

Advertising Module

- Objectives**
- *to investigate the use of persuasive language*
 - *to use persuasive language in own writing*
 - *to write in different styles in order to persuade*

Lesson 1.

1. Introduce worksheet on advert analysis.
2. Watch t.v. adverts and analyse whilst watching
3. In groups discuss analysis and reach common agreement
4. Feedback to class on findings

Lesson 2

1. Recap previous lesson's findings
2. Question whether paper advertising follows same rules
3. In groups, analyse magazine adverts – stick on sugar paper and annotate. Feedback findings
4. Introduce advertising campaign
5. Homework to brainstorm ideas to bring back to group next lesson

Lesson 3

1. Recap last lesson and listen to ideas from brainstorm homework
2. Introduce project
3. Put into groups – get to work
4. Bring back together to pool ideas and keep on track

Lesson 4

1. Remind class of deadlines – set off!
2. By the end of this lesson there should be a project – name, logo, description, target audience, image etc.
3. Homework – magazine advert each
4. Plenary – listen to each group's ideas

Lesson 5

1. Introduce script writing and the idea of slogans and jingles
2. Write radio script
3. Plenary – listen to extracts

Lesson 6

1. Finish scripts
2. Practise and record adverts
3. Listen to and self evaluate work
4. Homework – to brainstorm ideas for t.v. advert

Lesson 7

1. Recap investigative work done on t.v. adverts in lesson 1
2. Listen to brainstorm ideas done for homework
3. Work on t.v. advert – slogan jingle etc
4. Listen to ideas

Lesson 8

1. Practise scripts whilst setting up video camera
2. Video adverts
3. Watch and self evaluate work

This scheme of work should give ample scope for speaking and listening assessments.