

Year 5 English Home Learning

Let's write...

Communicating and Persuading

We have been looking at the techniques used in advertisements to persuade people to do things and buy things.

Your task is to choose an item at home and write a pitch persuading us to buy it. You could record yourself in a radio advert, film yourself in a TV advert or bring the item in and read your pitch out to the rest of the class.

Think about the language that you will use, try and make the listener believe they cannot live without it. Try and include the following:

- Alliteration
- Superlatives, e.g. best, most, greatest
- Rhetorical questions
- Imperative verbs (bossy verbs)
- Images or catchy slogans
- Remember to only use positive language



Grammar and punctuation

Superlatives



Choose five different products that you are interested in.

Write a slogan about it using the following:

- Superlatives— e.g. The crumbliest, flakiest chocolate in the world.
- Comparatives—e.g. Better than all the rest.
- Alliteration—Silky, smooth, sensational
- Word play (rhyme, a pun) - e.g. An egg-cellent treat at Easter.

Imperative verbs



Imperative verbs are 'bossy verbs' that are used in persuasive writing to tell someone what to do.

Look at the words below. Pick out the imperative verbs and write them in sentences or phrases.

window	shut	cheese	pull	jump	hair	classroom
cake	chips	quickly	funny	swing	ate	make
thought	mix	buy	biscuits	stop	enjoy	rocket

Bullet points



We use bullet points instead of lists sometimes in order to highlight key points. Just like lists, you need a colon before them.

Choose a product or a place you want to tell us all about. Use bullet points to list the benefits of the product or place.

E.g. Austrian mountains are beautiful places with a variety of things to do:

- Hiking and walking in the summer months.
- Ski-ing and winter sports.
- Experience stunning views and wonderful wildlife.