

Advertising Slogans



Creative practice

1. Take one (individually or in pairs) advertisement and write an advertising slogan for the picture on the bottom of the page.
2. Share your slogans and pictures with the rest of the group.
3. When you are finished, open the envelope and compare your slogan with the original. How accurate were you? Which slogan, in your opinion is better?

Reflection

What kinds of language did this activity practice?

Do you use a similar activity in your classroom?

How might you use these same pictures in another classroom activity? Write at least one idea in the box below.