

**Lesson Objectives:**

- 1) Students will gain an understanding of what advertising is and understand key terminology
- 2) Students will compare and contrast existing adverts and evaluate their impact
- 3) Students will create their own adverts in light of new learning and peer assess adverts analysing their impact

**Links to National Curriculum**

English Curriculum:

- making critical comparisons across texts
- write clearly, accurately and coherently, adapting their language and style in and for a range of contexts, purposes and audiences

**Resources**

- LIA – Lanchester Advertising Challenge Powerpoint
- Comparing Car Adverts worksheet (PDF)
- Resources for drawing – pencils, coloured crayons, etc.
- Printed off/laminated copies of adverts being analysed in PPT

**Additional Notes**

**Prep**

- Consider printing off the worksheets onto A3 to allow students to have plenty of space to make notes
- Consider printing off adverts and key slides for differentiation
- This could make a good ‘follow on’ activity from the Car Design challenge, also available on the website
- Using an IWB to add notes to Slides 2 and 6 or use a regular Whiteboard or Flipchart

**Lesson Plan:**

1. Settle students down and have the Powerpoint ready to go.
2. Slide 2 – ask students to think of where they have seen adverts – maybe have a few more suggestions lined up if students find it difficult. Link to previous learning.
3. Follow slides and use Slide 3 to get students to feedback on the historical car advert – how is it different to today’s adverts?
4. For Slide 6 think about having some prepared comparisons to help students start their analysis. Consider having a class discussion to find examples of each before getting students to work individually. Think about differentiation techniques you could use to assist less able students
5. When designing their advert try and guide students to the differences between both briefs and make sure they reflect these in their final work. This could be a task to extend over 2 lessons where students redraft based upon feedback.
6. Finish task with a discussion – ask students to feedback their evaluations or consider using Post-It notes to get students to feedback something they’ve learned through this activity.

**Cross-curricular links/Extension Tasks:**

**Writing** – The task could be extended so that students redraft their advert based on feedback given to them by their peers to develop editing and drafting/redrafting skills. Students could also use the comparison table in this lesson to write a comparative essay of both print adverts.

**Speaking and Listening** – Students could use this work as a basis for a S&L assessment where they present their advert and ideas to the board of Lanchester Cars or write a radio/TV advertisement based on the print advert

**Science, History and Maths** – This task could be easily used in conjunction with other [lesson plans](#) to foster cross curricular links with other subjects.

**Notes**

This lesson plan has been produced by The Lanchester Interactive Archive. For more information please visit our [website](#).



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