

What to do today

IMPORTANT Parent or Carer – Read this page with your child and check that you are happy with what they have to do and any weblinks or use of internet.

1. Watch and think about an advert

- Watch the *Waitrose Mother's Day Advert* – two times.
http://www.tellyads.com/play_advert/?filename=TA14580&advertiser=Waitrose&type=recent
- Write down notes about what you remember. Do you think this is what the advertisers wanted you to remember?
- Complete *Waitrose: Fact or Opinion?*

2. Research more adverts

- Complete *Investigating Fact and Opinion*. You can watch the adverts or you can read the *Transcripts*. It's best to do both!
- Answer all the questions, using complete sentences and accurate punctuation.

3. Make up your own advert

- Pick an item that you have in your house. It can be anything.
- Write the script for an advert for that item. Think about the facts and opinions that the presenter will give. What do you want people to remember?

Well done. Share your advert script with a grown-up. Explain to them how you have made it persuasive and what facts and opinions you have included.

Try the Fun-Time Extras

- Can you perform and film your advert script? Could you share your performance with someone else?
- Watch some more adverts. Make notes about the facts and opinions that you can spot.

Waitrose: Fact or Opinion?

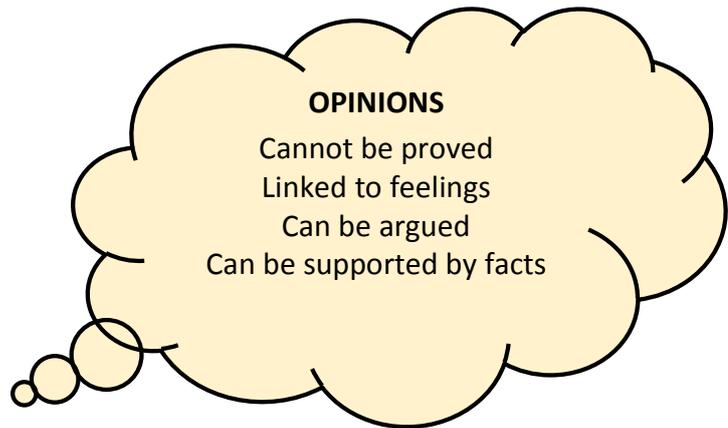
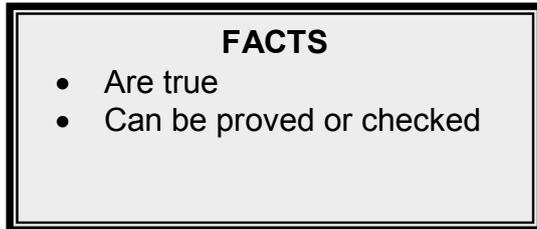
http://www.tellyads.com/play_advert/?filename=TA14580&advertiser=Waitrose&type=recent



Decide whether each statement is a fact, an opinion or mixed. If it is mixed highlight the facts and opinions in it in different colours.

	F/O/M
This is a quick and easy roast chicken, flavoured with thyme.	
The great thing about this is that the vegetables are cooked with the chicken.	
All Waitrose fresh chicken is British.	
You've got a beautiful sauce.	
It's simple and it's easy.	
It's perfect for Mothers' Day.	
You can save a third on Essential Waitrose whole British chickens.	

Investigating Fact and Opinion



You need: Sentences from Adverts sheet, Internet access, a pen or pencil

1. Choose an advert and watch it several times.
2. Write 5 key sentences from the advertisement.
3. Decide if the sentence is a **fact**, **opinion** or a **mixture** of both.
4. If it is a mixture, highlight to show which is fact and which is opinion.
5. Which type of sentence appears the most: fact, opinion or a mixture?
6. Repeat the activity with a different advert. How do they compare?

Advertisement Links or read the **Transcripts** in this pack.

Moonpig

tellyads.com/play_advert/?filename=TA17059&advertiser=Moonpig.com&type=recent

Calgon

tellyads.com/play_advert/?filename=TA11769&advertiser=Calgon&type=recent

Lindt

tellyads.com/play_advert/?filename=TA14006&advertiser=Lindt&type=recent

Challenge

Now, pick the three most persuasive sentences from everything you have watched. Explain why they are persuasive?

SENTENCES FROM ADVERTS

	F/O/M

Transcript for Moonpig Advertisement – (Alternative)

Narrator:

Moonpig flowers, perfect for any occasion, with free next day delivery and a personalised Moonpig card. Because it's great to know who your flowers are from but it's even better knowing they're for you.

Beautiful flowers, from Moonpig.

Transcript for Calgon Advertisement – (Alternative)

Woman 1: [looking at cat disturbed by noisy washing machine] Oh, she's not happy.

Woman 2: Me neither. My washing machine's making weird noises and my clothes don't come out feeling the same.

Woman 1: My old machine did that.

Washing Machine repairer: [flashback] Might be limescale. You should use Calgon in every wash. A small amount of limescale inside your machine can affect its performance. Calgon helps keep your machine working at its best.

Woman 2: And a cleaner washing machine means you'll get better results.

Woman 1: Now we'll both sleep better [hugs cat].

Narrator: Leading brands recommended Calgon.

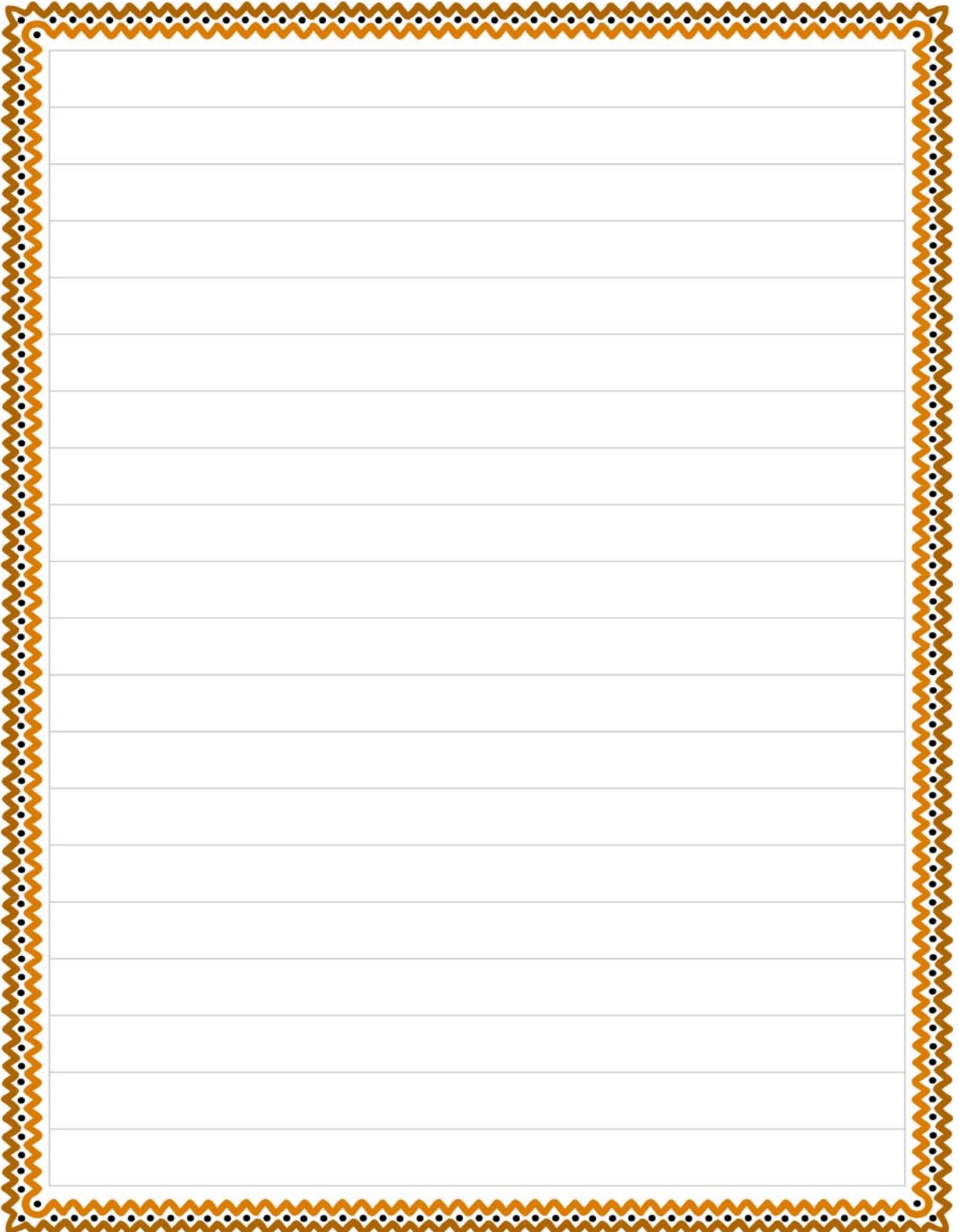
Transcript for Lindt Advertisement – (Alternative)

Narrator:

This Christmas, our master chocolatiers have lovingly created a special gift idea: an adorable chocolate bear with its very own heart charm, crafted by Lindt. When it comes from the heart, show you care with the new bear from Lindt.

Advert Script

Write your advert script here. What facts and opinions will you include?



A large rectangular writing area with a decorative orange and black zigzag border. The interior of the rectangle is filled with horizontal lines, providing a guide for writing the advert script.