



My Learning Goal (Intention):

I am learning to look at and understand different types of advertisements - online and in newspapers, television, magazines and posters.



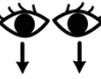
I will be successful when I can:

- **Interpret** and **analyse** information and ideas in an **advertisement** campaign
- Use **language features**, **text structures** and **images** to **describe** the message, **explain** the **purpose** and **predict** the **audience**
- **Compare** features of **advertisements** in an advertising campaign

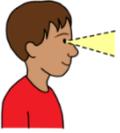
Tasks:

What I have to do

Tick the box when you have finished each part

 	<p>1. Watch a video and/ or read / listen to the overview and answer questions</p>	<input type="checkbox"/>
 	<p>2. Look at two different advertising campaigns and answer questions.</p>	<input type="checkbox"/>
	<p>3. Compare the two advertising campaigns.</p>	<input type="checkbox"/>

1. Watch a video and/ or read / listen to the overview and answer questions



Watch the Video – Advertising Campaigns



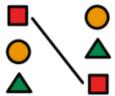
Answer the questions:

An advertising campaign is (tick the correct answers):

- A number of advertisements that are linked and share a common message
- Used to share a wanted action, product or message
- Posting an item for sale in the newspaper

What is the **purpose** of an advertising campaign?

Here are some **popular public awareness campaigns**.

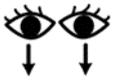


Match the campaign with the image

- COVID-19
- Cancer Council Australia
- Kids Alive
- StreetSmarts – Road Safety



2. Look at two different advertising campaigns and answer questions.



Look at the advertising campaign

Advertisement 1:



Answer the questions:



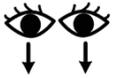
Predict what the topic of the campaign is and explain (what is the ad about?).



Where would you expect to find this advertisement?

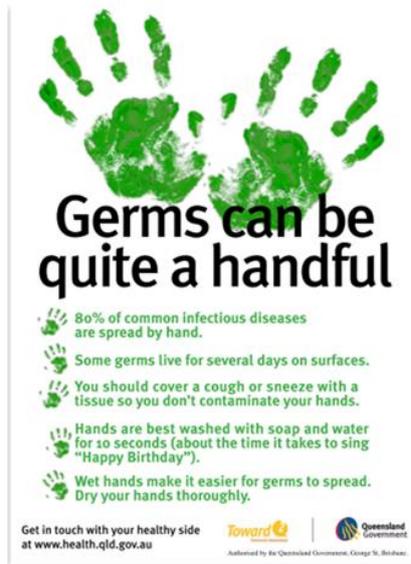


Why would you expect to find this particular advertisement there?



Look at the next ad that is part of the same campaign.

Advertisement 2:



Answer these questions:



Where would you expect to **find** this advertisement?



Why would you expect to **find** this particular advertisement there?



Who do you think the intended **audience** of the campaign is?

Are these advertisements meant for **different audiences**? Circle the answer: **YES** or **NO**



Why or **Why not**?



Describe the main message of the campaign:

The campaign is about...



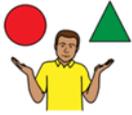
Explain what you think the purpose of the campaign is?

The purpose of the campaign is to...This is because...

What do you think its goal is?

The goal of the campaign is...

3. Compare the two advertising campaigns.



Complete the following table to **compare** the **features** of the two advertisements

Advertisement 1:

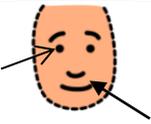
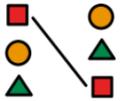
Advertisement 2:



Compare	Advertisement 1	Advertisement 2
<p>Images</p>  <p>Describe what you see</p>		
<p>Headline</p>  <p>What does headline say?</p> <p>Is there a sub-headline?</p>		
<p>Text</p>  <p>What additional (extra) text is there?</p>		
<p>Logo</p>  <p>Are there any logos?</p>		

Lesson material adapted from the Queensland Government C2C Independent Learning materials (Eng_Y6_U3_ILM16_L07) for the purpose of modelling language friendly instruction.

Student friendly definitions

Advertisement		An announcement online, on TV, in a newspaper or a poster about something important like a job, an event or a product.
Audience		A group of people watching or listening to something like a television program or a show.
Campaign		A series of activities that happen over time to achieve change . E.g. "The advertising campaign worked and many people stopped smoking."
Compare		Tell what is the same and different about things.
Describe		If you describe a person, object, event, or situation, you say what they are like or what happened.
Explain		If you explain something you give details about it – you make it easy to understand .
Features		A part of something – what it looks like and what it has.
Image		A picture of something or someone.
Match		Finding the things that go together
Purpose		A reason for something. Eg. "The purpose of a seatbelt is to keep you safe in the car."
Predict		To tell about something that will happen later . Eg. "I predict it will rain tomorrow."