

Deconstructing adverts

Class Cut Up Resource – each pupil/pair is randomly given a product which they have to devise a campaign for.

A new children's comic by a relatively small British publisher	A not too expensive perfume for teenagers
A not too expensive perfume for teenagers	The latest Android phone
The latest Android phone	A healthy breakfast cereal
A healthy breakfast cereal	A coffee machine
A coffee machine	A new children's comic by a relatively small British publisher
A new children's comic by a relatively small British publisher	A not too expensive perfume for teenagers
A not too expensive perfume for teenagers	The latest Android phone
The latest Android phone	A healthy breakfast cereal
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A coffee machine	A new children's comic by a relatively small British publisher
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The latest Android phone	The latest Android phone
A healthy breakfast cereal	A healthy breakfast cereal
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