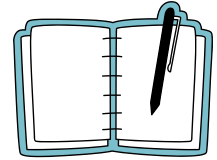



# YEAR 6 HOMEWORK






**Week of: June 2<sup>nd</sup> -June 23<sup>rd</sup>**

## Term Homework

 **Create a short, creative video advertisement (30–60 seconds) for an ordinary household item that usually doesn't have an ad. Your goal is to make it exciting, emotional, and persuasive using ethos, pathos, and logos**

### Step 1

**Think of something ordinary like:**

 **Salt**  
 **Sugar**  
 **Toilet paper**  
 **A pencil**

 **A sponge**  
 **Soap**  
 **A paperclip**  
 **A lunchbox**

**You'll turn it into something exciting, essential, or emotional using persuasive techniques.**

**What is your chosen simple product?**

### Step 2

**Plan your video using the 3 appeals**

#### **Ethos (Credibility)**

**Why should we trust you or your product?**

**Example: "Used by chefs around the world!" or "Expertly selected and packed by hand."**

#### **Pathos (Emotion)**

**Make your viewer feel something: happy, nostalgic, motivated, comforted.**

**Example: "Bring the flavour of home to every meal."**

# YEAR 6 HOMEWORK



## Logos (Logic)

Use facts, numbers, or reason to convince us.

Example: "Just one teaspoon of salt contains 40% less sodium than leading brands."

## Step 3

Plan your ad:

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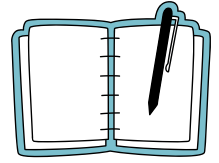
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# YEAR 6 HOMEWORK



## Step 3

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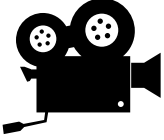
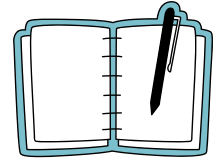
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# YEAR 6 HOMEWORK



## Step 4

Begin filming your ad

Keep it between 30 and 60 seconds.

- You can use props, voiceovers, music, subtitles, or even act it out!
- Use any tools available (e.g., phone camera, CapCut, Canva, iMovie).

## Step 5

**Upload your ad to Teams by Monday 23<sup>rd</sup> of June**

## Step 6

Product Name: \_\_\_\_\_

\_\_\_\_\_

Main Message: \_\_\_\_\_

\_\_\_\_\_

How did you use ETHOS: \_\_\_\_\_

\_\_\_\_\_

How did you use PATHOS: \_\_\_\_\_

\_\_\_\_\_

How did you use LOGOS: \_\_\_\_\_

\_\_\_\_\_