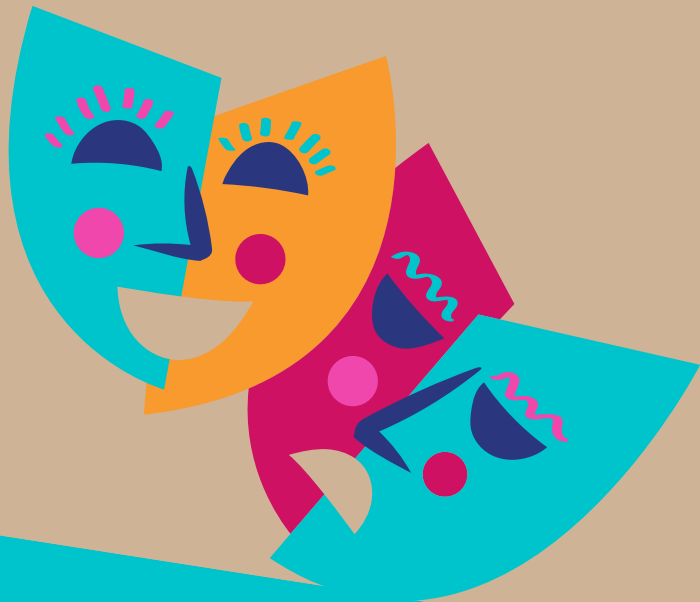
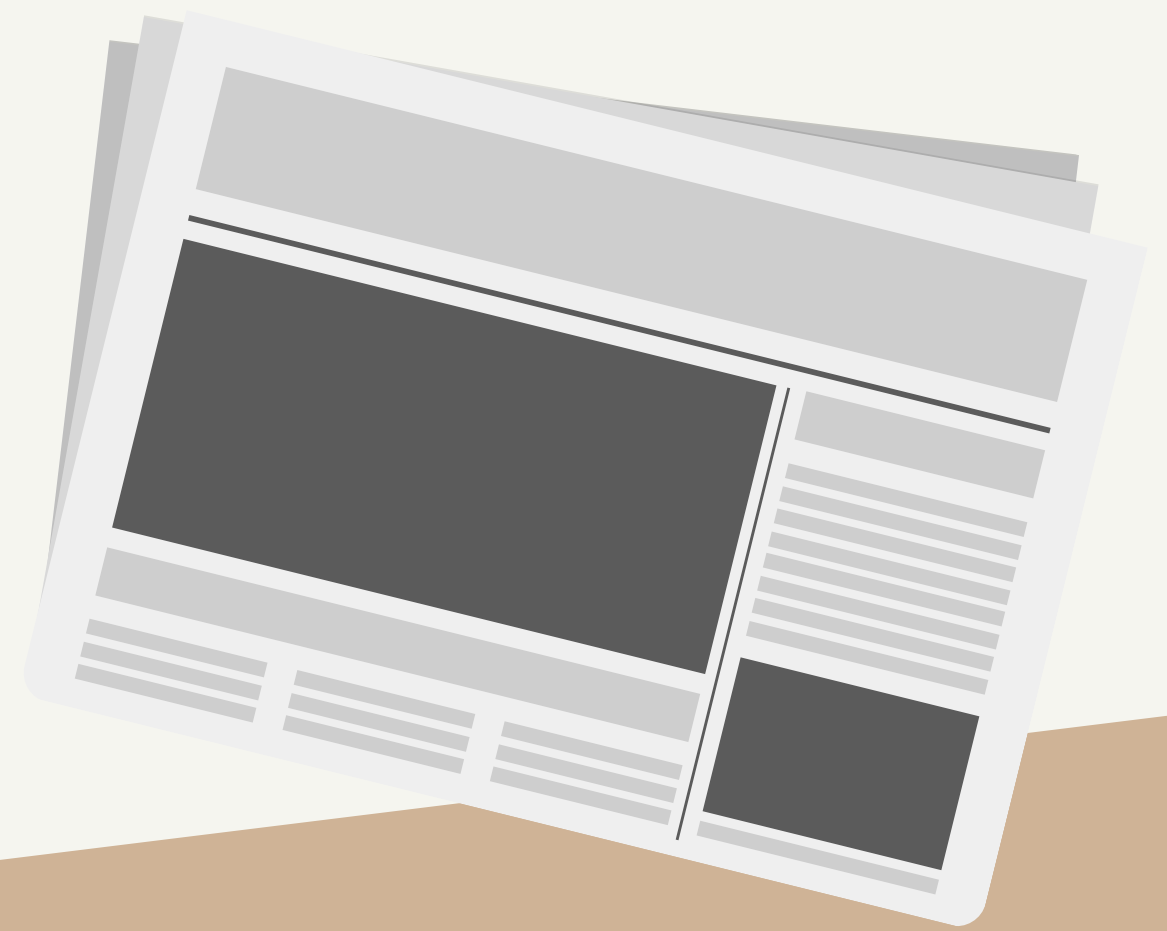


PART 1 OF A 4 WEEK SERIES

# Advertisements

Non-fiction Writing



## Drama pair work

Split into pairs and give each pair an object/action/event. Do some drama work and have students persuade each other with the prompt i.e. to buy a product, to do something or to go somewhere.

## Discussion

Look at examples of different types of simple advertisements and engage students in discussion as to how they try to appeal to the audience.

- Prepare some advertisements from familiar Ghanaian brands that children can recognize
- Try to have a range of advertisements e.g. newspaper clippings, video clips, posters
- Encourage children to identify devices used



## Create

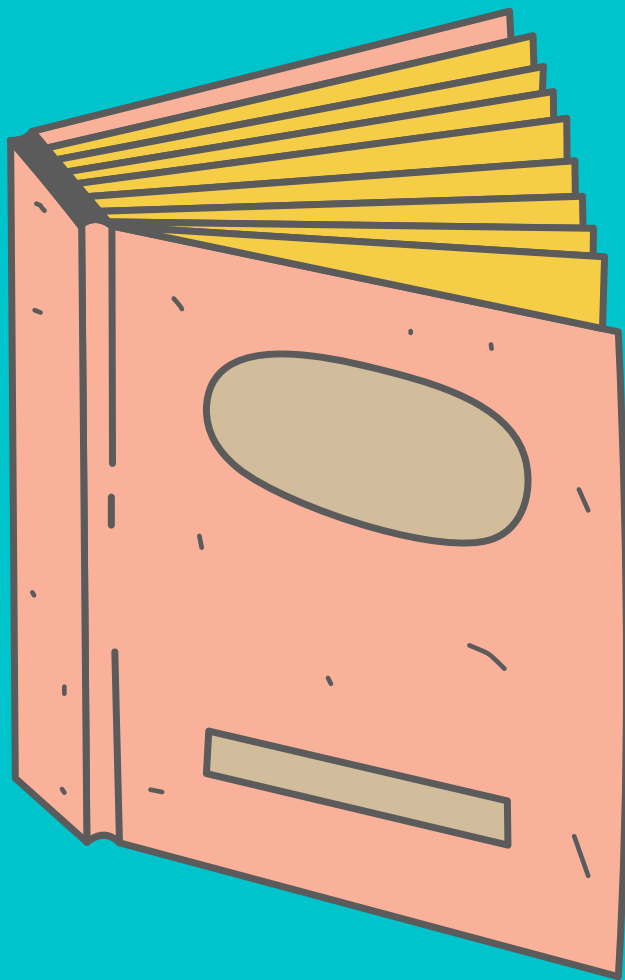
1) Start by asking students to write short catchy phrases for the item they have been assigned utilizing one or more techniques.

2) Have the students create their own advertisement using the devices in groups with creative work/pictures/language etc.



## JHS 1 syllabus guide: Write clear and convincing advertisements

### Helpful words and phrases



#### **You**

Directly address the audience

#### **Don't miss out, limited**

Suggest that the product is exclusive

#### **Great, amazing, fantastic**

Use positive adjectives to describe the product/service/action

#### **Get, buy**

Use imperatives to sound convincing and assertive

### Tips and techniques

**Superlatives**– best, cheapest, freshest

**Alliteration** – fresh fish, haircut here

**Hyperbole** – best chicken in Ghana

**Repetition** – come buy, come buy

**Tone** - be confident in the product one is selling; for TV/radio, one should use an engaging tone and varying intonations

