

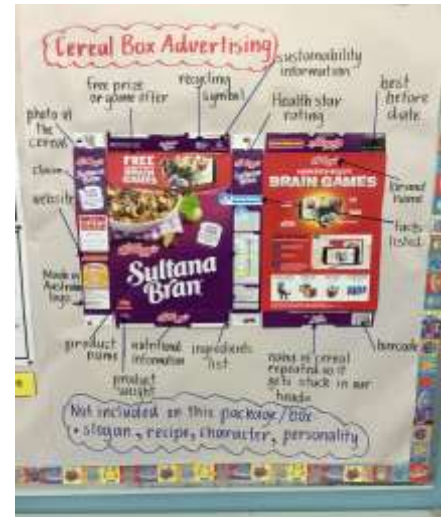
YEAR 4 TERM 4 ENGLISH: EXAMINING PERSUASION IN PRODUCT PACKAGING



In English, this term, Year 4 are continuing to examine advertising. We are specifically looking at how advertisers package cereal and what is printed on the boxes. We have been using lots of real life boxes that we have brought in

from home. Discussions have been around:

- Brands, product names, product weight
- Slogans, logos, symbols (Australian made, recycling)
- Ingredients listed, nutritional information listed
- Claims made, facts listed
- Barcodes, best before dates
- Health star rating, recipes listed
- Free prizes or game offers
- Characters or personalities featured



Here are some photos of students in 4Mil and 4Nos looking at boxes in pairs.

