

GGA – Writing (Persuasive adverts) for Year Three: Summer 1

Success Criteria

- I have focused on the positives and ignored the negatives.
- I have used exaggerated language, full of adjectives and adverbs to paint an appealing picture.
- I have included rhetorical questions.
- I have persuaded my reader to buy my product.

Why are we learning this?

Adverts are used to sell us things.

Why is it important?

It is important to know what techniques are used so that we can advertise things and so that we know which techniques are being used on us.



Happiness is owning your own holiday home on Devon's Jurassic Coast

FROM ONLY **£400** PER MONTH

- Impressive collection of new & pre-loved holiday homes and lodges
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- New indoor pool and interactive play zone
- Free inclusive entertainment
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LADRAM BAY
 Holiday Park, Devon
Be adventurous be inspired be amazed

Remember that in Year Three you must always:

Make sure that all sentences have a subject and a verb and make sense.

. ? !
 " " ,

Use the punctuation that you have been taught correctly.

Reread your writing and uplevel it to make it more exciting.



Check your spellings using a dictionary.



Use neat handwriting with correctly formed letters and try to join your handwriting.



Innocent
 give your day
 a boost

This smoothie is a source of vitamin C which helps to reduce tiredness and fatigue.
 As part of a healthy and balanced lifestyle.