

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 *Heston Blumenthal's advert for Waitrose* – twice.
https://www.youtube.com/watch?v=N_6emqgfgXk . 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?

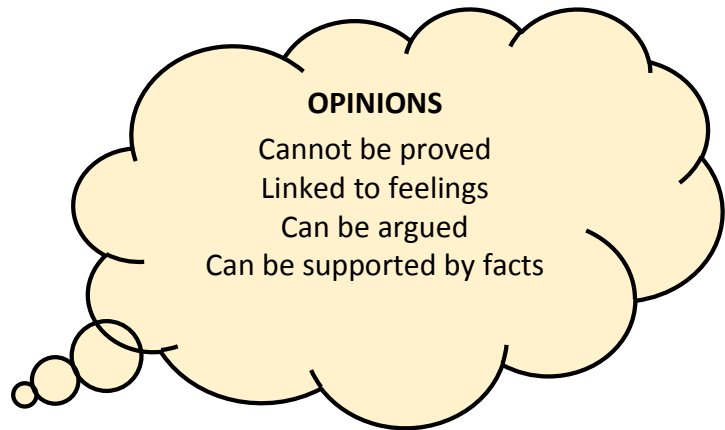
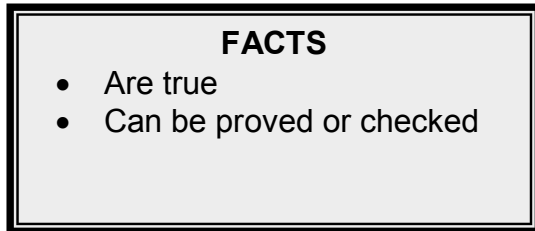
<https://www.youtube.com/watch?v=cTZaJJ3oOWQ>



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 |
|--|-------|
| For me, Britain produces some of the best asparagus in the world. | |
| What I get so excited about is the time of year that you see the spears coming out from the ground. | |
| Asparagus and smoked salmon is a classic combination. | |
| The salmon has been smoked in Lapsang Souchong tea. | |
| Using tea to smoke foods is an old oriental technique and means you get a deeper, richer smoked flavour. | |
| The asparagus spears are wrapped in the smoked salmon slices. | |
| Dunked in a soft boiled egg its delicious. | |

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 of alternative adverts** in this pack.

Moonpig

<https://www.youtube.com/watch?v=P-3P6z8ij0I>

Green Giant Sweetcorn

<https://www.youtube.com/watch?v=n-Cm0JsjK5A>

Lindt

<https://www.youtube.com/watch?v=NEjTINBPzV8>

Challenge

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

SENTENCES FROM ADVERTS

| | F/O/M |
|--|-------|
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Transcript for Moonpig Advertisement – (Alternative)

Sung Moonpig

“I say old bean do you know where I can find a totally spiffing greetings card?”

“Oh yes Moonpig offers a mind-boggling choice of cards.”

“Who did you say?” **Sung** Moonpig

“You can even upload a photo to become part of the design then personalise any Moonpig card by changing the name, the text and the greeting. If you order by 2pm your card will be sent out the same day by first class post. Add some Moonpig magic to a special occasion.”

Sung Moonpig.com

Transcript for Green Giant Advertisement – (Alternative)

Narrator:

Once upon a mealtime a boy unlocked the magical world of the green giant who showed him his delicious golden sweetcorn carefully steam cooked to stay crisp and juicy. Unlock a world of steam locked goodness.

Sung Ho, ho, ho, Green Giant.

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.