













Computing: Advertising

<p>Aim: Select, use and combine a variety of software on a range of digital devices to create content that accomplish given goals, including collecting, analysing, evaluating and presenting data and information. Children examine the features of advertisements and use the ideas to design their own advert to be recorded using audio software as part of their radio station or podcast.</p>	<p>Success Criteria: I can evaluate what makes a good advert. I can plan the features of a good advert. I can use recording skills to record and present my own advert. I can analyse and identify improvements to an advert.</p>	<p>Resources: Lesson Pack PC /laptop Speakers/headphones Built-in or plug-in microphone Audacity software downloaded and installed Whiteboards and pens</p>
<p>I can design and record a persuasive radio advert for a product or service.</p>	<p>Key/New Words: Sound, audio, record, edit, play stop, skip, waveform, input, output, backing track, voiceover, mute, gain.</p>	<p>Preparation: Differentiated Radio Advert Activity Sheet - per child</p>

Prior Learning: Children will have studied radio stations, podcasts and sound recording software in lessons 1 to 4.

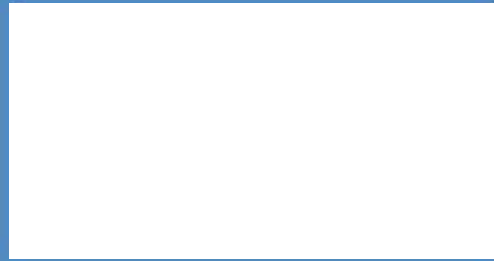
Learning Sequence

	<p>Radio Adverts: Begin, if possible, by listening to example(s) of radio advertisements or ask children if they can think of any slogans or sections of adverts they have heard. If playing the sample adverts, pupils may benefit from making notes on whiteboards of what sounds good or what they like about the ads.</p>	
	<p>What Makes a Good Advert? Ask what are the ingredients of a good advert? What is its purpose? Establish that it is aiming to sell or promote a product or service to the listener. The content must be catchy and memorable; the product or service needs to be stated and repeated; it may include a tempting offer or reason for the consumer to act quickly; it may ask a question or make a great claim. A good brand name and slogan always help to make a product or service stand out and a clear, distinctive voice is used. <i>Can children evaluate what makes a good advert?</i></p>	
	<p>Advert Ideas: Children use one half of a whiteboard to list adverts that they know and remember. Start with some ideas of well-known brands and see if anyone can recall popular ads (more likely from TV than radio, but the principle will work). Use the other half of the whiteboard to start adapting some of the ideas for their own imaginary product or podcast. More than one idea is fine for now, then it can be narrowed down. Rehearse a voice for the advert and share ideas with the class. Note: if children are struggling to think of examples, try suggesting some famous brand slogans.</p>	
	<p>Recording Your Advert: Children could choose a product to advertise (real or imaginary) or write an advert to advertise their new radio station or podcast. <i>Can children design and record a persuasive radio advert?</i></p> <div style="display: flex; justify-content: space-around;"> <div data-bbox="209 1429 774 1518">  <p>Use the given list of suggested features on Radio Advert Activity Sheet to plan and record a radio advert.</p> </div> <div data-bbox="815 1429 1366 1570">  <p>Use space provided on Radio Advert Activity Sheet to list features of a good advert. Then decide on a product / service to plan and record own radio advert.</p> </div> </div>	
	<p>Identifying Successful Adverts: Invite children to playback their recording from the lesson (or perform, if desired). Show a checklist for 'successful adverts' on the board and ask the remaining children to listen out and identify any items from the list to feedback afterwards. Examples such as attention grabbing introduction; positive message; clear enthusiastic voice; repetition of product name; an appealing offer. <i>Can children analyse and evaluate good features of an advert?</i></p>	

Taskit

Publishit: Use desk top publishing software to design and produce a poster to advertise your radio station or podcasts.

Researchit: Research examples of good adverts and what makes a good advert.



Computing

Radio Station

Computing | Year 5 | Radio Station | Advertising | Lesson 5

Aim

- I can design and record a persuasive radio advert for a product or service.

Success Criteria

- I can evaluate what makes a good advert.
- I can plan the features of a good advert.
- I can use recording skills to record and present my own advert.
- I can analyse and identify improvements to an advert.

Radio Adverts



Can anyone think of any slogans or sections of adverts that you have heard? Maybe from radio or TV?



Listen to some examples of radio adverts.



What Makes a Good Advert?



What are the ingredients of a good advert and what is its purpose?

Adverts are aiming to sell or promote a product or service to the listener.

The content must be catchy and memorable.

The product or service needs to be stated and repeated.

It may include a tempting offer or reason for the consumer to act quickly.

It may ask a question or make a great claim.

A good brand name and slogan always help to make a product or service stand out.

A clear, distinctive voice is used.

Advert Ideas



Use one half of a whiteboard to list adverts that you know and remember.

Use the other half of the whiteboard to start adapting some of the ideas for your own imaginary product or podcast.

Can anyone suggest any well known brands and recall popular ads for that product?

More than one idea is fine for now, then they can be narrowed down to your favourite choice.

Rehearse a voice for the advert to share with the class.

Recording Your Ideas



Choose a product to advertise (real or imaginary) or write an advert to advertise your new radio station or podcast.

★ Radio Adverts

Write down some of the ideas for a good radio advert below.

Choose an idea to write.

Write an advert for the product or service you are going to record your advertisement for. Think it could be for your radio station or podcast or it could be a real or imaginary product such as a new soft drink, a food shop or restaurant or a new game such as a mobile phone.

Write some more ideas that you can use about your product or service and record them before using your recording software and equipment to record your radio. Remember to use about 30 seconds in length.

Remember to use your own words and give it your own style. You can use any words you like to use.

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Remember to use your own words and give it your own style. You can use any words you like to use.

Can you design and record a persuasive radio advert?

Use the Radio Advert Activity Sheet to help you.

Identifying Successful Adverts



We are going to play back a selection recordings from the lesson (or you could perform your advert, if you prefer).

Using the checklist for 'successful adverts', listen out and identify any positive points to feedback afterwards.



Ideas for a good advert:

- Attention grabbing introduction.
- Positive message about the product.
- Clear enthusiastic voice.
- Repetition of product name.
- An appealing offer.
- Any other good features?

Aim



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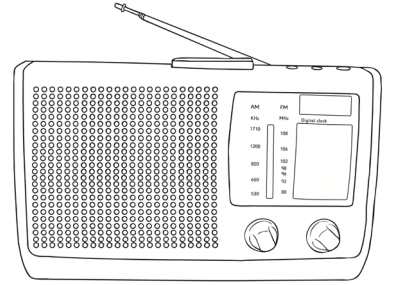




Radio Adverts

Some features of a good advert:

- Clear, enthusiastic voice.
- Repetition of the brand name or slogan to stick in the listener's mind.
- Positive comments or claims about the product or service.
- Appealing language: e.g. 'free', 'exclusive', 'special offer', 'number one'.
- Asking questions or making offers.
- Rhymes, alliteration or word play including a catchy slogan.



Decide on what product or service you are going to record an advertisement for:

(Hint: it could be for your radio station or podcast or it could be a real or imaginary product such as a new soft drink, a local shop or restaurant, or a new gadget such as a mobile phone.)

Write some catchy phrases that you can say about your product or service and rehearse them before using your recording software and microphone to record your voice. Remember the tips above!

Remember to save your work and play it back regularly to check. If you are not happy with your recording, try it again!





Radio Adverts

Write down some of the features that a good radio advert includes:

Decide on what product or service you are going to record an advertisement for:

(Hint: it could be for your radio station or podcast or it could be a real or imaginary product such as a new soft drink, a local shop or restaurant, or a new gadget such as a mobile phone.)

Write some catchy phrases that you can say about your product or service and rehearse them before using your recording software and microphone to record your voice. Remember the tips above!

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