

# 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 sub-headings]

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	heading
snappy slogan	product	alliteration

Key: **Disciplinary** **Substantive** **Bigger picture**

## Glossary

advert	
slogan	
persuade	



Learning intents questions	Pupil	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.		