

Year 7 English
Print Advertising Language
Activity

How do advertisers persuade us?



Name
Date

Technique: Repetition

These words come from the website *Media Know It All* link in footnote. The words are ranked from most frequent to least frequent.

1. Collect about 10 teeth/hygiene/food print advertisements.
2. Scan the text to find these adjectives and verbs. Highlight or underline them and transfer the information onto the sheet below.
3. As a class gather your information together and make a large chart (using a card cluster for each word is easier than to make a chart – unless there is an electronic whiteboard).
4. Add the frequencies from each pair/group. You could also convert the results into a frequency graph.
5. With a partner, re-write the text of one of the advertisements not using these words. Replace them with more accurate and precise ones.
6. Individually, create the text so that the advertisement creates a different response in the audience.

Adjectives	Frequency	Verbs	Frequency
1. new		1 make	
2. good/better/best		2 get	
3. free		3 give	
4. fresh		4 have	
5. delicious		5 see	
6. full		6 buy	
7. sure		7 come	
8. clean		8 go	
9. wonderful		9 know	
10. special		10 keep	
11. crisp		11 look	
12. fine		12 need	
13. big		13 love	
14. great		14 use	
15. real		15 feel	
16. easy		16 like	
17. bright		17 choose	
18. extra		18 take	
19. safe		19 start	
20. rich		20 taste	
Good and new were over twice as popular as any other adjective.			