

Year Four English

Adverts

National Curriculum:

- Discussing words and phrases that capture the reader's interest and imagination.
 - Identifying how language, structure, and presentation contribute to meaning.
 - Draft and write in non-narrative material, by using simple organisational devices (for example, headings and sub-headings).
- Plan their writing by: discussing writing similar to that which they are planning to write in order to understand and learn from its structure, vocabulary and grammar



Key Vocabulary – Star Words

Persuade	Techniques	Inform	Advertise
Features	Slogan	Alliteration	Exaggeration
Emotion	Impact	Language	Structure
Imagination	Presentation	Meaning	Gimmick

Glossary Of Star Words And Their Meaning

Slogan	
Gimmick	
Persuade	

Learning Intents

Learning Intents	Student	Teacher
To identify features and techniques of adverts recognising how structure and presentation help to make it persuasive.		
To apply persuasive features of adverts to pitch a product.		
To recognise and identify persuasive language features in letters and understand letter structure.		
To use persuasive language to convince a reader their product is worth buying.		