

**LESSON 5****Advert for an Amulet****Drama: Group Presentation**

Introduce the idea of a Roman amulet. These were worn by Romans to ward off evil spirits, or to imbue the wearer with the associated powers of the gods. In Roman society, pendants were worn, but often boxes were used too. Gem stones, linked to the planets, played an important role.



The children will work in small groups, designing their own amulet which will protect the wearer against bad omens. The group will think of:

1. A name
2. A gem stone for their amulet
3. An associated Roman god
4. A slogan
5. A catchy jingle

In their groups the children will rehearse an advert for their amulet. In addition, pupils could use an iPad app e.g. Puppet Pals to create a digital version.

## Writing: Advert

Focus: jingle (poem), persuasive language

Teacher will need to model this for the pupils e.g.:

Advert transcript-

*Are you fed up of being plagued by yet another omen? Are you sick and tired of suffering from nightmares, night after night? Then you need: JUPIT-GUARD: Rome's best-selling amulet. Made with the purest tin and cornelian, it works EVERY time, guaranteed! Wear it at bedtime and you CAN look forward to a peaceful night's rest. Don't waste any time and snap up your JUPIT-GUARD today- 2 for 1 special offer: not to be missed!*

*Jingle:*

*Jupit-guard, jupit-guard, it's really, really in.  
Crafted with Rome's best cornelian and tin*

Planet	Saturn	Jupiter	Mars	Moon	Venus	Mercury	Sun
Metal	 <a href="#">Lead</a>	 <a href="#">Tin</a>	 <a href="#">Iron</a>	 <a href="#">Silver</a>	 <a href="#">Copper</a>	 <a href="#">Cinnabar</a>	 <a href="#">Gold</a>
Gemstone	 <a href="#">Turquoise</a>	 <a href="#">Cornelian</a>	 <a href="#">Emerald</a>	 <a href="#">Rock crystal</a>	 <a href="#">Amethyst</a>	 <a href="#">Lodestone</a>	 <a href="#">Diamond</a>

### **Jingle Checklist:**

Here are some techniques that many advertisers use when creating jingles.

- How many of these can you try?
- Listen to a jingle created by someone in your class. Which ones have they used?
- Which techniques are the most effective? Why?

<b>Technique</b>		<b>Reason used</b>
1	Sums up what the brand stands for	Makes the brand's benefits and specialities clear
2	Brief	Simple, clear
3	Rhymes	Sticks in the mind of the consumer
4	Mentions the brand's name	Sticks in the mind of the consumer
5	Alliteration	Sticks in the mind of the consumer
6	Second person you/we/us	The consumer feels he/she is being spoken to personally and taken care of
7	Use of 'every' / 'always'	Indicates the company's unswerving commitment
8	Present tense	Sense of universality, timelessness
9	Imperatives	Assertive commands designed to sweep the consumer along
10	Frequent use of capitals	For emphasis
11	Humour	Consumers are entertained, so tend to be well disposed towards the brand
12	Use of puns/word play	Gives a second layer of meaning to impress the consumer with its smartness and novelty