

TV adverts

Use this grid when watching TV adverts

You may wish to create your own grid using the same headings to give yourself more writing space.

- Watch the adverts, then complete the first four rows for each one by memory.
- Give detailed descriptions where possible.
- Play back again to check.
- Repeat until the table is completed.
- You might also wish to make notes, in the target language, about the use of:
 - Visual images
 - Graphics
 - Music
 - Sound effects

NB:

- Some cells may have to remain blank – not every advert provides the same range of information.
- ‘Plus’ words are ones which seek to raise the profile of the product/service, or which persuade the potential buyer that their profile would be raised by this purchase.
- ‘Minus’ words are ones which might emphasise negative situations that can be combatted by the purchase of this product/service.
- ‘Action’ words are ones which suggest empowerment of the prospective buyer to do or achieve something as a result of this product/service.

TV adverts

Complete in the target language

	Advert 1	Advert 2	Advert 3	Advert 4	Advert 5	Advert 6
Brand/company name						
What product/service?						
Product description						
Who is the seller?						
Who would buy this?						
Who would use this?						
Why buy it?						
'Plus' words						
'Minus' words						
'Action' words						
Catchphrases						