

YEAR 8 KNOWLEDGE ORGANISER - SPRING 1

ENTERPRISE

KEY TERMINOLOGY

1	Roleplay			Acting, portraying a character, being somebody other than yourself. Playing a role.
2	Pitch			An often high-pressured talk or presentation intended to sell or win approval for something. E.g: <i>a sales pitch for a new product</i>
3	Teacher in Role			This is when your teacher takes on the role of someone else, usually so they can give you information as part of a scene or so you may question them to gather more information about a certain situation.
4	USP			Unique Selling Point - what makes a product stand out from similar products.
5	Slogan			A short catchy phrase, used in advertising, to help you remember a product. E.g.: Taste the Rainbow.
6	Jingle			Similar to a slogan except it is set to music. An example is the Haribo jingle - Kids and adults love it so, the happy world of Haribo.
7	Blocking			Rehearsing a scene and developing the actors' movements and where they stand in relation to one another. This can be for dramatic effect and/or simply to ensure the audience can see them clearly.
8	Voice Over			Adding a spoken commentary for the audience, usually about the action onstage. In theatre this would be called narration but in film and TV it is generally known as a voice over. We do not see the person speaking.
9	Character			The part that you are playing. This can also be referred to as role.
10	Dress Rehearsal			A final run through of a scene or play as per performance.

LANGUAGE OF THE ROLE

VOCAL SKILLS	PHYSICAL SKILLS
Accent, pitch, pace, volume, emphasis, pause, tone.	Body language, posture, movement, proxemics, levels, touch, facial expression, eye contact, gesture, gait.

EXTEND YOUR LEARNING

Why not take a look at some of the links below and find out more about making a pitch and advertising.

Top 50 UK TV Adverts	Fifty of the best British TV adverts which you can look at for inspiration.
Shark Tank	Jack is just ten years old and appeared on the American version of 'Dragon's Den' with a great pitch!
Cadbury's	Visit one of the best chocolate companies in the world. Explore their site and get some ideas!

THE KEY FEATURES OF AN ADVERT

- **Name** - share the name of the item you are advertising.
- **Statement** - what is your product and what does it do?
- **Persuasive language** - use positive language that will appeal to the customer. For example, **healthy, life changing, exclusive, look no further, one of a kind.**
- **Catchy slogan** - a phrase that represents the product and makes people remember it - using alliteration, humour or rhyming can help. For example, **because you're the best.**
- **Hyperbole** - exaggerate all the positive points about the product. For example, **the world's greatest!**
- **Rhetorical questions** - ask the viewer questions that may not have obvious answers to make them think they need the product. For example, **have you ever needed...**
- **Customer review** - have a customer give a positive review on the product. For example, **It's the best I've ever tasted! (Jack, 15, from Lincoln).**
- **Special offer** - try to entice the customer even more with a special offer. For example, **buy one, get one free.**
- **Reference point** - show someone that customers will respect supporting your product. For example, **a famous footballer using a certain brand of boots.**