

Activity 3: Wicked cars

Objective

To show imagination through the language used to create emphasis, humour, atmosphere or suspense. (Year 4 Strand 9)

What's on the CD-ROM

Wicked cars

- Drag and drop words into columns that are 'for' or 'against' sports cars.

What to do

This activity focuses on understanding how words can be used to give a negative or a positive impression and so manipulate the reader.

- Explain to the class that they are going to think about the language used in persuasive writing and the way words can be used to manipulate a reader's views. Write the word 'cake' on the board. On either side of it write 'delicious' and 'fattening'. Explain that both of these words can be used to describe cake but one makes it sound good and the other bad. Write the words 'computer game' on the board and ask the children if they can think of any adjectives (or adjectival phrases) that would make it sound good or bad ('exciting', 'fun', 'boring' and so on).
- Open 'Wicked cars' from the CD-ROM and apply this exercise to sports cars. Working in pairs, ask the children to discuss and assess which words are 'for' or 'against' sports cars and to drag and drop the words into the appropriate columns.
- Ask the children to complete photocopiable page 27 'Wicked cars'. Beside each adjective, they should write a few words to explain why it is a powerful word. For example, the word 'dangerous' is negative, suggesting that fast cars can cause road accidents and injure or kill people.

Activity 4: Try me

Objective

To choose and combine words, images and other features for particular effects. (Year 4 Strand 9)

What's on the CD-ROM

Media resources

- Listen to the 'Saving energy' audio clip.

What to do

This activity focuses on the use of slogans in advertising. The children will think of slogans for new products that will sound appealing and catchy.

- Provide a selection of advertisements from newspapers, comics and magazines and ask the class to look through them and vote for the one that they think works best. Ask: *How is it persuasive? How does it appeal in just a few words? Does the advertisement make you want to have that product?*
- Play the radio advert from the CD-ROM and ask the children to listen for any slogans, alliteration or other phrases that persuade. Discuss their responses and explore ideas together.
- Tell the children they are going to try thinking of names and slogans for four new products. They could also try to invent another product of their own to 'advertise'. They need to consider the information they are given for each product and think about the market appeal. Who is likely to buy the product and how can it be made to sound attractive?
- Give the children photocopiable page 28 'Try me'. When they have completed the sheets, share the children's ideas for each product in turn, and discuss which names and slogans work best.