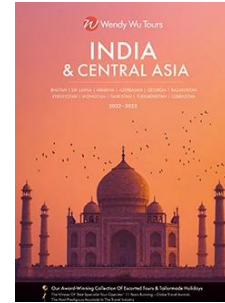


Year 3 & 4 Incredible India English Learning Organiser



Unit Outcome:

- Perform a television advertisement (Speech and Language)
- Write a persuasive travel brochure

Learning sequence:

- To identify the features, audience and purpose of a travel brochure.
- To identify persuasive vocabulary and techniques in a variety of advertisements.
- To roleplay a television advert using persuasive techniques.
- To research a location in India.
- To write a range of persuasive sentences using information about my chosen location.
- To plan a travel brochure on my chosen destination.
- To evaluate and edit a piece of writing.
- To use continuous cursive to demonstrate my best handwriting.

Vocabulary:

Powerful Adjectives: colossal, enormous, gigantic, immense, mammoth, massive.
Causal Conjunctions: furthermore, consequently, due to the fact that ... , as a result, because of ... , therefore.
Persuasive Writing Features:
Groups of three: use three adjectives or phrases together to make them stand out.
Repetition: Repeat key words or phrases so that they stick in the reader’s mind. These should be the main points.
Superlatives: Using words to show something is the best or the most.
Emotive Language: Use language to make the reader feel a certain way or remind them of a memory...
Rhetorical Question: Use questions that don’t need an answer but that will make the reader think about what you’ve said.

Grammar & Punctuation:

Using question marks for rhetorical questions
Personal pronouns
Imperatives
Superlatives

Persuasive Technique	Definition
1. Fact	Words which provoke a reaction from the reader
2. Statistic	Using ‘I’ or ‘you’
3. Emotive language	A true statement
4. Opinions	A word or phrase repeated more than once
5. Rule of three/triple	An order – telling the reader to do something
6. Repetition	Words starting with the same letter or sound

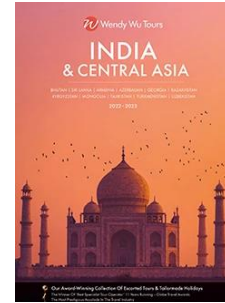
My target:

Review of My Target:

Year 3 & 4

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Always remember to:

- Join handwriting in clear cursive style
- Leave one line to indicate a new paragraph
- Use capital letters and full stops to begin and end sentences
- Use question marks correctly
- Use commas for lists and to mark clauses
- Use apostrophes for contraction and possession correctly
- Use a variety of different sentence types
- Use engaging vocabulary to entertain the reader
- Check for spelling and punctuation mistakes
- Use a purple pen to show my editing