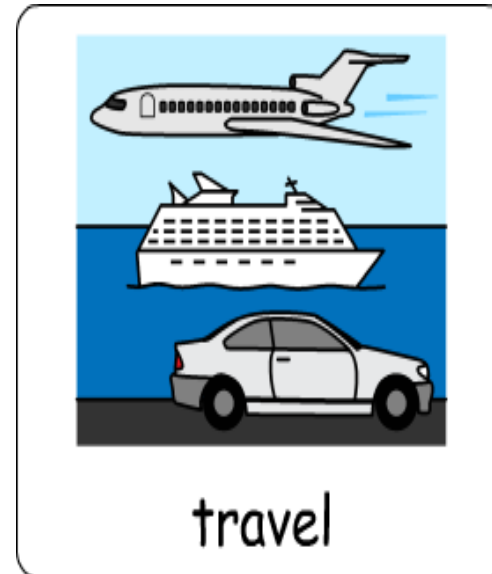
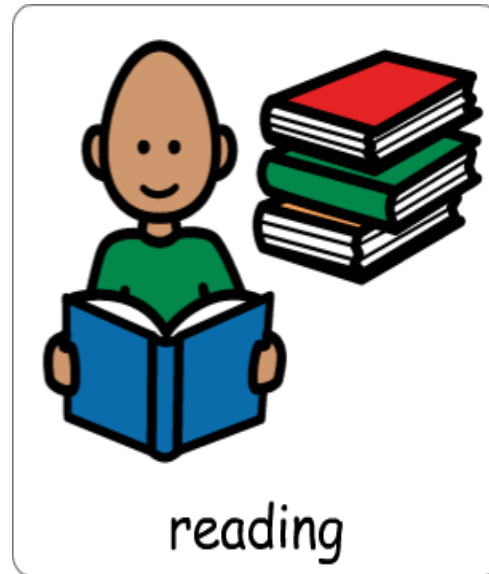
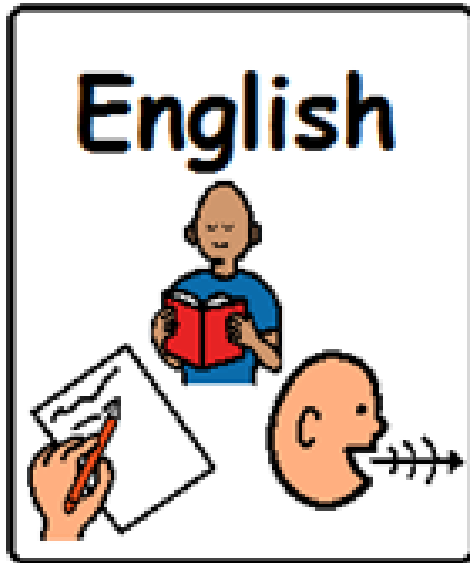
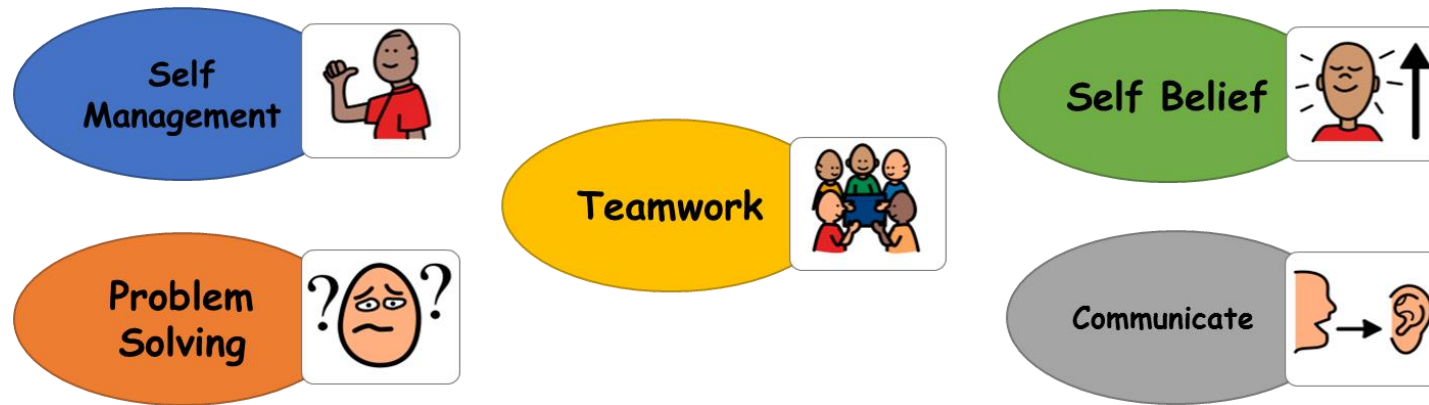


KS4

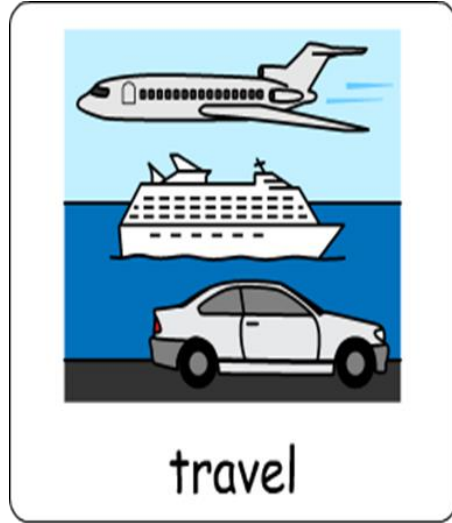


Please write your name, date and learning objective at the top of a piece of paper.

Learning objective: I can create an advert for a holiday.



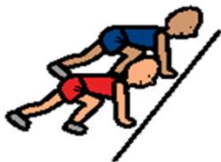
Key words:



holiday



starter



Can you identify any words using the letters?
What's the biggest word you can make?
Write down as many as you can

Problem
Solving

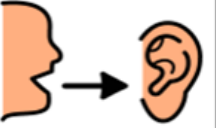


e	d	r
a	v	t
e	s	i

If your child needs support, write down the letters and create a 3 letter word and encourage them to sound out each letter sound then blend the words together i.e. ssss iiiii tttt = sit.
Practice sounding out each letter sound.

What words could you make?

Communicate



Could you make the biggest word?

The word was advertise

Advertise means to describe or draw attention to a product, service, or event.

We see and hear advertisements everyday on the radio, tv, social media, newspapers and the Internet.



Today we are going to make an advert for a holiday.
 What does an advert have?

The Crown Hotel

1



2

3

Events:

- ❖ *Weddings*
- ❖ *Parties*
- ❖ *Meetings*

All in a beautiful setting

We offer:

- ❖ Someone to help you plan your event
- ❖ A choice of two stunning rooms to suit your needs.
 - ❖ The King's Hall – which can hold a dinner dance for up to 180 people with a bar and dance floor
 - ❖ The Queen's Room – a smaller room for parties with views of the hotel's pretty gardens
- ❖ Our own DJ with state of the art sounds
- ❖ The deluxe Princess Bar
- ❖ A fitness centre
- ❖ A business centre with photocopying
- ❖ A wedding planner
- ❖ Free hire of sounds, decks and lights
- ❖ Great food

Come to The Crown. We aim to please.

'I hold events at the Crown every year. The service is great and the food is fab. It's always tasty and there's plenty of it. The vegetarian meals are the best I've had. We love it'

Sean Davis, Business Enterprise

An advert can have pictures, headings, name, offers and reviews to help persuade people to come .

The Crown Hotel

Picture (1)

Name (2)

Events:

- ❖ *Weddings*
- ❖ *Parties*
- ❖ *Meetings*

All in a beautiful setting

Offers (4)

We offer:

- ❖ Someone to help you plan your event
- ❖ A choice of two stunning rooms to suit your needs.
 - ❖ The King's Hall – which can hold a dinner dance for up to 180 people with a bar and dance floor
 - ❖ The Queen's Room – a smaller room for parties with views of the hotel's pretty gardens
- ❖ Our own DJ with state of the art sounds
- ❖ The deluxe Princess Bar
- ❖ A fitness centre
- ❖ A business centre with photocopying
- ❖ A wedding planner
- ❖ Free hire of sounds, decks and lights
- ❖ Great food

Come to The Crown. We aim to please.

Review (5)

★★★★★
Review text (faded)

'I hold events at the Crown every year. The service is great and the food is fab. It's always tasty and there's plenty of it. The vegetarian meals are the best I've had. We love it'
Sean Davis, Business Enterprise

Look at the pictures



What do you think this place is like? What could you do?
How would you feel? Can you describe each picture?

Main activity

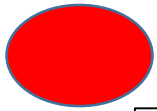
1. Go to the slide for your colour group and create an advert for the holiday.

Red group 

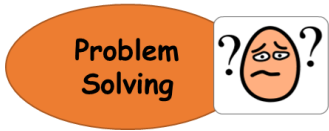
Green group 

Blue group 

Blue group - class Hudson 



Create an advert for the holiday, remember to use a range of adjectives.



Name

Empty box for writing the name

Headings

Empty box for heading 1

Empty box for heading 2

Empty box for heading 3

Empty box for heading 4

Review

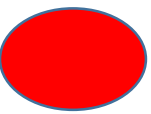
Large empty box for writing a review

Pictures



Describe what the hotel offers

Large empty box for describing the hotel offers



Red group

Would you like to go on holiday here? Give four reasons based on what you have read in the hotel advert.

Think about:

- style
- hotel
- activities
- hotel grounds
- weather

1. _____

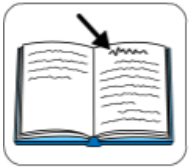
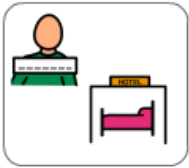
2. _____

3. _____

4. _____



Create an advert for the holiday, remember to use adjectives.





Green group

Would you like to go on holiday here? Give three reasons based on what you have put in your advert.

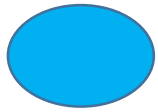
Think about:

- activities
- hotel
- weather

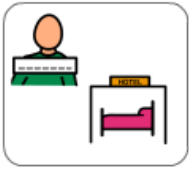
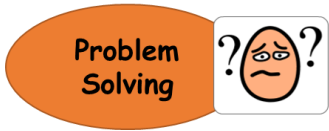
1.

2.

3.



Create an advert for the holiday



Name

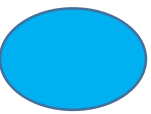


What can you do on the holiday



Review

Picture



Blue group

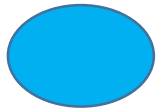
8. Would you like to go on holiday here? Give two reasons based on what you have read in the hotel advert.

Think about:

- hotel
- activities

1.

2.



Create an advert for the holiday using the symbols below

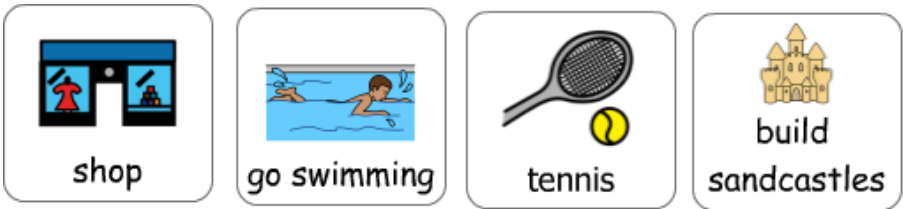


Blank box for writing the name

Name



Picture



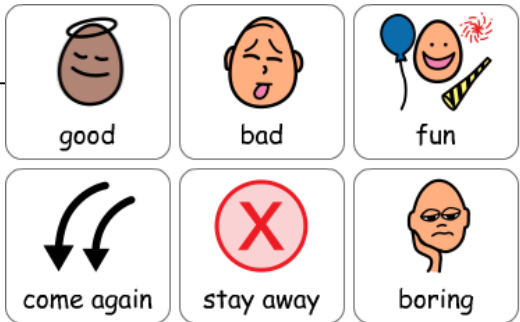
What can you do on the holiday

Blank box for describing holiday activities



Review

Blank box for writing a review



H

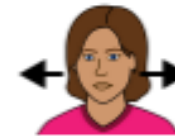
Blue group- class Hudson.



Would you like to go on holiday here?



yes



no



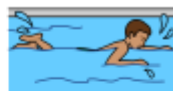
Why?



hotel



beach



swimming



sandcastle

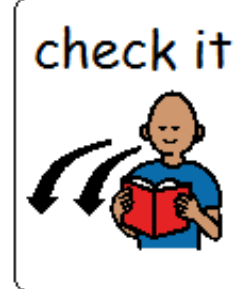
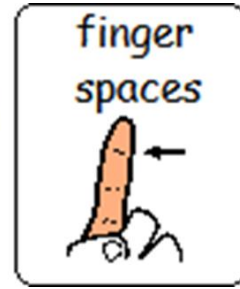
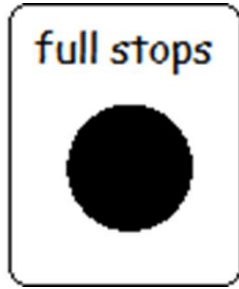


relax



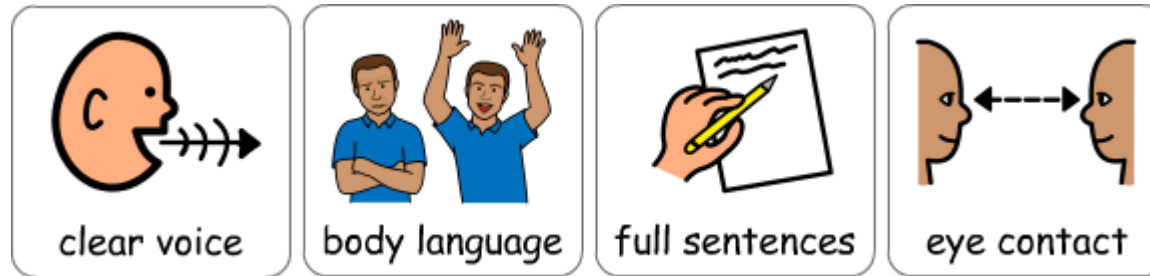
holiday

Remember to check your work:



Read your work out

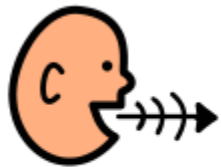
Remember to use your speaking and listening skills.



Create a video advert on Espresso about your holiday.

https://central.espresso.co.uk/espresso/modules/e2_medialit/making/video_making.html?source=search-all-all-all&source-keywords=advert#video_4

Remember to use



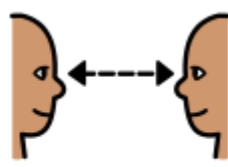
clear voice



body language



full sentences



eye contact

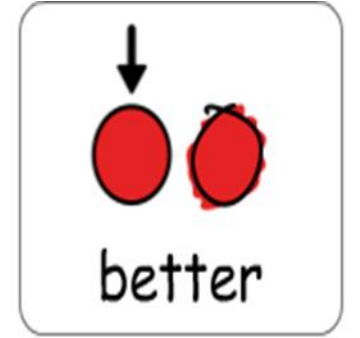
The screenshot shows the Espresso website interface. At the top, there is a navigation bar with 'Discovery | ESPRESSO' and tabs for 'Foundation', 'Key Stage 1', 'Key Stage 2', and 'Teacher planning'. A search bar is on the right. Below the navigation bar, the page title is 'Media literacy' and the main heading is 'Making your own video advert'. A video player is visible on the left, showing a red double-decker bus. To the right of the video player is a vertical navigation menu with four items: 'Preparation', 'Ideas time', 'Production', and 'Results'. Below the menu, there is a 'Learning paths' section with links to 'Index page' and 'Analysing media question sheets'.

Plenary:

What did you learn?

What was good?

What do you need to work on?



WHAT I have
LEARNED

