

A black and white photograph of a professional meeting. Five people are gathered around a table, looking down at documents and discussing them. The group is diverse in terms of gender and ethnicity. The setting appears to be an office or a conference room. The lighting is dramatic, with strong shadows and highlights.

Advertising

Year 6 - English

My favourite meal

- My favourite meal would probably be (depending on how I am feeling) fish and chips.
- I am going to write down phrases to describe it, trying to use as many senses as possible:
 - chunky chips
 - freshly battered fish
 - refreshing salad
 - tangy tartare sauce
 - sizzling oil as the fish fries
 - the waft of vinegar rising from the plate
 - the crunch of the batter as the knife cuts through into the flaky fish

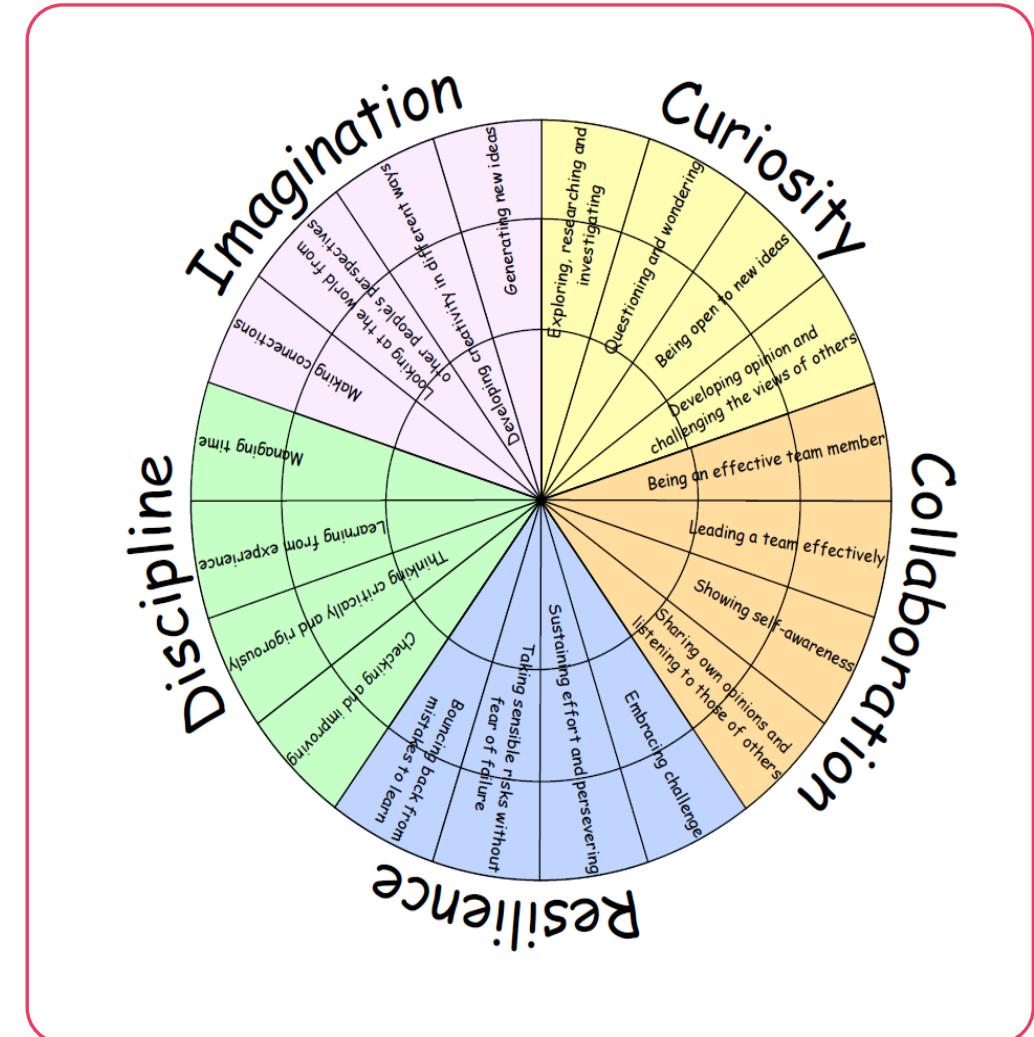


Now you have a go...

- What is your favourite meal?
- How can you describe the various aspects of the dish?
- Can you include all 5 senses: sight, smell, taste, hearing, touch?

Objective

To be able to analyse a text and discuss the author's aims for different sections





We are going to analyse this advert for Coca-Cola, looking at:

1. Audience
2. Date of advert
3. Design
4. Appeals to specific audience
5. Persuasive techniques
6. Language choices

12-12 OZ CANS (144 FL OZ) 12-355 mL CANS (4.26 L)

Guided Practice

○<https://www.youtube.com/watch?v=r9VKgmoL7bl&safe=active>

○Click the link to go to the YouTube Guided Practice.



So what have we found?



Findings

- Audience – modern, young adults (advert made from sometime between 2000 and now)
 - summer feel - the ice and droplets of condensation tell me the drink is cold (this is an appeal to the audience)
- Design - there is a symmetry to the advert and very little is visible apart from the drink
- Appeal - the colours are strong and vibrant, with the white of the lettering contrasting with the darkness of the drink
- Persuasive technique - Coca-Cola Classic includes repeated sounds (alliteration) making the name memorable
- Language choice - 'Original formula' implies the drink is well-established and famous and is also one of the best tasting drinks around

The 'fresh up' family drink

You are going to analyse this advert for 7 Up, looking at:

- Audience
- Date of advert
(approximately)
- Design
- Appeals to specific audience
- Persuasive techniques
- Language choices

