

English Work Pack

ASDAN

Module 6 - Reading for a Purpose

4 challenges over 10 hours (1 credit)

2. Comparing Advertisements

In your groups, compare two advertisements and comment upon similarities and differences.

Fill in the table below

Feature	Heinz Ketchup Advert	Fanta Soft Drink Advert
layout		
colour		
language		

font		
Anything else		

Collect in the sheets that your classmates completed. Do they all agree with you?

Comment below:



No one grows Ketchup like Heinz.



LIKE A BURST OF SUNSHINE
 through a cool wisp of wind,
 IT'S SWEET AND TANGY, SURPRISING AND JUICY.
 IT TONES UP A DELICIOUS DISH THAT YOU CAN'T WAIT TO SHARE.
 AND HOW LIGHT-LIKE AN INSTANT WHIFF OF A FRESH
 bouquet of flowers in spring!
 Bursting with... and a sudden burst of
 sugary-citrusy-sweetness.
 IT LEAVES YOUR MOUTH FEELING GREAT!
 THEN, IT TURNS DELECTABLE AROUND YOUR TASTE BUDS,
 TANTALIZING & TIPPY TIPPY ABOUT YOUR TASTE.
 ARE YOU STILL WITH US? GREAT!
 CAUSE WE WOULD LIKE YOU TO TRY FANTA'S NEW
 TASTE, DELICIOUSLY ORANGE. YES, RIGHT NOW!

**JUST TEAR OFF A
 PIECE OF THIS PAGE
 POP IN YOUR MOUTH
 & ENJOY A FANTA BY TASTING THIS AD!**

Fanta is a registered trademark of The Coca-Cola Company. The other marks, symbols and other marks contained herein are the property of their respective owners.

4. Looking at Information Leaflets

Look at this information leaflet with a partner. Then fill in the table below:

These are good things about it	These are bad things about it

Now think about how you could make the leaflet better.

List at least 3 ways you could improve it. Write in sentences.

1. _____

2. _____

3.

5. The cultural background of a writer

You have chosen to find out about the background of _____.

1. Use the internet to find out some information about them.
2. Then put the information onto a wallchart using either PowerPoint or Publisher.

Ade Adepitan

<https://www.booktrust.org.uk/news-and-features/features/2018/may/ade-adepitan-on-the-joy-of-his-childrens-book-this-generation-can-dare-to-dream/>

Ade Adepitan on the joy of his children's book: 'This generation can dare to dream'

Published on: 03 May 2018 Author: [Alex Strick](#)

International Paralympic athlete and TV presenter Ade Adepitan talks about the first in his three-book series for children, which tells the story of his childhood in the 1980s after his family moved from Nigeria to London.

8. Song Lyrics

Choose a song which has lyrics that tell a story.

I chose the song _____ by _____.

Write down what you think this song is about and say whether you like it. Think about the words and the music.

Now listen to another song about the same topic.

I listened to _____ by _____

Write down what is the same and what is different about the songs.

	Same	Different
What are the songs about?		
Who sings them?		

How are the singers feeling?		

Tell someone else what the songs are about and what is the same or different about them.

I told _____ about the two songs.

Evidence Record Box

Two songs about being yourself and not worrying about what the world wants you to be:

Let it Go (Frozen) – video with lyrics <https://www.youtube.com/watch?v=L0MK7qz13bU>

Reflection (Mulan) – video with lyrics <https://www.youtube.com/watch?v=IGGXsm0a5s0>

-