Our Computing topic for this half term is:

Creation: Television adverts



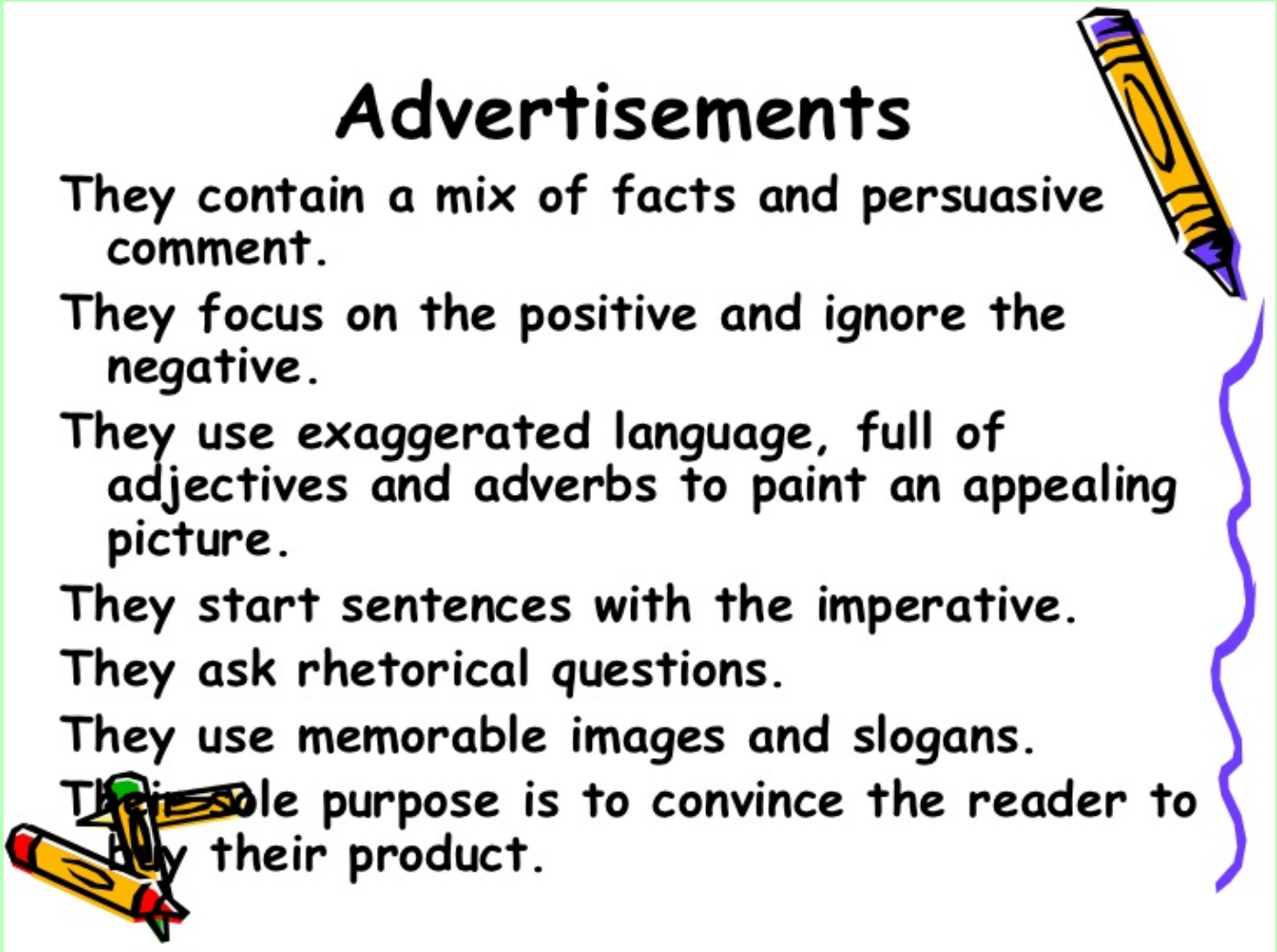
LO: To write a short script.

Review your plans from last week. Make any edits or improvements you need to.

	What is happening?	Where?	Script ideas	Camera angle and Props
Scene 1				
Scene 2				
Scene 3				

Today we are going to focus on the script of our advert. It is important to ensure it is carefully planned. We need to be as persuasive as possible!

I do



I do

- Name - Soldier (Tommy's)
- Statement - Participate in, or support, military operations, such as combat or training operations. Operate, maintain, and repair equipment. Perform technical and support activities.
- Persuasive language - life changing, urge, need, save, help,
- Catchy slogan - Britons want you,
- Hyperbole - be the best ever, the only job for you, be the best soldier of all time
- Rhetorical questions - Do you want to fight? Want your country back to normal?
- Employee review - " I have never regretted my decision to join".
- " Joining the army changed me for the better".
- " The army instilled me with determination, hard work, discipline and a problem solving attitude".



I do

Army 1: Wishing your country was back to normal?

Army 2: Feel useless at home?

Army 1: We have the solution. Britain wants you...

Army 2: Yes. Urges YOU....

Army 1:.. to make the best decision of your life.

Army 1: Wishing your country was back to normal?

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Army 1: We have the solution. Britain wants you...

Army 2: Urges YOU....

Army 1:.. to make the best decision of your life.

we do

How can you make joining the army sound like the best career option?

Groups of 4/5

you do

In your groups, write out your script for your advert. Look carefully at your plan from last week - for each scene you will need to plan exactly what is being said, how it is said and when it will be said.

Success Criteria:

*rhetorical questions

*imperative verbs

*catchy-slogan

*hyperbole

*exaggerated (adjectives and verbs)

*short sentences

*repetition

*focus on the positives