

English Activity 1

Re-read the wizard school advert

Welcome to the School of Wizardry

Are you a budding wizard, full of spells and magic? Do you long to be the finest wizard in all the land? If so, come along to our School of Wizardry and learn to be a Master Wizard! Don't miss out on this once-in-a-millennium opportunity.

The School of Wizardry offers remarkable education for wizards of all calibres. Learn new skills from highly qualified professors of wizardry and enjoy our stunning curriculum, which boasts a multitude of outstanding classes. The choice of lessons here is unrivalled and includes:

- preparing magic spells and inventing potions;
- broomstick manoeuvres and expert flying skills;
- specialist invisibility and advanced disguise;
- perfection in wand-handling skills.

Our exceptional school is renowned around the globe and places are highly sought after. Study here and we can guarantee you'll pass every wizard exam with flying colours. It is certain you'll be the envy of all your wizard friends.

Study with the best! We have been rated 'Super-Terrific' in a recent inspection by the W.S.B (Wizard School Board) and you won't find tutelage like this anywhere else in the universe. We also have up-to-the-minute equipment, beautifully decorated classrooms and the most divine, freshly cooked school dinners. What are you waiting for? Apply now!

Come, join us. Leave other wizards far behind! Win in the world of wizards!

Now advertise your school!



Look back at the weaselly language used to advertise the wizard school on page 4. Use some of the ideas there, plus the structure of the advert below, to plan how to advertise your own school.

| Underlying structure | Jot down your ideas in note form |
|---|----------------------------------|
| Ask questions to the reader to draw them in and then invite them to the school e.g. <i>Do you ...?</i> <i>Are you ...? If so, ...</i> | |
| Tell the reader what the school has to offer. List 4 or more activities on offer. Don't forget to boast e.g. <i>We have exceptional ...</i> | |
| Tell the reader what will happen if they go to your school e.g. <i>Study here and ...</i> | |
| Boast about what other wonderful things your school has and include a sentence of 3. | |
| End with a catchy slogan e.g. <i>Win in the world of wizards!</i> | |

English Activity 2

Write away!

Here are your persuasive tools to help you write :

- ★ Ask questions: **Do you ... ? Are you ... ? What are you ... ?**
- ★ Use *weasel* words – make them boastful and positive: exceptional, wonderful, superb ...
- ★ Use persuasive phrases to make your reader think: **We can guarantee ...**
- ★ Tell your reader what to do by using *bossy*, imperative verbs: **Enjoy** our curriculum, **learn** new skills ...
- ★ Be extra boastful with a sentence of 3 amazing things: We also have **up-to-the-minute** equipment, **beautifully** decorated classrooms and the most **divine**, freshly cooked school dinners.
- ★ Round off with a catchy slogan using alliteration: **Win in the world of wizards!**



★ Now you're ready to write your advert! Use your plan to draft it on a separate piece of paper and don't forget to check the punctuation and flow. Does it sound persuasive enough?

Remember to:

- read your work and check it flows and makes sense;
- use your persuasive tools to hook the reader;
- check your capital letters at the start of sentences, full stops at the end and any exclamation marks and question marks that are needed.