

TEACHER NOTES

English

Writing to persuade (with design to support)

Contextual Summary

This is an English writing resource that engages students with their visit to the IW Donkey Sanctuary.

The resource task enables them to practise their thinking and organisation as well as their persuasive writing and artistic skills.

Students are asked to create an persuasive leaflet, using their experiences at the Donkey Sanctuary as their stimulus material.

The task is designed to appeal to students in key stage 3.



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SUBJECT

English

UNIT

Writing: to persuade

OPPORTUNITIES FOR USE

- ✗ Pre-Visit
- ✗ On-Site Activity
- ✓ Post-Visit

Peripheral Task

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The tasks can be integrated into lessons at any stage throughout the academic year as a revision tool or for writing practice.

It is anticipated that students will have an enriched experience as they will be reflecting on their school visit activities in a creative way, and this will reinforce how language can be a valuable persuasive tool.

Ability Levels

There are three variants of this resource, one each for low, medium and high ability in key stage 3.

Teachers can support students in their undertaking of the tasks as necessary for ability.

Various leaflet templates and supporting materials are attached at the end of this teacher note for use as required.

Key skills practised in this unit:

- ▶ Writing to persuade
- ▶ Selecting images for purpose

Relationship to Curriculum

The above skills are required to be taught and practised as per the National Curriculum for key stage 3 English, with crossover links to Art & Design and ICT.

CURRICULUM / SYLLABUS

- ✓ National Curriculum 2014
- ✓ Curriculum for Excellence

Applies to Resources numbered:

1	0	4	1	2	1
1	0	4	1	2	2
1	0	4	1	2	3

Learning Opportunities

Pre-Visit

- ▶ The task could be discussed in class prior to the trip so students are bearing this in mind when on their visit, focusing on the creative possibilities during their visit to the Donkey Sanctuary.
- ▶ It would be useful if the students have already revised some features of persuasive writing and the use of images in advertising.

During the Visit

- ▶ Students need to be aware of the most engaging parts of the Donkey Sanctuary so they can refer to them later. They could make notes or take pictures.

Post Visit

- ▶ Completion of the English resource linked with this document:

Resource ID:

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(KS3 high)

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- ▶ The best leaflets could be sent to the Donkey Sanctuary.

Enrichment Opportunities

- ▶ Students will learn to consider language choices and to select appropriate devices for purpose.
- ▶ They will also become aware of the importance of considering the needs of others when attempting to persuade.
- ▶ There is an opportunity for use of ICT in producing the leaflet.

Learning Outcomes

- ✓ Students will demonstrate their thinking and writing skills.
- ✓ They will show evidence of planning, creative thinking, as well as showing that they can use devices and make language choices to persuade.

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- ▶ Hundreds more resources
- ▶ Search by age, subject, exam board
- ▶ Virtual venue tours and maps
- ▶ Bespoke online itinerary builder
- ▶ Risk assessments
- ▶ Travel and accommodation



SUPPORTING MATERIALS FOR TEACHERS

Supporting materials on the following pages are as follows:

1. AFOREST support info (below)
2. Persuasive word bank
3. Adoption Donkey information
4. Low ability leaflet template
5. V. low ability leaflet template

6. Teaching resources by Education Destination Ltd.

7. Two Curriculum relevant materials supporting school trips to the Isle of Wight
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AFOREST

Alliteration

Facts

Opinion

Rhetorical questions

Emotive language

Superlatives

Threes (Rule of three)

PERSUASIVE WORD BANK

Adjectives

Delightful

Enchanting

Adorable

Irresistible

Cute

Spacious

Comfortable

Homely

Caring

Playful

Proud

Special

Wonderful

Terrific

Super

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Exquisite

Lovable

Crazy

Majestic

Captivating

Relaxing

Add the suffix *est*

or the words *most*, *absolutely*, *incredibly*, *unbelievably*, to make ordinary adjectives into **superlative adjectives**.

E.g Most exquisite, cutest, absolutely delightful ...

Superlative Adjectives

Perfect

Favourite

Exceptional

Outstanding

Unbelievable

Hilarious

Exquisite

YOU CAN'T TAKE OUR LOVELY DONKEYS HOME
BUT YOU CAN ADOPT ONE!



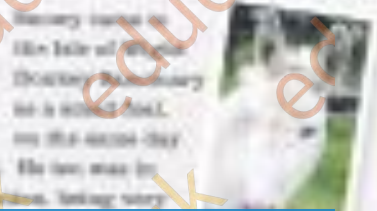
ARCHIE

Adopted by the
Zookeepers

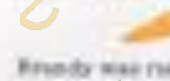


SNOWY

as his donkey friend, Brandy. He has been in
kind of special care and will be being very



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BRANDY

Brandy was rescued as
a small foal with his
companion Snowy. He has
been with them since he was born and has become
the most well loved donkey. When he came to the
Zoo he was very shy but over the last few years
he has become much more confident and
enjoys being with the other donkeys and
staff. He is a very friendly donkey and
enjoys being with the other donkeys and
staff. He is a very friendly donkey and
enjoys being with the other donkeys and
staff.



are both temperate friends, having
lived at the zoo for 12 years.
They were rescued from the
Isle of Wight and were brought to the Zoo
as part of a project to help
save the breed. Brandy is
the only donkey of his breed in
the UK and he is a very
friendly donkey.



POPPY

Poppy is a very young donkey
with her best friend and
companion Snowy. She was
rescued from the Isle of Wight
and has been with them since
she was born. She is a very
friendly donkey and enjoys
being with the other donkeys
and staff.



BLOSSOM

Blossom is a very young donkey
with her best friend and
companion Snowy. She was
rescued from the Isle of Wight
and has been with them since
she was born. She is a very
friendly donkey and enjoys
being with the other donkeys
and staff.

IN A MATTER OF HOURS YOU WILL BE ABLE TO CHOOSE
THE DONKEYS THROUGH THE YEAR. VISIT WWW.DONKEYSOCIETY.COM

Rhetorical Question

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Picture 1

BY

Some facts

Picture 2

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What I liked

Picture 3

Some facts about the Isle of Wight Donkey Sanctuary

Picture

The things I liked about the Isle of Wight Donkey Sanctuary

Picture

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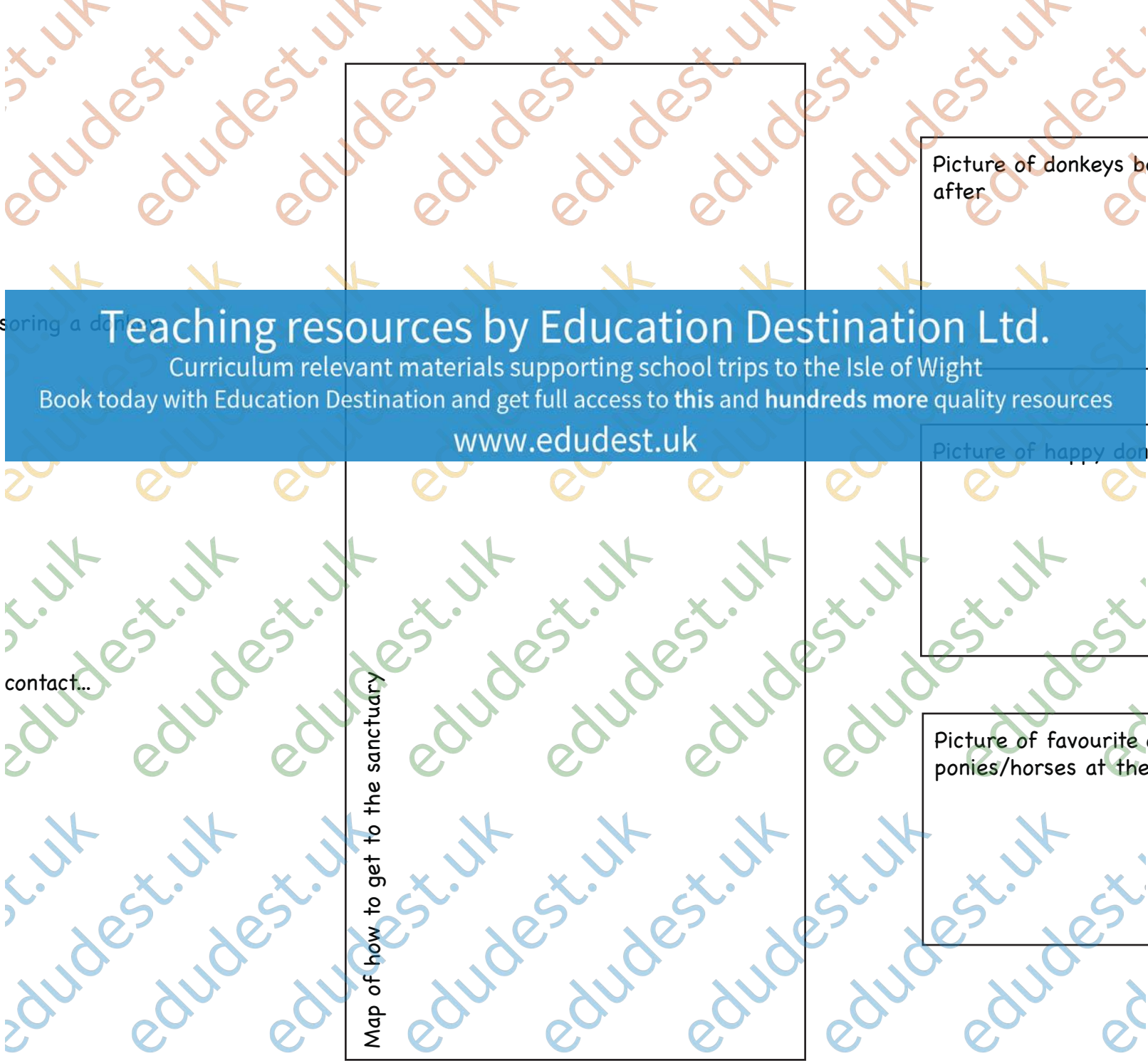
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BY

Back panel

I love sponsoring a donkey because....

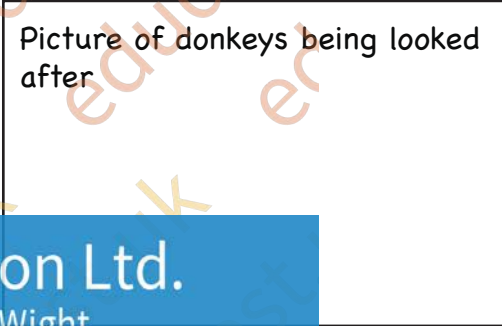
To sponsor, contact...



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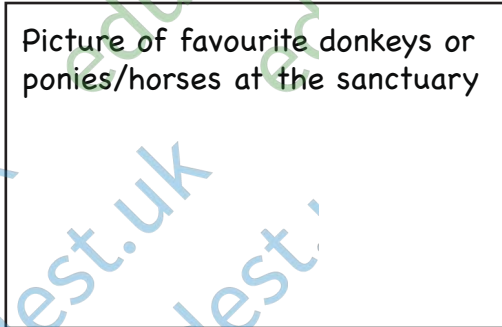
Map of how to get to the sanctuary



Picture of donkeys being looked after



Picture of happy donkeys



Picture of favourite donkeys or ponies/horses at the sanctuary

Title

Things you can do / information about the donkeys

Adoption donkeys and their stories

Good things about the TW Donkey Sanctuary

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I love sponsoring a donkey because....

Title

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Map of how to get to the sanctuary

Persuasive list of good things about the Isle of Wight Donkey Sanctuary

To sponsor, contact...

Adoption donkeys and their stories

Things you can do / information about the donkeys

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Picture of happy adoption donkeys