

## Y3 English Distance Teaching and Learning

Week beginning: 11<sup>th</sup> May 2020

### Lesson 3

Learning Intention WALT: use persuasive language	Key Vocabulary: <b>Persuasive</b> – get someone to do or believe something <b>Adverbs</b> – Used to describe how, what, why, where or when a verb happens <b>Slogan</b> – a short memorable and striking phrase used in advertising <b>Adjective</b> – describes the noun <b>Abstract noun</b> – an idea, quantity or state	What you will need: Pencil/pen Exercise book we provided Your work from the previous lesson Year 3 English – Week 4 – Lesson 3 video
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### Starter

Have a look at the chart below what is the same about them?



## ABSOLUTELY AWFUL ADVERBS



scintillatingly	massively	certainly
LAVISHLY	demonstrably	viciously
BREATHLESSLY	perfectly	<b>BADLY</b>
powerfully	effortlessly	HIGHLY
properly	hideously	slowly
<b>GENERALLY</b>	really	FABULOUSLY
SMOOTHLY	<b>BRILLIANTLY</b>	terribly
<b>WONDERFULLY</b>	OUTSTANDINGLY	effectively
<b>QUICKLY</b>	shockingly	DANGEROUSLY
obviously	GREATLY	monstrously
tantalisingly	simply	daringly
delightfully	<b>SHARPLY</b>	PRACTICALLY
mightily	LUSCIOUSLY	ravishingly
HORRIBLY	fetchingly	boldly

They all have 'ly' at the end of them. This is because they're adverbs. Adverbs add more information to adjectives (words that describe nouns). Using the names of the ingredients that you invented yesterday add an adverb to each of them for example: 'Sally's *shockingly shimmering shampoo*'. Try to use alliteration (words next to each other that start with the same letter or sound) if you can.

## Main Teaching

Have another look at this extract that we read yesterday...

### EXTRACT ONE

from 'George Begins to Make the Medicine' (pp. 17-21)

"In the bathroom, he gazed longingly at the famous and dreaded medicine cupboard. But he didn't go near it. It was the only thing in the entire house he was forbidden to touch. He had made solemn promises to his parents about this and he wasn't going to break them. There were things in there, they had told him, that could actually kill a person, and although he was out to give Grandma a pretty fiery mouthful, he didn't really want a dead body on his hands. George put the saucepan on the floor and went to work.

Number one was a bottle labelled GOLDEN GLOSS HAIR SHAMPOO. He emptied it into the pan. "That ought to wash her tummy nice and clean," he said.

He took a full tube of TOOTHPASTE and squeezed out the whole lot of it in one long worm. "Maybe that will brighten up those horrid brown teeth of hers," he said.

There was an aerosol can of SUPERFOAM SHAVING SOAP belonging to his father. George loved playing with aerosols. He pressed the button and kept his finger on it until there was nothing left. A wonderful mountain of white foam built up in the giant saucepan.

With his fingers, he scooped out the contents of a jar of VITAMIN ENRICHED FACE CREAM.

In went a small bottle of scarlet NAIL VARNISH. "If the toothpaste doesn't clean her teeth," George said, "then this will paint them as red as roses."

He found another jar of creamy stuff labelled HAIR REMOVER. SMEAR IT ON YOUR LEGS, it said, AND ALLOW TO REMAIN FOR FIVE MINUTES. George tipped it all into the saucepan.

There was a bottle with yellow stuff inside it called DISHWORTH'S FAMOUS DANDRUFF CURE. In it went.

There was something called BRILLIDENT FOR CLEANING FALSE TEETH. It was a white powder. In that went, too.

He found another aerosol can, NEVERMORE PONKING DEODORANT SPRAY, GUARANTEED, it said, TO KEEP AWAY UNPLEASANT BODY SMELLS FOR A WHOLE DAY. "She could use plenty of that," George said as he sprayed the entire canful into the saucepan."



I want you to focus on the sentence 'Nevermore ponking deodorant spray guaranteed to keep away unpleasant body smells for a whole day'. The part 'guaranteed to keep away unpleasant smells for a whole day' is called a slogan. Can you think why slogans are used? A slogan is a short memorable and striking phrase used in advertising. What's their purpose? They are an act of persuasion; they make you believe that your life would be better if you had them. Remember we've worked on persuasive writing before when we wrote a letter about school uniform to Mrs Lippa.

Now look at extract two can you find any more persuasive text in this?

## EXTRACT TWO

from 'George Begins to Make the Medicine' (pp. 21-24)

"On his mother's dressing-table in the bedroom, George found yet another lovely aerosol can. It was called HELGA'S HAIRSET. HOLD TWELVE INCHES AWAY FROM THE HAIR AND SPRAY LIGHTLY. He squirted the whole lot into the saucepan. He did enjoy squirting these aerosols.

There was a bottle of perfume called FLOWERS OF TURNIPS. It smelled of old cheese. In it went.

And in, too, went a large round box of POWDER. It was called PINK PLASTER. There was a powder-puff on top and he threw that in as well for luck.

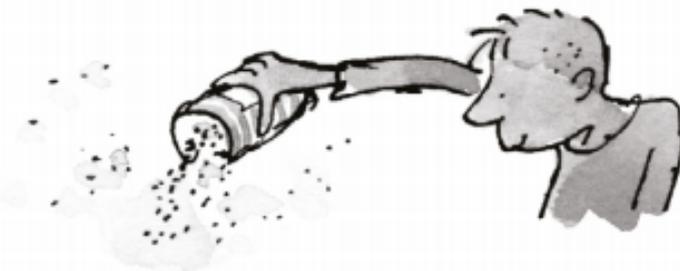
He found a couple of LIPSTICKS. He pulled the greasy red things out of their little cases and added them to the mixture.

The bedroom had nothing more to offer, so George carried the enormous saucepan downstairs again and trotted into the laundry-room where the shelves were full of all kinds of house-hold items.

The first one he took down was a large box of SUPERWHITE FOR AUTOMATIC WASHING-MACHINES. DIRT, it said, WILL DISAPPEAR LIKE MAGIC. George didn't know whether Grandma was automatic or not, but she was certainly a dirty old woman. 'So she'd better have it all,' he said, tipping in the whole boxful.

Then there was a big tin of WAXWELL FLOOR POLISH. IT REMOVES FILTH AND FOUL MESSSES FROM YOUR FLOOR AND LEAVES EVERYTHING SHINY BRIGHT, it said. George scooped the orange-coloured waxy stuff out of the tin and plonked it into the pan.

There was a round cardboard carton labelled FLEA POWDER FOR DOGS. KEEP WELL AWAY FROM THE DOG'S FOOD, it said, BECAUSE THIS POWDER, IF EATEN, WILL MAKE THE DOG EXPLODE. 'Good,' said George, pouring it all into the saucepan."



I found: *dirt will disappear like magic / removes filth and foul messes from your floor and leaves everything shiny bright*

You now need to select your independent task from the 3 challenges below. In the tasks below you will be adding a noun at the end of the slogan. This type of noun is called an abstract noun.

### Abstract Nouns

An abstract noun is something that exists but can't physically be touched. Examples:

love bravery sorrow  
opinion strength  
beauty luck trust  
fear joy success

We expect you to complete either challenge 1, 2 or 3.

Independent tasks

Challenge 1

You need to complete the slogans below based on your work from yesterday. You will need to think of an adjective (describes the noun) for the noun and then add a word of persuasion before an abstract noun. Choose persuasive words from the chart below to help you. I've completed the first one for you.

Highlights show **adjective**, **word of persuasion** and **abstract noun**.

*Sensational slogans*

Sally's shockingly shimmering shampoo, for **radiant** hair with **unbeatable** shine.

Tom's tantalisingly tasty toothpaste, for \_\_\_\_\_ teeth with \_\_\_\_\_.

Natasha's naturally neat nail varnish, for \_\_\_\_\_ nails with \_\_\_\_\_.

Felicity's fantastically faultless face cream, for a \_\_\_\_\_ face with \_\_\_\_\_.



SWEET PERSUASION



explosive	superior	tremendous
TRULY	magnificent	miracle
PROVEN	results	REMARKABLE
revolutionary	guaranteed	FASTEST
extremely	astonishing	astounding
INCREDIBLE	radiant	STUNNING
OUTSTANDING	SURE-FIRE	amazing
WONDERFULLY	OUTSTANDINGLY	effectively

### Challenge 2

Complete challenge 1 and then choose three ingredients from yesterday's challenge that you found in the garage/shed and make slogans for them. Don't forget to add an adverb to the name, if you haven't already done that in the starter.

### Challenge 3

Complete challenge 2 and then choose three ingredients from yesterday's challenge that you found in any of the rooms and make slogans for them. Don't forget to add an adverb to the name, if you haven't already done that in the starter.

### Learning Review

So today we learnt how to use persuasive language. We wrote slogans to try to persuade people to buy our products. Look at the boring slogans below; let's make them sensational by adding words or changing words. We may also have to rename them as we did in the lesson yesterday.

- Fabric conditioner, for lovely clothes with a nice smell
- Hair oil, for good hair with a bright shine

### Mark Scheme

#### Challenge 1

Your work should look something like this...

#### Sensational slogans

Sally's shockingly shimmering shampoo, for radiant hair with unbeatable shine.

Tom's tantalisingly tasty toothpaste, for terrific teeth with a superior glimmer.

Natasha's naturally neat nail varnish, for natty nails with outstanding style.

Felicity's fantastically faultless face cream, for a fresh face with an amazing feel.

#### Challenge 2

The same as challenge 1 and then the rest of your challenge may look like this...

Eleanor's excitingly excellent engine oil, for flashy cars with superior smoothness.

Patsy's perfectly posh paint, for colourful walls with an outstanding finish.

Peter's properly pleasant plant food, for stunning flowers with explosive growth.

#### Challenge 3

The same as challenge 1 and 2 and then the rest of your challenge may look like this...

Harry's honestly healthy hair conditioner, for stunning hair with proven softness.

Sid's shockingly spectacular shaving foam, for smooth skin with velvety feeling.

Bob's beautifully brilliant bubble bath, for relaxing baths with a tantalising freshness.

#### Learning Review

Your work should look something like this...

- Fabric conditioner, for lovely clothes with a nice smell  
*Frederic's fabulously fancy fabric conditioner, for comfy clothes with an amazing smell*
- Hair oil, for good hair with a bright shine  
*Hattie's heavenly honourable hair oil for stunning hair with a glaring shine*