

LO: I can create eye catching slogans.

What is a slogan?

How do we use them?

LO: I can create eye catching slogans.

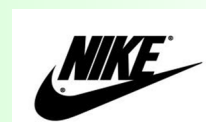
Can you match the slogan to the brand?

I'm lovin' it

Just do it!

Because I'm worth it

Finger-lickin' good



LO: I can create eye catching slogans.

We are going to create some posters and leaflets about the coast of the UK.

Our audience is people in the UK who might not know what to do with their summer holidays this year. Our purpose is to inform them and persuade them to go.

Can you create some catchy slogans for coastal areas in the UK?

E.g Cornwall- the creamiest teas you'll ever tast!

LO: I can use alliteration.

Alliteration occurs when words that are close to one other begin with the same letter or sound.

For example:



The caterpillar crawled carefully on the curly, cabbage leaf.



The raging river roared relentlessly round the rugged rocks.

These sentences are a little overkill but you get the idea!

LO: I can use alliteration.

Can you create some alliterative sentences about your chosen coastal area?

E.g. Refreshing rivers run from sandy beaches into the woodland.

Gleaming golden beaches....

Please stop here if you are coming in to school.

Please continue if you will not be in school at all.

LO: I can identify features of a leaflet.

We are going to create some posters and leaflets about the coast of the UK.

Our audience is people in the UK who might not know what to do with their summer holidays this year. Our purpose is to inform them and persuade them to go.

What features would you expect to see in an information leaflet?

LO: I can identify features of a leaflet.

Let's look at an example...

What do you like about it?

What don't you like?

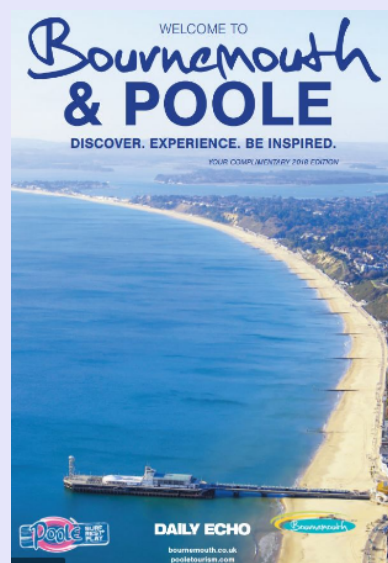


LO: I can identify features of a leaflet.

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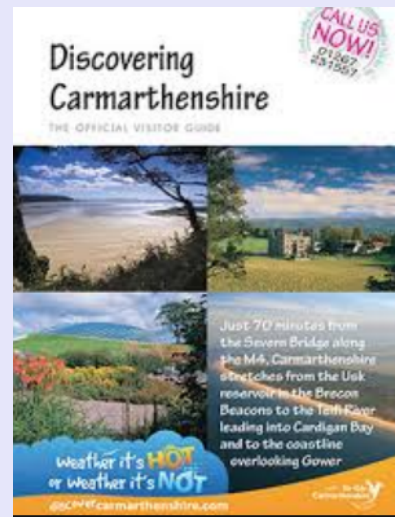
LO: I can identify features of a leaflet.



What features do you notice?

LO: I can identify features of a leaflet.

What features do you notice?



LO: I can identify features of a leaflet.

Write a list of features you would expect to find in an information leaflet.

LO: I can write an introduction for a leaflet.

SPAG for us to be working on-

apostrophes for contraction

parenthesis () ,, - -

An exclamation !

A question ?

Passive voice

Modal verb - should/would/could/must/will/can/may/might/have to

Dash

LO: I can write an introduction for a leaflet.

What level of formality will we use for our leaflet?

Consider the audience.

LO: I can write an introduction for a leaflet.

So, you're going to be staying in the UK this summer; you can explore places you've never been before! You're probably very curious about all the fab things you might see. Wanna find out more?

Are you going to Devon this summer? Do you want to discover more about this beautiful area? This leaflet will tell you all you need to know about this fantastic place - prepare to be excited!

What do you notice about these introductions?

LO: I can write an introduction for a leaflet.

Questions

What questions could we use?

Exclamations

LO: I can write an introduction for a leaflet.

Semi colons

Using a Semi-colon

A semi-colon contains a comma and a full stop. It is helpful to remember this. A semi-colon is stronger than a comma, but not as final as a full stop.

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LO: I can write an introduction for a leaflet.

Semi colons

Semi-colons can also be used to link one sentence to another closely related sentence that uses a **conjunctive adverb**.

For example:

The wolf liked Little Red Riding Hood. Nevertheless, he was looking forward to eating her.

The wolf liked Little Red Riding Hood; nevertheless, he was looking forward to eating her.

Little Red Riding Hood didn't like the forest much. However, she did like visiting Grandma.

Little Red Riding Hood didn't like the forest much; however, she did like visiting Grandma.

LO: I can write an introduction for a leaflet.

Semi colons

Other examples of conjunctive adverbs which could be preceded by a semi-colon:

otherwise
therefore
moreover
nevertheless
thus
besides
accordingly
consequently
instead
hence

LO: I can write an introduction for a leaflet.

Semi colons

However, you do not *always* have to use a conjunctive adverb after a semi-colon. Here are some great examples of sentences which contain a semi-colon that is **not** followed by a conjunctive adverb:

Grandad is going bald; his hair gets thinner each time we see him.

All hope was lost; the goalie couldn't defend his title.

Shaun wanted to call our new puppy Scritch; I hated the name.

I am so sorry; will you ever be able to forgive me?

LO: I can write an introduction for a leaflet.

Using a Colon

Using a colon adds precision to writing. You can think of a colon as the language version of an equals sign (=) in mathematics. The information on the left of the colon equals the information on the right.

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LO: I can write an introduction for a leaflet.

Write an introduction that includes a question, an exclamation or a semi colon.

LO: I can plan an information leaflet.

How do you want to organise your leaflet?

Things to include:

hotel- including food, bedrooms,

local area- beach, coast, forest,

things to do: walks, paddling, rock pooling, disco, movie night etc,

quotes,

conclusion

LO: I can plan an information leaflet.

Quotes-

Who could give a quote?

What might they say?

What punctuation do we need for direct speech?

LO: I can plan an information leaflet.

LQ: can I plan an information leaflet?

Introduction - already written

Topic 1-

Topic 2-

Topic 3-

Quotes

Conclusion