

Knowledge Organiser for KS3 English



Module 3:

Study of Adverts

Key Skills

- PEE:
 - Point
 - Evidence
 - Explore the Effect
- Advertising Terms:
 - copy
 - image
 - logo
 - appeal
 - graphology etc.

Unit Summary:

In this unit students will study a range of adverts and consider how persuasive devices are used. Also, students will identify how adverts have changed over time, and compare two adverts in their final assessment.

Key Spellings

- advertisement
- product
- audience
- techniques
- persuade

Key Terms

- PEE
- appeal
- persuasion
- image
- target audience
- media
- non-fiction

Year

7

Term

Autumn

Duration

2-3 weeks

YOUR TASK

Compare how advertisers of the 1950s and those of the modern day use different advertising techniques to show different attitudes towards sugar and children's health.



Useful Weblinks for Homework

- <https://bit.ly/33RVzq3>
(brilliant video demonstrations of advertising techniques)
- <https://bit.ly/2N8moEX>
(funny video adverts that will make you giggle)

Key Pictograms



Music to listen to while you're working:

- Gershwin



Connections

- This builds on your use of PEE that you first encountered on the Leela's Friend essay.
- This time we are looking at a NON-FICTION text from the media
- We also now have to consider the importance of IMAGES (pictures) as well as words...

Homework & On-Going Tasks

- Your weekly homework will be on Teams
- You should be completing independent reading and quizzes on Accelerated Reader
- Find 3 different print adverts and analyse the techniques they use to help sell the product