

English

Thursday 18th June



Look back at the structure of the example text, the language used and your plan (of which included the key persuasive skills needed).

Task - today you are to *write an advert to persuade* someone to come to your wizard school.

Remember to focus on the following skills:

- Language choice (weasel words - boastful, appealing adjectives)
- Weasel phrases
- Imperative verbs (bossy)
- Rhetorical/leading questions

Your school needs to sound exciting and appealing! What makes it stand out from the rest? Why should these up and coming wizards choose your wizard school?

Here are your persuasive tools to help you write :

- ★ Ask questions: **Do you ... ? Are you ... ? What are you ... ?**
- ★ Use weasel words – make them boastful and positive: **exceptional, wonderful, superb ...**
- ★ Use persuasive phrases to make your reader think: **We can guarantee ...**
- ★ Tell your reader what to do by using bossy, imperative verbs: **Enjoy** our curriculum, **learn** new skills ...
- ★ Be extra boastful with a sentence of 3 amazing things: We also have **up-to-the-minute** equipment, **beautifully** decorated classrooms and the most **divine**, freshly cooked school dinners.
- ★ Round off with a catchy slogan using alliteration: **Win in the world of wizards!**