

## ACTIVITY 6.1 WEEKEND ON MARS

From the Chapter Six of the Mission Mars Diary

[marsdiary.org/activities/weekend-on-mars](http://marsdiary.org/activities/weekend-on-mars)

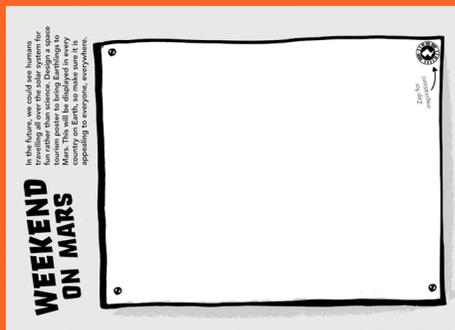
## LEARNING LEVEL

KS2, P5-7, Y4-6

## CURRICULUM LINKS & DIFFERENTIATION IDEAS

View detailed curriculum links for England, Scotland, Northern Ireland and Wales in the Teacher Toolkit, plus differentiation ideas for your region and year level.

[marsdiary.org/resources/#teacher-toolkit](http://marsdiary.org/resources/#teacher-toolkit)



## Resources Required

- Smartphone or device for Zap code (optional – see Useful Links)
- Drawing and art materials
- It might also be beneficial to have examples of persuasive adverts available (printed holiday brochures, newspaper adverts)
- Images of Mars for inspiration

## Background to this Activity

Space tourism is fast becoming a reality, with both Virgin Galactic and SpaceX planning their first space tourism trips in 2018. Virgin Galactic is planning to take six space tourists out of Earth's atmosphere and into outer space, while SpaceX will carry two space tourists on a circuit around the moon and back to Earth, which is the furthest a human has travelled from Earth in 40 years.

A number of space tourists have already been to the ISS, however spots for this are limited because the ISS can only house ten astronauts at a time. It is also very expensive for humans to travel to space, so at the moment, only the very wealthy can afford to be space tourists.

## Running the Activity

Divide the class into pairs or small groups. Provide each group with a selection of adverts and allow time for groups to discuss these in order to identify the key features (slogans, exaggeration, effective adjectives/ superlatives, focus on positive, imperative verbs).

Ensure that children understand that the entire purpose of adverts is to sell, to persuade viewers to purchase the product.

Introduce the task to design an advert to sell holidays on Mars. Allow children a short time to discuss their initial ideas with their partners/groups.

At this point, you might want to provide children with additional information regarding the current research into space tourism. Images of adverts are also available and could be used to scaffold children who require support.

Children should draft their advert by outlining their initial ideas – you might want to provide images and a range of paper choices that children can select from.

Prior to creating their final advert, children should work with a partner to peer assess their draft design. They should use the checklist of key features that the groups created at the start of the lesson and should suggest changes to improve their design.

Finished adverts could be displayed and children could provide additional feedback to decide which are the most persuasive across the class.

## Questions for the Class

- What is the purpose of an advert?
- Who will your audience be and how will you adapt your design to target this group?
- Which key features do you think are the most important to include in a persuasive advert?
- How might a persuasive advert vary from a different type of persuasive text?

## Additional Challenges / Extension Activities

*Challenge:*

- Children could use a computer program to create their persuasive advert in a print format
- Children could use a computer/video editing program to turn their advert into a TV advert
- Children could write a script to turn their print advert into a radio advert
- Children could be challenged to target different

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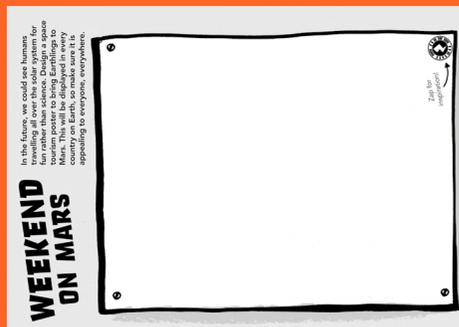
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audiences and to adapt their adverts accordingly

*Support:*

- Children could work with a partner to complete their draft and/or final design
- Children could be provided with images and lettering to include in their advert
- Children could be provided with models to use – Mars tourism adverts

### Ideas for Differentiation

*Lower:*

For support, children could work in a guided group to come up with the words and phrases to be included in their advert. They could then work independently to create their design to have the greatest impact on the audience.

For greater challenge, children could include additional information and should focus on vocabulary choices and the impact on the audience.

*Upper:*

For support, children could work in a guided group to come up with the words and phrases to be included in their advert. They could then work independently to create their design to have the greatest impact on the audience.

For greater challenge, groups of children could work together to produce a holiday brochure composed of a series adverts, each of which focuses on a different 'resort'.

### Useful Links

Zappar Content: Download or view the Zappar content for this activity on its webpage (URL to the left) or access it via the Zap.

For inspiration:

NASA's Mars Explorers Wanted poster series: <https://mars.nasa.gov/multimedia/resources/mars-posters-explorers-wanted/>

Fun space tourism posters by NASA: <https://www.jpl.nasa.gov/visions-of-the-future/>

**ZAP!** Students can independently access multimedia resources using the Zappar mobile/tablet app. See Zappar instructions at the link below and note that the mobile/tablet will need to be on a WIFI connection: [marsdiary.org/resources/#teacher-toolkit](https://marsdiary.org/resources/#teacher-toolkit)

If you don't have access to the internet in the classroom, all Zap code content is available to download on the activity's web page (see link to the left) as a PowerPoint presentation or as bundles of images.



Find more great space-themed STEM resources at <https://www.stem.org.uk/esero>