

# 5 Step Music Activities

## PERSUASIVE WRITING

Commercials jingles are a big part of everyday life, and an excellent example of how to write persuasively in many genres.



01

**Listen** to 3 examples of advertising jingles. These could be visual on YouTube or audio.

*Examples: Coke, Campbells Soup, Alka Seltzer  
(You can also use your own)*

02

**Think** about what makes the listener want to buy the product. Give examples of persuasive language and type of music



03

**Brainstorm** ideas for local issues. This will form the basis for the pupils' advertising campaign and jingle

04

Go into groups and compose lyrics then a catchy melody for their jingle



05

Pupils perform their jingles to their peers. For classroom management purposes, acapella may be the easiest way to perform these jingles