

# Listen carefully

Record the noises you can hear.

<https://www.youtube.com/watch?v=mulAi7cno2Y>

# What is the purpose of the text?

1. What has the author created or done to convey his or her message?
2. Consider the structure?
3. Break it down into parts what is the message.

Take a look at the following.  
How have they managed to get their  
message across?

<https://www.youtube.com/watch?v=TVblWq3tDwY>

What do you think this advertisement is about?  
What are some clues?

<https://www.youtube.com/watch?v=M7krYDFmWpQ>

NIKE REALY TOUGH



JUST DO IT



Because a soldier needs the right ammo



**WHAT TO BRING**  
**— WHEN YOU'RE TOLD —**  
**NOT TO BRING A THING™**







The irresistible taste of apple in a chip. The snack nature intended.™

It's an  
Egg yolk  
A beach ball  
It's the Golden Goose's  
Egg the full moon it's a  
Sunny-windy Pizza it's a lemon  
It's a pill that I like to eat it  
Mushroom it's a Spotlight it's  
Hard hat it's a Pebble on the Beach  
It's My Mommy's Cummy wife  
my little Brother  
Go's Best Daddy  
It's a Pancake light  
No. 10 bike light  
It's my belly button



## Your task....

- Create an advertisement poster.
- Consider what you are trying to sell.
- Remember it is another style of text to persuade.
- So consider what is your purpose.