

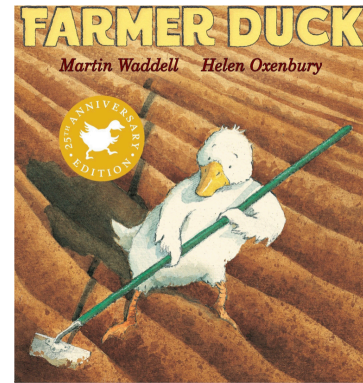


The Farm Shop



Vocabulary

Key Word	Definition
persuade	trying to convince someone
advertise	when someone encourages you to buy something
audience	a group of people who listen or watch
purpose	the reason for which something is done or created
exaggerate	to make something seem important or valuable
pun	a joke that makes a play on words
metaphor	a phrase that describes something but compares it to something else
leaflet	a printed piece of paper that is usually given to people free of charge. It contains information or advertisements and is often folded



There once was a duck who had the bad luck to live with a lazy old farmer. While the duck worked, the farmer lay in bed – until one day the other animals decided to take action!

Persuasive Writing

Sentence Starters

- It is clear that...
- Clearly...
- Everyone knows that...
- Of course...
- The fact is...
- There is no doubt...
- Surely...



Persuasive Language

- also
- although
- as a result
- because
- clearly
- except
- for example
- for instance
- for that reason
- however
- in fact
- instead
- it is clear
- obviously
- of course
- surely



Conclusions

- In conclusion,
- To sum up,
- As a result,
- To end with,
- In summary,



Posters and Leaflets

Short, snappy sentences/phrases

An eye catching layout

A catchy slogan

Something to offer

Attention grabbing pictures or photographs

A final reminder of the product or message



The holiday of your dreams

This fabulous, luxury, friendly, family hotel has its own beachfront at the quieter end of the bay. It is only a tiny walk from the golden sands and a short hop from the colourful, unspoilt village. The wonderful views are what make this hotel such a glorious, relaxing place in which to stay. Some rooms have spacious balconies, and most of these enjoy stunning sea views. All the rooms are simply but tastefully furnished. Freda and Max, the owners, create a warm, friendly environment in which guests can relax in comfort.

Is it miles away from the village?

Does it have a pool?

How many rooms are there?

How many rooms have a sea view?

Does the hotel have a restaurant?