

LO: **Fact** or **opinion**

Which sentences are **fact** and which ones are **opinion**?

1. Liverpool are top of the Premier League.
2. Liverpool are one of the best teams in the world.
3. Jürgen Klopp is Liverpool's fourth European Cup-winning manager.
4. Liverpool are better than Tottenham.

How can you tell?

HINT:

Which answers would Mr Mussell and Mr Tromans agree on?

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FACT Liverpool are top of the Premier League.

OPINION Liverpool are one of the best teams in the world.

FACT Jürgen Klopp is Liverpool's fourth European Cup-winning manager.

OPINION Liverpool are better than Tottenham.

If two people could disagree on the answer, it is an **opinion**.

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Today, we are going to look at the definition for the terms 'fact' and 'opinion'.

We will look at some advertisements and identify fact and opinion, thinking about the balance of both.

LO: **Fact** or **opinion**

1. Devon Council is considering banning apostrophes from signs.
2. **Apostrophes are too confusing for people.**
3. Ball games spoil the park for wildlife and families.
4. **Cricket, tennis and football all involve using a ball.**
5. Burgers are a great treat for the whole family.
6. **Burgers contain a mixture of minced meat, spices and egg.**

LO: **Fact** or **opinion**

FACT Devon Council is considering banning apostrophes from signs.

OPINION **Apostrophes are too confusing for people.**

OPINION Ball games spoil the park for wildlife and families.

FACT **Cricket, tennis and football all involve using a ball.**

OPINION Burgers are a great treat for the whole family.

FACT **Burgers contain a mixture of minced meat, spices and egg.**

LO: Fact or opinion

FACTS

- Are true
- Can be proved or checked
- Are **not** linked to how people **feel**.

OPINIONS

- Cannot be proved
- Are linked to feelings
- Can be argued
- Can be **supported by facts**.

LO: Fact or opinion

These statements are from an advert for cooking a roast chicken:

1. This is a quick and easy roast chicken, flavoured with thyme.
2. You only need one pot because the vegetables are cooked with the chicken.
3. All Waitrose fresh chicken is British.
4. You're left with a tasty sauce.
5. It's simple and it's easy.
6. It's perfect for Mothers' Day.
7. You can save a third on Essential Waitrose whole British chickens.



Which statements are fact? Which are opinion?

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These statements are from an advert for cooking a roast chicken:

OPINION

This is a quick and easy roast chicken, flavoured with thyme.

FACT

You only need one pot because the vegetables are cooked with the chicken.

FACT

All Waitrose fresh chicken is British.

OPINION

You're left with a tasty sauce.

OPINION

It's simple and it's easy.

OPINION

It's perfect for Mothers' Day.

FACT

You can save a third on Essential Waitrose whole British chickens.



Which statements are fact? Which are opinion?

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Task: Investigate persuasion using fact and opinion.

Watch the Dettol advert: youtu.be/QjaQdOXPJHU

- Write the main messages out.
- Rank them in order of persuasiveness.
- Does it use mainly fact, opinion or both?

Extension:

1. Research another advert – e.g. Calgon, Fairy liquid, Moonpig, Waitrose, etc.
2. Do they use mainly fact or opinion, or a mix of both?

LO: **Fact** or **opinion**

Here are the main messages:

Kids love bath time.

Bacteria thrive in warm damp places.

Dettol Power + Pure Bathroom is the tough cleaner that you need.

It kills 99.9% of bacteria.

Dettol leaves your home healthier and happier.