

'How Advertising Portrays Animals' – English Curriculum  
Written Language Level 5 - Year 10

'Write instructions, explanations, and factual accounts and express and explain a point of view, in a range of authentic contexts, organising and linking ideas logically and making language choices appropriate to the audience'

It is assumed that the students will be familiar with the following terms:

Language Techniques

**Rhetorical questions**  
**Repetition**  
**Minor sentence**  
**Personal pronoun**  
**Imperative**

Visual Techniques

**Lettering**  
**Colour**  
**Border**  
**Illustration**  
**Balance**

'How Advertising Portrays Animals' Worksheet  
Level 5 English

In this activity you will observe the messages regarding the treatment and qualities of animals in advertising through newspapers and magazines.

Materials

Magazines  
Newspapers  
Cardboard  
Glue, scissors, marker pens

What to do -

Look through the magazines and newspapers provided. Decide whether the advertisements show animals in a **positive** or **negative** way.

Paste your choices onto 2 sheets of cardboard. Label your posters with an appropriate heading which summarises the messages given by the advertisements.



"NO, I DON'T HAVE ANY  
**SPARE RIBS!**"

GoVeg.com

Answer the following questions:

1. What kinds of products would animals help to sell or publicise?

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2. What does the advertiser want us to think about the animals in the advertisements?

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3. How can advertisement affect the way people treat animals?

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4. How could the negative aspects and images be changed to become positive ones without changing the message?

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