

# 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 ☒ ☒ ☒