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| **What will we be learning?**  **Year 8- Adverting Project** | **Why this? Why now?**  To become critical consumers and producers of media. To appreciate the world of advertising and the methods used to appeal to a target market. To help you gain confidence in public speaking and expressing yourself with clarity. | **Key Words:**  Genre  Audience  Purpose  Poster  Packaging  Slogan  Logo  Rhetorical techniques  Connotation  Denotation  Branding  Print advertising  Target market  Media  Consumers  Producer  Advertising Revenue  Semiotics |
| **What will we learn?**  Speaking and listening: To be able to express ideas, engage your audience and respond to questions on a studied topic.  How to design an effective advertising campaign for your target market | |
| **What opportunities are there for wider study?**  Look at the adverts all around you and critically analyse them. Analyse the persuasive techniques they use and how they appeal to their target market.  Watch clips of ‘The Apprentice’.  Watch old adverts on YouTube and critically analyse them. | |
| **How will I be assessed?**  Spoken group presentation (assessed individually) consisting of speaking, listening and responding to questions. | |