



Monday 24th January, 2022

To be able to understand what
an advert is.



Who can remember what being
persuasive means?



It means trying to make
someone do something or think
something that you want them
to.



Today we are going to be
looking at different adverts to
try and find out what makes a
good advert.



An advert is trying to persuade
someone to get something or do
something.



Lets have a look at some adverts now. You need to think about what these adverts do, what makes them good and how they are being persuasive.



Innocent Smoothies

Cadburys

Lego

IKEA

Key features of an advert.

- Show the best parts
- Explain why each part is the best
 - Persuasive language
 - Not too long
 - Photos or videos