

Holes

Persuasive Writing

Learning Objective:

To plan a persuasive brochure for Camp Green Lake.



Mr Pendanski tells Stanley that ‘[he’s] digging holes to build character’.

What does this mean?

Have you ever heard of an activity
being ‘character-building’ before?



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‘[The judge] suggested that the discipline of the camp might improve Stanley’s character.’

‘If you take a bad boy and make him dig a hole every day in the hot sun, it will turn him into a good boy.’

What do you understand about
‘character-building’ activities from
these quotes?



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Character-building activities

Character-building activities are often tough to complete and are supposed to teach the people doing them to have more resilience, perseverance, self-reliance and courage. By gaining these, or other positive traits, a person's character or personality is thought to be 'built' or improved.



Do you think digging holes at Camp Green Lake is a good way to build the character traits mentioned above?

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Brochures

Today you will be writing a brochure for
Camp Green Lake.

What is a brochure? What do they usually look like?
What are they mainly used for?

Have you ever read a brochure
before? What was it for?



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Brochures

Let's take a look at an example of a brochure.

Think about why it has been written. What is the author trying to achieve?

What features can you spot which you think are important to this style of writing?

If you have more than one example of a brochure, can you find similarities and differences between the different examples?



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Brochures - Features

What did you find out?



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Brochures - Features

Structure and layout

Brochures and leaflets need to be eye-catching and easy to read. They are often folded and double-sided.

Most brochures will have a clear title.
Other sections will have relevant subtitles.



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Brochures - Features

Persuasive techniques

Persuasive techniques will be used throughout the brochure.

Many brochures will have an easily memorable slogan.
Can you find an example of this?



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Brochures - Features

Images

Brochures need to look inviting and interesting. To do this they can include photos, drawings and diagrams.

Depending on the subject, they might include a recognisable logo somewhere on the brochure.



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Brochures - Features

Useful information

A brochure's main purpose is to persuade its audience to do something. However, they also need to include important information like contact details, directions and prices.

Can you spot any of these pieces of useful information in the examples you have?

OUR STAFF

Dedicated to making every single day better than the last, our camp counsellors care deeply about making sure every child at Forest Lake Camp is happy, learning and enjoying themselves.

PRICES

1 week (daytime only)	£350
1 week (overnight stay)	£489
2 weeks (daytime only)	£690
2 weeks (overnight stay)	£900

ACTIVITIES

- Water sports
- Swimming
- Adventure activities
- Arts & Crafts
- Outdoor sports
- Campfire activities
- Nature walks

OUR CAMPERS SAID...

- I had the best time! I learnt how to swim and was so proud of myself! Susan - 9
- I made so many new friends. My favourite part was singing around the campfire. Harry - 13
- The counsellors were all so friendly. I wish I could go back! Arthur - 10

Based on what you've learnt from the examples, which features do you think you should include in a brochure for Camp Green Lake?



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Even though we know from Stanley's point of view that Camp Green Lake is not a nice place, we need to persuade people to come here instead of prison. What persuasive words and phrases could we use to do this?



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How could we turn this fact about Camp Green Lake into a positive and persuasive sentence?

The campers must dig a five-foot hole every day.



Think about why this is a good thing for the campers to do. What adjectives could you use to describe this activity positively?

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How could we turn this fact about Camp Green Lake into a positive and persuasive sentence?

The showers are cold and outside.



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How could we turn this fact about Camp Green Lake into a positive and persuasive sentence?

It takes nine hours to get there.



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Let's create a first draft of our brochure.

This first draft is to work out the layout and content of your brochure. It is not your final piece, but needs to be neat.

The information can be in bullet-pointed note form and you could include rough sketches of the pictures and diagrams you'd like.

Think carefully about how you will make your brochure persuasive.



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Plenary

Who will be the audience for your brochure?

Will it be the boys who are attending the camp or might it be their parents?



Why is this knowledge important? How will it change how you write your brochure?

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