

Clavis International Primary School

Year 5, 2019

Unit letter # 2– Advertising

Our organizing theme is: **How We Express Our selves .**

Our central (or “big”) idea is: **Advertising can change our thinking and our behaviour**

Our lines of inquiry are:

Different types of advertising.

Impact of advertising on individuals.



Language strategies/ activities to use at home:

- * Draw the attention of your child to the various adverts we see and hear from different media.
- * Talk about the persuasive words used in the advertisements.
- * Help your child to read regularly and practise the reading strategies taught in the class.
- * Give plenty of opportunities to your child to write about topics which interest him/her.

In Mathematics, learners will :

Data Handling

- Conduct surveys to find people’s point of view on advertising.

Learn about prime numbers and composite numbers.

Numbers

- Read, write and model fractions
- Model multiplication and division of whole numbers
- Describe mental and written strategies for multiplication and division
- Use fast recall of multiplication and division number facts in real-life situations
- Use mental and written strategies for multiplication and division in real-life situations
- Solve problems involving fractions

Measurement

- Learn conversion of metres, centimetres and millimetres

Math strategies to use at home:

- ◇ Involve your child in everyday activities that are related to mathematics – making purchases, measuring ingredients, counting out plates and utensils for dinner.
- ◇ Play games and solve puzzles with your child that involve mathematics:
- ◇ Practise "skip counting". Together, count in 2's and 5's. Ask your child how far he or she can count by 10's. Roll two dice, one to determine a starting number and the other to determine the counting interval. Ask your child to try counting backwards from 10, 20, or even 100.

These are some of the words that we will use in the unit. Help your child by talking about them at home.

Adverts/advertisement, mass communication, being persuasive, potential/responsible consumers, broadcast, magazines, logo, periodicals, slogan, product

In Language, learners will:

Listening and speaking

- Listen to advertisements on the internet.
- Speak about the different persuasive techniques used in adverts.
- Speak about the different persuasive techniques used in adverts.

Viewing and presenting

- Experience how visual texts have the power to influence thinking and behaviour.
- Look at different adverts in newspapers, brochures, magazines and analyse the techniques used to persuade.

Reading

Read a variety of texts to learn more about advertising and the different techniques used to create adverts

Writing

Write a comparative study of two products and persuade the audience which one is better and why. Learners will verbalize their thinking and explain their reasoning.

FRENCH GROUPS (Unité de recherche)

In French students will:

-read resource books to

- gather information on ‘Advertisement’, analyse different books, posters/ slogans from magazines/ newspapers/ internet to find more about advertisement, to focus on the adjectives and the imperative form of verb used in the language features, on the art
- techniques and page set-up and format of arguments to convince in order to promote products etc...
- -analyse through those texts on the arguments to convince, the difference between facts and opinions.

-As summative assessment, be exposed to a list of facts and

opinions and to distinguish between facts and opinions in order to lead them to persuasive writing and how to justify opinions and how to convince people.

French strategies to use at home:

- Encourage your child to read French books at home on a daily basis .
- Encourage your child to learn the vocabulary list of words.

Unité de recherche:-

les médias, une annonce/ affiche publicitaire, publier, convaincre, un produit, un service, illustrer, vendre, un/e consommateur/trice, le public, le marché, un/e photographe, un/e artiste, un/e illustrateur/trice, dessiner, photographe, annoncer, afficher, cibler, illustrer, lancer, diffuser, accrocher, attirer, influencer, persuader, promettre, promouvoir, vendre, un slogan, un logo, une accroche, un témoignage, une marque, une image, une photographie, une illustration, un dé-

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•Responsible use of energy

