

## 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 the *Waitrose Mother's Day Advert* – two times.  
[http://www.tellyads.com/play\\_advert/?filename=TA14580&advertiser=Waitrose&type=recent](http://www.tellyads.com/play_advert/?filename=TA14580&advertiser=Waitrose&type=recent)
- 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?

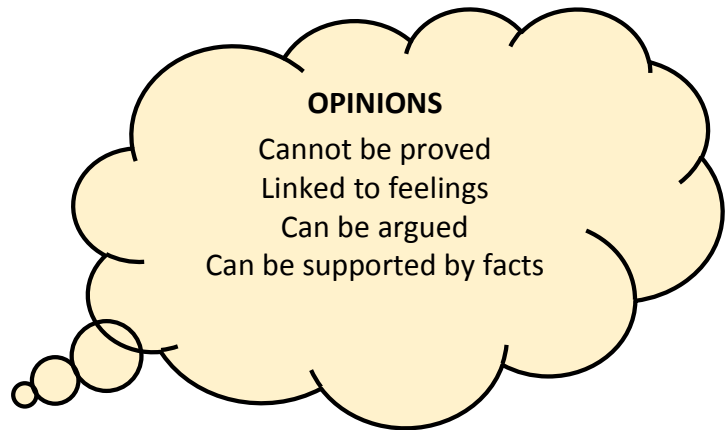
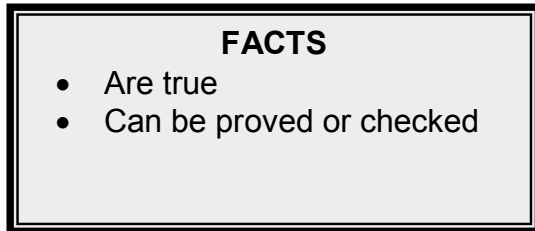
[http://www.tellyads.com/play\\_advert/?filename=TA14580&advertiser=Waitrose&type=recent](http://www.tellyads.com/play_advert/?filename=TA14580&advertiser=Waitrose&type=recent)



*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
This is a quick and easy roast chicken, flavoured with thyme.	
The great thing about this is that the vegetables are cooked with the chicken.	
All Waitrose fresh chicken is British.	
You've got a beautiful sauce.	
It's simple and it's easy.	
It's perfect for Mothers' Day.	
You can save a third on Essential Waitrose whole British chickens.	

# 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** in this pack.

Moonpig

[tellyads.com/play\\_advert/?filename=TA17059&advertiser=Moonpig.com&type=recent](https://tellyads.com/play_advert/?filename=TA17059&advertiser=Moonpig.com&type=recent)

Calgon

[tellyads.com/play\\_advert/?filename=TA11769&advertiser=Calgon&type=recent](https://tellyads.com/play_advert/?filename=TA11769&advertiser=Calgon&type=recent)

Lindt

[tellyads.com/play\\_advert/?filename=TA14006&advertiser=Lindt&type=recent](https://tellyads.com/play_advert/?filename=TA14006&advertiser=Lindt&type=recent)

## **Challenge**

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

# SENTENCES FROM ADVERTS

	F/O/M

## Transcript for Moonpig Advertisement – (Alternative)

### **Narrator:**

Moonpig flowers, perfect for any occasion, with free next day delivery and a personalised Moonpig card. Because it's great to know who your flowers are from but it's even better knowing they're for you.

Beautiful flowers, from Moonpig.

## Transcript for Calgon Advertisement – (Alternative)

**Woman 1:** [looking at cat disturbed by noisy washing machine] Oh, she's not happy.

**Woman 2:** Me neither. My washing machine's making weird noises and my clothes don't come out feeling the same.

**Woman 1:** My old machine did that.

**Washing Machine repairer:** [flashback] Might be limescale. You should use Calgon in every wash. A small amount of limescale inside your machine can affect its performance. Calgon helps keep your machine working at its best.

**Woman 2:** And a cleaner washing machine means you'll get better results.

**Woman 1:** Now we'll both sleep better [hugs cat].

**Narrator:** Leading brands recommended Calgon.


## 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.