

# Recall - answers

- Audience – families with younger children
- Date: feels like 1950s or 1960s because of style of dress and the magician feels dated
- Symmetry with family on one side and the magician on the other; diagonal bottle cutting advert in half; more muted colours than Coca-Cola advert
- Drink is 'fresh'. It likes you is quite 'nice' for children to be told.
- Repetition – you like it... it likes you!; alliteration 'fresh', 'family';
- Aimed at families with drink being fresh and it liking you – it all feels friendly and fun.



A group of five business professionals (three men and two women) are gathered around a table in a meeting. They are looking at documents and a tablet. The scene is dimly lit, with a large window in the background. The image is overlaid with a dark, semi-transparent layer, and the text is in white.

# Advertising – Day 2

Year 6 - English

# More powerful adjectives

- Sometimes we just put adjectives into our writing because we are told to.
- But what can they achieve in our writing?
- Why do authors use them?
- And how do they use them effectively?

Nine off-white sheep with handlebar horns stood plaintively with their backs to the driving rain. Tom pulled his sodden cape more tightly round him as he struggled past. Up ahead, thunderous clouds churned over and round. Suddenly a bright streak tore across the sky. Flames rose from the stricken tree to Tom's left as thunder crashed and boomed, throwing him to the ground.

**Identify the adjectives in the passage by highlighting them.**

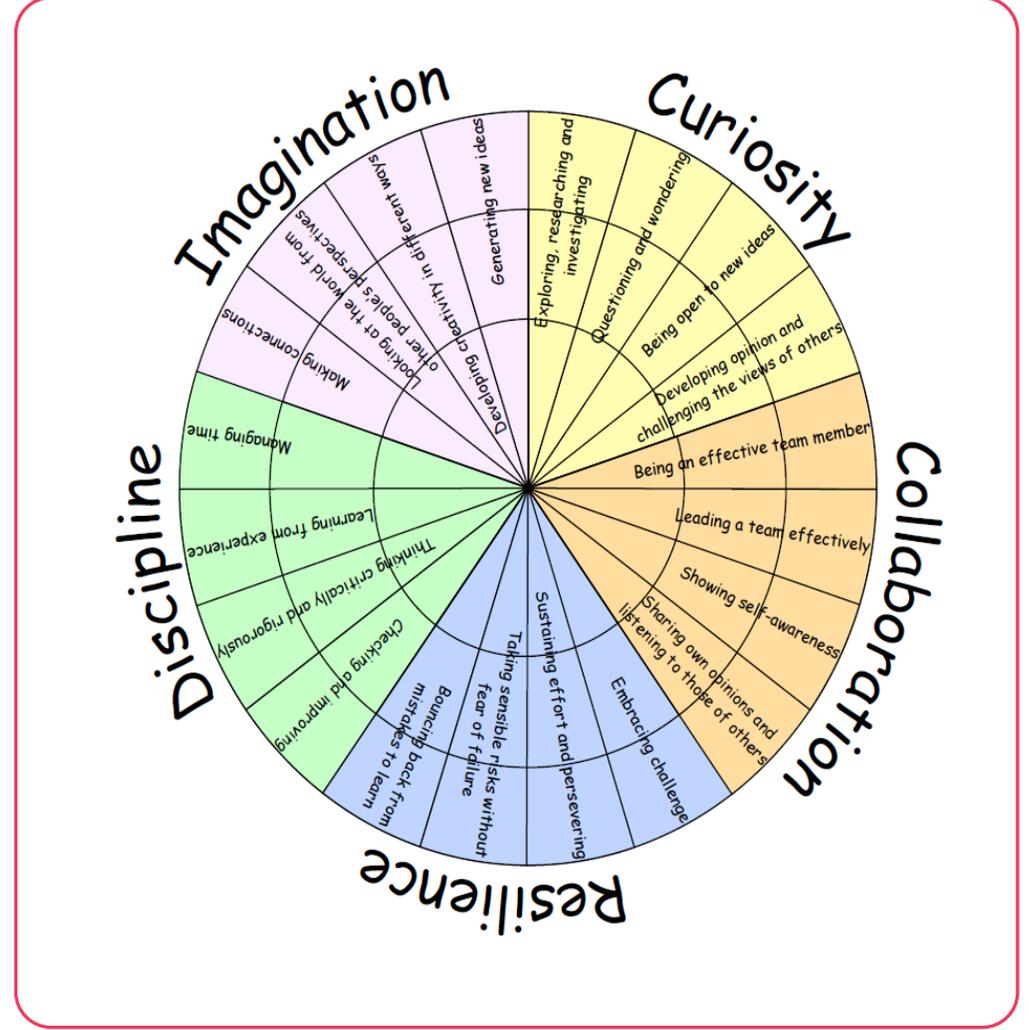
# More powerful adjectives

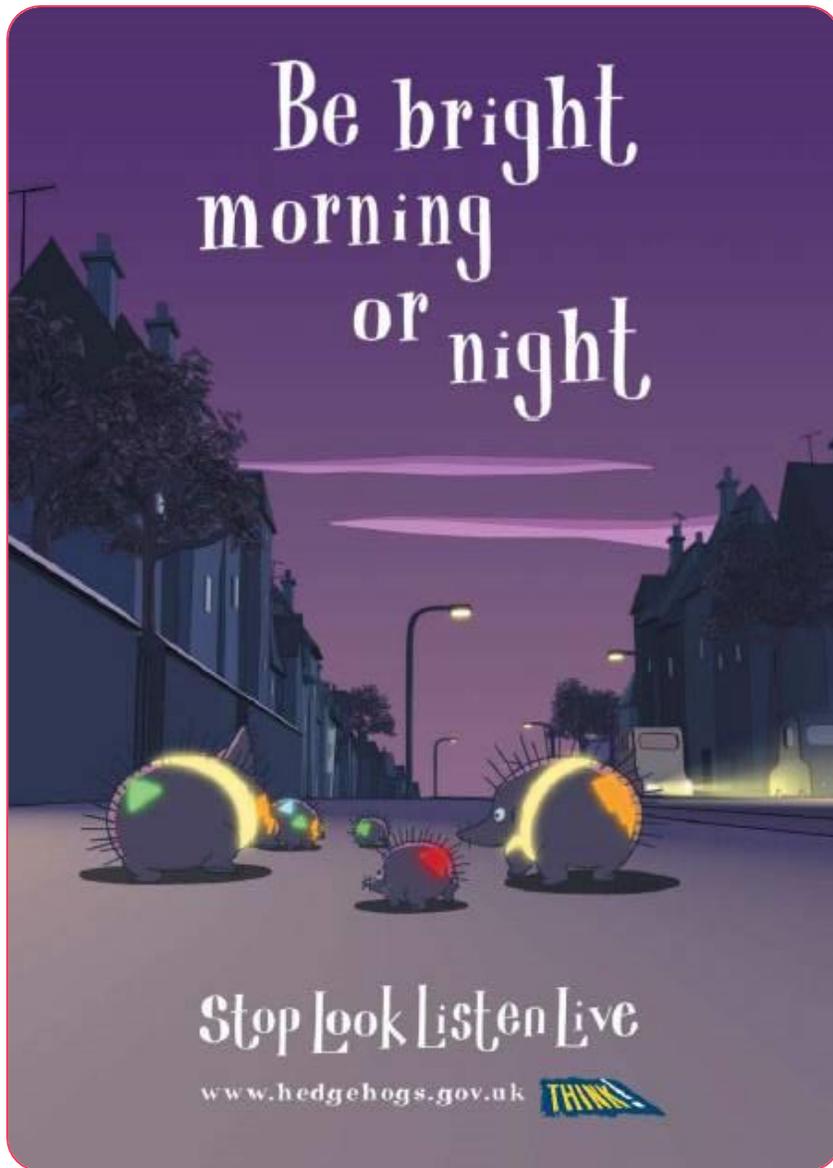
- Did you find them all?
- Did you spot the adjectival phrase 'with handlebar horns'?
- Can you draw a picture of this scene?
- What made it easier?

Nine off-white sheep with handlebar horns stood plaintively with their backs to the driving rain. Tom pulled his sodden cape more tightly round him as he struggled past. Up ahead, thunderous clouds churned over and round. Suddenly a bright streak tore across the sky. Flames rose from the stricken tree to Tom's left as thunder crashed and boomed, throwing him to the ground.

# Objective

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





## Hedgehogs

You are going to analyse the Hedgehogs advert:

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

# Heinz Red Magic

You are going to analyse this advert for Tomato Ketchup, looking at:

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

Harvest time is value time on

# Heinz

# RED MAGIC

THE WORLD'S LARGEST-SELLING

KETCHUP



Look for  
Heinz Ketchup  
Chili Sauce  
Hot Ketchup  
—specially  
featured at  
your food  
store

Heinz makes everything taste better!

