

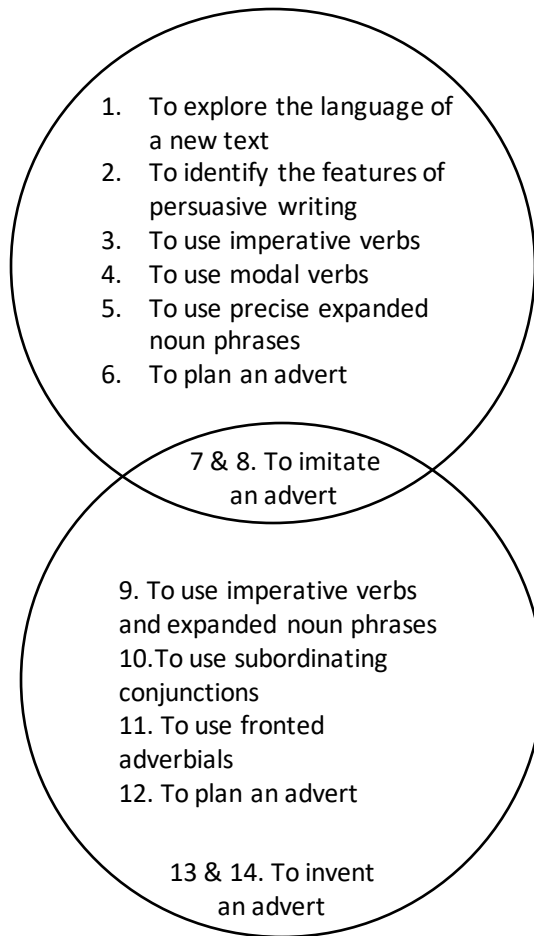
# *Escape to Pompeii* Persuasive Adverts

Author Purpose: To persuade the reader to want to visit

Tier 2 words: absolutely, budget, experience, market, phenomenal, popular, highlight,

Key vocabulary: marvel, experience, venture, prepare, dine, witness, gaze

## Escape from Pompeii Persuasive Adverts



1. To explore the language of a new text
2. To identify the features of persuasive writing
3. To use imperative verbs
4. To use modal verbs
5. To use precise expanded noun phrases
6. To plan an advert

7 & 8. To imitate an advert

9. To use imperative verbs and expanded noun phrases
10. To use subordinating conjunctions
11. To use fronted adverbials
12. To plan an advert

13 & 14. To invent an advert

SC:  
Precise expanded noun phrases  
Modal and imperative verbs

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Precise expanded noun phrases  
Modal and imperative verbs  
Fronted adverbials  
Subordinating conjunctions

1. Tier 2 words: absolutely, budget, experience, market, phenomenal, popular, highlight, transport.
2. Explain what an advert is. Explore the word persuasive. Point out the direct address to the reader. Highlight features (Imperative verbs, modal verbs, expanded noun phrases to add detail) Magpie language from different adverts.
3. Focus on imperative verbs – discover, experience, witness, gaze, wonder, delight, enjoy, devour. Model examples and non-examples to establish shades of meaning. Get the children to write sentences about the school using these verbs. E.g. Marvel at the mess the reception children create. Gaze at the beautiful beach. Devour the delicious baked potatoes. Discover how to multiply two numbers.
4. Focus on modal verbs to show choice and urgency (something is not to be missed). Rank modal verbs between the two. E.g. You might want to wander down the cobbled streets. You must not miss the climb to the volcano. Provide a list of activities you could do in Pompeii and get the children to rank them and then write sentences using modal verbs.
5. Show pictures of Pompeii. Provide word banks of adjectives. Focus on expanding to add interest and detail rather than just adding two adjectives. For HAPs model examples of more specific adjective choice e.g. the imposing Mount Vesuvius, rather than the wonderful, amazing Mount Vesuvius. Write sentences in their books using expanded noun phrases and imperative verbs from previous day. e.g. Marvel at the intricate architecture.
6. Provide planning template for advert about Pompeii. Explain that you need to group and further explain information about a topic. Pick out three sub-headings as a class and learners plan three points they will mention in each.
7. Learners write an advert for Pompeii
8. Learners edit and publish advert
9. Explain to the children that they will be writing an advert on their own made-up city. Provide outline shape for children to stick pictures on. Children make up the name of their city and why it stands out e.g. special history/famous for something. Then children choose from banks of pictures e.g. choose one restaurant picture, two historical monument pictures, one activity picture, a picture of shops, two unusual things you can buy there etc. On a double page of book, children create map with photos on one side and write sentences using expanded noun phrases and imperative verbs on the opposite page.
10. Model how to use conjunctions (when, because, as, while) at the start and middle of complex sentences to join two ideas. for cause e.g. because, so, which, otherwise, so that. Get the children to write a short persuasive paragraph for the lunch hall using subordinating conjunctions. E.g. When you visit the canteen, you will be amazed at the service. Because the dinner ladies are so friendly, you will feel happy when you collect your food. As you line up, admire the delicious range of cooking on offer.
11. Model how to use fronted adverbials at the start of the sentence. Explain that it is important to only use a few. Provide passage about an invented place for learners to add in fronted adverbials (and HAPs also improve expanded noun phrases). Also provide passage where there are too many fronted adverbials and get them to remove some and only keep the best ones.
12. Plan – Model how to plan a few sentences for intro. As a class decide three subheadings (e.g. What you can do, Food and drink, Shopping). Model sentence to close.
13. Learners write an advert for their invented city
14. Learners edit and publish advert
15. Learners film radio advert to put on Dojo advertising their city so parents can listen to it.

SC:

Expanded noun phrases

Modal and imperative

verbs

## **Come to Pompeii!**

### **Introduction**

Pompeii is one of the most ancient cities known to historians and it is absolutely worth a visit. It caters to every taste and budget.

### **Things to do**

Marvel at history as a local guide leads you in the footsteps of the Romans, through villas, forums and baths. This wonderful city was hidden under ash in 79AD. Prepare to be amazed when looking at the beautiful architecture. You will feel like you have travelled back in time. Then travel onto the imposing Mount Vesuvius, which is Europe's only active volcano. You can drive to around 1,000 metres, before doing the absolutely phenomenal climb up to the crater. You must see it before you go as it is one of Pompeii's highlights.

### **Food and drink**

After your tour, experience lunch at Capona which is one of Pompeii's most famous restaurants. Enjoy the delicious food while overlooking the impressive view of Mount Vesuvius. The menu consists of pizza, a dessert and a drink and you will dine like royalty here because the venue is so comfortable and luxurious. You might even want to bring some friends along.

### **Shopping**

Venture into the popular, bustling market in the centre of Pompeii, where you can pick up some real treasures. Walk away with a beautiful scarf or handmade vase. Delight in the cheerful atmosphere all around the market.

Our full day excursion will leave you feeling like you have seen a truly wonderful place and experienced one of the best days of your life.

## Planning template

	Imperative verbs	1 or 2 things to see/do	Fact/ Additional information	How you will feel
Introduction	Experience		This beautiful city was once buried in ash over...years ago.	
History	Marvel at	the intricate architecture in the forums and baths.	You will have a local guide for two hours.	amazed, like you have stepped back in time
Nature	Wonder at		The walk to the summit will take approximately an hour.	
Eating	Devour			
Closing sentence(s)				

SC:

Expanded noun phrases

Modal and imperative

verbs

Fronted adverbials

Subordinating conjunctions

## Come to Lala

### Introduction

Lala is a truly phenomenal city. You simply **must** visit it and **experience** life in the land where music was invented.

### Things to do

**Wonder** at the beauty of the ancient pianos that were used many years ago. A **local guide with expertise in music** **will** show you where they were first played. This is a real highlight for most visitors. Then, **prepare** to be awe-struck **when** you see the marble theatre which they built to hold the first concerts. **Take time** to also enjoy the nature all around you in Lala. **Venture** into the nearby forest where you can find up to three hundred different species of wild butterfly. **Amazingly**, these butterflies can be seen all year round **because** of the warm climate.

### Food and drink

**When** you start to feel a bit peckish, **delight** in lunch at Tata's which is Lala's most popular fish restaurant. **Devour** the delicious seafood **as** you listen to their in-house singers serenade you. **After lunch**, enjoy a glass of wine and watch the can-can dancers.

### Shopping

**Explore** the modern, glass shopping mall in the centre of the city. **Here**, you will find every piece of music ever played. **Luckily for your family**, there are musical gifts and souvenirs to suit every budget so you will be sure to find them all a little something from your trip like **a miniature toy guitar**.

You will love your trip to Lala and be desperate to come back and visit again as soon as you can.