



ADVERTISING

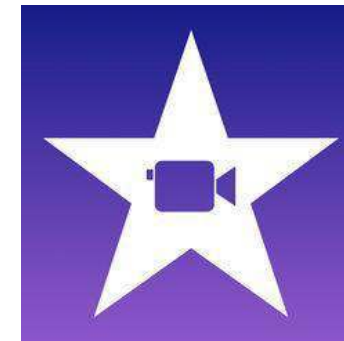
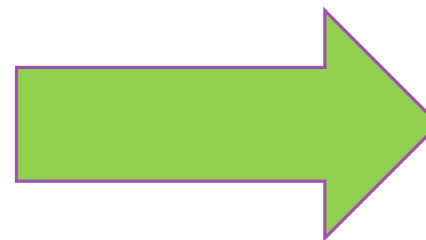
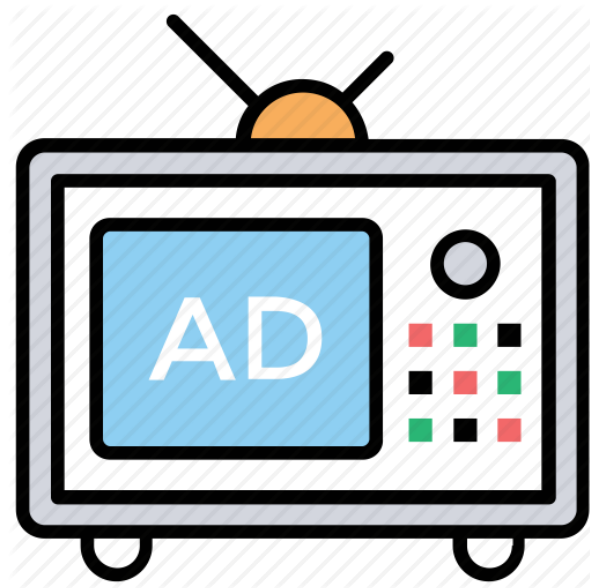
4M's Showcase of Learning

YEAR 4'S CURRENT UNIT OF INQUIRY:

Transdisciplinary theme:
'How we express ourselves'

Central idea:
'People can create or manipulate messages to target specific audiences'

THIS TERM IN ENGLISH...



WE WONDERED...

- We each posed our own wonderings
- We worked together to find out new information to answer our questions

How long has advertising been around for?

HOW LONG HAS ADVERTISING BEEN AROUND FOR?

- Oldest recorded ads dated back to circa 4000 BC
- Purpose: To communicate messages about products and services. Also used to share ideas and beliefs.



HOW DO ADVERTISEMENTS PERSUADE PEOPLE USING DIFFERENT TECHNIQUES?

Language techniques

- Noun groups = head noun + article + adjective(s)
- Exaggeration
- 'Factual information' - claims, surveys and statistics
- Modal verbs - MUST!; SHOULD!
- Onomatopoeia, repletion, similes, metaphors and neologisms

HOW DO ADVERTISEMENTS PERSUADE PEOPLE USING DIFFERENT TECHNIQUES?

Language features (cont...)

○ Slogans



HOW DO ADVERTISEMENTS PERSUADE PEOPLE USING DIFFERENT TECHNIQUES?

Contrasting colours:
yellow, white, red,
brown

Product placement
in the centre of the
ad



It's the real thing

Slogan

Framing

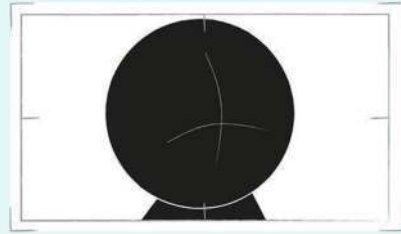
Repetition of logo

HOW DO ADVERTISEMENTS PERSUADE PEOPLE USING DIFFERENT TECHNIQUES?



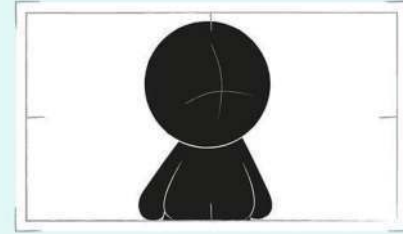
Extreme close up

Where an object, item or body part fills the film frame. Used for heightening emotion.



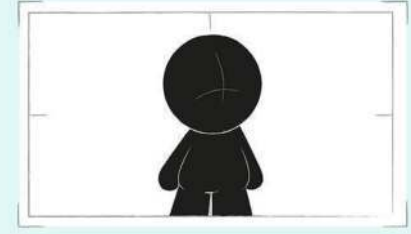
Close up

Shows the character from the shoulders to the top of the head. Used for capturing character's facial expressions.



Mid shot

Shows the character from waist to the top of the head. Used for facial expressions in combination with body language.



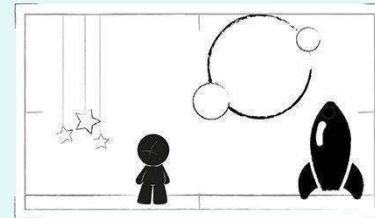
Medium long shot

Shows the body from mid thigh to top of the head. Used for facial expression and showing the character in relation to their surroundings.



Long shot

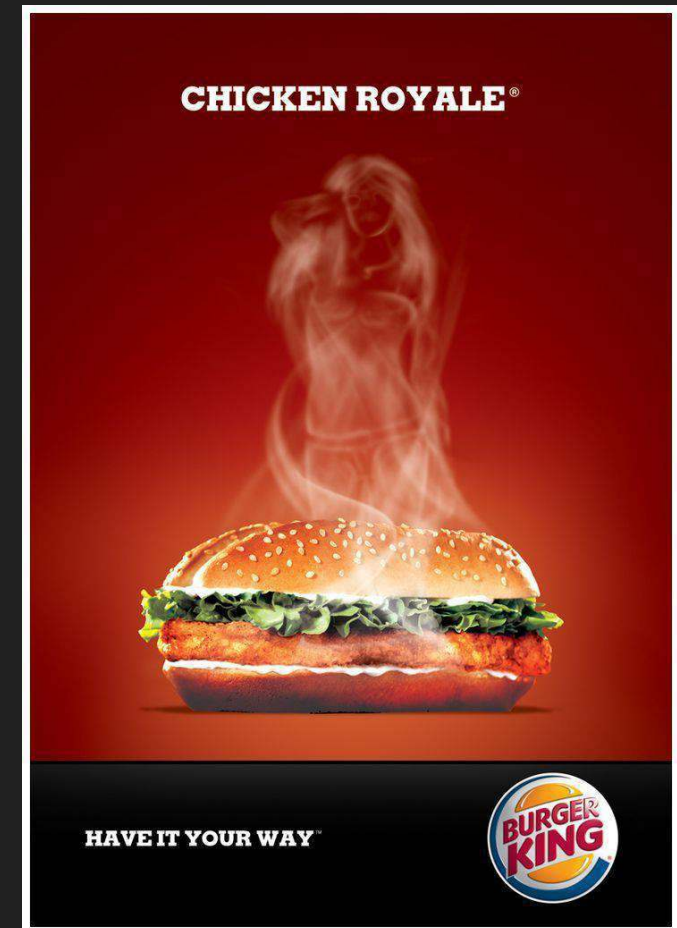
Shows the full length of the body from feet to top of head. Used to show a character in relation to their surroundings.



Extreme Long/ Wide Shot

The terms long shot and wide shot are used interchangeably. Also known as an establishing shot when used at the start of a film or scene. Shows the full body in relation to their surroundings. Used to contextualise the character within their surroundings.

HOW DO ADVERTISEMENTS PERSUADE PEOPLE USING DIFFERENT TECHNIQUES?



HOW DO PRODUCTS IN ADS MOVE IN DIFFERENT WAYS?



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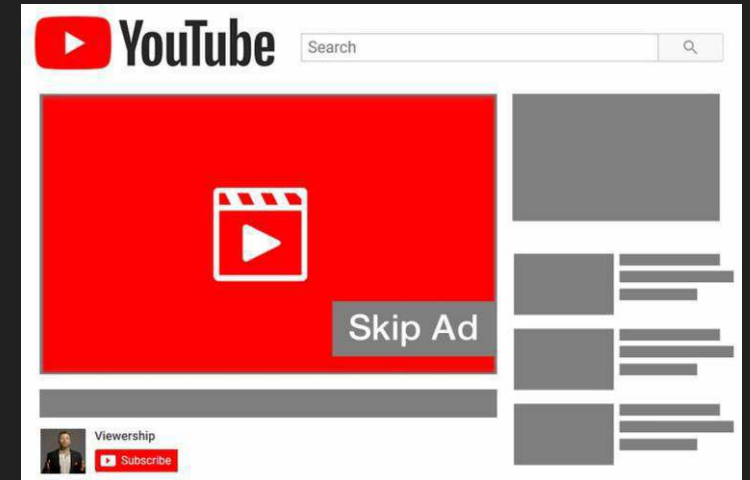


HOW DO PRODUCTS IN ADS MOVE IN DIFFERENT WAYS?

Multimodal advertisements



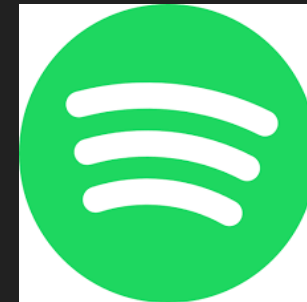
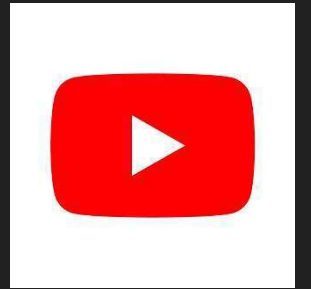
text, image, audio



HOW DO COMPANIES GET THEIR ADVERTISEMENTS OUT TO THE PUBLIC?



HOW DO COMPANIES GET THEIR ADVERTISEMENTS OUT TO THE PUBLIC?



HOW DO COMPANIES GET THEIR ADVERTISEMENTS OUT TO THE PUBLIC?



HOW DO COMPANIES GET THEIR ADVERTISEMENTS OUT TO THE PUBLIC?



ADS ARE EVERYWHERE!!!

Bill boards



Bus stops



Television



How do companies get their
Calling ads out to the public?

Apps



Mail order



Radio



Sale signs

