

## GGA – Writing (Persuasive adverts) for Year Six

### Examples of Wordplay



### Success Criteria

I started with a question.

I put a concluding statement at the end.

I summarised my arguments.

I used slogans and wordplay.

I used alliteration.

I used repetition and rhyme.

I 'played around' with vocabulary to make my product sound as exciting as possible.

I varied my sentence structure.



### Remember that in Year Six you must always:

Use neat, joined handwriting.

Use a range of punctuation, including Year 6 punctuation.

Use a dictionary to check your spelling.

Use adventurous vocabulary.

Reread and uplevel your writing.

Check your writing against your assessment grid.

### Why are we learning this?

Adverts are used to sell us things.

### Why is it important?

It is important to know what techniques are used so that we can advertise things and so that we know which techniques are being used on us.