

Writing - Summer 2 Week 1 - Home Learning

Session 5

In this session, you will be planning, writing and editing your persuasive advertisement.

How to share your work:

- Write your answers into your exercise book and take a picture of your work.
- Type your answers directly into the boxes on this page or use Google Docs to edit.

Once you've completed the work, submit your work to Google Classroom following this set of instructions:

1. Go to classroom.google.com
2. Click the class - Classwork - the assignment.
3. To attach an item, click 'Add or create' and select 'Google Drive', 'Link' or 'File' depending on what type of file you have created.
4. The status of your work will change to 'Turned in'.

Planning

Now you are going to organize your ideas into a box-up planner to help structure your writing. You can just write your ideas in bullet points or try to draft your writing in sentences. The more you get on your plan, the easier your writing will be!

Underlying Structure of Advert/Persuasion	My Plan
Punchy/catchy title	Click or tap here to enter text.
Opening hook - to make the reader feel they must have this item	Click or tap here to enter text.
List main features in persuasive manner	Click or tap here to enter text.
Extra features or bonuses	Click or tap here to enter text.
Key reason for purchasing gadget	Click or tap here to enter text.
Supporting quotation from a well-known person	Click or tap here to enter text.
Free offers plus necessary information (website, phone number, price etc.)	Click or tap here to enter text.

Plan Progression

It is really important to have a good read through your plan to make sure it makes sense. Why not read it aloud to someone in your house and see if they have any suggestions for how to improve it.

Go back to session 2 where you had to persuade your household of different things. What did they think went well and what did you need to do better? Make sure you have planned using their feedback.

Get Writing!

Happy with your plan? Now it's time to get writing!

To help you with your writing, you have lots of different things to help you:

- ✓ The original model text of an advert - The Multi-Function Mobile Phone
- ✓ The toolkit for persuasion
- ✓ Your ideas page
- ✓ Your diagram
- ✓ The vocabulary that you learned from the model
- ✓ Most importantly: your plan!

Good luck with your writing!

Re-read, Polish and Improve

Re-reading is such an important part of writing but it is sometimes missed out. Best practice is to write a couple of sentences, re-read, edit and polish as you go. Ask yourself:

- ✓ Does it fulfil its purpose and make sense?
- ✓ Should some of the sentences be rewritten or tightened?
- ✓ Are there secretarial errors: spellings, punctuation and grammar?
- ✓ Should the vocabulary be improved or thinned out?

We can't wait to read your final piece of writing! 😊