

TEACHING FOR CREATIVITY in PSHE



TEACHING FOR CREATIVITY in PSHE

LESSON 3

LIVING IN THE WIDER WORLD - MEDIA LITERACY AND DIGITAL
RESILIENCE - Advertising, persuasion and thinking critically





What makes a good advert?

What techniques are used?



Bright colours	Catchy song	Clever	Persuasive language
Logo	Child like me	Catchphrase	Funny
Happy people	Famous person	Incentive offer (special offer)	Jingle (No words)

Bright colours	Catchy song	Clever	Persuasive language
Logo	Child like me	Catchphrase	Funny
Happy people	Famous person	Incentive offer (special offer)	Jingle (No words)



Haribo advert

<https://www.youtube.com/watch?v=qv64gSHZJI8>



No one grows Ketchup like Heinz.



Mcdonalds advert

https://youtu.be/8T5XXVcc9_o



LIMITED TIME
OFFER

BUY 1 GET
THE ANOTHER
HALF PRICE



Who makes these adverts?

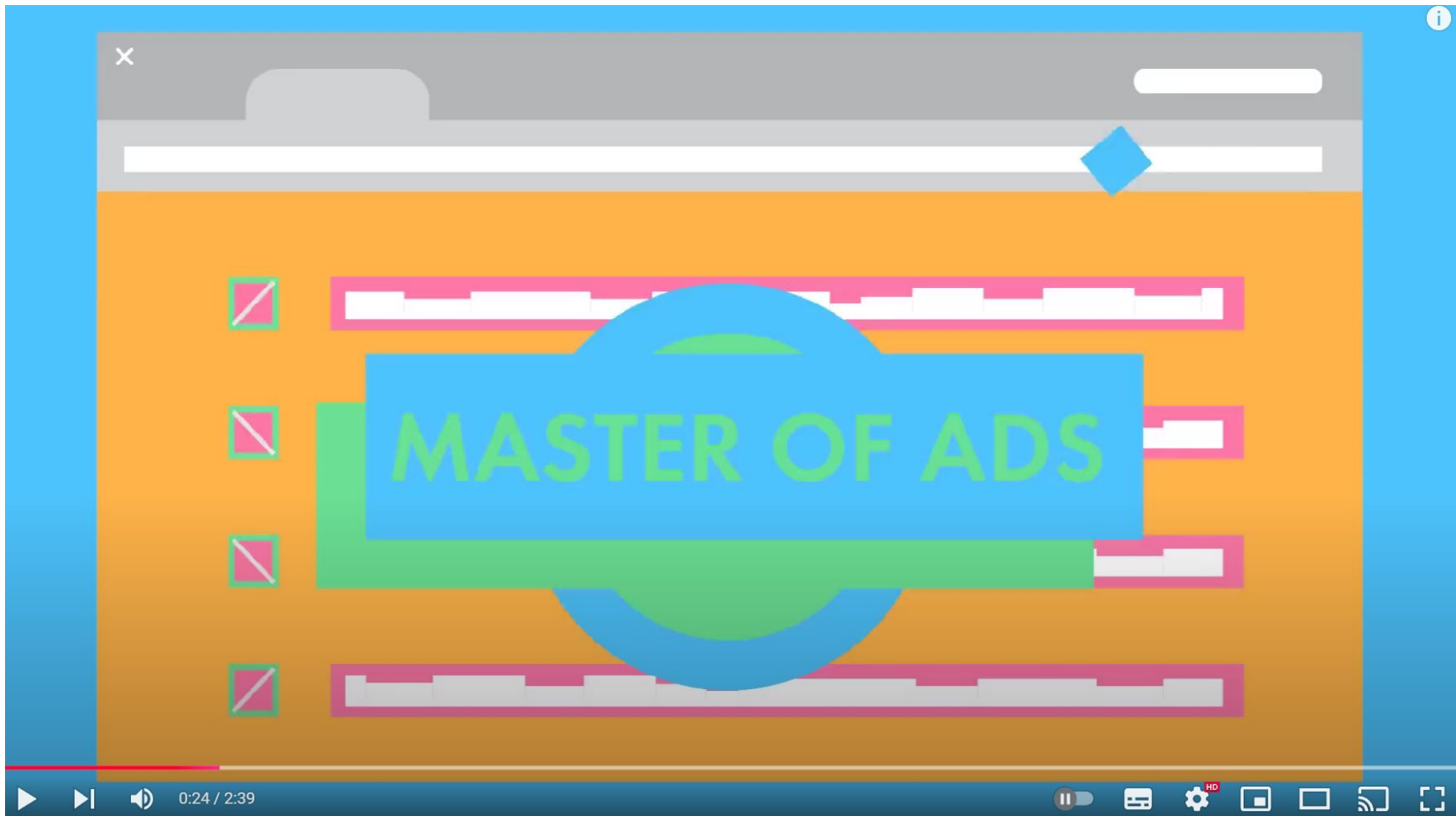


And ...Why do they make them?

You go into your classroom and pick up a David Walliams book to read from the bookshelf ...

...the next day the whole shelf will be full of only David Walliams books

- This happens when we access things that interest us on the internet. Advertisers know we have looked and then can target us with similar products. This is how an algorithm works.
- We need to be aware that online we are always being targeted.



<https://www.youtube.com/watch?v=iRDy-2JkBtc>

Verbs- cut out

Running

Jumping

Eating

Walking

Singing

Hugging

Sleeping

Jogging

Swaying

Nouns - cut out

Banana

Toothbrush

Kettle

Shoes

Car

Pencil case

Bicycle

Chocolate bar

Teddy bear

→ **REVEAL AND DISCUSS YOUR PRODUCT** in your group - why would people want to buy this product? What's the benefit of it?

E.g Eating Shoes ... no need to sweep the floor ... your shoes will eat the crumbs

E.g Singing Kettle Enjoy some opera with your cup of tea

E.g A running car - the most eco friendly and healthy way to travel

E.g running teddy bear...A Teddy bear that helps you run to school

→ Make a simple **CATCHPHRASE** for your product. A catchphrase is a slogan, sometimes rhyming, that makes the product sound appealing.

It focuses on something the product is able to do its USP or how it makes you feel.

NOTE: the catchphrase should be only 5 or 6 words long.

E.g 'Late for school? Run with Teddy!'

E.g 'Bored of dog walking? Let teddy run him around'.

E.g McDonalds "Im loving it"

E.g Pringles "Once you pop you just cant stop

→ **DESIGN a poster advert for your product** (include the catchphrase)

A4 or A3 paper and felt tip pens

Look back at all the tricks of advertising you discovered earlier, use them for your design and discuss what the selling points are e.g. fun, labour saving, healthy etc.

The group should practice chanting their catchphrase together and add gestures

→ **SING** your catchphrase, and **add an instrument** - either a flourish before the singing, or after (or to accompany the singing)

→ **PUT IT ALL TOGETHER** Rehearse sung catchphrase with gestures and percussion

TEACHING FOR CREATIVITY in PSHE



thegrangefestival.co.uk