Second Level. Primary 6. Lesson 4. Support Material: Questionnaires for Adverts

Adverts can be found at:

* <http://www.tvparty.com/vaultcomcig.html>
* <http://www.tvparty.com/vaultcomcig2.html>

It is advised that you look at these adverts yourself in the first instance to ensure that they are suitable for use with your class.

Advert No 1 Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What are your initial impressions of this advert?

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1. Does this advert influence you to buy the product? (please explain your answer)

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1. How do the music and actors of this advert make the product more appealing?

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1. What message do you think the advert is giving?

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1. Does the advert promote tobacco positively or negatively and how can you tell?

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Advert No 2 Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What are your initial impressions of this advert?

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Advert No 3 Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What are your initial impressions of this advert?

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