

Monday 1st June 2020

Creating An Advert

Hi Yachts!

We're going to continue with the work we were doing last week about Zargon IO so first of all, re-read the log you created about Zargon IO on Thursday 28th May.

I Want to go There!

Zargon IO sounds like a brilliant planet to go to. Let's have a go at persuading people to visit it. Take a look at this example advert:

Fabulous fun for all the family at Alien Park

Are you ever bored at the weekend? Do you long for something exciting to do? Why not zoom to Alien Park and enter an amazing world?

Marvel at flying vampires. Wonder at the Dragons' Cave. Be amazed by Crocodile World. There is also ample parking, a cool café and a stunning shop.

Only 5 minutes from airstrip 21! Join the Alien A-team!

Now let's use that structure and imitate the language to write our own advert.

- Ask three questions:

Are you ever bored at the weekend?

Do you long for something exciting to do?

Why not zoom to Aliens Park and enter an amazing world?

- Use boastful words that try and make you think everything is absolutely wonderful. Underline all those types of words in the advert above (I've done a few for you).
- Tell your reader what to do by using imperative verbs (we sometimes call these bossy verbs):

Marvel at flying vampires.

Wonder at the Dragons' Cave.

Be amazed by Crocodile World.

- Add on more detail with a sentence of three things:
There is also ample parking, a cool café and a stunning shop.
- Tell the reader where it is: **Only 5 minutes from airstrip 21!**
- Finish with a catchy slogan: **Join the Alien A-team!**

Let's Innovate!

What do you want to say about Zargon IO? Use the planner below and the ideas above.

Underlying Structure	Jot Down Your Ideas as Notes
Ask a question to the reader to draw them in e.g. <i>Do you...</i>	
Tell the reader what there is on Zargon IO. Name three things. e.g. <i>Don't miss...</i>	
Add on more detail with a sentence of three things.	
Tell the reader where Zargon IO is.	
End with a catchy slogan e.g. <i>See you there!</i>	

Now you're ready to write your advert! Use your plan to draft it and don't forget to check the punctuation and flow. Does it sound persuasive enough?

Challenge: Use some contracted words with an apostrophe where the letters have been removed.

Examples: I will → I'll will not → won't is not → isn't

Keep your advert because we're going to look at it again tomorrow.

