

Fact and opinion

Explanation

Advertisements are an example of **persuasive writing**. Persuasive writing **tries to convince** us to believe it. It is important to **recognise** persuasive writing and be aware of the **writer's motives** and **purpose**. Read critically; think about the claims made. Are they facts or opinions? **Facts** are definitely true and can be proved; **opinions** are what *some* people might say but are not definitely true – they cannot be proved.

Adverts make **appealing claims**, but there might be some **things they don't tell us**.

- 2** Read advertisement **A** on page 26. Tick the box to show whether each of these statements is a **fact** or an **opinion**.

	Fact	Opinion
Splash! is a new fizzy drink	<input type="checkbox"/>	<input type="checkbox"/>
Splash! is delicious	<input type="checkbox"/>	<input type="checkbox"/>
Splash! is refreshing	<input type="checkbox"/>	<input type="checkbox"/>
Splash! comes in five flavours	<input type="checkbox"/>	<input type="checkbox"/>

- 3** Read advertisement **C**. Write down **two facts** about Noah Animal Hospital and **one opinion**.

Fact _____

Fact _____

Opinion _____

- 4** a Read advertisement **B**. Write down **two appealing claims** made about Phone Fun.

- b Read advertisement **D**. Write down **two** things that the advertiser might **not** have told us.

Did you know?

The first printed advertisements appeared in the weekly newspapers produced during the seventeenth century. Before the time of newspapers, advertising was done by street criers who went round the streets calling people's attention to items for sale.