

**East Renfrewshire Council: Education Department
Practitioner Moderation Template**

Prior to the moderation exercise, please complete the following information and submit it to your facilitator with assessment evidence from one learner that you judge to have successfully attained the Es and Os.

School Code	
Practitioner Code	29 A11
Curriculum Area(s)	Health and Wellbeing/Technologies
Level	Second
Stage(s)	7
Specific subject (if applicable)	

Experiences and Outcomes:

I can understand how advertising and the media are used to influence consumers.
HWB 2-37a

To help me develop an informed view, I can identify and explain the difference between fact and opinion, recognise when I am being influenced and have assessed how useful and believable my sources are. LIT 2-18a

Learning Intentions:

To recognise that adverts and the media have an impression on consumers.
To identify facts and opinions in adverts
To be able to recognise when I am being influenced by a source.

Success Criteria: Negotiated with children

- I can use magazines, internet and television to source various adverts related to food.
- I can identify facts and opinion within advertising.
- I can identify persuasive techniques within adverts such as exaggeration, alliteration, and group of 3.
- I can create my own food advert to encourage the public to buy my goods.

Briefly outline the context and range of quality learning experiences that have been provided making reference to the chosen design principles.

Lesson 1 – Children bring a range of adverts from magazines, internet, newspaper and television. Discussion on what the adverts offer – purpose, who is it for.

Lesson 2 – comprehension task

Lesson 3 – Fact and opinion lesson based on children’s own adverts in lesson 1

Lesson 4 – Looking at persuasive techniques from the adverts and creating their own

Record the range of assessment evidence that was gathered to meet the success criteria (Say, Write, Make, and Do) considering breadth, challenge and application.

Say – discussion about readymade adverts

- Discussion about fact and opinion

Write – comprehension task

- labelling fact and opinions
- Creating own adverts based on what you have learned from previous lessons

Did the learner successfully attain the outcomes? **YES**

Briefly outline the oral/written feedback given to the pupil on progress and next steps, referring to the learning intention and success criteria.

See attached paperwork for feedback per lesson.

Pupil Voice:

What have you learned? How did you learn? What skills have you developed?

See attached paperwork for feedback per lesson.

Learner Evidence

Feedback for each lesson

Lesson 1

Phoebe you were able to identify the targeted audience and find examples of information from the adverts you brought in from home. Did you notice any groups of 3 or alliteration in the adverts? When you are creating your own advert I would consider specifically what the purpose of your advert is to make an impression on consumers. (teacher comment)

I felt I could use the groups of 3 or alliteration in my own advert (pupil comment)

Lesson 2

Phoebe you are gaining confidence in answering literal questions about a specific advert related to the purpose, audience, persuasive techniques and examples of information.

You were able to explain the meaning of each persuasive word, using your own words.

You were able to explore the advert and recognise how the advertiser tried to influence the consumer, through justifying your reasoning. (teacher comment)

I saw the link to adverts and felt this allowed me to go into more detail (pupil comment)

Lesson 3

From the discussion when we distinguished between facts and opinions. You have been able to identify successfully the facts and opinions from the smoothie advert.

You were also able to create your own facts and opinions for the smoothie advert. I would consider this technique when creating your own advert. (teacher comment)

I must admit I did consider more facts and opinions when I made my own advert. I had never thought of this before. (pupil comment)

Lesson 4

1 Why did you choose to do this advert?

It was like something I had seen on television

2 What was the purpose of your advert?

It looks nice. I wanted to influence children to be healthy, well apart from the cream and it tastes nice.

3 Who would you say were your target audience?

Children my age, it's something I enjoy so I thought other people like me would too.

4 What persuasive techniques did you use?

Alliteration, I went for 4 words instead of 3 as I had a lot to say about it and I wanted that on the paper.

5 What examples of information did you use?

I didn't think about the contact details at the time.

Overall

- What have you learned from doing this experience?

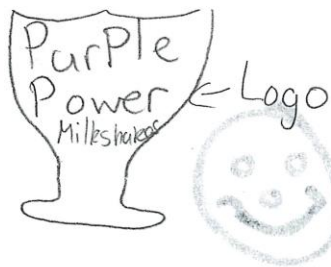
I have learned the different techniques like colour, groups of 3, exaggeration, alliteration.

- What skills do you feel you have developed?

Art and literacy skills. I also enjoyed listening to different people healthy food options.

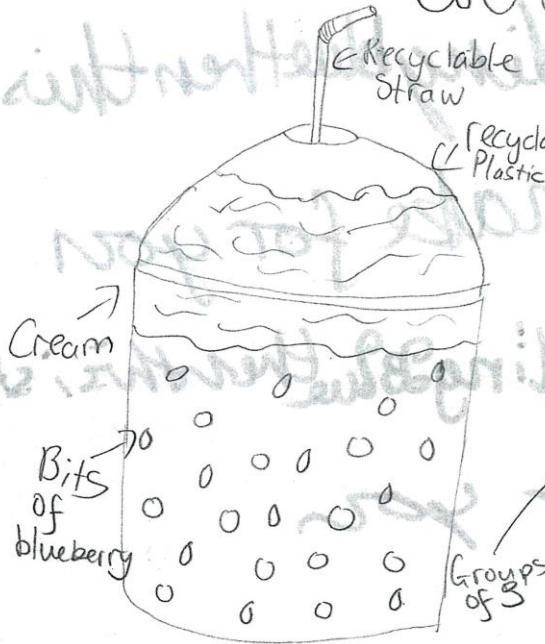
- Overall did you enjoy the experiences?

I enjoyed them because it was a fun activity creating your own advert. I definitely saw the links between each activity.



↓ Purple writing

Get that *Alliter*



Brilliant

Blueberry

RUSH

If *Purple writing* Your *blue writing* feeling *blue* then
 This is the Shake for You

↑ Rhyming ↑ Motto

Practitioner Moderation Template

Learner Evidence

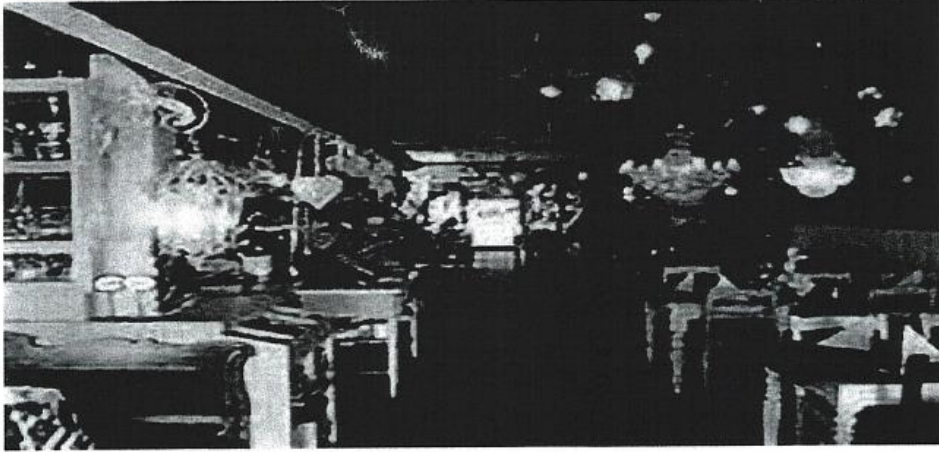
Phoebe

I can use magazines, internet and television to source various adverts related to food.

I can identify persuasive techniques within adverts.

Name of Advert	Purpose of advert	Who is the audience	Examples of persuasive words	Examples of information
Pizza Hut	To make you order Pizza from them	Families with Children	The Winter Warmer Temptation with a twist	Contact Details Prices Opening times
KASME FOOD	To make you order Pizza from them	Adults who eat Halal Food	Picture of Food	Opening hours Contact details Prices
Buongiorno Bistrot	To make you buy food	Couples/adults/ families	Pictures of the restaurant	Contact Details
Two for Tuesday Dominoes	To make you think it is a bargain and buy them.	Adults or Families	Two for Tuesday	How many Pizzas you get
Subway Meal Deal	To make you think it is a bargain and buy it.	Adults or Teenagers out for lunch	Meal Deal	Prices

Jane's cafe



Welcome back to our newly refurbished cafe! We have worked very closely with a team of expert designers to put a sophisticated and contemporary feel on our restaurant! We can offer you delicious, healthy food which is freshly homemade on our premises each day, all for very affordable prices! We have also recently added a crèche area for the little ones! Why not come and visit the best cafe in town for breakfast, lunch or dinner! We have a beautiful rooftop garden where you can relax with a cup of coffee and enjoy the stunning views of the sea.

You simply **MUST** pop in for a freshly made scone and cup of tea!

Open 7am til 10pm Monday – Friday, 10am-9pm Saturday and Sunday

*Early morning breakfast deal served 8am-10am. Hot filled roll or baguette and cup of tea/coffee for a limited time only for £2.00

*Monday night special – any starter and main meal for £8.50! Don't miss out!

Exclusive offer Happy hour on Thursdays 4pm-5pm – cup of coffee/tea with a cake of your choice for only £1.50!

info@jcafeandrestaurant.mail

12 Cherry Tree lane

Troon

077324566547822

Advertisement comprehension

Understanding the advertisements

1. What is the purpose of the advertisements?
2. Who is the audience?
3. Give two examples of persuasive words or phrases.
4. Give two examples of information.

Understanding the words

5. Explain the meaning of these words and phrases as they are used in the advertisements:
 - a. stunning
 - b. sophisticated
 - d. affordable
 - e. contemporary
 - f. exclusive

Exploring the advertisements

- b. Why do you think the advertisements often include:
 - a. a photograph of the restaurant
 - b. a special offer?
- c. Look at the words 'stunning', 'sophisticated' and 'exclusive'. Why do you think the writers use these words?
- d. What does the writer mean when he says the restaurant is 'newly refurbished'?
- e. Why do you think that Jane's cafe has a special offer on Mondays?
- f. Do any of these adverts persuade you to go to the cafe? Why? Why not?

Extra

Imagine that you are thinking of booking a table at this cafe but you would like more information. Make a list of questions you will ask when you make the phone call.

Noel Quinn

Wednesday 4th NovemberAdvertisement Comprehension

L1. - To be able to recognise when I am being influenced by a source.

Understanding the advertisements

1. The purpose of the advertisement is to let you know they are back open and have a lot more to offer.
2. The audience is families with young children because of the crèche that you can put younger children in.
3. Two examples of persuasive words are all for very affordable prices and enjoy the stunning views of the sea.
4. Two examples of information are open 7am til 10pm Mon - Friday and Monday night Special - any starter and main meal for £8.50!
5. a) Stunning means shocking and beautiful in a nice way
b) Sophisticated means posh, smart and fancy.
c) Affordable means that it is not over priced and you can afford it.
d) Contemporary means different and modern.
e) Exclusive means that it may only be for a limited

Name:

Date:

LI - To identify fact and opinion in adverts

Enlightened Smoothies.
Delicious, not deprived.

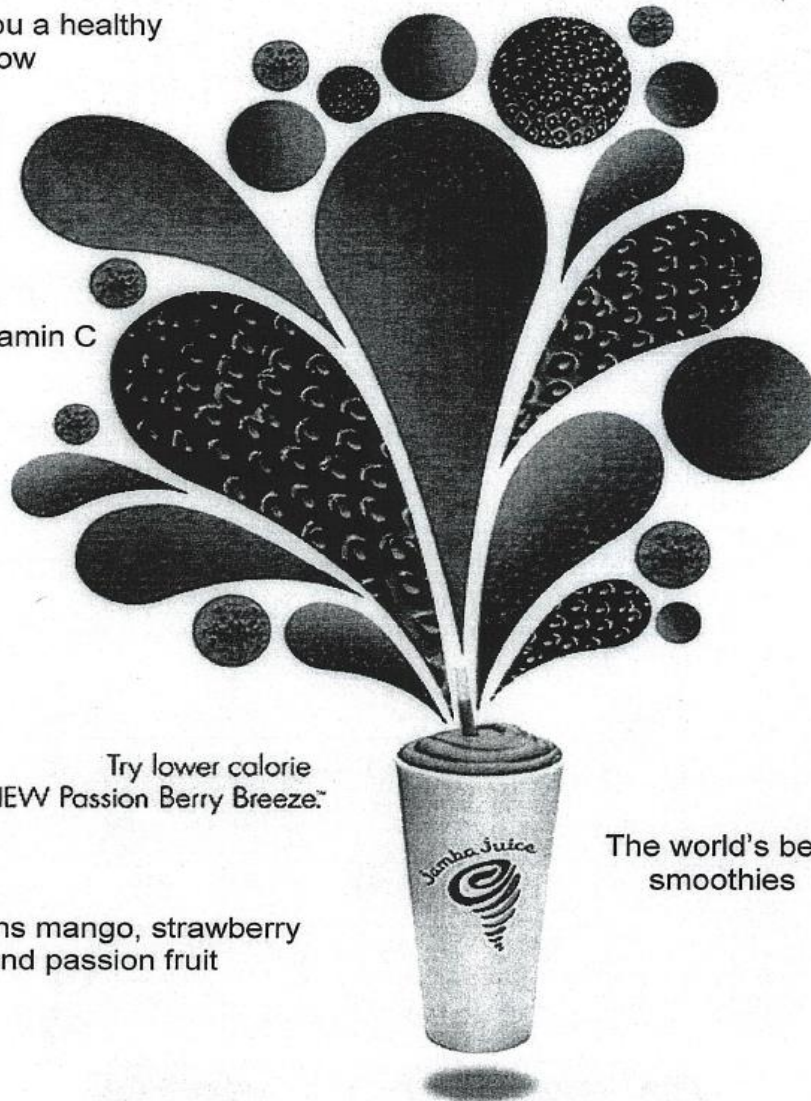
Will give you a healthy glow

A source of vitamin C

Try lower calorie
NEW Passion Berry Breeze.™

Contains mango, strawberry
and passion fruit

The world's best
smoothies



Noebe Friday 13th November Adverts

L.I. - To Identify fact and opinion in adverts.

- Enlightened Smoothies - This is the name. - Fact

Will give you a healthy glow - Opinion because it can't be proven.

Delicious not deprived - Opinion because someone might not like it!

A source of vitamin C - Fact because it can be proven ~~that it is~~

- Try lower calorie NEW Passion berry breeze - Fact

The world's best smoothies - Opinion because other people might not like it!

Contains mango, strawberry and passion fruit - Fact because that is definitely what is in it!

My own Facts and Opinions

Freshly squeezed Mango, passion fruit and strawberry - Fact

Most delicious thing you will ever taste - Opinion.

Good for you in all different ways - Fact

Amazing, you'll want to have more - Opinion

Every fruit you can



Brilliant Blueberry



If you're feeling
Blue
Then this is the shake for
You!