



English



WHAT ARE THE KEY FEATURES OF ADVERTS?

National Curriculum:

Pupils should be taught to:

- Discussing words and phrases that capture the reader's interest and imagination.
- Identifying how language, structure, and presentation contribute to meaning.
- Draft and write in non-narrative material, by using simple organisational devices (for example, headings and sub-headings). Plan their writing by: discussing writing similar to that which they are planning to write in order to understand and learn from its structure,

Vocabulary

exaggeration	advert	features
emotion	slogan	impact
language	gimmick	techniques
Substantive Subject Knowledge, Bigger Picture Support words		

Glossary Of Star Words And Their Meaning

slogan	
exaggeration	

Learning Intents

Learning Intents	Student	Teacher
What are the key features adverts?		
How are persuasive techniques used in an advert?		
Can I use persuasive language to sell a product?		