

I'm in an Ad

Topic: Media

Curriculum link: SOSE

Text type: Recount

Reading level: 20

Word count: 499

Vocabulary: advertising, advertisement, agency, background, layout, magazine, make-up artist, photographer, poster, studio

Possible literacy focus

Understanding technical language.

Using the text to make inferences about how ads are made.

Summary

This book describes the process of making an advertisement for apples from the point of view of the girl chosen to feature in the ad.

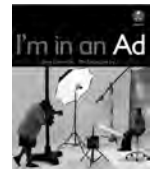
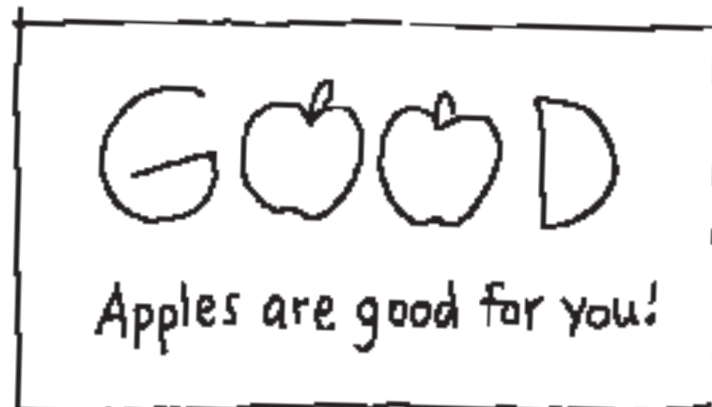
Task Card

Design your own ad

You will need:

paper, pencils, felt-tip pens

1. Think about a new ad for apples. This could be for a magazine, a billboard or television.
2. Work with a partner and brainstorm your ideas.
3. List these on a piece of paper.
4. Pick one idea and sketch it out on paper.
5. Create your new ad and share it with the class.





Name _____

Shortened words

Shortened words are called abbreviations. These abbreviations were used in *I'm in an Ad*.

ad	advertisement
photo	photograph
Sal	Sally

Look at the list of abbreviations below.
Write the full version in the other column. Check your answers with a friend.

Abbreviation	Full version
ad	advertisement
asap	
ph	
IOU	
no	
Tues	
MCG	
cm	
Wed	
Prof	
Dr	
CD	



Name _____

Make a pictorial glossary

Cut out the following pictures and match them to the appropriate word. Then cut out the words and paste the matching words and pictures onto another piece of paper in alphabetical order to make your glossary.



test shot



studio



advertisement



make-up artist



photograph

photographer

lights

magazine

