

Persuasive Writing: Adverts

National curriculum objectives:

discuss writing similar to that which they are planning to write in order to understand and learn from its structure, vocabulary and grammar; discuss and record ideas in non-narrative material, using simple organisational devices [for example, headings and subheadings], composing and rehearsing sentences orally (including dialogue), progressively building a varied and rich vocabulary and an increasing range of sentence structures

Key Vocabulary		
advert	persuade	exaggerate
rhetorical questions	audience	alliteration
snappy slogan	product	heading

Key Substantive Bigger picture

Glossary

advert	
slogan	
persuade	



Learning intent questions	Pupil	Teacher
Do I know the features of an advert?		
Do I know what 'persuasive' writing is?		
Can I create a product for my advert thinking about the target audience?		
Can I use a range of sentence structures linked to adverts such as alliteration, snappy slogan, exaggeration, adjectives?		
Have I used bold letters to draw attention to certain features of adverts?		
Have I included a rhetorical question?		