



The
**EVERTON
COLLECTION**
Schools & Learning

Literacy – Persuasive Texts

Key Stage 2





Overview

This resource has been created to support Key Stage 2 pupils studying persuasive texts. Pupils explore the features of persuasive texts using examples of football kits advertising over the past 100 years. Pupils then use their research to create their own advertisement.

National Curriculum links

Literacy Strategy: Year 3 - Non-fiction Unit 3, Year 4 - Non-fiction Unit 4, Year 5 Non-fiction Unit 3, Year 6 - Revision Unit 2

English: Group discussion and interaction, understanding texts, non-fiction & non-literary texts, composition, planning and drafting

Cross-curricular links: Design and technology

Learning Objectives

- To identify key language features in persuasive texts
- To use evidence from a range of information texts to support their opinion
- To create a piece of persuasive text
- To use speaking and listening skills to take part in group discussion

Introduction

The aim of this resource is to try and persuade someone to buy a football kit. Introduce to the class that they will be looking at football kit advertisements from the past and present to try and answer the following questions.

1. Why do the adverts make you want to buy and football kit?
2. What do the adverts have in common?
3. What types of words, phrases and pictures do they use?

After pupils have answered these questions they will create their own football kit poster.



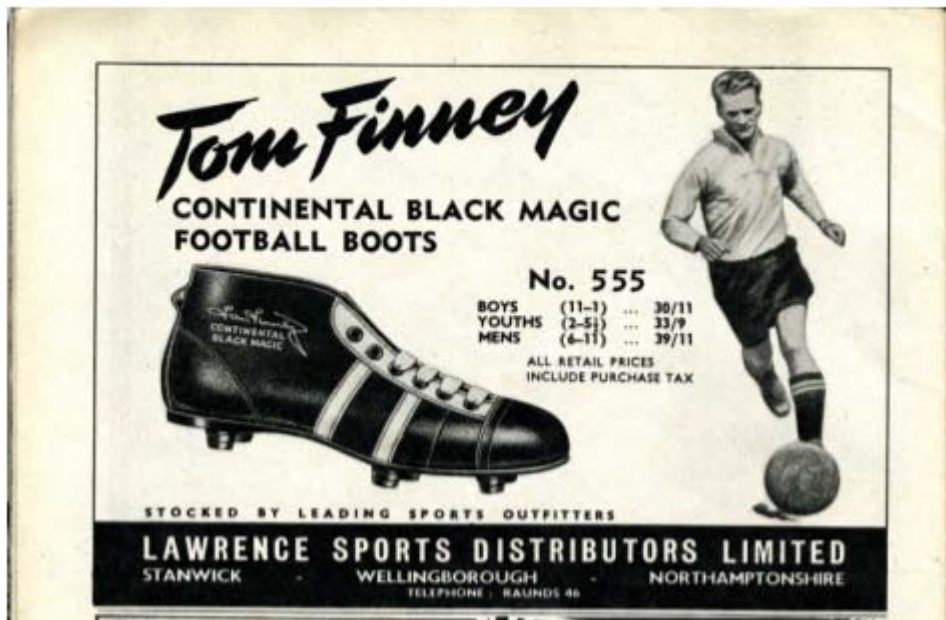
Activity 1

Ask pupils to look at the football kit advertisement on the worksheet below and think about.

1. Who is wearing or using the kit?
2. Why do you think this matters?

Activity 1 - Worksheet

This advert was printed in a magazine in 1957.



These football boots are being advertised by a football player called Tom Finney. Tom Finney was a very successful and talented football player. He played for Preston North End and England. He was very popular in the 1940s and 1950s.

Questions

Who is advertising the football kit?

Why do you think this matters?

Activity 2

Visit the websites below to see more examples of football kits being advertised by famous players.

Nike

http://www.nike.com/nikeos/p/nikefootball/en_GB/index.html

Reebok

http://www.reebok.com/GB/#/sport/football/?/The_Valde/

Adidas

http://www.adidas.com/campaigns/footballss09/content/?adidas_cc=uk#/home

Ask your class these questions:

1. Which famous players or teams are advertising the football kits?
2. How are these adverts the same as the Tom Finney advert? How are they different?



Activity 2 – Worksheet

I think that adverts use famous football players because...



Activity 3

Words and phrases

Introduce to the class the idea that adverts try and persuade people that by buying a particular football kit they will become more successful and better football players.

Ask pupils to complete the worksheet below.

Activity 3 - Worksheet

Look at these adverts carefully and draw a circle around any words or phrases that you think might persuade you to buy the kit.



Advertisement for Umbro football kit in 1957



JOHNNY DIXON, ASTON VILLA CAPTAIN, BEING CHAIRED BY HIS TEAM IN THEIR BUKTA OUTFITS AFTER BEING PRESENTED WITH THE CUP BY H.M. THE QUEEN.

**Like
the
winning
teams**

Bukta
OUTFITS

are

Consistently Good

Ask your local outfitter for Ten Colour Catalogue of "1961" Colour Combinations Inc. Continental Styles.

Bukta football kit
advertisement, 1950s

YOU win with UWIN

Continental Style
Football Clothing

JERSEYS
from 10/6 each

SHORTS
from 11/- each

STOCKINGS
from 8/6 per pair

Other styles available

Unwin Football Kit advert, 1950s

JOHNNY HAYNES (FULHAM
& ENGLAND)
FOOTBALL BOOT



Buy a pair of the new
Johnny Haynes football
boots and see for yourself
the extra comfort and
ball control that these
light weight models
embody.

AVAILABLE AT YOUR LOCAL
SPORTS SHOP OR WRITE
DIRECT TO THE MANUFACTURERS

W. BOTTERILL & SONS LTD.
BOZEAT · NORTHAMPTONSHIRE · ENGLAND
TELEPHONE: BOZEAT 200.

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Here is another example of a famous player advertising a pair of football boots. Remember that one of the most important things about football boots is that they are comfortable to wear.

Draw a circle around the words and phrases on this advert that might persuade you to buy these boots.



Activity 4

What's in a name?

Introduce to the class the idea that catchy names help to grab people's attention on adverts and posters.

Distribute these examples to the class and discuss them. There are also a number of current football boots that your class could investigate online, for example:

1. Nike – Mercurial Vapour
2. Reebok – Sprint Fit Lite Pro
3. Adidas – Predator



The lightweight Reebok Giggs Pro Boot as worn with totally devastating effect by Ryan Giggs.

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Activity 4 – Worksheet

Can you think of a name for this pair of football boots?



Buy a pair of...



Activity 5

Pupils should discuss and list the persuasive techniques they have discovered.

Try and encourage the class to discuss the following four techniques:

1. Use a famous and successful football player to promote your football kit.
2. Use words and phrases about winning and success
3. Use words and phrases that describe what the football kit is like to wear, e.g. how comfortable it is.
4. Give your kit a catchy name.

Activity 6

As a final activity pupils can design their own football kit advertisement using images downloaded and printed from the Everton Collection website or from other websites. Encourage pupils to use relevant words and phrases and to give their kit a name.



Contact us

If you have any comments about our resources please contact the Learning Officer

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