



# CANBERRA HIGH SCHOOL - Learning overview for Term 1 2021

**Subject: English**

**Year: 8**

Week	Topic	Content/Activity/Tasks
1	Advertising	Introduction to Advertising & Marketing <ul style="list-style-type: none"><li>- Persuasion</li><li>- Common advertising techniques</li></ul>
2		<ul style="list-style-type: none"><li>- Audience and target market</li><li>- Purpose and aims of ads</li><li>- Psychology of advertising</li><li>- Analysis of a variety of examples of print ads / television ads</li><li>- Creating short sales pitches (group work)</li></ul>
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4		
5		
6		
7		Working on assessment tasks
8		<b>Assessments – Creative advertising task and Oral presentation</b>
9		

\*For specific due dates for assignments please refer to unit outlines from individual classroom teachers