

Tuesday - Adjective-
day

Phenomenal

Word of the Day Activities

I think it means...

Create a mnemonic for the word.
(Big elephants can't use small exits is a mnemonic for because)

Dictionary definition:

Write a sentence with the word.

Practise spelling the word using pyramid spell.

Create a quick acrostic poem for the word.

Write it in a piece of speech.

P
PH

P
H
E
N
O
M
E
N
A
L

Synonym (words with a similar meaning)

How many words can you find within the word?

Antonym (words with opposite meaning)



Learning Question:

How can I write a travel brochure using persuasive language to promote a holiday to Rome?

Success Criteria:

- ✓ Conduct effective research about Rome as a holiday destination.
- ✓ Understand key features of a travel brochure
- ✓ Identify and use persuasive language
- ✓ Combine features of a script, persuasive language and research about Rome to create my own brochure.

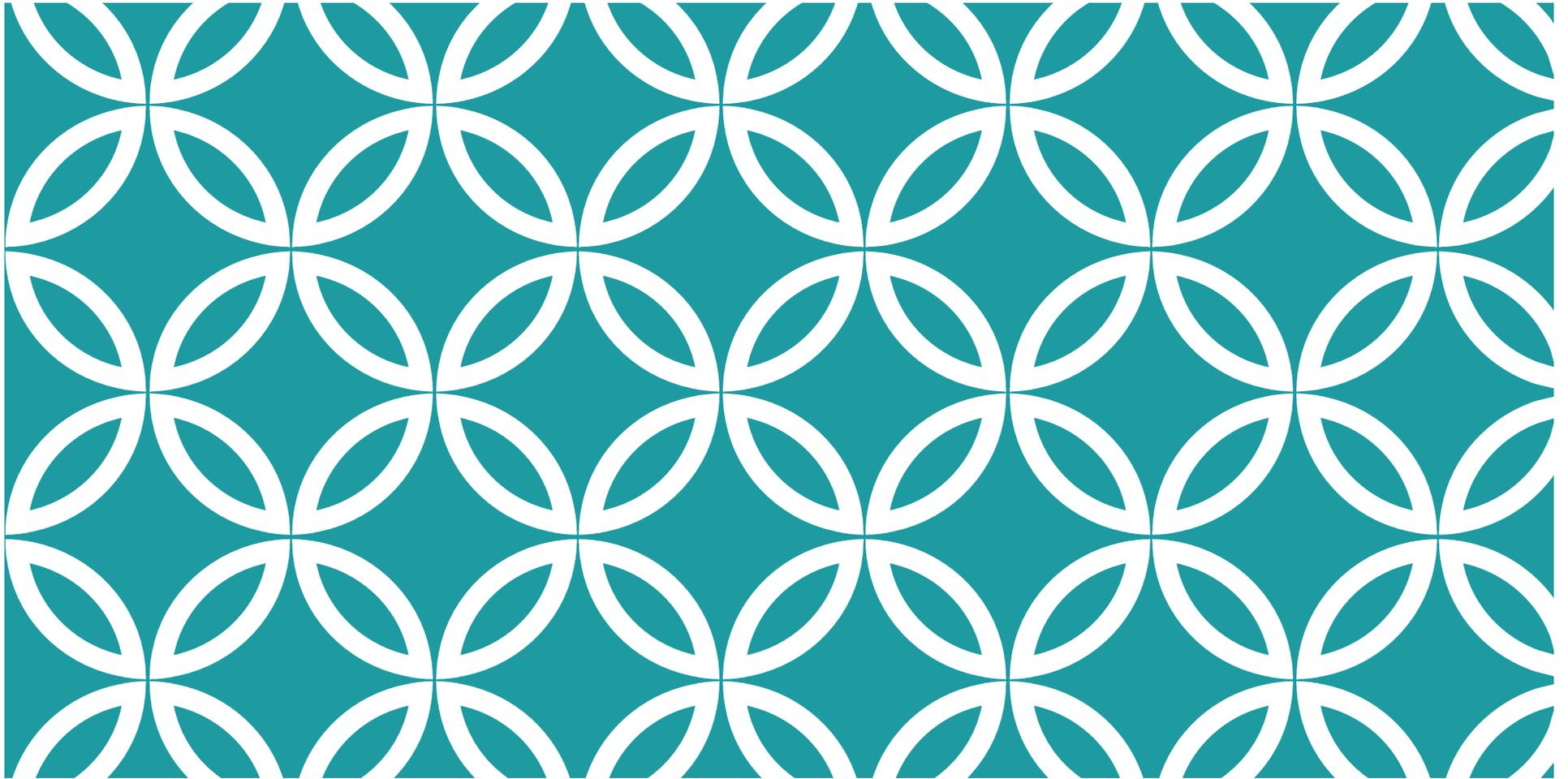
Vocabulary:

Writing for a purpose
Non-fiction
Persuasive language
Travel brochure

OUR TARGETS TODAY !



- ✓ To understand what a travel brochure is.
- ✓ Identify persuasive language.



WHAT IS A TRAVEL BROCHURE?





Experience of Living in the Paradise

Islands for the Best Place of the Vacation



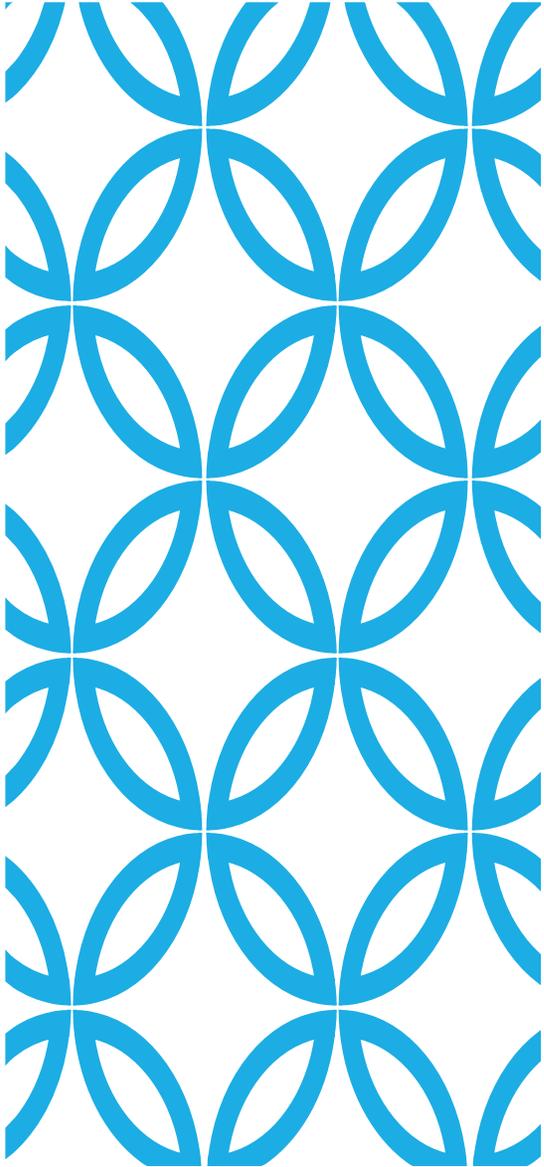
Journey for Experience the Aloha Spirit

Exclusive Offer for the Island of Hawaii

Hawaii
Island

Experience of Living in the Paradise

Hawaii
Island



*Can you
remember any
features of a
travel brochure?*

DID YOU COME UP WITH ANY OF THESE?

- Title

- PERSUASIVE LANGUAGE

- Rhetorical questions

- Rule of three

- Alliteration

- Facts

- Opinions

- Statistics

Sub-heading

Essential information

Photos

Bullet points

Descriptive language

Imperative verbs

Second person

Introduction

To Persuade

USE

Feel Good Words

comfortable
sensational
perfect
lovely
fantastic

attractive
calm
picturesque
peaceful
friendly

amazing
safe
generous
tranquil
luxurious

welcoming
exciting
outstanding
cosy
delicious

To Persuade

USE

Bossy Verbs (imperative)

Explore our lovely coastline

Visit numerous nearby attractions

Experience the joy of windsurfing

Stroll along the lovely promenade

Dine in our amazing restaurants

Enjoy the thrill of a new experience

TO PERSUADE

USE

Rhetorical Questions



(Questions used for effect which do not need an answer)

Do you crave excitement?

Fancy a holiday break?

Are you bored of your old toys?

Are you interested in a sports' holiday?

Why not visit the Whitby?

Do you deserve a treat?

To Persuade

USE

Improve Your Life Phrases

Happier

More attractive

Healthier

Good for you

More successful

Thinner

Less stressed

Smoother

To Persuade

USE

A Catch Phrase

Because you're worth it
You know it makes sense
Good to the last drop
Breakfast of champions
Let's make things better
It's like no other
Try it, you'll love it

To Persuade

USE

you, yourself, our, us

where you can ...

you will find ...

if you are feeling ...

our staff are ...

let us entertain you ...

our well maintained ...

you will be amazed ...

TRIPLET (RULE OF THREE)



Using three descriptive word, or repetition x3 e.g.



'Disneyland is the most exciting, wonderful, unbelievable theme park.'



'Delicious pizza, delicious pasta, delicious everything!'



Alliteration

This is when more than one word in a row starts with the same letter:

'Tango will make your taste buds tingle'

EXAGGERATION

Making something seem more important than it is.

***Emotive Language**

Using words that have an emotional impact on the reader

YOUR TASK

Use your notes and create sentences using persuasive language techniques.

For example:

The exciting, energetic and eternal city of Rome.

Try to get at least one example for each persuasive technique