



- Persuasion
- Advertising



## Writing advertisements

Read, watch and listen to advertisements. Make notes of words and phrases they use to get people interested. For example:

- sale!
- special
- bargain
- the best . . .
- buy now
- act now
- lowest prices
- the greatest . . .

Make notes about the best features of the product you want to sell. For example:

- fast
- fashionable
- trendy
- healthy
- stylish
- delicious
- fun
- interesting
- adorable
- new

Keep spoken advertisements short. Get to the point quickly. Put the most important points at the start and repeat them at the end.



## Three wishes

*Imagine you and a friend rub this lamp and a genie appears! The genie grants you and your friend three wishes. You have a wish each – and one wish to share.*

1. Write what you think the third wish should be.
2. Write at least three reasons to convince your friend to agree with your wish.





- Narrative

- Dialogue

- Character

- Ideas and details



# Imaginative 12

## Puppy talk

*What are the puppies thinking? What is the rabbit doing? What might happen next?*

Write what these three characters are saying to each other.





## Brrrrrrrr

*Imagine you are camping in that spot. What would you be wearing? What would you do? How would you feel?*

Describe what it would be like to camp here.

