

PERSUASIVE WRITING: ADVERTS.

National Curriculum:

Pupils should.....

- discuss words and phrases that capture the reader's interest and imagination
- increase the legibility, consistency and quality of their handwriting [for example, by ensuring that the down strokes of letters are parallel and equidistant; that lines of writing are spaced sufficiently so that the ascenders and descenders of letters do not touch].
- discuss writing similar to that which they are planning to write in order to understand and learn from its structure, vocabulary and grammar
- in non-narrative material, using simple organisational devices [for example, headings and sub-headings]
- composing and rehearsing sentences orally (including dialogue), progressively building a varied and rich vocabulary and an increasing range of sentence structures
- read aloud their own writing, to a group or the whole class, using appropriate intonation and controlling the tone and volume so that the meaning is clear.

Key Vocabulary- Star Words.

advert	persuade	exaggerate
rhetorical questions	audience	heading
snappy slogan	product	alliteration

	<u>Glossary of star words and their meaning</u>
Rhetorical question	
Exaggerate	
Slogan	



Learning Intents	Student	Teacher
To know the features of an advert.		
To know what 'persuasive' writing is.		
To create a product for my advert thinking about the target audience.		
To use a range of sentence structures linked to adverts such as alliteration, snappy slogan, exaggeration, adjectives		
I have used bold letters to draw attention to certain features of adverts.		
I have included a rhetorical question.		