

Sunday 17th April

To identify the features of a radio advert

For homework this week we would like you to listen to the radio - in particular the adverts. Last week in English we discussed the features of adverts. Some of these features included:

- Slogan
- Jingle/music
- Voice over
- Powerful language
- Exaggeration
- Repetition
- Imperative (bossy verbs)



Choose 3 different adverts and in the chart below, please complete as much of the information as you can, thinking about the examples of different features of adverts whilst listening to the radio! Where possible add as much detail as you can, in some cases you may need to answer yes/no.

This work should be handed in on Tuesday 19th April. Be prepared to discuss your ideas during our English lesson.

Name of product/ company being advertised	Slogan	Music/jingle	Imperative verbs/ powerful language	Other features identified