

Adverts



HOW THE MEDIA PRESENTS INFORMATION – YEAR 3

Developing a healthy, safer lifestyle

STICKY KNOWLEDGE

Adverts are used to persuade us to do something.

Adverts can be both positive and negative.

Adverts appear on television, radio and billboards in streets and cities, and in newspapers, magazines.

VOCABULARY

Advert: a paid announcement to grab attention

Persuade: to try to push a person to do, buy or believe something

Positive: something good

Negative: something bad, not nice.