

School Advert Planning Grid

| Underlying structure | Jot down your ideas in note form |
|---|----------------------------------|
| Ask questions to the reader to draw them in and then invite them to the school e.g. <i>Do you ...? Are you ...? If so, ...</i> | |
| Tell the reader what the school has to offer. List 4 or more activities on offer. Don't forget to boast e.g. <i>We have exceptional ...</i> | |
| Tell the reader what will happen if they go to your school e.g. <i>Study here and ...</i> | |
| Boast about what other wonderful things your school has and include a sentence of 3. | |
| End with a catchy slogan e.g. <i>Win in the world of wizards!</i> | |

Weasel Words

| | | | | | |
|---------------|--------------|--------------|-------------|-------------|-------------|
| Astounding | astonishing | breathtaking | sensational | awesome | spectacular |
| extraordinary | unbelievable | wondrous | amazing | staggering | incredible |
| remarkable | unrivalled | exceptional | stunning | Beautifully | divine |

Toolkit Sections

Weasel Words

Words that make you think everything is absolutely wonderful, They are boastful and exaggerate claims you are making i.e.

Astounding, astonishing, awesome, amazing.

Leading questions...

A type of question that implies or contains its own answer i.e.

Who doesn't want to learn about spells?

Alliteration....

Alliterations occur when words that start with the same sound/letter are used repeatedly in a phrase or sentence i.e.

Bring the book to the bookshelf.

Weasel phrases....

These draw you in by speaking to you personally and try to make you believe everything the writing is telling you i.e.

We can guarantee, you'll be the envy of, places are highly sought after..

Bossy words....

Commands that usually start with an imperative verb i.e.

Get, bring, pick, take, move, join