



SESSION 19 - TEACHING NOTES - Persuasive Writing

Monday 28th June 2021 11.00 – 12.00

Today's Game – back by request – the city of stars:

partner A makes a list of generic places ('city' rather than Paris).

B lists abstract nouns. Randomly combine.

Places	Abstract Nouns
city, town, village, hamlet, house, flat, cottage, shop, church, cathedral, butcher, café, bakery, garage, second hand shop, charity shop, patio, lawn, garden, beach, ocean, sea, lake, river, stream, shoreline, promenade, swimming pool, planetarium, market square, road, motorway, alleyway, lane, path, forest, wood, copse, mountain, hill, cave, den, tunnel, warren, planet, moon, sun, star, black hole, universe, cloud, storm, parking space, car park, shed, school, university, academy, government, parliament, hedge, park, street, restaurant, airport, harbor, fishing village, landscape, tree, bush, flower, border, country, library, gallery, museum, universe, etc.	weariness, tiredness, happiness, fun, joy, laughter, greed, anger, hate, passion, enthusiasm, wonder, knowledge, disaster, destruction, intelligence, wit, humour, ware, peace, eternity, kindness, beauty, friendship, bravery, resilience, caution, generosity, goodness, doom, calm, brutality, cruelty, charity, fantasy, coldness, heat, compassion, confidence, courage, curiosity, interest, time, dedication, determination, stupidity, wealth, glory, fear, despair, elegance, enthusiasm, honesty, hope, jealousy, madness, patience, sympathy, talent, trouble, trust, warmth, weakness, disturbance, frailty, fragility, freedom, gossip, etc. <i>Objective – creating new combinations + understanding abstract nouns.</i>

Padlet –The blog challenge is to write an advert for the Emporium, either the one from the book or an invented one. Think of the good points about what you want to sell and then boast, using these sentence stems to persuade the reader!

<i>Be amazed by...</i> <i>excited by...</i> <i>stunned by ...</i> <i>bedazzled by ...</i> <i>enchanted by...</i>	
<i>Visit ...</i>	
<i>Be sure to find...</i>	
<i>Celebrities say that....</i>	
<i>We sell...</i>	
<i>Step in and discover...</i>	
<i>Don't miss out on...</i>	
<i>Buy from...</i>	
<i>We specialise in...</i>	
<i>We have/ sell...</i>	
<i>Amazing bargains...</i>	
<i>Free...</i>	
<i>Guaranteed to...</i>	
<i>Our staff will...</i>	
<i>Call today to...</i>	
<i>Find us...</i>	

Objective – writing persuasive sentences that might hook the reader.

Children's Audio – learn to listen and discuss impact.

Jotcast activity – rehearsing ideas for an advert, using different persuasive strategies: *Objective – writing a range of persuasive sentences.*

Technique	Example
Rhetorical Question	Are you interested in the seven wonders of the world? Are you ever bored at the weekend? If so, why not visit The Magical Emporium' and see...
Use boastful language	We provide the most amazing experiences... A trip to our shop will astonish you... For a day of sheer pleasure...
Use imperatives (bossy verbs)	Visit now... Treat yourself... Experience the best...
Use 'you' to talk to the reader	You won't regret... Tailor-made for you... Your family will always...
List all the positives/ attractions	Use either bullet points, numbers or letters: ● easy to find ● in the city centre ● free entry
Quote	"A great trip!" said Mr H Potter of Dursley.
Sentence of three	We offer antiques from round the world, rooms of amazing curiosities and life-changing wonders.
List attractions	Don't miss out on: intriguing antiques, mind-blowing experiences, life-changing dreams...
Offer a guarantee or 'free' offer	Prizes for... Kids go free... Lifetime guarantee of amazement...
Rhyme or Alliteration	Hop to our shop! Shop till you drop! Magical Magnificent Mysteries await!

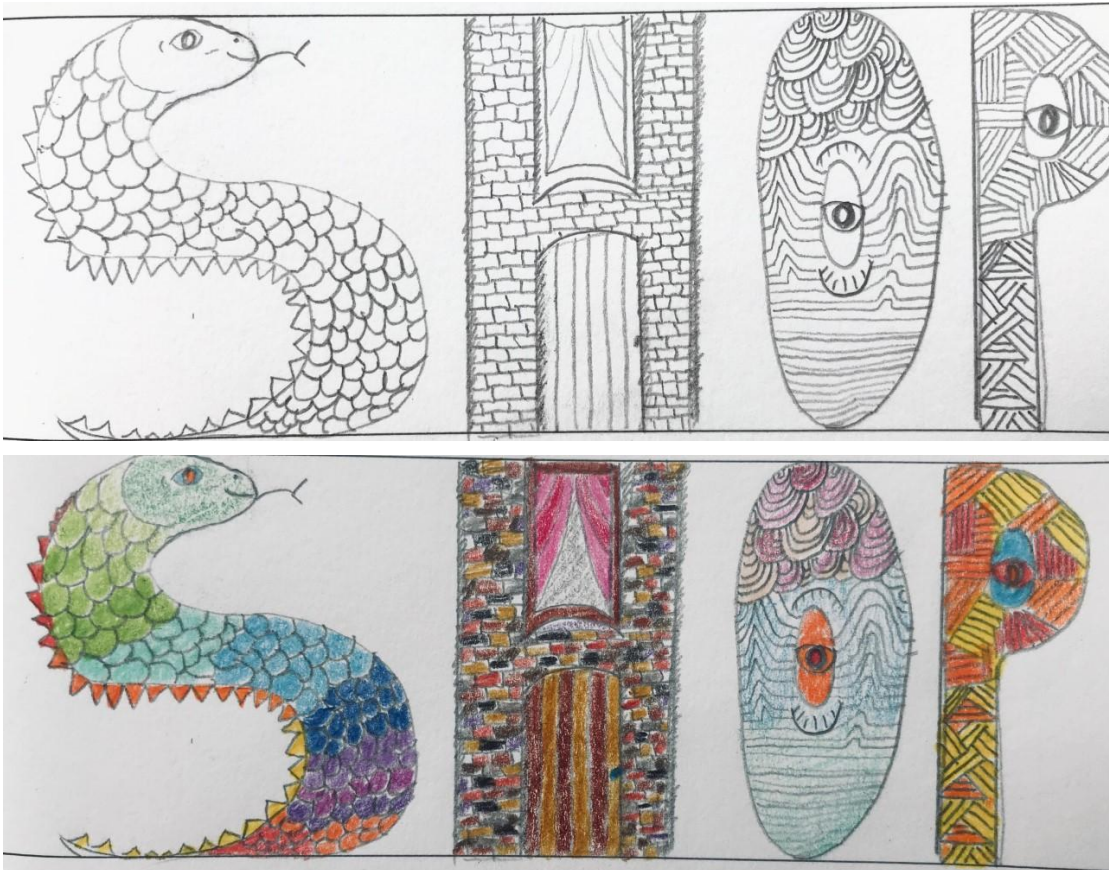
Provide details –
where, when...

Visit us on our website or email
dreams@emporium.hotmail.co.uk

Open on Sundays...

Find us just off the M25...

Gallery Challenge – This week the challenge is to create a heading that might be used in a design for your advert.



Blogging Activity – Persuasive writing – The blog challenge is to write an advert for the Emporium, either the one from the book or an invented one. Think of the good points about what you want to sell and then boast!

Objective – write an information using appropriate structure and language features to inform and engage the reader.

Audio Challenge – Remember - read it slowly and clearly with expression.

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Visit The Emporium

Are you ever bored at the weekend? Is your life in need of something different? Would you be interested in the seven wonders of the world? If so, why not visit, 'The Magical Emporium' and be thrilled by the experience of a lifetime... and, amazingly, this is all FREE. Bring your imagination and be ready to experience your wildest dreams.

Magical Magnificent Mysteries await! Yes, we offer:

- antiques from round the world
- rooms of amazing curiosities
- life-changing wonders

For a day of sheer pleasure, 'hop to our shop' and 'shop till you drop!' Don't be the only one to miss out on the trip of a lifetime. Visit now and treat yourself. We can provide experience of:

- any wonders that you imagine
- objects and creatures yet to be created
- as many worlds as there are dreams

You won't regret our tailor-made adventures straight from the world famous 'Book of Wonders'.

"A great trip!" said Mr H Potter of Dursley.

1. Prizes for early birds!
2. Kids go free!
3. Lifetime guarantee of amazement or your money back.

- We are open on weekdays and Sundays from 9.00am - and close at 6.00pm.
- Find us just off the M25 on Stanley Street, Witherington, GH7 8PD

Visit our website for more details or email our office team on dreams@emporium.hotmail.co.uk We are waiting for your call!



Please find below a couple of model texts – one easier than the other – and suggested ideas for teaching around the theme of SPY GADGETS, developing the ability to persuade, drawing on advertising techniques.

Introducing the Topic – SOPY GADGETS

‘Stormbreaker’ by Anthony Horowitz makes a cracking good read and sets the context for this topic on persuasive writing.

Children are constant targets for advertisers and usually have the language and tactics of persuasion at their finger tips. In this context, you may find the book ‘Alex Rider The Gadgets’ a useful addition. In the book, you will find the main gadgets that Alex has been given by Smithers who works in MI6 as the ‘Q’ figure that we know from the James Bond films.

Smithers provides Alex with various gadgets for his different adventures. They look harmless but all have different uses. For instance, a CD player becomes a cutter or a yoyo can be used to aid climbing. For this topic, I have imagined that some of the

gadgets have become available through a secret website known only to those in the spying trade.

Buy now - 'Multifunction Mobile Phone'.

Are you about to embark on your first mission as a spy? If so, you will need the Multifunction Mobile Phone. Don't be the only spy on the block left wondering how to phone home!

The Multifunction Mobile Phone is the ideal phone for all spies. It boasts a host of amazing features.

- Have world-wide access so that you can always be in contact with those back home;
- Make untraceable calls;
- Be certain that you cannot be hacked into;
- Made of titanium steel so that it works underwater and in space.

This ideal mobile phone has the added bonus of a hidden tranquillizer dart that can be fired through the aerial. Guaranteed to leave your enemies stunned (though with no serious after effects).

Perhaps the most essential reason for purchasing this 'must have' phone is that it can only be used by the owner. Access is made by modern fingerprint recognition!

This phone is recommended by E.T.

Comes complete with charger and free leather case. Order now from spygadgets.com

Buy now the new Multi-purpose Spy Key Ring.

Have you ever been captured whilst spying? Do you run the risk of your enemies finding you out? Are you a spy in need of a helping hand? If so, buy this Multi-purpose Spy Key Ring and all your troubles will be left behind.

The Multi-purpose Spy Key Ring is the latest gadget created by Smithers at the Covert Weapons Section of MI6. This is the updated version of the famous Stun Grenade Key Ring as used by Alex Rider, the spy that even James Bond feared. This new version has been fully upgraded to include:

- explosive light burst that will stun but never kill;
- laser light that cuts through all known metals;
- bug finder to check that you are not being spied upon;
- an amazing listening device;
- plus the latest smoke bomb technology.

Known in the trade as 'The Striker', this little key ring will literally knock out your enemies! Ideal when faced with imprisonment but also invaluable for listening into secret conversations. The inbuilt recording device can hone in and record conversations up to 100 metres away.

A key reason for buying this device is that it looks so harmless and yet it packs a punch. Specially coated in Lithian Diatrex, The Striker cannot be detected by any known device. Travel without a care.

Recommended by 007 himself.

Comes complete with a set of keys that can open any known lock. Ideal for those tricky moments when you just cannot enter a forbidden place! Available through: spygadgets.com.

Persuasive Warmup.

Just to tune children into the whole idea of persuasion, play a few simple games in pairs. In just one minute persuade –

- a snowman to come into the kitchen;
- a rabbit to have tea with a fox;
- a fly to make friends with a spider;
- the giant's harp to come quietly;
- Cinderella not to go to the ball;
- the ugly sisters to let Cinderella go to the ball;
- a parent to let you play out late;
- a teacher to let you stop work early.

Collect adverts from magazines and newspapers. Get the children to list words, phrases and techniques that advertisers use. Typical tactics include:

Questions	Are you ever bored?
Imperatives (bossy sentences)	Buy now!
Personal appeal	Would YOU like to be...
Boastful language	The finest bread...
Short sentences	Don't miss out.
Testimonials/quotes	As used by David and Victoria....
Alliteration	The coolest collection...
Rhyme	Have a rest at the best hotel...

Working with the texts.

To begin the topic on persuasive writing, you could read the scene in 'Stormbreaker', or any of the other Alex Rider books, when Smithers gives Alex various gadgets (page 84). The children might then be asked to invent a gadget for Alex out of an everyday toy. Make a list of common toys and then the children have to choose one and decide what it might be also used for..... They should then role-play introducing the gadget to Alex, each taking it in turn to be Smithers, explaining how the gadget works. Gadgets could be designed and presented with instructions on how to be used or explanations on how they work.

Mock up on screen a website advert for spygadgets.com. This should include the two persuasive pieces of writing. The Multifunction Phone is the easiest and could be learned orally by using a simple text map and actions. In small groups the children could prepare a one minute advert to go on the website for either the phone or the key ring. To do this they could use some of the words, phrases and tactics that they discovered in the magazines and newspapers. Try watching some television adverts and make lists of the different tricks that are used to persuade people.

Work out and annotate both pieces, looking at the basic structure and the sorts of strategies that are being used. Both pieces use the same structure.

<u>Buy now – ‘Multifunction Mobile Phone’.</u>	Punchy title.
Are you about to embark on your first mission as a spy? If so, you will need the Multifunction Mobile Phone. Don't be the only spy on the block left wondering how to phone home!	Opening hook - to make the reader feel that they must have this item.
The Multifunction Mobile Phone is the ideal phone for all spies. It boasts a host of amazing features. • Have world-wide access so that you can always be in contact with those back home; • Make untraceable calls; • Be certain that you cannot be hacked into; • Made of titanium steel so that it works underwater and in space.	List the main features in a persuasive manner.
This ideal mobile phone has the added bonus of a hidden tranquillizer dart that can be fired through the aerial. Guaranteed to leave your enemies stunned (though with no serious after effects).	Any extra bonuses or guarantees.
Perhaps the most essential reason for purchasing this 'must have' phone is that it can only be used by the owner. Access is made by modern fingerprint recognition!	Final key reason for purchasing.
This phone is recommended by E.T.	Recommendation or quote from well-known person.
Comes complete with charger and free leather case. Order now from spygadgets.com	Free offers + necessary information – e.g., where to purchase.

The children could then design their own 'gadgets', adding other features and follow the same structure and language features to create adverts – either written or spoken. Or, advertise for one of Alex's other gadgets such as the high tensile yoyo.

Other spy ideas.

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| <ul style="list-style-type: none">● Visit ologyworld.com and look at the section on 'spyology';● Visit both the Alex Rider website and Anthony Horowitz's;● Design and write messages in simple codes by matching the alphabet against symbols;● Write simple spy stories based on a 'break and entry' pattern;● In PE, practise moving silently and stealthily;● Role-play phone calls on the Multifunction Mobile;● Write and leave secret messages using postits. |
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