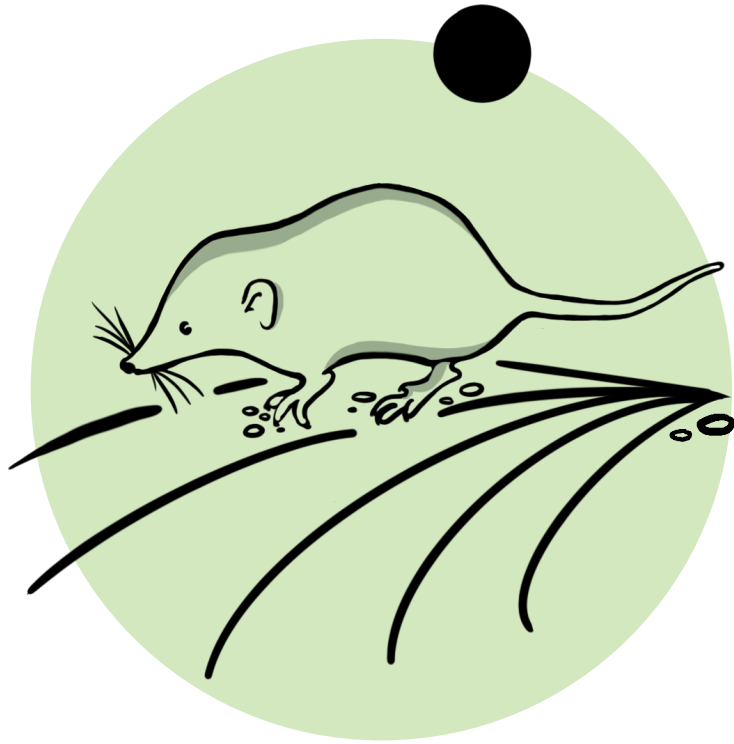


COUNCIL OF ALL BEINGS





Mammals and Riverside

Lesson planning Yr 3 & 4

English: Writing an advertisement - 6 Lessons



Learning Objectives	Lesson One	Success Criteria
To understand what an advertisement is and its purpose	Create a learning wall about a visit to a riverside, include pictures and a word bank of key vocabulary.	Title that implies a point of view
To understand what persuasion is and its purpose	Children share their individual recounts with a partner. Compare and contrast, whole class review - are the recounts all the same, different?	The viewpoint
To be able to identify the features of advertisements and understand how they work	Points of view, what happens when different people share the same experience? Do they all have the same memory? Teacher to highlight any similarities and differences. Do any of the recounts make you want to go there? If so, what is it about that recount that 'sells' it?	Reasons to support the viewpoint
To identify and use rhetorical questions	Discuss language that creates a positive image about somewhere. As a class, share individual recounts of the trip, teacher to scribe a large scale recount from a mix of observations.	Facts and evidence to support the viewpoint
To use interesting adjectives	Lesson Two	Connectives to link ideas
To use similes to describe	What is an advert and what purpose does it serve? Can the children remember any adverts they have seen/heard? If so, what are they and what do they remember about them? What are the hooks? Do they use catchy slogans?	Persuasive devices 'obviously, without a doubt'
To understand and use persuasive points surely.. everyone knows...	Look at a selection of adverts, what attracts the children to the advert? How is the information set out? As a class look at a large copy of an advert and highlight the key features. Title, information, reasons, powerful adjectives, persuasive devices, rhetorical questions.	Use of similes
	Children to be introduced to the idea that they will be writing an advert to advertise visiting riverbanks and protecting small mammals that live there. Teacher to share the success criteria and put it up on the working wall. Discuss similes and how they impact on a text, give examples.	Powerful adjectives
		Rhetorical questions
		Assessment opportunities
		Have the children undertaken independent research?
		Are the children able to recall facts?
		Do children identify and use vocabulary from the vocabulary bank?
		Can the children re-tell their visit recount orally?
		Do all children participate in group activity?
		Have the children used persuasive language?
		Can they identify a rhetorical question?
		Does the text fulfil the success criteria?
		Do the children use the working wall to support their learning?

Lesson planning Yr 3 & 4

English: Writing an advertisement - 6 Lessons



	Lesson Three Divide the children into mixed ability groups, each group is given a riverside mammal to research, make notes on large scale research maps, then each group display or present their findings. Showcase the research maps, are they attractive? What do they say, what information do they share, how could the information be made more attractive and / or interesting? As a class discuss “what is a rhetorical question and what purpose does it serve?” Lesson Four As a class revisit persuasive language devices. Examine the examples of adverts and discuss the importance of titles, teacher to model some catchy titles, can the children improve these? Maybe include similes. All catchy titles to be displayed on the working wall. Discuss viewpoints, what might an advert for protecting a riverbank be trying to advertise? What viewpoint might you want to get across, what might you want to be advertising? The variation of small mammals, protection of the river banks? A visit to the riverbank? Children given a planner to read through and time to make notes, discuss and share what their advert will be advertising.	Differentiation All tasks can be differentiated to suit learning styles
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Lesson Five

Teacher to model writing an effective opening sentence, a hook. Reread the opening sentence in the example text. Children create and share their own opening sentences, peer assessment, how can they entice the reader in and make them want to read more. Children to use individual journal plans to begin writing. At the end of the session children check their journal plans against the success criteria, then edit and improve.

Lesson Six

Children revisit the edits and improvements to their advert plans and rewrite in best draft, include illustrations that they have drawn or images from the internet, set up a display of the adverts. Children write peer reviews of their partner's advert - something that attracted them, something they learnt and something they found interesting.

Extension activities

Word process the adverts and include images, ask for space on the school website for them to be displayed. Ask children to review their own advert, what I am pleased with, what I might do differently next time.

Creative arts activities

Mask off areas of paper that are similar to the size of holes used by small mammals on river banks, children to use a muddy coloured paint and wash over the paper, leave to dry then peel off the masked areas and draw images of small mammals on their painted river banks.

Advert template



**Mammals
& Riversisde**

A title that implies a point of view	
Reasons that support the point of view	
Facts and evidence that support the reasons	
Connectives to link ideas	
Powerful adjectives	
Rhetorical questions	
A conclusion that states the opinion and summarises	



Mammals & Riverside

Research map

Fill with facts and pictures from your research.
Draw a line to link any that have a connection.

Questions you might want to research



Research Plan



Mammals & Riverside

My research is about
Things I know already
What I want to find out
How I will find out
What I have found out
I will present my research as
Things that went well and what I would do differently next time

Questions I have?

Advert Success Criteria



**Mammals
& Riverside**

Title that implies a point of view	
The viewpoint	
Reasons to support the viewpoint	
Facts and evidence to support the viewpoint	
Connectives to link ideas	
Persuasive devices 'obviously, without a doubt'	
Included rhetorical questions	
Use of similes	
Powerful adjectives	

Advertising



Mammals & Riversisde

Persuasive writing helps to sell a product, service or idea

- Consider aiming your advert at a particular type of customer
- Ensure that it sends a positive message out
- Find ways to make it appeal to the reader's personality
- Remember that the purpose is to sell the idea to the reader
- Use appealing language: benefits to conservation, benefits to the environment conjunctions to link events, organise events into paragraphs

Adverts can promise

To solve problems

Make things happier

More sustainable

How adverts can catch attention and stick in your memory?

They can ...

use humour

include positive
comments made by
other people

ask questions to
hook the reader in

use alliteration,
rhyme and word play

include catchy
slogans and sayings

focus on the positive so
use bright colours and
images to catch attention

use a mix of facts
and persuasive and
exaggerated language