

**L.O: To identify and discuss examples of persuasion in the real world.**

**TO DO:**

- In the time that is left during this lesson, complete the answers for as many of these activities as you can.
- Start with the advertisement that interests you the most.
- Write the answers in your book. You do not need to write down the questions, but make sure you clearly number your work.

**1.**



- a) What is this advertisement trying to persuade people to do?
- b) Why is it effective? What persuasive strategies does it use?

**2.**



- a) What is this advertisement trying to persuade people to do?
- b) Why is it effective? What persuasive strategies does it use?

**3.**



- a) What is this advertisement trying to persuade people to do?
- b) Why is it effective? What persuasive strategies does it use?

**EXTENSION TASK: Complete Option A or B**

(A)

Imagine that Dr Nikou has asked you to design a billboard advertisement to encourage new families to send their children to Alphington Grammar School.

- Think carefully about what details could you include?
- What pictures would you include?
- What are the best things about our school and how could you capture that in your advertisement?
- What exac

(B)

Imagine that you have been