

Winter Wonder is a new indoor winter sports venue that is being planned. It will include a variety of inter sports, including ice skating, snow boarding and sledging, all of which will take place inside an indoor play space.

Winter Wonder is going to use a TV advert to promote the new venue. A script is required for the advert.

(a) Identify **three** pieces of information that will be included in the script.

[3 marks]

1.
2.
3.

(b) Other than the actors, identify **one** likely audience for the script.

[1 mark]

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(c) Explain the purpose of the script for the Winter Wonder TV advert.

[2 marks]

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(d) Identify **two** types of software that could be used to produce the script.

[2 marks]

1.
2.

Total marks: 8