

Wednesday 17th June 2020

LO: To create an advertisement for the perfect holiday.

Read through the holiday brochure I have put on the website and answer the questions below. Remember, the whole point in this brochure is to persuade you to go there on holiday! They want you to choose their resort and nobody else's! We are going to be looking at the persuasive features it uses.

1. How does the heading stand out?
2. How does the opening line make you want to go?
3. Find and write the rhetorical question that entices the reader.
4. Why does the introductory paragraph mention all the facilities it has straight away?
5. What can children do at the resort?
6. The writer talks about the location, 'on the beach', 'sea views', 'balconies', 'prime location'. Why do they do this?
7. Why have they included quotations in their advert?
8. What is the effect of using pictures on the advert?
9. Why might it be persuasive to include a special offer deal?
10. Find an example of where the writer uses exclamation marks to make their advert exciting.

Task:

Write the advert content for your dream hotel. Today I want you to focus only on the writing, tomorrow I want you to actually create the advert with a clear structure, pictures and accurate spelling, punctuation and grammar.