

Comparing advertisements

Activities

1 Read these four advertisements.

A

Feel the **Splash!**
sensation

splash!



The new sports drink with
a delicious fruity fzzzzz

**more than a drink –
a sense-ation**

Comes in five exciting new flavours
as refreshing as a shower of
tropical rain

B

Phone Fun

The funkiest phones, the coolest colours
and the latest dazzling designs



Don't be shown
up by your mates
– upgrade your
mobile **NOW!**

For the best choice
in mobile phones
and for a full
colour catalogue,
just contact us
at **Phone Fun**

C

NOAH ANIMAL HOSPITAL



*Five million wild birds and animals are
injured each year in the UK alone. Many
of these injuries are caused by people.*

Here at the **Noah Animal Hospital** we treat
these animals completely free of charge.
Where possible, we release them back into
the wild when they are fit and well.

We deal with 10000 calls a year.

No creature is ever turned away.

Help us to help defenceless animals
'A truly great cause!'

D

Luxury holiday homes in the sun



- a brand new development of villas
and apartments
- beautiful views, overlooking the sea
- every villa has its own pool

Don't miss this great opportunity to buy
your place in the sun

Fact and opinion

Explanation

Advertisements are an example of **persuasive writing**. Persuasive writing **tries to convince** us to believe it. It is important to **recognise** persuasive writing and be aware of the **writer's motives** and **purpose**. Read critically; think about the claims made. Are they facts or opinions? **Facts** are definitely true and can be proved; **opinions** are what *some* people might say but are not definitely true – they cannot be proved.

Adverts make **appealing claims**, but there might be some **things they don't tell us**.

- 2 Read advertisement **A** on page 26. Tick the box to show whether each of these statements is a **fact** or an **opinion**.

	Fact	Opinion
Splash! is a new fizzy drink	<input type="checkbox"/>	<input type="checkbox"/>
Splash! is delicious	<input type="checkbox"/>	<input type="checkbox"/>
Splash! is refreshing	<input type="checkbox"/>	<input type="checkbox"/>
Splash! comes in five flavours	<input type="checkbox"/>	<input type="checkbox"/>

- 3 Read advertisement **C**. Write down **two facts** about Noah Animal Hospital and **one opinion**.

Fact _____

Fact _____

Opinion _____

Features of advertisements

Explanation

To be persuasive, advertisements must **appeal** to the reader. **Language** and **presentation** are chosen for their **impact** on the audience. The language used is **positive** and **powerful** to draw in the reader. Fun **word play** or **appealing images** can make ideas memorable. **Pictures** are also chosen for their impact.

Activities

- 1 a **Reread** the adverts on page 26 and underline words and phrases used for a **persuasive effect**.

- b Tick a box below for the advert that you found most persuasive.

A B C D

- c Give **two reasons** why you found it persuasive.

Questions Continued

2. How does advert c (Noah Animal Hospital) want to make the reader **feel**?

3. How much does it cost for an animal to be treated at the animal hospital?

£1.00

£10,000

Five million

£0

Vocabulary

4. Find and copy a word meaning totally vulnerable.

5. Find and copy a word meaning list.

6. Circle the word with a similar meaning to flat.

home

villa

apartment

development

Did you know?

The first printed advertisements appeared in the weekly newspapers produced during the seventeenth century. Before the time of newspapers, advertising was done by street criers who went round the streets calling people's attention to items for sale.

Answers

2 Read advertisement A on page 26. Tick the box to show whether each of these statements is a fact or an opinion.

	Fact	Opinion
Splash! is a new fizzy drink	<input type="checkbox"/>	<input type="checkbox"/>
Splash! is delicious	<input type="checkbox"/>	<input type="checkbox"/>
Splash! is refreshing	<input type="checkbox"/>	<input type="checkbox"/>
Splash! comes in five flavours	<input type="checkbox"/>	<input type="checkbox"/>

Fact
Opinion
Opinion
Fact

3 Read advertisement C. Write down two facts about Noah Animal Hospital and one opinion.

Fact _____ Facts – all in the white box.
 Fact _____
 Opinion _____ A truly great cause!

A

Feel the Splash! sensation

splash!

The new sports drink with a delicious fruity fizzzzz

more than a drink – a sense-ation

Comes in five exciting new flavours as refreshing as a shower of tropical rain



1. a)

B

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We deal with 10000 calls a year.

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Help us to help defenceless animals
'A truly great cause!'

D

Luxury holiday homes in the sun



- * a brand new development of villas and apartments
- * beautiful views, overlooking the sea
- * every villa has its own pool

Don't miss this great opportunity to buy **your place in the sun**

1. b and c)
 e.g.
 A because 'as refreshing as a shower of tropical flavours makes it sound thirst-quenching.'
 B because it appeals to younger people who want the latest phone by saying 'Don't be shown up by your mates'.
 C because it makes me want to help the defenceless birds as people harmed them.
 D because it has used lots of adjectives to make it sound luxurious and picturesque.
 You must have given a reason linked to an advert! You may have a different one to this.
 Make sure you haven't said which one you would buy because you like the product.

Answers Continued

2. How does advert c (Noah Animal Hospital) want to make the reader **feel**?

They would want to make the reader feel sorry for the birds / upset that people are injuring birds / grateful that all the birds get treated etc.

3. How much does it cost for an animal to be treated at the animal hospital?

£1.00

£10,000

Five million

£0

Vocabulary

4. Find and copy a word meaning totally vulnerable.

Defenceless

5. Find and copy a word meaning list.

catalogue

6. Circle the word with a similar meaning to flat.

home

villa

apartment

development