

PSHE Year 8  
Homework task  
"Looking at advertising"



Name

Class/tutor

Date started

Date completed

# Week 1

Complete the table below during or after watching your chosen adverts

Age range	Advert	What for?	Why?
Under 11			
Teens			
Young Adult			
Adult			
OAP			

Advert 1      Age range

What is the advert for?

What techniques have been used?

What is the "hook"?

How was music/sounds used in the advert?

Story board of the advert.

1	2	3
4	5	6
7	8	9

Does this advert work for the target age group?

Give your reasons.

What would you do to improve it?

# Week 2

Advert number

Age group

What is the advert for?

What techniques have been used?

What is the "hook"?

How was music/sounds used in the advert?

Story board of the advert.

1	2	3
4	5	6

7	8	9

Does this advert work for the target age group?

Give your reasons.

What would you do to improve it?

# Week 3

Advert number

Age group

What is the advert for?

What techniques have been used?

What is the "hook"?

How was music/sounds used in the advert?

Story board of the advert.

1	2	3
4	5	6

7	8	9

Does this advert work for the target age group?

Give your reasons.

What would you do to improve it?

# Week 4

Advert number

Age group

What is the advert for?

What techniques have been used?

What is the "hook"?

How was music/sounds used in the advert?

Story board of the advert.

1	2	3
4	5	6



7	8	9

Does this advert work for the target age group?

Give your reasons.

What would you do to improve it?

# Week 5

Advert number

Age group

What is the advert for?

What techniques have been used?

What is the "hook"?

How was music/sounds used in the advert?

Story board of the advert.

1	2	3
4	5	6

7	8	9

Does this advert work for the target age group?

Give your reasons.

What would you do to improve it?

## My conclusions