

L.O.: to distinguish between fact and opinion

- I know what a fact is
- I can say what I like about an advert
- I can develop my own ideas

Watch Heston Blumenthal's advert for Waitrose – twice.

https://www.youtube.com/watch?v=N_6emqqfgXk

Write down notes about what you remember.
Do you think this is what the advertisers wanted you to remember?

Waitrose: Fact or Opinion?

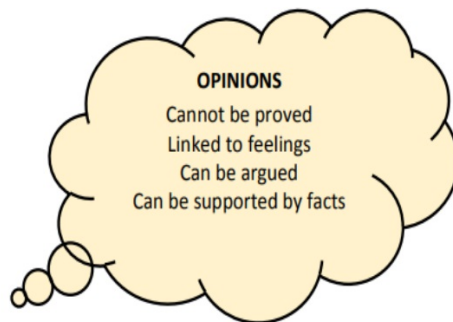
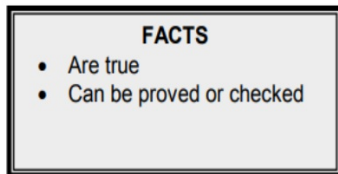
<https://www.youtube.com/watch?v=cTZaJJ3oOWQ>



Decide whether each statement is a fact, an opinion or mixed. If it is mixed highlight the facts and opinions in it in different colours.

	F/O/M
For me, Britain produces some of the best asparagus in the world.	
What I get so excited about is the time of year that you see the spears coming out from the ground.	
Asparagus and smoked salmon is a classic combination.	
The salmon has been smoked in Lapsang Souchong tea.	
Using tea to smoke foods is an old oriental technique and means you get a deeper, richer smoked flavour.	
The asparagus spears are wrapped in the smoked salmon slices.	
Dunked in a soft boiled egg its delicious.	

Investigating Fact and Opinion



The links to the adverts below have been put on this week's English section on the website.

Moonpig

<https://www.youtube.com/watch?v=P-3P6z8ij0I>

Green Giant Sweetcorn

<https://www.youtube.com/watch?v=n-Cm0JsjK5A>

Lindt

<https://www.youtube.com/watch?v=NEjTINBPzV8>

Choose one of the adverts from below and watch it several times.

Write down 5 key sentences from the advert. Set it out like the table on the next page.

Decide if the sentence is a fact, opinion or a mixture of both.

Which type of sentence appears the most?

Repeat these steps with one of the other 2 adverts. How do they compare?

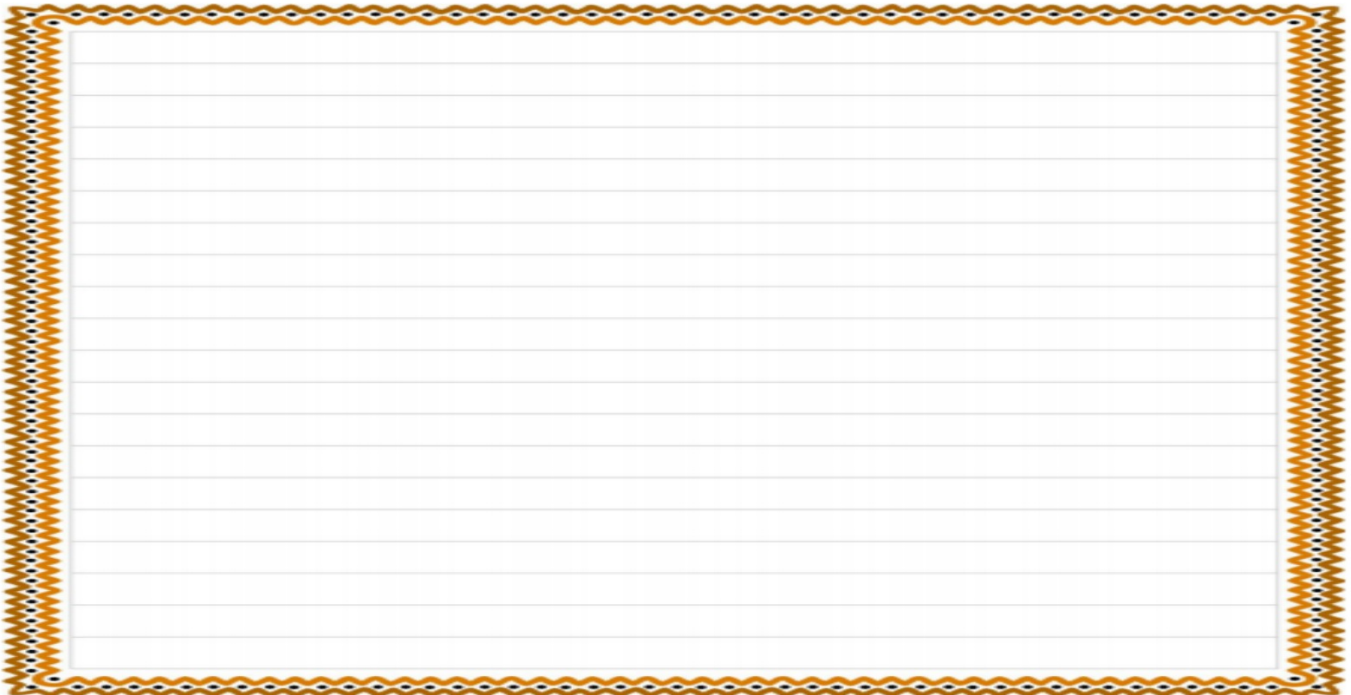
SENTENCES FROM ADVERTS

	F/O/M

Now pick an object in your house. Any object. Your task is to write a persuasive advert about that object using all the tips and tricks you have picked up today and yesterday.

Write the script for an advert for that item. Think about the facts and opinions that the presenter will give. What do you want people to remember?

Well done. Share your advert script with a grown-up. Explain to them how you have made it persuasive and what facts and opinions you have included.

A large rectangular writing area with a decorative orange and black border. The interior of the rectangle is filled with horizontal lines, providing a guide for writing the advertisement script.

