

Persuasive Language

- Alliteration & anecdotes
- Facts
- Opinions
- Repetition, rhetorical questions, reader (direct address)
- Emotive language and exaggeration
- Statistics
- Threes (rule of three)

How to vary your sentence starts

- Adjective (rule of three)
- Adverb
- Connective
- Preposition
- Simile

Before you start writing think about the GAPS!

- Genre – what are you being asked to write?
- Audience – who are you writing for?
- Purpose – what are you trying to achieve?
- Style – formal or informal?

Resourcefulness:

Questioning and making links –
What questions would you ask the designers of some adverts about how they got their ideas?
Can you notice any similarities between some advertisements you watch?

Key features of each genre

Adverts

- Headline
- Introduction to create interest – (include who, what, where, when, how and why?)
- 3-4 middle paragraphs
- Short but effective conclusion
- Lively style
- AFOREST techniques

Speech

- Think about the GAPS
- Open with a welcome/greeting – e.g. 'Good afternoon ladies and gentlemen' or 'Fellow classmates'
- Outline what the speech will be about: 'I will talk to you about...'
- Make 3/4 key points and expand on them.
- Conclusion to summarise ideas
- End acknowledging the audience: 'Thank you for listening.'
- AFOREST techniques

Connectives/Position

At the start	Addition
Firstly	Furthermore
Secondly	Additionally
Thirdly	In addition
Next	As well as
Meanwhile	Contrast
Subsequently	Although
Finally	Whereas
In conclusion	Otherwise
Emphasis	Alternatively
Importantly	Nevertheless
Significantly	
In particular	

Purpose

- Persuade
- Argue
- Advise
- Inform

Finding out:

Choose a genre to explore.
Use AFOREST techniques.
Vary your sentence starters. Use connective to link ideas

Genre

- Advert
- Leaflet
- Letter
- Review
- Speech

Resourcefulness:

Imagining and reasoning -
How would you improve the advert?
You have been appointed by an advertising agency – explain some of your ideas to advertise and sell your favourite product.