Communications 11 Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

 Total = \_\_\_\_\_\_\_\_\_/12