

Good morning Grade 7s

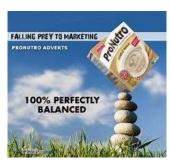
11 May 2020

Advertising









You have all seen advertisements in newspapers and magazines. Shops advertise their products in order to sell them. Sometimes services, such as extra lessons, are advertised. If there were no advertisements at all, shop owners would find it hard to sell their products.

Advertisers use print advertisements in magazines and newspapers. They also present advertisements on radio and television. Billboards across highways and at the sides of roads also advertise certain goods or services for sale. Advertisers use various ways, in both words and pictures, to make their products look and sound appealing.

Copy the following words and their meanings, from the word banks on p. 99, 103, 111, into your classwork book:

- p. 99 advertise, tactics,
- p. 103 logo, slogan, manipulative language,
- p. 111 caption, pun, copy, visuals, symbols.

Make sure that you are clear about the meanings of these words, so that when you hear them you will understand them.

Please see the power point presentation on advertising. Do the practice activities contained in the presentation.

Reading: Read 5 pages from either <u>Jane Eyre</u> or <u>The Hound of the Baskervilles</u>, if you have joined the Rising Stars reading programme. You are also welcome to read any other of the books available to you on Rising Stars once you have read these two books. If you have not yet joined the programme, or are unable to do so, please read 5 pages from any book of your choice that you have at home.

Spelling: Write down the word, the meaning and use it in a sentence.

Words Ending in -ant and -ent

experiment

permanent

pleasant

servant

temperament