

# English: Advertisements

## English

Statement Code no: 11

Student:

Class:

At Junior Certificate level the student can:

Comment on the purpose, content and features of various advertisements

Date Commenced:    /    /

Date Awarded:    /    /

### Learning Targets - This has been demonstrated by your ability to:

- |   |  |
|---|--|
| 1 Describe the aim of advertising   | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| 2 Explore the content of an advertisement                                     | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| 3 Explain the features of small advertisements                                | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| 4 Explain the features of commercial advertisements                           | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| 5 Explain the features of specialist or government and charity advertisements | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| 6 Describe the kind of language used in an advertisement                      | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| 7 Identify and explain the caption in an advertisement                        | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| 8 Explain what a slogan is and give an example of one                         | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| 9 Give examples of eye-catching advertisements                                | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| 10 Explain how humour is used in advertising                                  | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| 11 Name a jingle  | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| 12 Identify logos, illustrations and images                                   | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| 13 Explain why logos are used in advertisements                               | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| 14 Give 4 examples of logos   | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| 15 Explain the meaning of target audience                                     | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| 16 Give examples of how colour can be used in advertising                     | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |

Work begun ☒ ☐ ☐ | Work in progress ☒ ☒ ☐ | Work completed ☒ ☒ ☒