is set in the 1960s)? Do you think gender roles have changed since this time period?	

Video 3: Mad Men “The Carousel”

<https://www.youtube.com/watch?v=cT0d-ISXH5Q>

GENERAL COMPREHENSION

1. What does Don Draper suggest to engage the public? What is the most important idea in advertising?

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2. What feeling does Don want to evoke? How does he define it?

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3. What product is being sold in this advertisement? What does it do?

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DETAILED COMPREHENSION

5) Further reflection:

How is Don's personal life used in this advertising pitch?	
Why do you think the word "carousel" is used for this device? What is the importance of this word?	

Video 4: Mad Men "David Cohen, from the Art Department"

<https://www.youtube.com/watch?v=oScedUkimil>

GENERAL COMPREHENSION

1. What does Don Draper assume? Why is it not who he expected?

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2. What does Don suggest and why does Ms. Menkin not like it?

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3. What comparisons are drawn between Menkin's and Chanel?

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