

Adjectives in Advertising

Instructions: Create a T-Chart in the space below. We will watch some advertisements. On one side, write the name of the advertisement/company/product, and on the other side write down all of the adjectives that they use to describe their product.

Instructions: We will view several images. For each image, write down as many **adjectives** as you can to describe the scene that you see.

1.

2.

3.

4.

Assignment

In pairs, or individually, you will **create a voiceover** for an advertisement. You can choose what your advertisement is for (could be a type of food, or other product e.g. mashed potatoes, ice cream, cheese, etc.)

Your goal is to use as many clever and well-chosen adjectives as possible.

STEPS:

- Decide what your advertisement is for: _____
- Brainstorm as many adjectives as you can that could describe your product (you may want to use a thesaurus).
- Use the adjectives to **write** the voiceover for the ad (you will hand it in).
- Present your voiceover to the class by reading it... dramatically ;-)

Criteria

Adjectives used:

- | | | | |
|---|---|---|---|
| - Are relevant to the product | 1 | 2 | 3 |
| - Are powerful, creative, and engage the audience | 1 | 2 | 3 |
| - Make the product desirable | 1 | 2 | 3 |

Writing conventions (grammar)	1	2	3
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Total = _____/12