



1. Features of Adverts

1	Jingles and Music	Sound, music or song that is associated with the advert and product. "Kids and grown ups love it so, the happy world of Haribo". "Compare the market.com"
2	Slogans	Sometimes called a catchphrase or tagline. Short statement to make the product stand out. "Snickers. Gets some nuts" "Gillette. The best a man can get"
3	Rhetorical Questions	A question asked in order to create a dramatic effect or to make a point rather than to get an answer. "How do you eat yours?" (Cadbury Crème Egg)
4	Voice Overs	The speech your can hear over an advert.
5	Images of Products	 
6	Facts and figures / statistics	Facts used to make product sound great. "Made with a glass and a half of milk" (Cadbury products) "Makes hair 30X stronger"
7	Persuasive Language	To be able to convince someone to do something (such as buy a product).

2. Key Vocabulary Drama Techniques

1	Physical Theatre	Creating shapes with your body to tell the story. This could be creating a prop with your body or creating an atmosphere with movement.
2	Blocking	Where the actors enter and exit and where they are positioned on stage so the audience can see them clearly and to show relationships with others.
3	Voice Over	The speech your can hear over an advert. This could be used to introduced the product, ask rhetorical questions, narrate the adverts or say a slogan.

Contextual links: Haribo https://www.youtube.com/watch?v=9scm3NCIH_E
Trebor advert <https://www.youtube.com/watch?v=yek8phfmSds>

Features and Facts of WWI 1914 - 1918

1	Enlistment	Volunteering to join the Army
2	Conscription	Being forced to join the Army. The Military Service Act 1918 – All healthy and unmarried men aged 18-40 required to fight for country
3	Trench	A dug out area of land where Soldiers would wait to advance. The soldiers would eat, sleep, live in these. Provided cover from gun fire.
4	Going Over the Top	As enemy attacks, soldiers would 'go over the top' pf the trench in order to go into battle.
5	Advance	Moving forwards towards the enemy.
6	Propaganda	Advertisement used to convince a person of something. Not always factually correct.
7	Conscientious Objector	A person who refused to take an active fighting role in the war.
8	White Feather	Given to Conscientious objectors as a symbol of cowardice.

2. Key Vocabulary Drama Techniques

1	Monologue	A speech said by one character which explains thoughts and feelings of a character. Can be performed as if heard by audience or other characters on stage.
2	Tableaux	A freeze frame / Still image which 'tells the story'. Facial expression, physicality such as stance and posture as well as proxemics and levels will give information about relationships between characters and character moods.
3	Thought Tracking	Usually performed along side a tableau. One actor will come 'out of character' in order to speak out another characters thoughts. These are used to inform the audience and are not heard by other characters on stage.
4	Conscience Alley	Drama technique to show two opposing arguments.
5	Split Screen	Alternate between two or more different scenes happening at the same time.

Contextual links: Schindlers list (1993 Film), Saving Private Ryan (1999 Film), My Boy Jack (Film), The Diary of Anne Frank (non-fiction book)