

HOME LEARNING

Year 10 – English - Pack 11

Activity 1 – Spoken Language



Look at this 1930s advertisement for smoking. It comes from a different time with different attitudes. By today's advertising standards, it would be illegal!

How does it encourage smoking?
Is it aimed at anyone in particular?
What devices are used to achieve its effect?

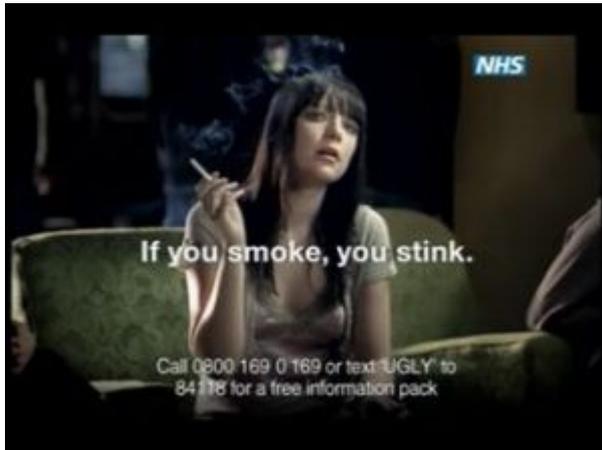
Discuss your thoughts with a trusted adult. If you are not sure, look at the points below and discuss them.

The image, brand name and caption all combine to make smoking – and these cigarettes in particular – look attractive.

- The “cool” stylish woman set against a restful purple background links smoking with style and sophistication.
- The word “Westminster” is in the lively yellow, orange and red colours of a flame. Westminster is the area of London world famous for political power, even more so in the 1930s. So the name links the brand with power and prestige.
- The choice of words, “Women also prefer them” adds class and encourages female buyers.

Do you think people would have viewed this differently when it first came out? Are you basing your opinion on what you know now about the effects of smoking?

Activity 2 – Reading



TOP TIPS:

When “reading” an image, keep asking yourself : why?

Why this background choice?

Why this model?

Why have the text in this position/font/colour/size?

Look at this advert produced by the NHS, which also combines words, colours and captions in a striking way. How do you think this advert makes smoking seem unattractive?

- Is it aimed at any audience in particular?
- What worries does it try to increase and how?
- What makes this an effective advert?

Write down your ideas. Think about the strong smell of tobacco and how that is more noticeable to non-smokers.

Activity 3 – Writing

Thinking about both adverts, write a paragraph showing your understanding of how changing the contexts can affect our reading. This means that we can read things differently. What was written for one place, time or social setting looks different in another.

Use your answers to your questions above to base your writing. Using comparing and contrasting connectives will help to structure your ideas.

| <u>Words to show that things are similar</u> | <u>Words to show that things are different</u> |
|---|---|
| Similarly | Whereas |
| Equally | On the other hand |
| Likewise | Instead of |
| As with | Alternatively |
| Like | Otherwise |
| In the same way | Unlike |
| Also | However |
| Both | But |
| | Although |
| | In contrast |