

NATIONAL
GEOGRAPHIC

'BOURNEBROOK' GEOGRAPHIC

Bournebrook home-learning – English

Week beginning 13th July

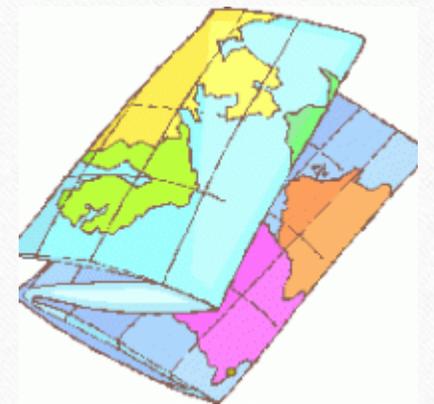
MONDAY

LO: BUILD A VOCABULARY BANK (SUITABLE FOR TRAVEL AND TOURISM)

This week we are going to think about *advertising*, and use tricks and techniques to *persuade*.

Due to the Covid-19 virus and lockdown – many people are looking forward to having a break from their homes over the Summer. The choice is quite wide, but we are going to focus on the **UK** as a great ‘**STAYCATION DESTINATION**’.

However, as many people think a holiday is about going abroad, we have some work to do to persuade them to holiday here!



Today's task is quite straightforward - you are going to build a vocabulary bank; lists of words which help to describe and make something (particularly a place) sound really interesting and inviting. These words will be used in tasks later in the week - the better the words, the better the writing, so choose your words carefully.

Begin with thinking about what you want to describe - there are **images on the next slide** to help you.

Jot down words which come into your head, then see if you can **IMPROVE** them - write these down too.

If you have a **thesaurus** handy, look up these words and it will give alternative words which mean something similar.

There are also online thesauruses or you might be able to 'right click' on a word (if you are using a word doc to record your ideas) and the computer can offer an alternative idea.

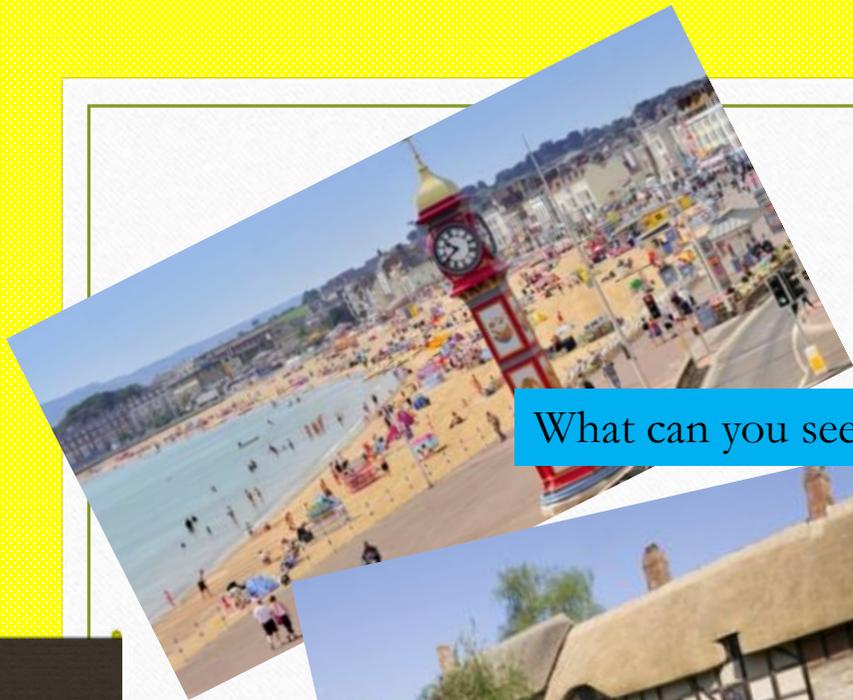
This website may be useful if you don't have a traditional 'book' thesaurus.

<https://kidthesaurus.com/>

<https://www.bbc.co.uk/bitesize/articles/zh.2xhbk>

Go to this BBC site to learn a little more about using a thesaurus - it may help

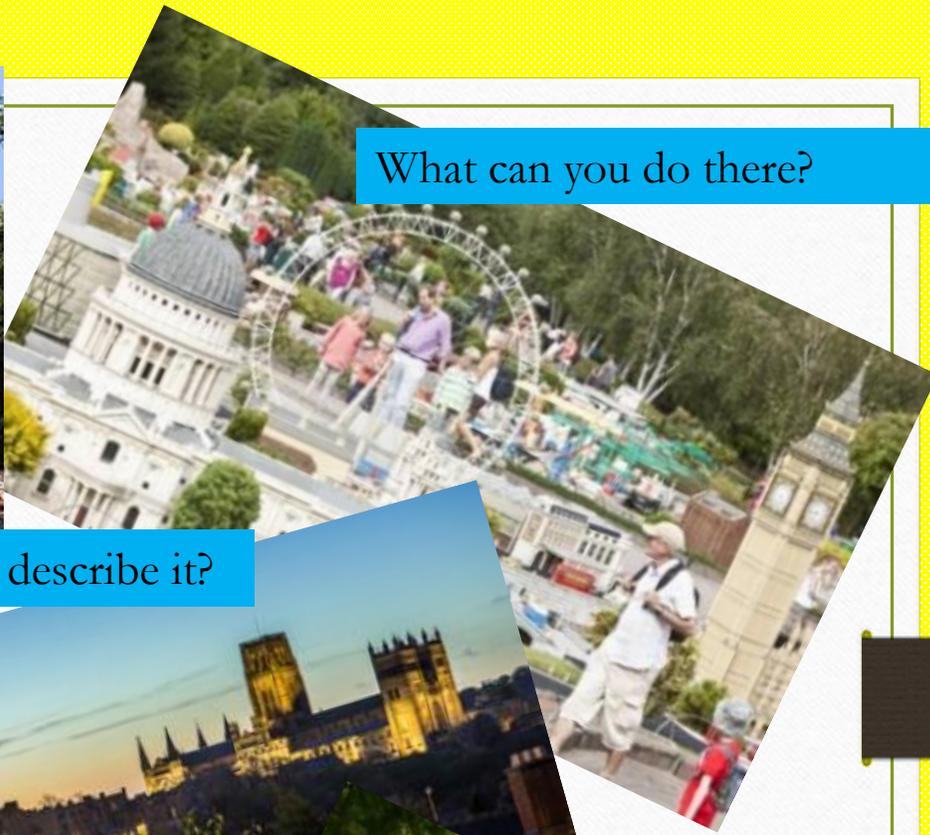




What can you see?



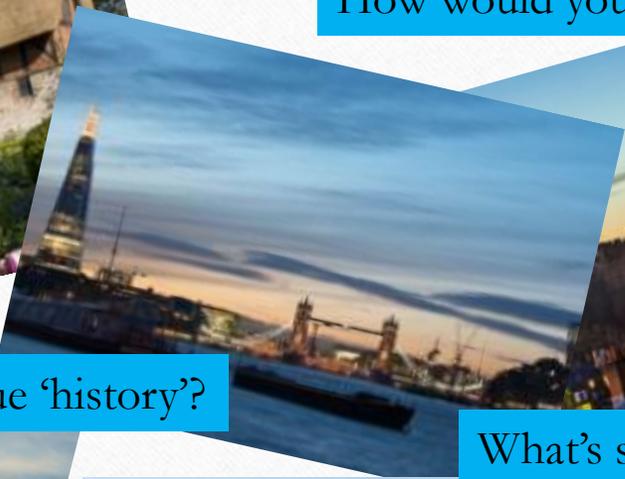
How would you describe it?



What can you do there?



Does it have unique 'history'?



What's special about it?



How does it make you feel?



Why should you visit?



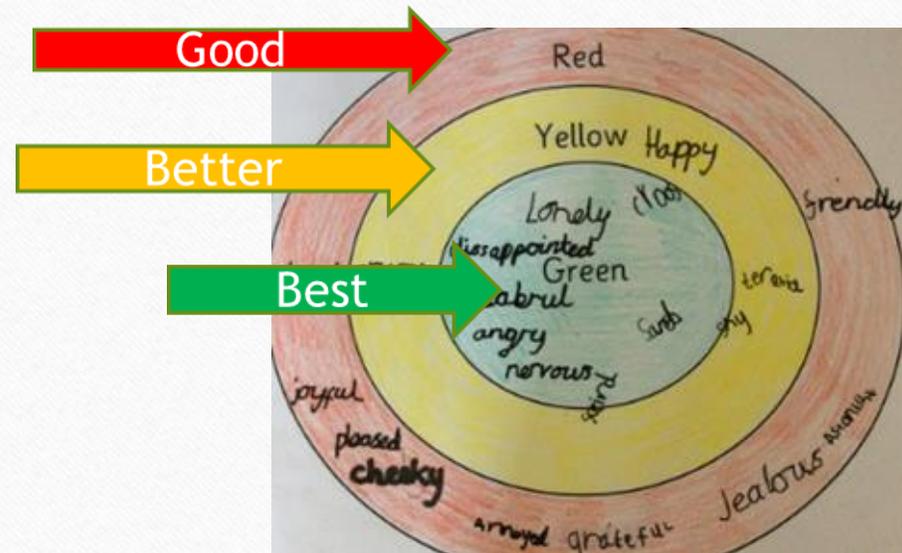
When you have got a list of words which could be used to describe places / destinations in the UK, create a 'Zone of Relevance' - adding those words which are good, better or best to a target like the one below. You have used one of these before, so this should be easier to do this time 😊. Add colour and images if you wish.

Elm and Willow

Create a **zone of relevance** which has **at least 15 words**

included to describe the UK

Remember, it needs to make it sound like a great place to visit – so focus on words which add to it's description



Ash and Beech

Create a **zone of relevance** which has **at least 25 words**

included to describe the UK

Remember, it needs to make it sound like a great place to visit – so focus on words which add to it's description

TUESDAY

LO: WRITE DESCRIPTIVE SENTENCES (EXPANDED NOUN PHRASES)

Today you are going to use the words you placed on your zone of relevance, to write descriptively about some key sites in the UK.

Set yourself a **challenge...** every time you use a word from the 'good' zone, you score 1 point. A word used from the 'better' zone scores 2 points and a 'best' word scores 3 points. The more words you use, the higher your score will get!



This website will remind you about expanded noun phrases if you are unsure:

<https://www.bbc.co.uk/bitesize/articles/zhfgcqt>

Watch the following English Heritage promotion video. As you watch, think about how you might describe these places (specifically in England) to a visitor.
<https://www.youtube.com/watch?v=hx9GDgVKWG4>

When writing, Elm and Willow:

ALL Must: Use CAPITAL letters and Full stops (and possibly ! / ?) in the right places

MANY Should: Use expanded noun phrases – include adjectives from your ‘zone of relevance’ to describe the nouns / things in your sentences

SOME Could: Join sentences together to create a paragraph of description about the UK

Challenge: try to beat a description score of more than 10 points!

When writing, Beech and Ash:

ALL Must: Use ALL non-negotiables (CAP/ . / / ? / !) accurately

MANY Should: Use expanded noun phrases in your paragraph by adding a good level of description from yesterday’s work and begin to include adverbials of time, place and number

SOME Could: Develop the description beyond one paragraph, using ‘signposts’ or devices to build cohesion between the sections of writing.

Challenge: try to beat a description score of more than 20 points!

Some of the images taken from the English Heritage film, which you will describe.



Invaders and settlers; Hadrian's Wall



Abbeys and cathedrals



Historic gardens and parks



Castles and Keeps



Historic houses and museums



Ancient monuments

Remember to use your success criteria, and the challenge set.

So... How did you do?
Look back at today's writing and see if you have evidence of the **Must**, **Should** and **Could** success criteria you were set.

If you spot any mistakes, take a moment to correct them - especially from the **MUST** criteria.

When you read your work through, do you think it's a good description over all? It should be the best you can write - if not, improve it before you finish today's session.



WEDNESDAY

LO: UNDERSTAND THE DIFFERENCE BETWEEN FACT AND OPINION

<https://www.bbc.co.uk/bitesize/articles/zn4dqp3>

When we try to encourage people to do something, such as plan to go on a 'staycation' in the UK, we may need to use persuasion. There are lots of ways we might persuade someone, but using fact and opinion really helps to get our message across to our 'audience'.

However, we must be careful with these, as it can be easy to mix them up - and then our message gets confusing.

Before you start today's task, go to the Bitesize daily link above, to find out a bit more about the difference between facts and opinions. Complete activities 1 and 2, *but don't do activity 3*



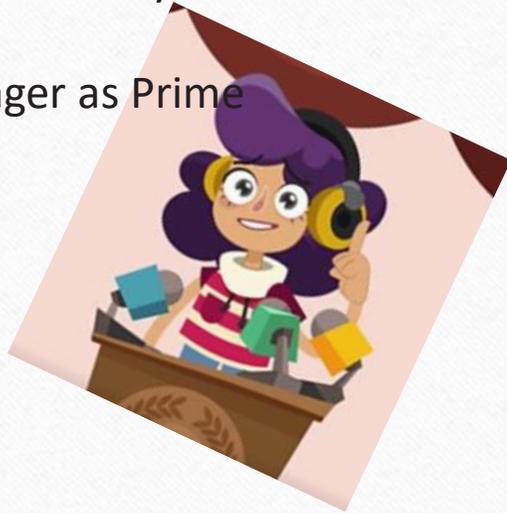
A quick recap...

Facts

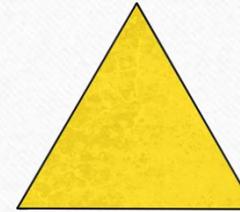
- Facts are definitely true.
 - They can be backed up with evidence.
- For example: The Prime Minister is giving a speech.

Opinions

- Your opinion is how you feel or what you think about something.
 - Other people might think differently or have a different opinion.
- For example: Having a teenager as Prime Minister is a terrible idea.

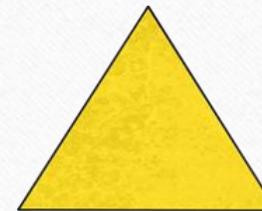


A triangle has three straight sides.



FACT

Triangles are easy to draw.



OPINION

Today you are going to write sentences which contain facts and sentences which contain opinions about places to visit in the UK. You can either use those from the English Heritage promotion video we looked at yesterday (repeated on the next slide), or you can research other places in the UK, using the links below or any other resources you may have at home, such as books or the internet if you have permission to access it. The choice is yours.

<https://www.visitengland.com/>

<http://projectbritain.com/>

	Fact - example	Opinion - example
	Stonehenge is a stone circle standing in the rolling countryside of Wiltshire. <i>(A red arrow points from the text below to this sentence.)</i>	It is an eerie site full of mystery and the best known prehistoric site in Europe. <i>(A red arrow points from the text below to this sentence.)</i>
	<i>This is true / factual</i>	<i>Some might not find it eerie and others may know other sites – so it's opinion</i>

What you are doing today...

For each place you choose to write about, write 2 sentences - one which has clear, true **facts**, and the other which has **opinion**, saying your viewpoint.

Elm and Willow:

- Choose at least 3 or 4 places to write about.
- For each place write a sentence which includes a fact and another sentence which includes your opinion
- Remember to use CAPS and full stops in the right places.

Beech and Ash:

- Choose at least 3 or 4 places to write about
- For each place write 2 sentences which contain facts and 2 more sentences which contain your opinions
- Remember your Non-Negotiables and expand your sentences in a variety of ways.

Some of the images taken from the English Heritage film.



Invaders and settlers; Hadrian's Wall



Abbeys and cathedrals



Historic gardens and parks



Castles and keeps



Historic houses and museums



Ancient monuments

Write sentences which are facts AND sentences which are opinions about each place you choose - the images should give enough factual information if you are not able to research (ie you're in school for today's session).

THURSDAY

LO: WRITE RHETORICAL QUESTIONS

When we want people to **engage** with what we are saying, another 'trick' we might include is a **rhetorical question**. This is a question which isn't meant to give you an answer, but to get your 'audience' or reader to think about the subject. It is used to get them to think about and hopefully agree with your idea or point of view, and can make them feel it's their viewpoint.

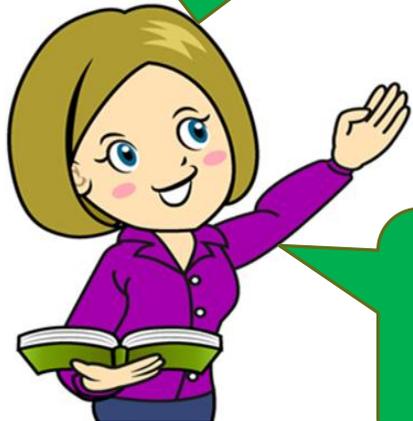
https://www.youtube.com/watch?v=k_oDI_qyAHo – watch this promotional video from 2012 to see how many times they have used rhetorical questions to get you thinking.



Read through the advert for the Horrid Hotel.

1) Identify all of the rhetorical questions in this text – the ? is a good clue.

2) How many rhetorical questions can you spot?



Pay attention to the way the sentences are written.



Horrid Hotel

The World's Worst Resort

Do you fancy a really rubbish holiday? Are you looking for a miserable fortnight of torrential rain? Well look no further than Horrid Hotel. Who wouldn't want to stay here?

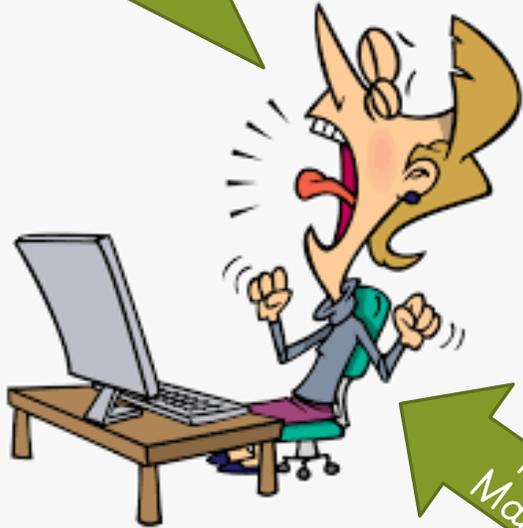
Here at Horrid Hotel, we offer a full range of facilities. Sound good? Why not visit our restaurant? Our disgusting chef cooks up food so vile that even the flies leave it. Appetising, right?

We also offer a swimming pool full of green, slimy algae. Fancy a dip?

Do you want to be up all night? Our plentiful cockroaches and blood-sucking leeches will make sure of that. Love cold showers? Great - that's all we offer here! Hot showers are so overrated, aren't they?

Make sure you book today to guarantee the most heinous room we have to offer. Do we need to ask twice? I thought not.

Why does the wifi keep stopping? Doesn't it know I've got home-learning to finish?



Mrs Mann!

Mememes are funny pictures which often use rhetorical questions – what funny questions could you add to these images? Write your sentences in your books – think of as many as you can.



Remember to use the correct punctuation.

Although Rhetorical questions can be funny, they are more often used to get people 'thinking'. Using what you now know about rhetorical questions, see if you could write some to go with the UK images we have been looking at this week. Try to write questions to encourage people to stay in the UK for their holidays, *eg. Do you like relaxing on long, golden beaches, but not have to travel too long to get there?*

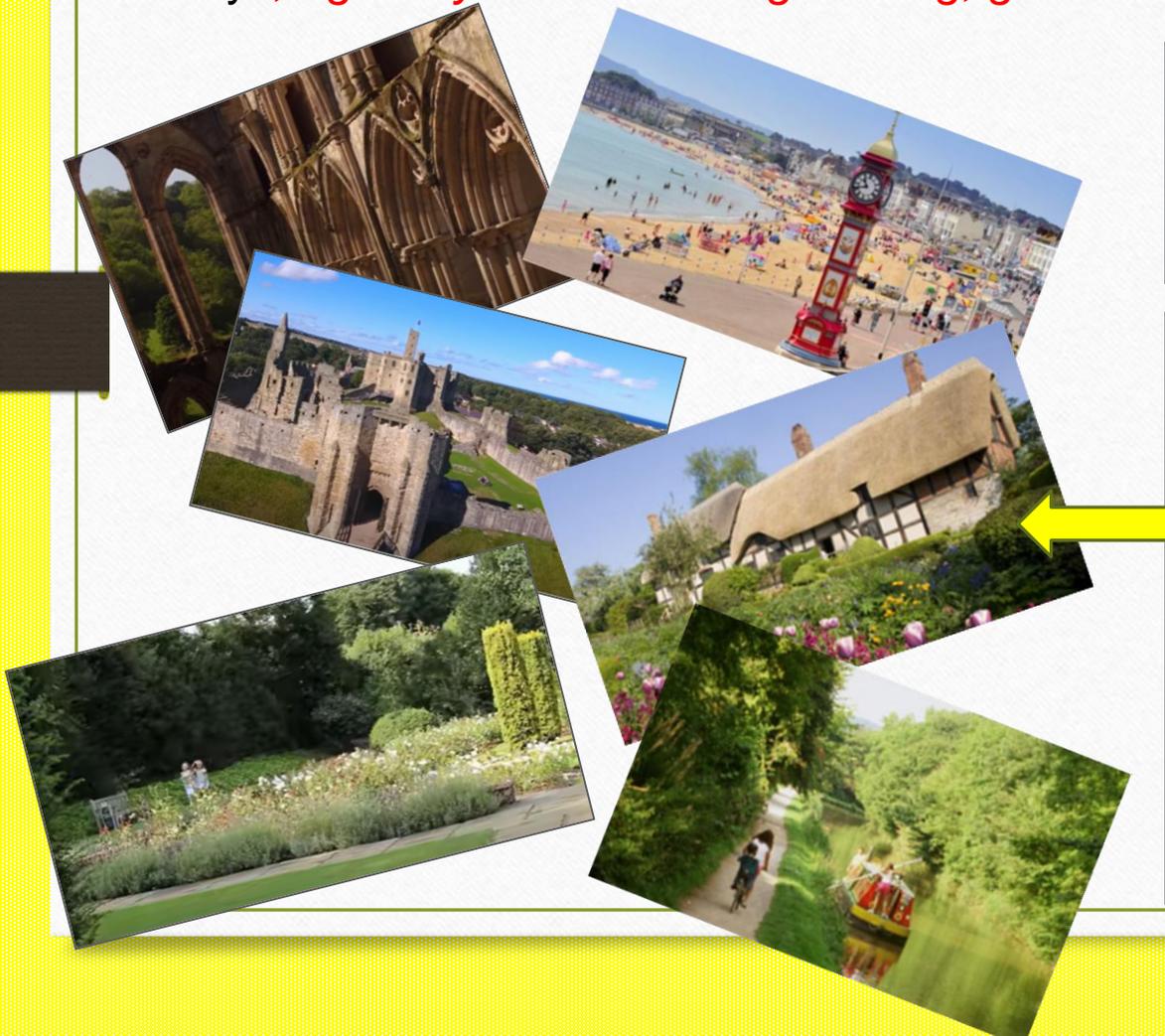
Start your sentences with different question words, such as:
Who / What / Where / When / Why / How / Which / Have (you)...
End them with a question mark.

Elm and Willow

Write at least 1 rhetorical question for each image. Use the sentence starts above. Remember to include all Capital letters and question marks,

Beech and Ash

Write at least 2 rhetorical questions for each image, Use some of the key words above, but don't always start with them (refer back to the Horrid Hotel text for ideas). Remember to use all your non-negotiables in the right places.



FRIDAY

LO: WRITE AN ADVERTISEMENT (A UK STAYCATION)

This week you have created a bank of great vocab, practised using good description (expanded noun phrases), written information which uses both facts and opinions and used rhetorical questions to get someone thinking about the UK as a great destination for a holiday.

Today you are going to **use all of these persuasive 'tricks'**.



These advertising campaigns might give a little 'inspiration'

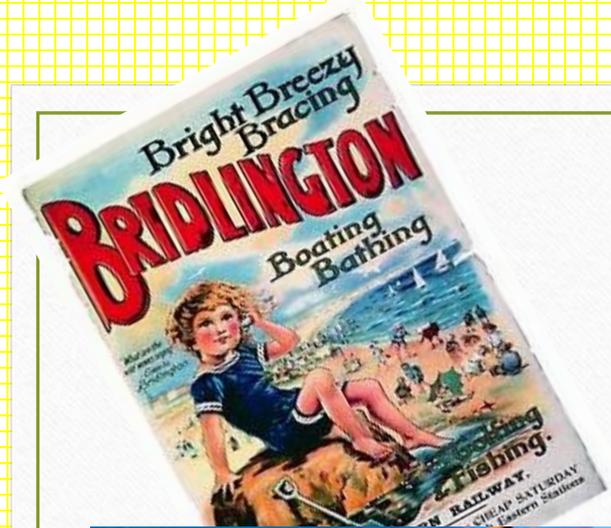
<https://www.youtube.com/watch?v=TG-yh29yoAs>

<https://www.youtube.com/watch?v=PID094ITZnA>

<https://www.youtube.com/watch?v=rQqzlT61NxM>

<https://www.youtube.com/watch?v=9hL9yDOK48A>

Which films were the most memorable / why?



Your task today is to imagine you are working for a top advertising agency. You have been asked to design a brochure which encourages people to choose the United Kingdom as a place to go on holiday - a 'staycation'.

Your design brief - you will need to:

- Give your brochure a snappy title – something memorable
- It will need a statement or rhetorical question to build interest – make people want to read the brochure
- Play around with words and descriptions to make your advert stick in peoples minds
- Give facts
- Support you advert with some opinion
- Exaggerate (we've done this recently – look back in your work for ideas)
- Use images and logos

The next slides have some materials to support your brochure, if you need them.

Writing to Persuade

Imperative Verbs

buy
campaign
create
demand
expect
explain
forget
halt
imagine
leave
purchase
reduce
say goodbye to...
stand up for...
stop
use

Persuasive Word Choices

amazing
brand-new
brilliant
delightful
extraordinary
fantastic
flawless
incredible
magnificent
never-before-seen
newly designed
one of a kind
spectacular
splendid
unique
wonderful

Whether you're writing a letter, a speech or an advert, you need to persuade your reader that what you're saying is true.

Sentence Starters

As soon as you use the...,
For centuries,
For the past few years,
From now on,
From the moment you first see the...,
Just imagine...
Say goodbye to...
Surely...

Rhetorical Questions

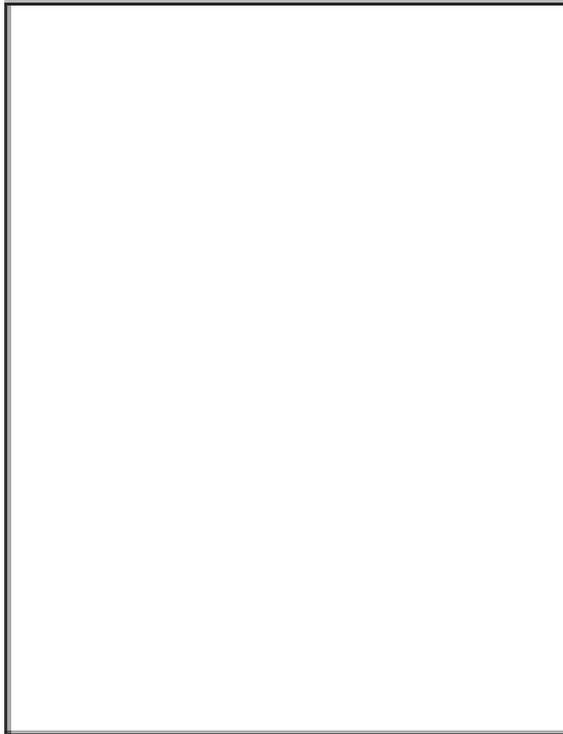
Do you really want...?
Do you think...?
Have you longed for a solution to...?
Have you always wanted...?
Have you considered...?
Have you tried...?
How can you live without...?
What are you waiting for?
What is better than...?
Why don't you...?
Why not try...?



Brochure



Things to see and do



Where to go



So... How did you do?

Does your brochure encourage people to stay in the United Kingdom for their holidays?

Check you have used the correct layout and punctuation in your writing, and make sure you have included all of the expectations of the design brief.

When you are sure everything is in place, and it's the best brochure you could write, let someone else read it – would they now consider staying in the UK for their holidays? If they say 'yes' you met the brief 😊

Well done!





Bournebrook

Church of England Primary School

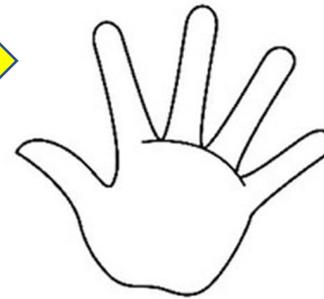
ChildLine

0800 1111



- Remember to **talk to someone on your Network Hand** if you are worried about something
- If **nobody is listening to your worries** or there is nobody to talk to, **you can call Childline on 08001111** - adults at Childline are used to talking to children with worries and can help you.

5 fingers of safety



If you feel unsafe at home or are worried that a friend is not safe, call Mrs Patchett on 07787261064.