

English

Wednesday 17th June

Look back at the persuasive advert from yesterday.



There are lots of persuasive skills used to make the Wizard School sound amazing and appealing:

- **Choice of language - weasel words.** These make everything sound fantastic!
- **Weasel phrases** - these draw you in by making it seem that the writer is talking to you personally
- **Imperative verbs** (bossy) - instructing the reader is another persuasive technique
- **Rhetorical/leading questions** - it continues to draw the reader in making them feel that the writer is asking questions directly to the reader

Choice of language/weasel words (boastful adjectives):

We provide **remarkable** education.
Our curriculum has **outstanding** classes.
The choice is **unrivalled**.
Our school is **exceptional**.
We have **highly qualified** professors.
Enjoy our **stunning** curriculum.
Up-to-the-minute equipment.
Beautifully decorated classrooms.
The **most divine** school dinners.

Here are some more adjectives that can be used to be boastful. If you're unsure about what some of them mean, find out the definition. You could ask someone else in your home to tell you, use a dictionary or search the internet.

astounding	astonishing	breathtaking	sensational
awesome	spectacular	extraordinary	unbelievable
wondrous	amazing	staggering	incredible

Weasel phrases:

Examples:

Places are highly sought after...

We can guarantee ...

You won't find ... like this anywhere else!

You'll be the envy of ...

Imperative verbs:

Study with the best!

Don't miss out on ...

Come along to ...

Learn new skills ...

Enjoy our stunning curriculum

Study here ...

Apply now ...

Rhetorical/leading questions:

Are you a budding wizard?

Do you long to be the finest wizard in all the land?

What are you waiting for?

What other questions might you ask someone, if you were persuading them to come to **YOUR** school? Use the Are you... Do you... starters and what, why and when question words. For example:

Why go anywhere else?

Do you want to be the best writer in primary school?



For each of the skills described above, can you think of additional examples?

Task - Tomorrow you will be writing a persuasive advert for an up and coming wizard to join your Wizard School.

Today - Use the structure of the text and the skills/ideas mentioned to plan your advert:

Underlying structure	Jot down your ideas in note form
Ask questions to the reader to draw them in and then invite them to the school e.g. <i>Do you ...? Are you ...? If so, ...</i>	
Tell the reader what the school has to offer. List 4 or more activities on offer. Don't forget to boast e.g. <i>We have exceptional ...</i>	
Tell the reader what will happen if they go to your school e.g. <i>Study here and ...</i>	
Boast about what other wonderful things your school has and include a sentence of 3.	
End with a catchy slogan e.g. <i>Win in the world of wizards!</i>	