

English Planning and Ideas



Week Commencing: Monday 8th June 2020

Year Group: 3

	Monday	Tuesday	Wednesday	Thursday	Friday
Area of Learning	LC: <u>Can you find facts in a text?</u>	LC: <u>Can you analyse a text?</u>	LC: <u>Can you identify the features of an advert?</u>	LC: <u>Can you sort vocabulary for adverts?</u>	LC: <u>Can you create an advert?</u>
Activity	<p>Starter:</p> <p>Spelling Shed</p> <p>Main: This week the children will be looking at adverts, they will be looking at the structure and language features used in adverts. At the end of the week the children will have a choice of what product they would like to advertise and produce that advert, either by drawing or using the computer (Word or Publisher). Today the children will be reading an advert and practising their fact retrieval skills.</p> <p>Independent Task:</p>	<p>Starter:</p> <p>Spelling Shed</p> <p>Main: Children to read through the advert and use their inference skills to analyse the advert.</p> <p>Independent task: Children to read the advert then answer the questions. Remind children to:</p> <ul style="list-style-type: none"> ○ Read the question x2. ○ WWW -Who? What? Where? ○ Find the right section. ○ Skim and scan the area for the key information. ○ Read around the information. ○ Write the answer. 	<p>Starter:</p> <p>Spelling Shed</p> <p>Main: Children will be looking at the structure and language features of an advert. Children to read through the PPT slides in the resources to see what can be found in an advert.</p> <p>Independent task: Children to complete the Model text and underline the features they can find.</p>	<p>Starter:</p> <p>Spelling Shed</p> <p>Main: Today the children will look back at yesterday's work and then sort the vocabulary needed for adverts.</p> <p>Independent task: Children to either cut and stick or write the vocabulary into the correct column.</p>	<p>Starter:</p> <p>Spelling Shed</p> <p>Main: Today the children will create an advert for either:</p> <ul style="list-style-type: none"> ○ A new shampoo ○ Mac Jones' latest burger ○ School's Summer Fair ○ A new toy <p>Remind the children that they need to include the following:</p> <ul style="list-style-type: none"> ○ Snappy slogan ○ Description using alliteration ○ Wordplay ○ Rhetorical questions ○ Exaggeration ○ Adjectives ○ Diagrams ○ Text boxes ○ Different coloured and size fonts.

	<p>Children to read the advert then answer the questions. Remind children to:</p> <ul style="list-style-type: none"> ○ Read the question x2. ○ WWW -Who? What? Where? ○ Find the right section. ○ Skim and scan the area for the key information. ○ Read around the information. ○ Write the answer. ○ Check – does it make sense. 	<p>Check – does it make sense.</p>			<p>Independent task: Create an advert using either a computer or hand drawn. (Sheet in resources if needed)</p>
--	---	------------------------------------	--	--	---

Where can I complete further work?

[Twinkl](#) – Subscription service used by schools is offering a free premium service for teachers, parents and children to use whilst schools are closed. Enter the code **UKTWINKLHELPS** for access to worksheets, powerpoints and interactive games to support all areas of learning.

[Classroom Secrets](#) – Free Maths, Reading and Grammar home learning packs and interactive resources for all ages.

[BBC Bitesize Primary](#) – Free learning resources available for KS1 and KS2 across all subjects.

[Oxford Owl](#) – Free ebooks and reading resources available when you create a free login.

[Phonics Play](#) – Subscription service is offering free access to their learning resources during this period. Follow the link for details on how to gain free access.

[Top Marks](#) – Free educational resources and games for English and Maths.

[ICT Games](#) – Free educational resources and games for English and Maths.

Advertisement Comprehension

Read the advertisement and think about the information it tells you.

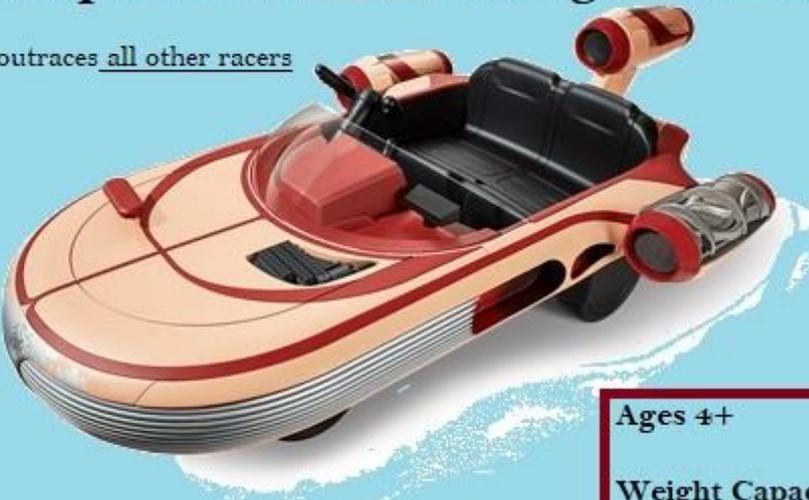
Pluto  Flyers [®]

Star Wars-Landspeeder

This Landspeeder is No. 1 racing machine.

This Landspeeder outraces all other racers

Add the Paddle Attachments to make it a Water racer just for \$ 99.



Ages 4+

Weight Capacity 130 lbs

The Landspeeder is a bargain at \$799, but for a limited time, you can buy your very own *Star Wars Landspeeder* for just \$499.

Answer the following questions.

1: Which company is selling the product?

2: What is the name of the product?

3: What does ® mean?

4: Who will use the product?

- a. 4 years old or less
- b. 4 years old and more
- c. 4 years old only

5: What is the regular price of the product?

- a. \$ 499
- b. \$ 799
- c. \$ 99

6: Write two features of the product.

7: Where this product can be used after adding the paddle attachments?

8: What will be the cost of the product after adding paddle attachments?

Advertisement Comprehension

Read the advertisement and think about the information it tells you.

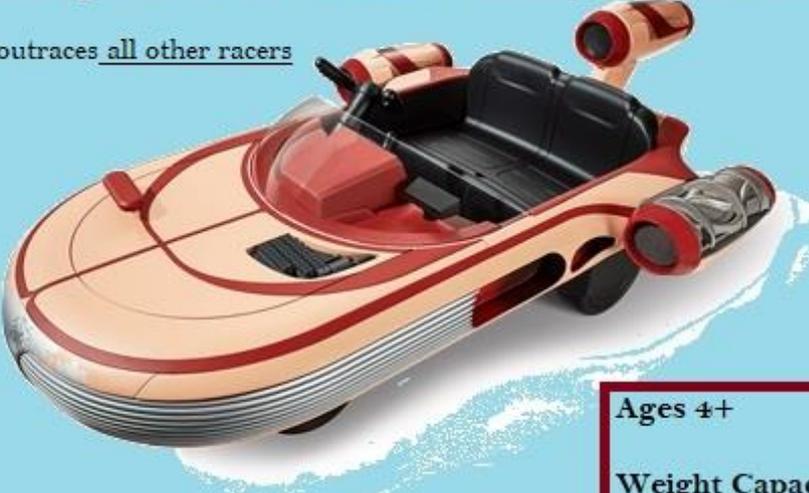
Pluto  Flyers [®]

Star Wars-Landspeeder

This Landspeeder is No. 1 racing machine.

This Landspeeder outraces all other racers

Add the Paddle Attachments to make it a Water racer just for \$ 99.



Ages 4+

Weight Capacity 130 lbs

The Landspeeder is a bargain at \$799, but for a limited time, you can buy your very own *Star Wars Landspeeder* for just \$499.

Answer the following questions.

1: Which company is selling the product?

Pluto Flyers

2: What is the name of the product?

Star Wars - Landspeeder

3: What does ® mean?

registered Trademark

4: Who will use the product?

- a. 4 years old or less
- b. 4 years old and more
- c. 4 years old only

5: What is the regular price of the product?

- a. \$ 499
- b. \$ 799
- c. \$ 99

6: Write two features of the product.

Weight capacity -150lbs Paddle attachment
Two seats Naming anything on the Landspeeder

7: Where this product can be used after adding the paddle attachments?

In the water

8: What will be the cost of the product after adding paddle attachments?

\$598

Advertisement Comprehension

Read the advertisement and think about the information it tells you.

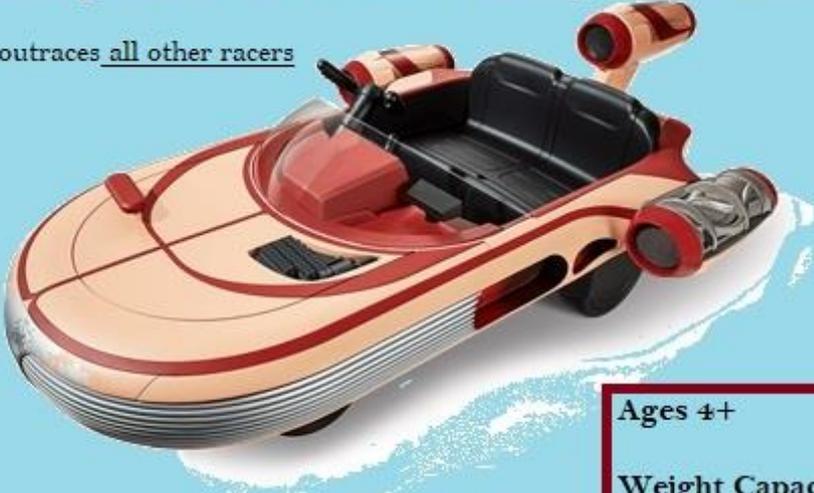
Pluto  Flyers [®]

Star Wars-Landspeeder

This Landspeeder is No. 1 racing machine.

This Landspeeder outraces all other racers

Add the Paddle Attachments to make it a Water racer just for \$ 99.



Ages 4+

Weight Capacity 130 lbs

The Landspeeder is a bargain at \$799, but for a limited time, you can buy your very own *Star Wars Landspeeder* for just \$499.

Answer the following questions.

1: Can you think of two examples of an advert you have seen like the one above?

2: Is it successful in its purpose? Would you buy one give your reasons?

3: Is alliteration, rhyme or a slogan used? If so why?

4: How is the information organised? E.g sections, varying fonts, use of colour etc

5: Can you find phrases or sentences which express opinions?

8: What will be the cost of the product after adding paddle attachments?

Advertisement Comprehension

Read the advertisement and think about the information it tells you.

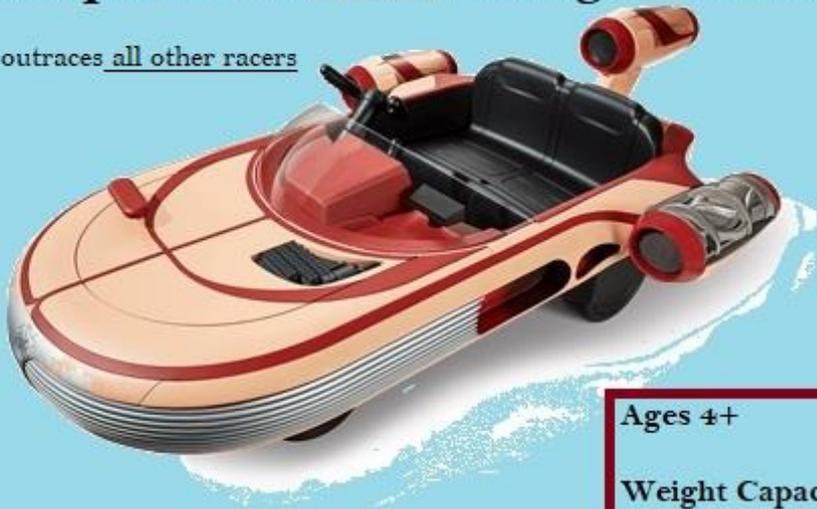
Pluto Flyers[®]

Star Wars-Landspeeder

This Landspeeder is No. 1 racing machine.

This Landspeeder outraces all other racers

Add the Paddle Attachments to make it a Water racer just for \$ 99.



Ages 4+

Weight Capacity 130 lbs

The Landspeeder is a bargain at \$799, but for a limited time, you can buy your very own *Star Wars Landspeeder* for just \$499.

Answer the following questions.

1: Can you think of two examples of an advert you have seen like the one above?

Any advert the children may have seen in their comic books, games or even TV

2: Is it successful in its purpose? Would you buy one give your reasons?

This is the children's personal opinion but they must give a reason

3: Is alliteration, rhyme or a slogan used? If so why?

Star wars Landspeeder is a slogan used to hook the reader in to buying on because it relates to Stars Wars.

4: How is the information organised? E.g sections, varying fonts, use of colour etc

Diagrams, short sentences, different font colours, font size, underlining used, italics
text boxes

5: Can you find phrases or sentences which express opinions?

Out races all other racers, is a bargain, No 1 racing machine

8: What will be the cost of the product after adding paddle attachments?

Wednesday 10th June 2020



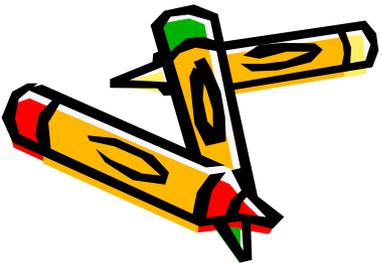
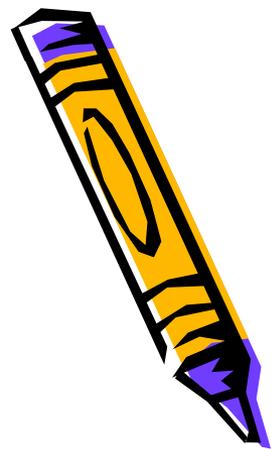
Persuasive writing

Key features of adverts



Snappy slogan

- Have a break have a

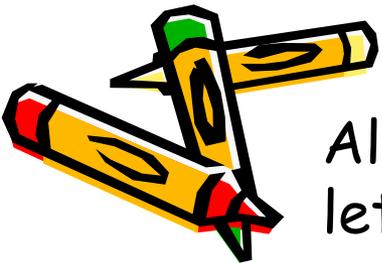


Tempting description of benefits using alliteration.

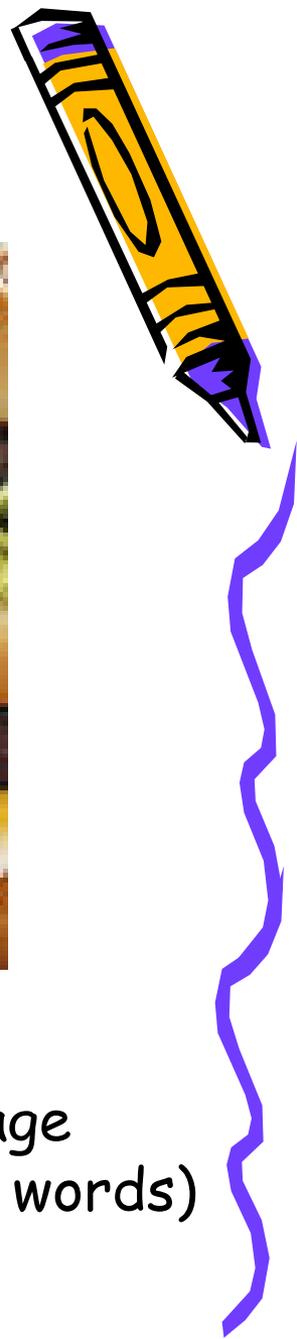
- **S**oft **s**trong and very, very long



Alliteration a number of words that start with the same letter or sound in connecting words.



Wordplay or play on words

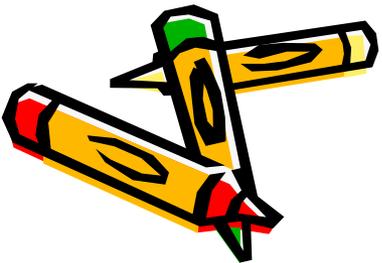


Gherkin or gherkout?

The Big Mac. There's a McDonald's for everyone.



Wordplay is verbal wit: the use of language (particularly the sounds and meanings of words) with the intent to amuse.

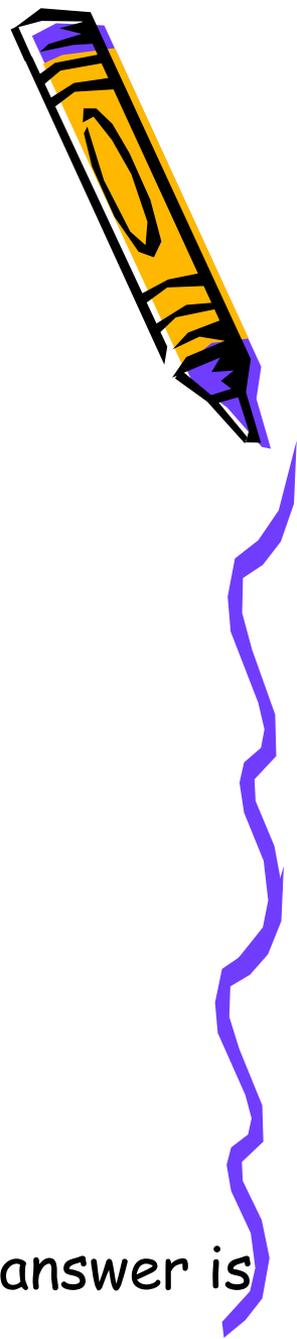
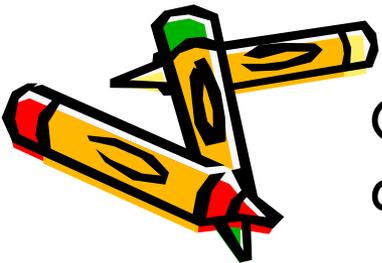


Rhetorical questions

- How do you eat yours?

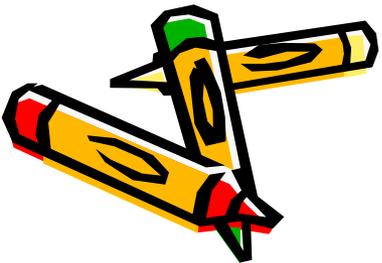


Questions that do not need an answer as the answer is obvious.



Exaggeration

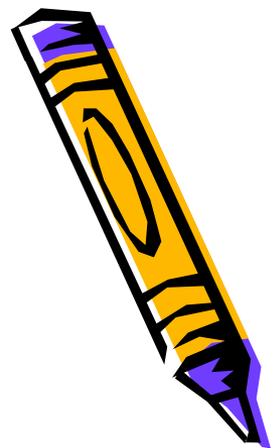
- The Nation's Favourite



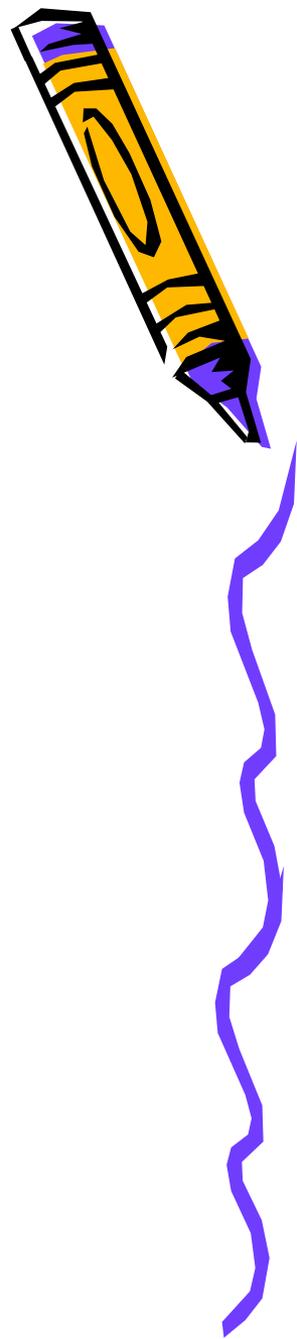
Using words to show that products are better than something else. Superlatives are usually used like the best or biggest or more luxurious.

Appealing adjectives

- Only the **crumbliest**
flakiest chocolate tastes
like chocolate never tasted
before



Advertisements are a special type of persuasive writing.

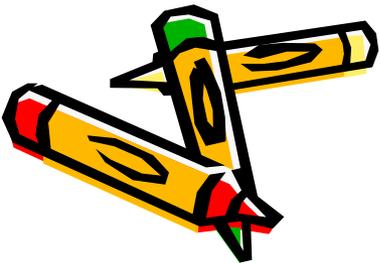


Their purpose is to sell a product or a service.

They do this by aiming at a particular type of customer.

They use carefully chosen, positive language.

They appeal to some aspect of the reader's personality.



They try to make the reader believe that their product will make them:

Happier

Slimmer

More comfortable

Healthier

Successful

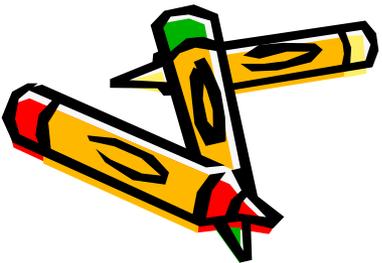
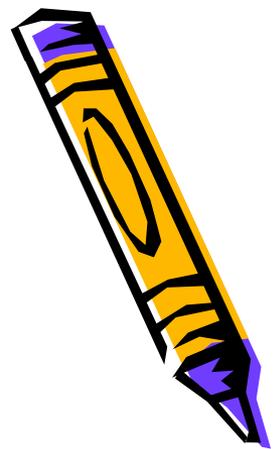
Less stressed

More fashionable

More intelligent

More beautiful

The envy of all their friends!



They use carefully chosen language to appeal to their target audience



Special offer

The Best

Number One

Fun

Cool

Free!

Genuine

Exclusive

Cheaper

Latest Fashion

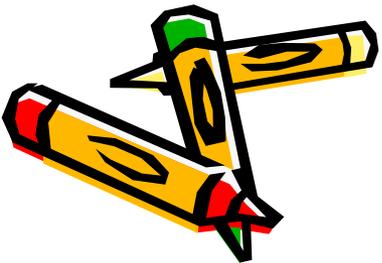
Smart

Bargain

The Total Experience

Guaranteed Result

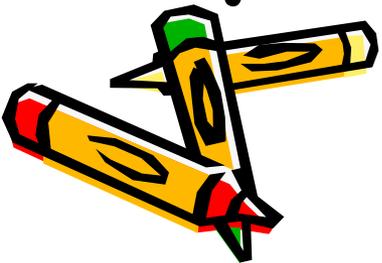
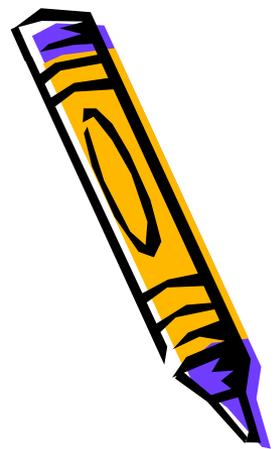
Look No Further

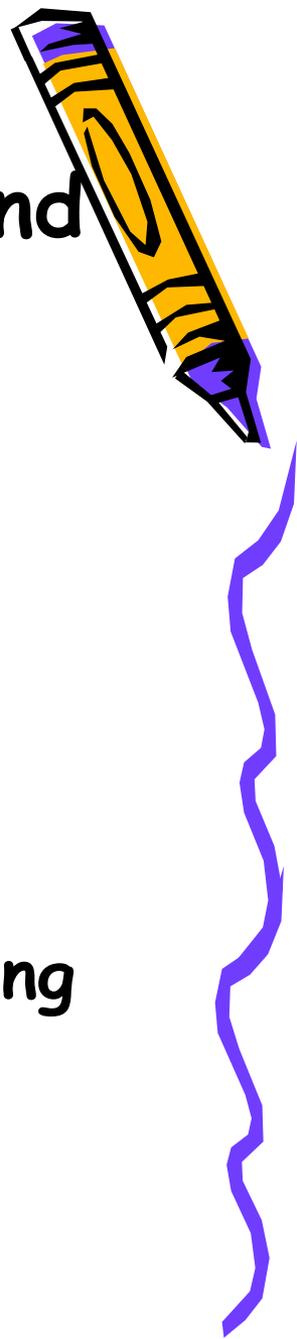


They promise:

- to cure all your ailments;
- to solve all your problems;
- to change your life for the better.

They make you feel that
you can't live without it.





How do they attract your attention and stick in your memory?

- They can use humour to get you in a good mood;
- They ask questions to hook you in;
- They appeal to your senses;
- They use alliteration, rhyme or a play on words to create a memorable slogan;
- They persuade you to imagine yourself using their product;
- They make you feel special.



Advertisements

They contain a mix of facts and persuasive comment.

They focus on the positive and ignore the negative.

They use exaggerated language, full of adjectives and adverbs to paint an appealing picture.

They start sentences with an imperative verb (bossy). They ask rhetorical questions.

They use memorable images and slogans.

Their sole purpose is to convince the reader to buy their product.



Thursday 11th June 2020

To make this resource interactive,
open with Adobe Acrobat Reader.

Sorting Advertisement Vocabulary

Write the vocabulary in the correct column in the table.

Dear Grandma...

Once upon a time...

Cut along the dotted line.

Sale ends at midnight!

This roaring, red, racing car is
the must have toy of the year.

Cool trainers, designed for cool
kids!

The Moon orbits the Earth.

Do you want bright, white teeth?

Buy one, get one free!
Whilst stocks last.

Snow closes local schools!

“What do you want for tea?” asked
Mum.

The tangy, orange flavour will
tickle your taste buds.

I should use these in an advertisement	I should NOT use these in an advertisement

Sorting Advertisement Vocabulary

Write the vocabulary in the correct column in the table.

Dear Grandma...

The Moon orbits the Earth.

Once upon a time...

Do you want bright, white teeth?

Cut along the dotted line.

Buy one, get one free!

Sale ends at midnight!

Whilst stocks last.

This roaring, red, racing car is
the must have toy of the year.

Snow closes local schools!

Cool trainers, designed for cool
kids!

“What do you want for tea?” asked
Mum.

The tangy, orange flavour will
tickle your taste buds.

I should use these in an advertisement	I should NOT use these in an advertisement
Sale ends at midnight	
Cool trainers, designed for cool kids!	
This roaring , red car is the must have toy of the year.	
Do you want bright, white teeth	
Buy one, get one free! While stocks last.	
The tangy orange flavour will tickle your taste buds.	

Friday 12th June 2020

Produce an advert to advertise a new shampoo.

Name: _____ Date: _____

A large empty rectangular box with a double yellow border, intended for drawing an advertisement.

Produce an advert to advertise Mac Jones ' latest burger. Name: _____ Date: _____



Produce an advert to advertise the school 's summer fair. Name: _____ Date: _____

A large empty rectangular box with a double green border, intended for drawing or writing an advertisement.

Produce an advert to advertise a new toy.

Name: _____ Date: _____

A large empty rectangular box with a double purple border, intended for drawing an advertisement.