

Literacy Unit - Persuasive Leaflets and Posters

This unit of work will be over a 2 week cycle and will include a weekly SPaG (spelling, punctuation and grammar) activity linked to the learning. Usually we would complete a 'cold write' at the beginning of a unit of work and a 'hot write' at the end of the unit to show the progression children have made. These are always done independently with no help regarding sentence structure, ideas or corrections but we do give the children spellings if they ask for them (this should give you a chance to get on with housework etc too).

Lesson 1 Tuesday 21st April:

Cold Write:

Due to the current situation I thought it would make sense to create a poster telling others to stay at home to stay safe. Children should be passionate about this topic and find it easy to make a poster on without much support. To give them an incentive, you could display them in your windows and send in pictures of them to go on the website.

I made an example on the next page that the children can look at to help them. It would be good to discuss my example first so the children understand what makes a good poster/leaflet:

- Is it eye-catching?
- Has it got a clear title?
- Does it give you information?
- Is it persuasive? Does it tell you what to do?

When you've looked at the example, children can make their own poster for their 'cold write'.



Stay Safe

At Home!

Drawing

Playing

Baking

Board
Games

You can do
so many fun
things at
home!

Gardening

Watching
Films

Painting

Reading

Lesson 2 Wednesday 22nd April:

SPaG Lesson - Past and present tense

Posters and Leaflets are usually written in the present tense. Explain to your child the difference between the past tense and the present tense. Think of activities you've done in the past and think of something you are doing now. Is there a difference in the language that is used?

Activity 1:

Sort the words into present and past tense.

shouted	walk	eat	liked	sleep
jump	kicked	grab	hugged	smell

Activity 2:

Write a sentence with each word ensuring the whole sentence is either written in the past or present tense. Colour sentences in the past tense in one colour and present tense in another colour.

Lesson 3 Thursday 23rd April:

This lesson will be a research lesson where children can use the internet to find examples of posters and leaflets. Discuss what you like about them and how you think they could improve.

Use the questions below to help you discuss the posters/leaflets:

- Is it eye-catching?
- What do you like about the design of the poster/leaflet?
- Has it got short and snappy sentences/phrases?
- Is there a catchy slogan?
- Is it persuading you to do anything (buy a product, be healthier, help the environment)?
- What language does it use to persuade?
- Does it have attention grabbing pictures or photographs?
- Does it give you a final reminder of the product or message?

You don't need to record the answers, this is more for discussion and understanding why leaflets and posters are used.

Lesson 4 Friday 24th April:

Imagine you could create your own fairground. Create a leaflet/flyer with your parents/carers to encourage people to come and visit your fairground. You will need to include:

- Where it is
- How much it costs to go
- The name of the fairground
- What rides there are
- Are there any food stalls there?
- Do you need to be a certain age to go?
- When (times and days) it is open
- Any special offers.

To create the leaflet you just need a piece of paper and fold it so there's 3 equal parts. If you don't have much paper you could always create one on Microsoft Word/Publisher, you don't have to print it off.