

Week 11 English Activities

Subject	Activity
English	<p data-bbox="432 344 587 378"><u>Lesson 1</u></p> <p data-bbox="432 389 1114 468"><u>LO: To identify the key features of an advertisement.</u></p> <p data-bbox="432 524 1318 658">What is an advertisement? Where might you see advertisements? What is their purpose? Have you ever successfully been tempted by one?</p> <p data-bbox="432 703 1310 927">Have a look at one of the advertisements. Are there any that stand out? Why? Do the advertisements have anything in common with one another? Would you like to buy any of the products? Are there any you are put off buying?</p> <p data-bbox="432 972 1299 1106">Have you found a slogan, bright pictures, dare to disagree, emotive language or rhetorical questions?</p> <p data-bbox="432 1151 571 1196"><u>Activity</u></p> <p data-bbox="432 1240 1241 1330">Highlight and annotate the advertisements, identifying as many key features as possible.</p> <p data-bbox="432 1375 603 1420"><u>Lesson 2</u></p> <p data-bbox="432 1431 1310 1509"><u>LO: To understand how adverts use information and descriptive language to persuade buyers.</u></p> <p data-bbox="432 1554 967 1644">Watch the video to the end: https://vimeo.com/135249727</p> <p data-bbox="432 1655 1023 1688">Summarise the story to someone.</p> <p data-bbox="432 1700 954 1733">Where do you think it is set?</p> <p data-bbox="432 1744 874 1778">How do you know this?</p> <p data-bbox="432 1789 1203 1868">Who are the characters and what are their occupations?</p> <p data-bbox="432 1879 948 1912">What are they trying to sell?</p> <p data-bbox="432 1924 1299 2002">What tactics do the sellers use to advertise and sell their products?</p>

Whose advertising is the most successful and why?

How do the two salesmen's appearances differ?

Why does the customer suddenly become more attracted to the goods on sale from the new seller?

The main character is, Mr Botte. How would Mr Botte persuade the customer by telling them appealing facts about the products? How would he need to describe the shoes? What would make them stand out?

All products for sale have a product description which provides the prospective buyer with the information they need to decide whether or not to buy it. The information provided about the product must legally be true- sellers are not allowed to use false information- but how might they 'bend the truth' to make items sound more appealing?

Look at the red pair of pumps on the left hand side of the image at 0:56. They are rather plain and dull, however by using clever description we can make them much more appealing (E.g. handmade/ genuine, soft, leather/ perfect fit).

Activity

Using the table, either complete it using description and persuasive information or write an argument as each seller from the characters perspective, detailing why their shoes are better.

Lesson 3

LO: TO use emotive language as a feature of persuasive writing.

Look at the images on resource 3. What are your reactions to each? What products do you think

the images are advertising? How do the images stir emotion within the reader and persuade them to spend money on the product?

Advertisements use emotive images and language to hook in a reader, then convince them to hand over money for the product by making them feel strongly about it. Play the clip from 0:50, pausing at 1:45.

How does the female customer feel when she first sees Mr Botte's shoes, then the new shoemaker's products? How is her excitement conveyed throughout this short scene and what tells us that she experiences a different emotion at the end of it (guilt)?

How does the way in which the shoes have personalities affect your feelings towards them?

Next, play the clip from 2:52, pausing at 3:23. How does the writer make us feel sorry for Mr Botte? Can you explain his use of facial expression and body language to show the defeat he feels?

At this point, do you feel as though you would like to help Mr Botte?

Play the Dog's Trust campaign advertisement on <https://www.youtube.com/watch?v=gSjNYbWd-Fg> How does the advertisement uses emotive language to persuade viewers to donate. Do they think this is effective?

Activity

Look at the image of Mr Botte's trainers and an image of the other shoemaker's trainers. Write sentences around the images using emotive language that would appeal to a reader.

Lesson 4

LO: To describe how advertisers use logos and wordplay within slogans to persuade customers.

Look at the images of logos from some popular retail brands. Can you identify as many of the brands as you can?

Why do you think companies use logos?

Do you know any of the slogans which go with the logos you have identified?

A slogan is the often catchy, words used by the companies to help customers identify the brand.

KitKat's slogan is 'Take a break' - what do you think this means? What does the wafer actually do? Yes, it breaks when you snap it. What else do the word 'break' within the slogan suggest? Yes, to relax.

Activity

Design your own logo and slogan for Mr Botte's shoes shop.

Lesson 5

LO: To understand how advertisements use persuasive language and rhetorical questions.

Look at the questions on resource 5. Where have you seen or heard questions like these before? Can you think of any other examples?

A rhetorical question is a question asked to make a point, rather than get an answer. What is the purpose of them in advertisements? How/

why are they used to make a personal connection to the reader?

Remember the purpose of advertising is to persuade a buyer.

Activity

Look at the image of a pair of Mr Botte's shoes. Write rhetorical questions which could be used in an advertisement to sell them.

Lesson 6

LO: To collate notes and plan an independent piece of writing.

Watch the Little Shoemaker from the beginning to end.

<https://vimeo.com/135249727>

What are they selling? Is there anything that stands out about their products? Why are they in competition? How might each shoemaker describe their goods?

Today you are going to create an advertisement for one of the pairs of shoes in the film, using the persuasive language skills you have learnt to attract customers and convince them to purchase the items.

Activity

Design your own advertisement, you can sketch the image of the shoes from the film. Use a range of persuasive language and advertising techniques (slogans, rhetorical questions, emotive language) to tempt a buyer.

Reading

Reading comprehension

Read the text 'Mount Everest' and answer the questions related to it. Answers can be found at the end.

Unit focus: Mountains
Text focus: Information Text (820L)

STAGE 4

Mount Everest

Mount Everest is one of the most famous mountains in the world. It may surprise you to know that we may be pronouncing its name incorrectly. The mountain was named in 1856 after the British surveyor George Everest. The problem is, he pronounced his name *Eve-rest*. He also never saw the mountain and was a bit embarrassed by the honour.

Mountains have two different important measurements. The height of a mountain measures how high the peak is above sea-level. How tall a mountain measures is taken from the base to the tip. Mount Everest is the highest mountain. It is 8,848m (29,035 feet) high. The tallest mountain in the world is Mauna Kea in Hawaii. Its peak is only 4,205m above sea-level, but over half of it is

Spelling

You have all been set Year 3 and 4 spellings as an assignment running for the whole of the summer holidays, on Spelling Shed.

Practise regularly throughout the summer.

Grammar

Have a go at practising your grammar skills with these fun games!

<https://www.topmarks.co.uk/Flash.aspx?e=spelling-grammar01>

<https://www.childrensuniversity.manchester.ac.uk/learning-activities/languages/words/adjective-detective/>

<https://gridclub.com/activities/comma-castle>

<https://www.topmarks.co.uk/Flash.aspx?e=spelling-grammar02>

<https://www.funenglishgames.com/grammargames/prefixsuffix.html>