



Activity title:	Persuasive writing – Cultural Tourism
Description:	Creating a persuasive leaflet to visit Dylan’s Swansea or Carmarthenshire (2 sessions)
Year groups:	KS2
Link to LNF:	<p>Reading Locating, selecting and using information * Reading strategies</p> <p>Y3</p> <ul style="list-style-type: none">• identify different purposes of texts• identify how texts are organised• locate information on web pages using screen features <p>Y4</p> <ul style="list-style-type: none">• scan for specific information using a variety of features in texts• identify how texts differ in purpose, structure and layout• find information and ideas from web pages, using different search methods, considering which are the most efficient methods <p>Y5</p> <ul style="list-style-type: none">• scan to find specific details using graphic and textual organisers• identify features of texts• use information from trusted sources, on-screen and on paper, selecting and downloading as necessary <p>Y6</p> <ul style="list-style-type: none">• read closely, annotating for specific purposes• use internet searches carefully, deciding which sources to read and believe <p>Writing Organising ideas and information * Structure and organisation</p> <p>Y3</p> <ul style="list-style-type: none">• use a basic structure for writing• use visual information if relevant <p>Y4</p> <ul style="list-style-type: none">• use specific structures in writing• use visual information <p>Y5</p> <ul style="list-style-type: none">• use features which show the structure of the writing• use images, graphs and illustrations which are clear, relevant and appropriate <p>Y6</p> <ul style="list-style-type: none">• adapt structures in writing for different contexts• use features and layout which are constructed to present data and ideas clearly



Dylan Thomas Text:	N/A
Resources required:	<ul style="list-style-type: none">• Examples of Persuasive leaflets and brochures.• Post- it notes and if desired 'Graffiti wall' background for IWB.• www.rockandrollpoet.co.uk• Leaflet template – paper or digital (eg Upper KS2 -Word/Publisher and Lower KS2 – 2Simple/Textease)• Editable Success Criteria Ladder
Suggested teaching sequence:	<ul style="list-style-type: none">• Look at examples of persuasive leaflets (local attractions, events).• In groups, learners discuss features and write them on post-it notes. Bring ideas together as a class and using a 'Graffiti Wall', stick post-it notes or write features for everyone to see. Summarise the main features of persuasive writing, e.g. eye-catching phrase/slogan, present tense, imperatives etc.• As a class create a collection of achievable Success Criteria.• Research Dylan's Swansea and Carmarthenshire. (http://www.rockandrollpoet.co.uk)• Learners to plan out their leaflet using their success criteria to help them include persuasive features.• Learners can produce a leaflet either handwritten or using the computer programmes above.• Using their Success Ladder, learners assess their own learning and that of their peers.
Extension activities:	<ul style="list-style-type: none">• Create a jingle for a radio advert persuading people to visit Dylan's Wales.• Script, perform and film a TV advertisement to persuade people to visit.
Modifying for other age groups:	