

**Activity 15.**

**Activity/topic:** Posters.

**Key Stage:** Three.

**Subject:** English.

**Year:** 7-8

**Aims and objectives:** To develop the ability to interpret non-literary texts and investigate how language works as well and to discuss and justify conclusions. To develop and reinforce an understanding of the ways in which meaning and information are conveyed in a range of texts. To develop the ability to select and synthesise a range of information from a variety of sources.

**Links to the National Curriculum for English:** EN2 Reading. 1a. to extract meaning beyond the literal, explaining how the choice of language and style affects implied and explicit meanings 1d. to identify the perspectives offered on individuals, community and society 1e. to consider how meanings are changed when texts are adapted to different media 1g. how language is used in imaginative, original and diverse ways 1k. to compare texts, looking at style, theme and language, and identifying connections and contrasts. 4a. select, compare and synthesise information from different texts 4b. evaluate how information is presented 4c. sift the relevant from the irrelevant, and distinguish between fact and opinion, bias and objectivity 4d. identify the characteristic features, at word, sentence and text level, of different types of texts. EN1 Speaking and Listening: To speak fluently and appropriately in different contexts, adapting their talk for a range of purposes and audiences. 1a. structure their talk clearly, using markers so that their listeners can follow the line of thought 1e. vary word choices, including technical vocabulary, and sentence structure for different audiences 1f. use spoken standard English fluently in different contexts 1g. evaluate the effectiveness of their speech and consider how to adapt it to a range of situations. 2. To listen, understand and respond critically to others, pupils should be taught to: 2e. recognise when a speaker is being ambiguous or deliberately vague, glosses over points, uses and abuses evidence and makes unsubstantiated statements

**Possible cross curricula links:** History: 4a identify select and use a range of appropriate sources of information including oral accounts, documents, printed sources, pictures and ICT-based equipment as a basis for independent historical enquiry 4b evaluate the sources used, select and record information relevant to the enquiry and reach conclusions. ICT: 3b. to use a range of ICT tools efficiently to draft, bring together and refine information and create good-quality presentations in a form that is sensitive to the needs of particular audiences and suits the information content 4a. reflect critically on their own and others' uses of ICT to help them develop and improve their ideas and the quality of their work 4c. discuss how they might use ICT in future work and how they would judge its effectiveness, using relevant technical terms

**Activity:** Note: The original copies of the plans used for this activity are held at the British Waterways Archive. One black and white reward poster from the Louth Navigation Canal dated 7 November 1895, and the Crinan Canal dated 30 June 1887.

**Louth Navigation poster and Crinan Canal Poster.**

How many different fonts and font sizes can you identify?

What stylistic features, if any, have been incorporated into the design of the posters?

What are the main points the poster is trying to convey?

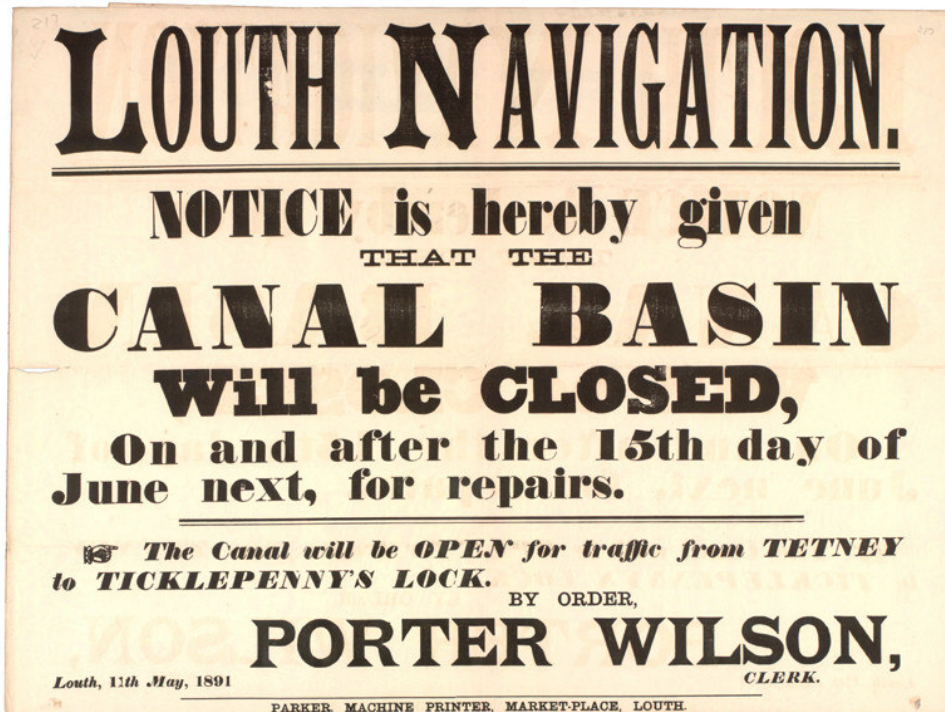
What audience are the posters aimed at?

Do you think that the posters are effective? Why?

Design a poster to convey the same information as one of the posters in an appropriate way for the early 21<sup>st</sup> century. When you have finished write down the reasons to justify your design.

Follow up/extension activity: Examine how posters and advertising have developed over time. What do the changes in style tell us about the change in expectations of the audience?

Resources required:



Notices issued by the Commissioners of the Louth Navigation, 1878-1895, catalogue ref. BW49/1

Resources required (continued):

# CRINAN CANAL

## NOTICE

**C**HILDREN and Others are hereby Prohibited from Running along the Canal Banks after the Passenger Steamer; and Passengers are requested not to encourage them by throwing Money on to the bank.

Children are further warned not to throw Flowers into the Boat.

## SALE OF MILK.

**T**HE SALE OF MILK on the Property of the Canal Commissioners is only permitted on the understanding that no annoyance is caused to Passengers.

Any person who, by urging to purchase, or otherwise, inconveniences or annoys any Passenger will be prohibited from selling, and, if necessary, dealt with according to law.

Passengers are requested to report any such case to the Purser, and also to point out the delinquent to the nearest Lock-keeper or Canal Official.

L. JOHN GROVES,  
SUPERINTENDENT.

Crinan Canal Office,  
Ardrishaig, 30th June, 1887.

DUNCAN CAMPBELL & SON, PRINTERS, GLASGOW.

Notice issued by Crinan Canal Office, 30 June 1887, catalogue ref. BW47/2/1

*British Waterways Archive - e.learning Educational Resource.*

**Differentiation:** Less able children could be given the poster activity aimed at Key Stage Two (activity 3); more able can be given a contemporary poster, and asked to compare the effectiveness of each as an extension activity.

**Assessment:** By outcome.