

**English:** Following on from our work this week on persuasive letters, today we are going to focus on adverts and how they are used to persuade us.

**Objective:** To create a persuasive advert that campaigns and raises awareness that reindeers need treats just as much as Santa.

Please watch the following advert:

Christmas Advert

Use the Vipers questions to get a good understanding of what the advert is about.

Text Types

## Persuasive Adverts

The name of the product.


A statement saying what the item is and what it is used for. Give a LOT of detail.

A catchy slogan; use alliteration, rhyming words and word play to make it memorable and fun!

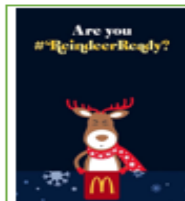
Exaggerate all the positive points of your product using words such as 'best', 'cheapest' and 'most'.

Ask the reader questions that will make them think they would need the product and change their life e.g. Have you ever needed relief from the scorching sun?

Say why the reader should buy the product.



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### VIPERS Questions

#### McDonald's Christmas Adverts 2018

#### #ReindeerReady

Watch the 90 second version of the McDonald's Christmas advert 2018

Pause at the opening shot.

I – What time of year is this story set? How do you know?  
(Christmas decorations)

Pause after 10 seconds

I – What night is it? (Christmas Eve)  
R – What is Santa eating? (Mince Pies)  
R – What do the reindeer want? (food)  
IE – How does the film maker show how the reindeer is feeling? What two feelings have we seen up to now? (Hope and sadness)

Pause after 18 seconds

V – What are the reindeer pulling? (Sleigh) Can you spell it? Do you know any other words which are spelled with an 'ei' together?

I – How do we know the reindeer are working hard? (Panting)

E – Is Santa working hard? Explain why the film maker might want to show that Santa is having an easier time of it. (Seems like the reindeer are working even harder than they are.)

Pause after 56 seconds when Santa says, "I am tired too you know!"

P – Predict what you think the reindeer would say to him if they could.

I – How do we know that the reindeer are tired? (Body language)

Pause the film at 1 min 2 seconds

P – What will Santa do next?  
(Buy the reindeer McDonalds)  
R – What do McDonald's call carrots?  
(reindeer treats)



## 1 Star Task:

Watch the video for the Christmas Advert.

Design a poster/advert to encourage home owners and children to leave healthy treats for reindeers at Christmas.

It is important for children and parents to be aware that reindeers have a long way to fly on Christmas eve and need the energy to keep them going.

What persuasive words could you use?



2\*/3\* Task:

Watch the video for the Christmas Advert.

Design a poster/advert to encourage home owners and children to leave healthy treats for reindeers at Christmas.

Research facts about Reindeers. Think about what they eat and how much sleep they need etc.

Include rhetorical questions such as:  
How would you like to be hungry when you have such an important job on Christmas Eve?

Think about your use of persuasive language too.

Include at least 3 facts as to why it's important to give reindeer's snacks at Christmas.

Use this paper to design your reindeer advert.



## Maths:

Objective: To use your knowledge of the formal methods of multiplying and dividing to solve word problems.

# Christmas Multiplication and Division Challenge Cards

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1\* - See next slide for the Christmas division and multiplication word problems.

2\*/3\* - The children will be need to think carefully about using the column method to multiply or bus stop method to divide in order to help them solve their word problems.

Use the RUCSAC method to help you solve your word problems

$$\begin{array}{r} 112 \\ \times \quad 6 \\ \hline 672 \\ \hline \end{array}$$

$$186 \div 6 =$$

0	3	1
6	1	8
	6	

no groups of 6 can be made

3 × 6 = 18

1 × 6 = 6

This week you have used the column method of multiplication and the bus stop method for division to help you solve multiplication and division sums.


Use this knowledge you have learnt to help you solve your Christmas word problems today.

# 1\* STAR TASK!

Using the RUCSAC method of:  
Read, Understand, Choose, Solve, Answer and check,  
Have a go at solving these word problems.  
Remember to show your working out and use  
The methods of multiplication and  
Division that you have learnt to help you solve the  
problems.

Christmas Multiplication and Division


1. There are 120 presents that need wrapping. If 3 elves are wrapping, How many presents do they each wrap?



The illustration shows a male elf with a beard, wearing a red tunic, green and white striped leggings, and a green pointed hat with a red pom-pom. He is carrying two wrapped presents, one in each hand. The entire scene is framed by a blue border with white snowflake patterns.

Christmas Multiplication and Division


2. There are 80 robot toys to be packed in 8 boxes. How many robots will there be in each box?



The illustration shows a grey and black humanoid robot with a large head, a yellow light on its forehead, and blue eyes. It has a boxy, mechanical appearance. The entire scene is framed by a blue border with white snowflake patterns.

Christmas Multiplication and Division

3. Reindeer dust weighs 15 grams per sack. How much does 15 sacks weigh?



The illustration shows Santa Claus sitting in a red sleigh, holding the reins of three reindeer. The sleigh is filled with wrapped presents and a sack. The reindeer are pulling the sleigh across a snowy landscape. The entire scene is framed by a blue border with white snowflake patterns.

## 2\*/3\* STAR TASK!

Using the RUCSAC method of:  
Read, Understand, Choose, Solve, Answer and check,  
Have a go at solving these word problems.  
Remember to use the formal methods of  
multiplication and division to help you solve  
the problems. Have a go at doing as many as you like.

### Christmas Multiplication and Division

1. There are 1200 presents that Santa needs wrapping. If 30 elves are wrapping, how many presents do they each wrap?



### Christmas Multiplication and Division

2. There are 1160 robot toys to be packed in 8 boxes. How many robots will there be in each box?



### Christmas Multiplication and Division

3. One sack of reindeer dust weighs 475g. How much will eight sacks weigh?



## 2/3 STAR TASK!

### Christmas Multiplication and Division

4. Christmas tree decorations are sold in packs of five. If there are 60 decorations altogether, how many packets will that be?



### Christmas Multiplication and Division

5. Jem the elf has been given the task of putting magic pens in packs of eight. If there are 720 pens, how many packets will she need?



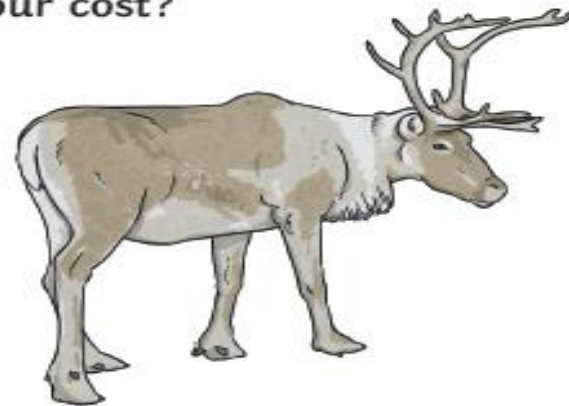
### Christmas Multiplication and Division

6. Santa has travelled 1467 miles in three hours. How many miles did he travel in one hour?



### Christmas Multiplication and Division

7. Rudolph statues are £25.30 each. How much would four cost?



Christmas Multiplication and Division

8. There are four giant mince pies in a pack. How many mince pies would there be in 296 packs?



Christmas Multiplication and Division

9. Bobby orders a huge illuminated Santa for the front of his house. It costs £1128. He pays one third as a deposit. How much is the deposit?



Christmas Multiplication and Division

10. Symmon, Chi and Kee make some snowballs for a snowball fight. They make 195. If they throw equal amounts of the snowballs, how many do they each throw?



Christmas Multiplication and Division

11. Amelia cannot wait for Christmas! It is four weeks until Christmas Day! How many days is this?



December

Mon	Tue	Wed	Thur	Fri	Sat	Sun
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	



Christmas Multiplication and Division

12. Four identical Christmas puddings weigh 340g. How much does one pudding weigh?



Christmas Multiplication and Division

13. Snowmen scarves are sold at £12.22. How much would six scarves cost?



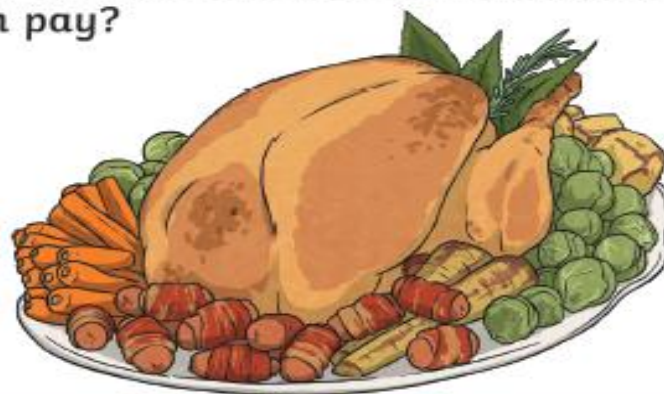
Christmas Multiplication and Division

14. Four children have 14 presents each in their Christmas stockings. How many presents are there altogether?



Christmas Multiplication and Division

15. The 12 Lords a Leaping went out for dinner. Their bill came to £804! How much did they each pay?



Christmas Multiplication and Division

16. Six naughty pixies have found 162 bottles of Giggle Juice. They share the bottles equally between them. How many bottles did they each have?



Christmas Multiplication and Division

17. Each tray of Santa chocolates has eight chocolates. How many chocolates would there be in 167 trays?



Christmas Multiplication and Division

18. Boxes of tinsel are sold in mixed colours. If there are 492 strings of tinsel, and four different colours, how many strings of each colour will there be?



Christmas Multiplication and Division

19. The entrance cost to the Christmas Bonanza party is £7. If 278 people go to the party, how much money is made in entrance fees?



Christmas Multiplication and Division

20. Elf hats are in sets of eight. If there are 128 hats altogether, how many sets will there be?



## Christmas Multiplication and Division Challenge Cards Answers

- |                   |                 |
|-------------------|-----------------|
| 1. 40             | 11. 28 days     |
| 2. 145            | 12. 85g         |
| 3. 3.8kg or 3800g | 13. £73.32      |
| 4. 12             | 14. 56 presents |
| 5. 90             | 15. £67         |
| 6. 489 miles      | 16. 27          |
| 7. £101.20        | 17. 1336        |
| 8. 1184           | 18. 123         |
| 9. £376           | 19. £1946       |
| 10. 65            | 20. 16          |

Here is the answer sheet for the 2\*/3\* so you can check your children's answers. Please award yourselves 10 House Points for every word problem they have got right as these questions were really tricky.

☺ Well done 4NJ!

## Reading Task:

1\* Task: Read the information focusing on Christmas traditions and answer the following questions.

# Fascinating Christmas Facts

We often think we know a lot about Christmas but do we really? Read on to learn some fun facts about some Christmas traditions.

## The Queen's Speech

The Queen's Speech, also known as the Royal Christmas Message, is an important part of Christmas Day for many people.

The message is read by the King or Queen of the United Kingdom on Christmas Day. It looks back over the past year, and includes a personal message from the King or Queen.

Queen Elizabeth II has read the Royal Christmas Message since she was crowned in 1953.

In 1932, King George V read the first King's Speech on the BBC radio. It was thought to be a good way for the world to hear the King.

His son, George VI (The Queen's father) continued reading the Royal Christmas Message when he became King and by 1957 it was on television as well as being on the radio.



## Christmas Number Ones

The very first pop music single to be at number one on Christmas Day was Al Martino's song 'Here in My Heart' in 1952.

The Beatles reached Christmas number one three years in a row during the 1960s, and St. Winifred's School Choir got to number one singing 'There's No One Quite Like Grandma' in 1980.

Cliff Richard has had four number ones on Christmas Day. In 1962, he was beaten by Elvis Presley and his song 'Return to Sender'.

In 2015, the Lewisham and Greenwich NHS choir sang 'A Bridge Over You' which stopped Justin Bieber from being number one with 'Love Yourself'. Bieber tweeted, "Just heard the news. Amazing. That is what Christmas is all about! Very cool!"

Bing Crosby's 'White Christmas' is the highest-earning Christmas song of all time. Written by Irving Berlin, it has sold more than 100 million copies since Bing Crosby sang it in 1942.



Please answer the following questions on the next slide.

# Questions

1. When is The Queen's Speech read? Tick one.

- Christmas Eve  
 Christmas Day  
 Boxing Day

2. When did Queen Elizabeth II start to read The Queen's Speech? Tick one.

- 1953  
 1952  
 1935

3. Why did King George V agree to read The King's Speech?

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4. What happened to the Royal Christmas Message in 1957? Tick one.

- The speech was just on the television.  
 The speech was on both the television and the radio.  
 No one read the speech that year.

5. Match up the sentences.

In 1980,	Elvis Presley was at number one for Christmas.
In 1952,	St. Winifred's School Choir were at number one for Christmas.
In 1962,	Al Martino was at number one for Christmas.

6. Find and copy one word which means someone got there first.

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# Questions

7. How many Christmas number ones has Cliff Richard had? Tick one.

- 2  
 3  
 4

8. Who did not reach Christmas number one in 2015 with their song 'Love Yourself'? Tick one.

- Bing Crosby  
 The Beatles  
 Justin Bieber

# Reading Task:

2\*/3\* Task: Read the information focusing on Christmas traditions and answer the following questions

## Fascinating Christmas Facts

We often think we know a lot about Christmas but how much do we actually know? Read on to learn some interesting facts about Christmas traditions.

### The Royal Christmas Message

The Royal Christmas Message, which is also known as The Queen's Speech, is a familiar part of Christmas Day for many people.

In 1922, King George V was asked if he would broadcast a Christmas message on the BBC's new radio service. The King refused, as he felt the radio was just for entertainment. However, in 1932, the King was asked again, and this time his wife Queen Mary, and the Prime Minister, Ramsey MacDonald, encouraged the King, saying it was a good way to be heard by people all over the world.



**Did You Know?**  
The Royal Message delivered in 1932 was written by author Rudyard Kipling, who wrote *The Jungle Book*.

His son, George VI (The Queen's father), continued reading the Royal Christmas Message when he became King and by 1957, it was broadcast on television as well on the radio.

The message looks back over the past year and includes a personal comment from the King or Queen at the time.

Queen Elizabeth II has read the Royal Christmas Message since she was crowned in 1953.

### Christmas Number Ones

The singles pop music charts have been around since 1952, with Al Martino getting to number one with his song 'Here in My Heart' in that year.

The Beatles achieved Christmas number one three years in a row during the 1960s and St. Winifred's School Choir got to number one singing about their grandma in 1980!

Cliff Richard has had four number ones on Christmas Day but in 1962, he was overtaken by Elvis Presley's popular song 'Return to Sender'.

'X Factor' winners were often number one for Christmas but in recent years, charity choirs have been successful.



## Fascinating Christmas Facts

In 2015, the Lewisham and Greenwich NHS choir sang 'A Bridge Over You' which kept Justin Bieber from being number one. Bieber tweeted, "Just heard the news. Amazing. That is what Christmas is all about! Very cool!"

### Did You Know?

Only six Christmas number ones actually have the word 'Christmas' in the title. This doesn't include Slade's song, 'Merry Xmas Everybody' from 1973.

### White Christmas

Bing Crosby's 'White Christmas' is the highest-earning Christmas song of all time. Written by Irving Berlin, it has sold more than 100 million copies worldwide since Bing Crosby sang it in 1942.



## Questions

1. When was King George V first asked to read the Royal Christmas Message? Tick one.

1932

1902

1922

2. Why did the king initially refuse to read the message?

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3. Find and copy one word which means to persuade someone to do something.

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4. What does the King or Queen say in their Royal Christmas Message?

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5. Who wrote the 1932 Royal Christmas Message? Tick one.

King George V

The Queen

Rudyard Kipling

6. Who has read the Royal Christmas Message since 1953?

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7. Tick true or false for the following statements.

	True	False
The Beatles had four Christmas number ones in a row.		
Al Martino reached number one with 'Here in My Heart'.		
Elvis Presley had a Christmas number one in 1962.		
St. Winifred's School Choir sang about their grandad.		

## Questions

8. Who sang 'A Bridge Over You'?

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9. What do you understand by the word popular?

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10. Write two facts from the text which interest you the most.

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# Christmas Craft



4NJ as a massive thank you from me for being absolute superstars all week, I would like to set you a craft challenge to do at home whenever you have chance as I know we are also doing a craft lesson online this afternoon.



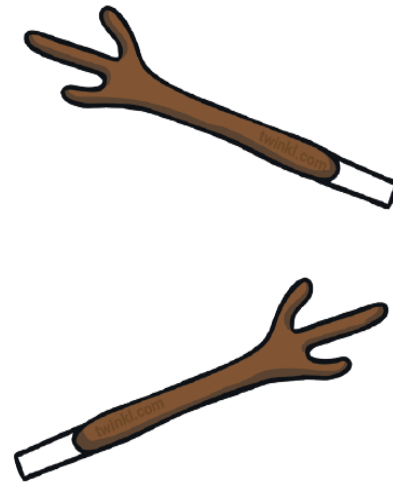
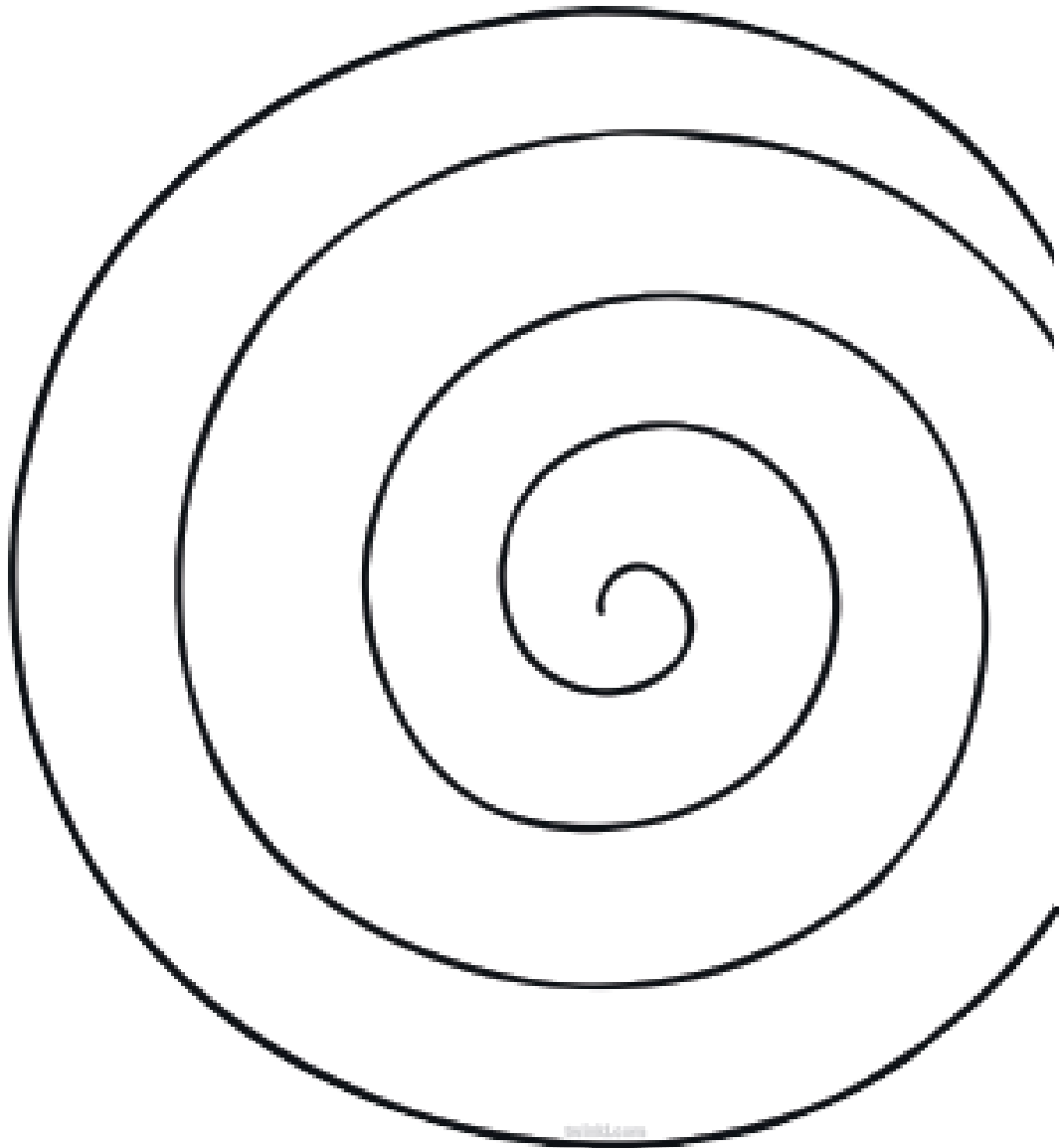
I would like you to have a go at making a spiral paper snowman. The template for making this is on the following slide.

To make your snowman stronger, stick the template to card and then have a go at cutting it out and attaching some string once you have assembled it.

You will need: glue, card, scissors and string.

Enjoy. 😊







Your finished decoration should look like this.