

## Reading:

TV adverts are great at getting us to want things that we might never have even known existed before they popped up on our screen. While they are more prevalent than ever (don't forget, you are bombarded with adverts on websites and YouTube nowadays), they have been around for a while.

The first TV advert aired in 1941 in New York. It was for a company called the Bulova Watch Company and was seen by around 4,000 people. The first television advert in the UK was on September 22nd, 1955. It was for Gibbs SR Toothpaste.

Sponsored programs were also common during the 1950s. There were whole shows sponsored by one product. You can still see this today; many modern shows open with something like "Brought to you by.." followed by a product.

It took until 1952 for the first toy to be advertised on TV. Mr Potato Head was the hot toy of the year and sold over 2 million units. The first colour advert was also in the USA, in 1965. It wasn't until 1969 that the UK had adverts in colour.

- 1) When did the first TV advert in the UK air?
- 2) What was the first toy to be advertised on television?
- 3) Which of these words means "commonly occurring"?  
Around            prevalent            bombarded
- 4) Which word describes being shown something repeatedly?  
Around            prevalent            bombarded
- 5) Why might children's toys be advertised more during the day?

## Mental Maths and Fluency

Fill in the missing digits in this calculation.

$$\begin{array}{r} \boxed{5} \boxed{4} \boxed{\phantom{0}} \\ + \boxed{2} \boxed{\phantom{0}} \boxed{8} \\ \hline \boxed{\phantom{0}} \boxed{3} \boxed{1} \end{array}$$

## Spelling.

1. Change the nouns in these sentences into plurals

- A) The leaf fluttered on the branch
- B) We took the loaf off the shelf
- C) The furry bunny rode in the buggy

2. Add a suffix to the word in **bold** so that it matches the definition.

**Harm**\_\_\_ dangerous

**Child**\_\_\_ silly

**Near**\_\_ almost

**Cheer**\_\_\_ happy and upbeat

Pick a challenge to complete this week.

**History**

"Beowulf" is a Viking saga that tells the adventures of Beowulf and his defeat of a vile monster called Grendel. The poem is over 3000 lines long! What do you think Grendel might have looked like? Create a picture. You could paint, colour or even collage it.

**Music**

We have talked a lot this year about different musical genres when listening and appraising. Complete the "Identifying Music Genres" quiz set on Purple Mash. You could find some songs from each genre to listen to, to help you. Can you identify any of the instruments?



**Science**

Carry out a "sound survey". This could be in your home, while out and about, or on your journey to school. What sounds can you hear? Are they loud or quiet? Are they high or low? Record your findings and compare the different areas.

**Art**

Research Pop Art, an art movement made famous by the likes of Andy Warhol. Can you find out some information about it and then create your own picture in the style of Andy Warhol?



**RE**

You are learning about family life and festivals in different faiths. What traditions and festivals do you celebrate in your family? How do you celebrate them? How are they the same and how do they differ to the faith you are studying at school?

**PE**

The Ashes is about to start. It is a very famous cricket competition between England and Australia. Can you find out a bit about it? Why is it called the Ashes? You could also do some research into this year's teams, players and grounds.



Year 4's  
Home Learning

Homework due back on  
Wednesday 12th July