Hello Year 5. For this week's English we are going to write an **advertisement**.

**Monday 6th July**

We are exposed to television, newspapers, radio, the internet, social media and many different forms of media every day. We are constantly surrounded by it. Therefore, we may not even realise that we are seeing and hearing hundreds of advertising messages every day!

Many of the products we buy and use every day are made by companies. Our clothes, food, technology, books, games and toys are often made by large companies. These companies want us to buy and use their products. However, they need to spread the word about their product. These companies pay for various media to communicate their message and promote their product. The main aim is to persuade us to buy or use a product. This is called **advertising**.

**Task 1:**
**Think about:**
Can you think of any advertisements you saw recently?
Where did you see them?
What was being advertised?

**Task 2:**
Choose 4 different advertisements - they can be about anything!
Use these advertisements to fill in the table (see separate resource Monday).
Which advertisement was most effective and why?

**Tuesday 7th July**

**What is the point of advertising?**
Advertising is always trying to do one of four things:

1. Tell us something we need to know.
2. Persuade us to change our behaviour.
3. Persuade us to buy a product.
4. Present a point of view.

The purpose of an advert is to **sell** to people. Adverts are often aimed at a particular type of **consumer (people who use the product)**. Companies may create media advertising aimed at adults, children, younger people, older people or families. Advertising sends a **positive message** about the product or service. Adverts are made to appeal to the consumers’ personalities, likes and needs.

Everything in the advertisements we see around us is carefully chosen to make a product or brand look exciting and attractive and appeal to the audience (consumer). Adverts sometimes use catchy music or jingles so that we remember the product.

**Task:**
Read the advert (see separate resource Tuesday). Can you highlight all of the features listed below in the advertisement?
What do you like about the advertisement?

<table>
<thead>
<tr>
<th>Persuasive language</th>
<th>Rhetorical questions</th>
<th>Pronouns</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alliteration</td>
<td>Exaggeration</td>
<td>Slogans</td>
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</tbody>
</table>

**Definitions:**
A rhetorical question is a figure of speech which comes in the form of a question that makes a point instead of seeking an answer. For example, **wouldn’t you have done the same? Can’t you do anything right?**

Alliteration is repeating the sounds at the beginning of words to make them stand out. For example, Buy this absolutely, amazing teddy bear. It will give you hundreds of happy hours of fun!
A slogan is a catchy phrase used to encourage people to buy or use your product. For example, ‘Every Little Helps’ – Tesco, ‘Finger Lickin’ Good’ – KFC and ‘Taste the Rainbow’ – Skittles.

<table>
<thead>
<tr>
<th>Wednesday 8th July</th>
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<tbody>
<tr>
<td>Most advertisements have some form of exaggeration to encourage people to buy their products.</td>
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</table>

**Task 1:**
Re-write these sentences using exaggeration: Remember: Make me **really** want to buy it!!

**Example:** The paddling pool is great.

**Becomes:** The amazing paddling pool is the best, most super-cool paddling pool in the universe!

1. This teddy is quite soft and cuddly.
2. Rainbow looms are fun.
3. Alton Towers is a theme park.
4. The Ice Age DVD will make you laugh.
5. You can make things with Lego.

Most advertisements have a slogan or jingle to help us remember the product.

**Task 2:**
Match the correct slogan to the product. *(See separate resource Wednesday)* Which slogan do you think is the most effective? Why?

**Task 3:**
Create your own slogans to help us remember the products below.

<table>
<thead>
<tr>
<th>Thursday 9th July</th>
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<tbody>
<tr>
<td><strong>Advertising Techniques:</strong> People who make advertising use lots of techniques to influence our emotions and try to persuade us to use or buy a product.</td>
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</table>

These include:
- Using colours that attract our attention, like red or yellow;
- Displaying logos and brand names;
- Associating popular characters or animals with their product;
- Catchy jingles and **slogans**;
- Including celebrities in advertisements;
- Special offers, like buy one get one free, 50% extra free, or money off.

**Task:**
Use the planning sheet provided *(See Separate Resource Thursday)* to plan your own advertisement. It can be a game you would like to buy or something you already have at home.

<table>
<thead>
<tr>
<th>Friday 10th July</th>
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| **Task:**
Today, you are going to write your advertisement. Use your planning sheet from Thursday to help you.