Our Computing topic for this half term is:

Creation: Television adverts



LO: to discuss the features of television adverts.

What is your favourite TV advert? Why?



NHS



I do

Recruitment adverts

To attract talent to work for the organisation and they are the first impression of the job.



I do

- Name - share the name of company/job you are advertising.
- Statement - what is the job and what do they do?
- Persuasive language - use positive language that will appeal to the customer. For example, healthy, life changing, inspire, lead,
- Catchy slogan - a phrase that represents the vision and makes people remember it - using alliteration, humour or rhyming can help. For example, because you're the best.
- Hyperbole - exaggerate all the positive points about the product. These can be visuals.
- Rhetorical questions - ask the viewer questions that may not have obvious answers to make them think they need the job. For example, have you ever needed…
- Employee review - have a employee give a positive review on the product.

I do

https://www.hsbc.com/careers

Let's watch

Name	Statement	Persuasive language	Catchy slogan
Hyperbole	Rhetorical questions	Employee review	Other

I do

https://www.hsbc.com/careers

we do

you do

Watch this video and fill out the table below with your partner. https://www.youtube.com/watch?v=yTaIKnRsaSU

Name	Statement	Persuasive language	Catchy slogan
Hyperbole	Rhetorical questions	Employee review	Other

you do

https://www.youtube.com/watch?v=yTaIKnRsaSU

https://www.youtube.com/watch?v=GVBP1ld0_n0

https://www.youtube.com/watch?v=aGd_Rrs-qNY

https://www.youtube.com/watch?v=Ziifkv_Sji4

Name	Statement	Persuasive language	Catchy slogan
Hyperbole	Rhetorical questions	Employee review	Other

Watch all the recruitment clips and fill out a table for each one.

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