



Adverts

Adverts are all around us - on TV, radio, the internet, magazines, newspapers, films and on the things (products) we buy.



- a** How should the name of this cereal be spelled correctly?

- b** Why do you think the advertisers used a wrong spelling and some big and some small letters in the cereal's name?

- c** What is the South African word for corn?

- d** Which word makes us think of learning at school?

- e** Cereals are crispy and crunchy. What letters in the cereal name make us think of that?

- f** Who do you think the advertisers want to eat this cereal?

g Why do you think the people in question f will want to eat this cereal?

h We usually eat cereal for breakfast. How do the colour of the box and the bird picture make us think of morning?

i Who is the information on the side of the box for?



When looking at adverts, these are the type of questions that need to be answered:

- Who made (paid for) this advert?
- What are the advertisers trying to do?
- What tricks are they using to try and make you buy the product?
- Would everybody feel the same after seeing this advertisement?
- Who would/wouldn't want to buy this product?

Reading and Phonics

Uses visual cues to identify the purpose of advertisements and the intended audience.

CAPS
Grade 2 Term 2