

Connectivity Level 4
Optional Writing Task

UNIT 7

WRITING TASK: Write about your reactions to advertisements

To the Teacher: Hand out the next page to the students. Have students complete their writing task in the space provided.

Vocabulary:

Types of ads: *TV commercials, online pop-up ads, social media ads, magazine and newspaper ads, billboards, jingles and slogans*

Advertising techniques: *provide facts and figures, play on hidden fears, provide testimonials, manipulate emotions, offer snob appeal*

Verbs to persuade: *endorse, promote, imply, prove*

Reactions to ads: *irritates you, turns your stomach, works you up, gives you the creeps, drives you crazy, you don't mind, you actually like*

GSE Objectives:

GLWP0429: Can write about experiences, feelings and reactions in a simple connected text. (50)

GLVC1101d: Can use language related to advertising. (59-75)

GLVC1712d: Can use language related to persuading and motivating. (59-75)

GLVC2109d: Can use language related to expressing anger or bad mood. (59-75)

GLWP0292: Can support ideas with relevant examples. (59)

GLWI0376: Can convey information and ideas on abstract and concrete topics. (70)

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WRITING TASK: Write about your reactions to advertisements

Directions: Describe an advertisement that really annoyed you. Describe another advertisement that persuaded you to buy something. Write a paragraph about each, giving reasons for your views. Include what you do and don't like being shown or told in advertisements. Use the following questions for ideas.

- What type of ads were these?
- What products were they selling?
- What persuasive techniques did the ads use?
- Were you skeptical of any claims made in the ads?
- What did you dislike about the annoying ad?
- What convinced you to buy the product in the effective ad?

Write your paragraphs:

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