

## TV Adverts

### Use this grid when watching TV adverts recorded on video.

You might prefer to make your own grid using the same headings to give you more space.

- Watch the adverts through then complete the first four rows for each one by memory.
- Give detailed descriptions where possible.
- Play again to check.

Repeat until the table is completed.

### 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 which 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 the purchase of this product/service.

You might also wish to make notes, in the target language, about the use of

- visual images
- graphics
- music
- sound effects

**TV ADVERTS**

**COMPLETE IN TARGET LANGUAGE!**

<b>Brand/company name</b>						
<b>What product/service?</b>						
<b>Describe product</b>						
<b>Who is the seller?</b>						
<b>Who would buy this?</b>						
<b>Who would use this?</b>						
<b>Why buy it?</b>						
<b>'Plus' words</b>						
<b>'Minus' words</b>						
<b>Action words</b>						
<b>Catch phrases</b>						