

LO: To use exciting language



What makes a piece of writing exciting? Scribble down some ideas, with examples, on a piece of paper in a spider diagram, like this. Here are a few examples to start you off.

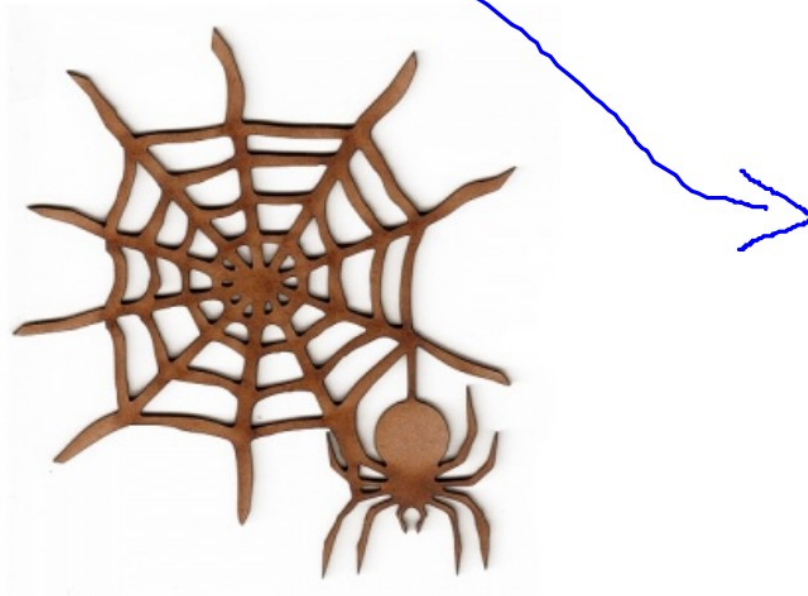
fronted adverbials
(Running quickly, I raced
past the monster)

adverbs (quickly,
loudly, terrifyingly)

Exciting language



This is an acronym
for several writing devices -
can you remember them all?
The first one is done for you.
Once you have remembered all
of the words, you can add these,
with examples, to your spider
diagram.



Personification

O
A
M
S

fronted adverbials

(Running quickly, I raced
past the monster)

Exciting language

adverbs (quickly,
loudly, terrifyingly)

personification
(the kettle whistled)

A recap on some of our favourite devices to use to make our writing excellent...

Fronted adverbials are adverbials (words or phrases that add more information to something), that are put at the beginning of a sentence and have a comma after them.

For example: **Tenderly**, the father rocked the baby to sleep.

Feeling anxious, I stood up and gulped, as the monster faced me.

Adverbs are words that describe a word. They often end in 'ly.'

For example: The children ate their biscuits, **greedily**.

Exhaustedly, the teacher collapsed into her sofa.

Don't forget, we can also use a thesaurus to think of more exciting nouns, adjectives and verbs as well.

POAMS words:

Personification is when human features are given to an object or animal in writing.

For example: The **hungry** flames **gnawed** at the wood of the door.

The **biting** wind **whipped** my cheeks.

Onomatopoeia is when a word is pronounced how it sounds.

For example: The mud **squelched** under our boots.

The chicken **clucked** noisily.

Alliteration is when a group of words begin with the same phoneme in a phrase.

For example: The **troublesome** **twins** **trundled** through the **terrifying** **tunnel**.

An **angry** **antelope** **attacked** an **anxious** **ant**.

Metaphors are when a direct comparison is made.

For example: The wardrobe **was** a barren land of mystery and mothballs.

The boy **gave a lion's** roar.

Similies are when an indirect comparison is made - usually using words such as 'like' or 'as.'

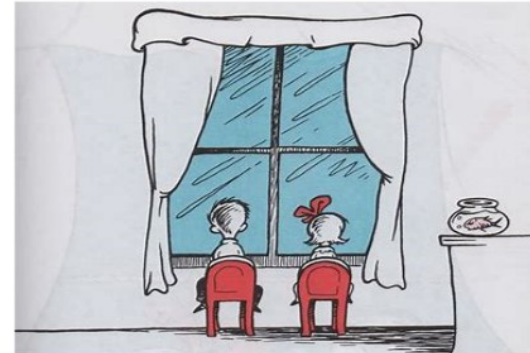
For example: The engine purred **like a** happy cat

The door creaked **as loudly as a** witch's bones.

Your turn:

I would like you to write a paragraph or two using the rhetorical devices that we have studied. You can write about virtually ANYTHING you like, as long as you include as many of the devices as possible. But here are a few ideas...

Example 1: A diary entry about your lockdown so far.



Dear Diary,

22nd March 2020

Day three of lockdown has felt most bizarre. I wish that we could be allowed out, but I know it is for the best. The wind has been howling outside and the rain has been as noisy as a drummer in a band, but I feel cosy in my comfortable cocoon of a bed. I don't want to get out of my pretty, pink pyjamas.

My brother has been driving me nuts. He will not stop splashing around in the bathroom, making a mess everywhere. You can hear the splishing and splashing from a mile off. Funnily, he doesn't seem too bothered by not seeing his friends. I wonder why?

Strangely, my cat seems to want to stay in too, even though she loves going outside to hunt. I am all too glad though, as I love to cuddle her when we're trapped inside.

I want to do some art today, or maybe some writing? I'm not sure. But I will let you know.

Love from Alice.

Use the glossary on the previous slide to help you.

Example 2: A letter to a friend asking for roller skates you would like to borrow.



22 Madeup Lane
Kew
TW9 4ES

Dear Lucy,

How are you? How is lockdown life for you? I am so bored. I wish that we could have a playdate. But I can't wait to chat to you on the phone on Tuesday.

I thought I'd write you a letter asking to borrow your rocking roller skates, please? I know that they are your special present from your brother, but they are as fast as a cheetah and I would love to try them. It's a whirlwind of excitement when I fly through the air on them! I promise I would give them back in perfect condition.

Could you hear the rain pitter-pattering last night too on the ground? At least the sun is smiling today. I wish we could play on our bikes outside.

Love from Alice



Example 3: A story narrative.

Slowly, I crept up to the tent. It was billowing in the blustering wind, shaking with excitement. I was petrified, but I knew that shaking like a leaf would get me nowhere. I tentatively lifted the flap of the tent and wriggled underneath, staining my clothes on the muddy grass.

The lights blared inside, blinding my vision. The screeching sounds of animals howled in my ear, and I couldn't walk for fear. Instead, I crouched down, waiting to be noticed, but I knew that no one had seen me.

Below is an example of an advertisement using some of the recommended writing devices. How many can you spot? There are also other devices used that are particularly popular in advertising.

Try our new....

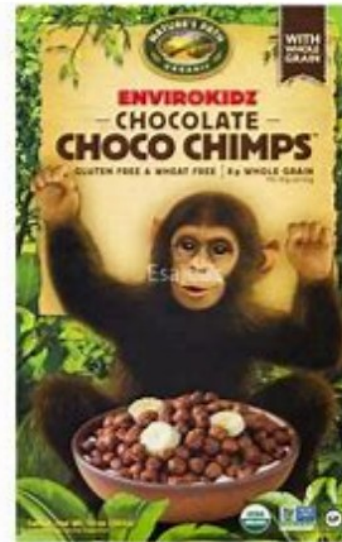
Chocolatey Chimpy Chums!

Our wholegrain cereal is packed with vitamins and minerals, with a generous helping of sweet and sensational chocolate chips.

Enjoy this popular new cereal, shaped into Chimp faces, paws and tails!

This cereal will have you bouncing off the walls with energy and happiness!

Buy now for £2.99 at all popular retailers.



You can really hear the crunch as you munch!

"They are as tasty as Coco Pops.. if not better!" - Ariana Grande

Write your answers in a list, like this:

- 1) Alliteration: "Chocolatey Chimpy Chums!"
- 2) Imperative (bossy) verbs: "Buy now."

Underline where you can see the writing device happening

Use the glossary on the fourth slide to help you.

Imperative verb Try our new....

Chocolatey Chimpy Chums!

onomatopoeia

You can really hear the crunch as you munch!

Our wholegrain cereal is packed with vitamins and minerals, with a generous helping of sweet and sensational chocolate chips.

alliteration

Enjoy this popular new cereal, shaped into Chimp faces, paws and tails!

This cereal will have you bouncing off the walls with energy and happiness!

metaphor

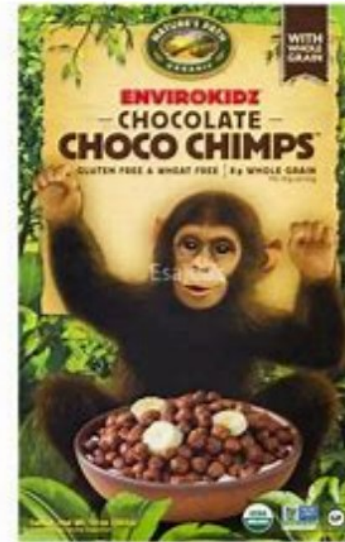
Buy now for £2.99 at all popular retailers.

An 'imperative verb', or a 'bossy word' is when language is written like an instruction.

For example: "Put the batter in the frying pan."

"You have to get this before our sale ends!"

It is VERY popular in advertising.



similie

"They are as tasty as Coco Pops.. if not better!" - Ariana Grande.



Quotes are sometimes used in advertisements to show how much people like a product. These are called endorsements. Celebrities sometimes give them!

YOUR TURN

Your job is to design and make a written advertisement for a new product.

You must plan your product advertisement first on the template (below), then do your final advertisement once you have finished that.

It can be something that already exists, or from your own imagination. Your product can be anything, such as a toy, a game, a snack or a drink.

Example of how we would plan this:

My product is orange juice



It is for babies/toddlers/children/teenagers/adults aged 3+



What does your product do, or what are its best features? Give three main points.

Some exciting words to use



- 1) It is freshly squeezed (so will taste nicer).
- 2) It helps fight against illness (because it contains vitamin C).
- 3) Statistics show that 9 out of 10 people loved the taste.



What does your product cost? £5.99



What other features does your product have?

- 1) It contains juicy bits.
- 2) It was said to be "a taste sensation" by Billie Eilish.
- 3) It was produced in Florida.

juicy refreshing
zingy
tangy
fresh
smooth healthy

I want to see something like this in your final advertisement:

This is displayed on one A4 sheet of paper, landscape. Below is a suggested layout, but you can lay it out in another way if you prefer. See a suggested template on slide 13.

You MUST include: Two or three examples of exciting adjectives, verbs and adverbs that describe your product AND a picture and a name for your product.

You SHOULD include: A variety of exciting language - such as onomatopoeia or metaphors.

You COULD include: Endorsements, imperative verbs and other features you see in advertisements.

Spectacular Sun Pure Orange Juice.

Our new pure and refreshing orange juice is freshly squeezed and never from concentrate.

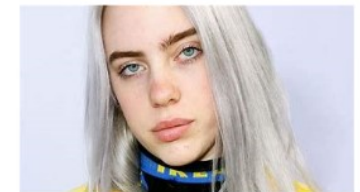
Our juice is as fresh as a daisy and is a tongue-tickler with its juicy bits.

Spectacular Sun smiles in its glass and battles nasty infections, due to its high Vitamin C content.



Coming from the sunny splendour of Florida, 9 out of 10 participants loved the taste of our fresh juice.

"It is a zingy taste sensation!" - Billie Eilish.



BUY NOW FOR ONLY
£5.99

Suitable for ages 3+

Use the glossary on the fourth slide to help you.

PLANNING TEMPLATE

My product is _____.

It is for babies/toddlers/children/teenagers/adults aged _____.

What does your product do, or what are its best features? Give three main points. What will make customers want the product?

- 1) _____
- 2) _____
- 3) _____

What does your product cost? _____

What other features does your product have?

- 1) _____
- 2) _____
- 3) _____

Some exciting words
to use



A name for your product using alliteration or onomatopoeia.



Picture



Extra information



A description of your product.



Describe its best features.



Endorsement



Price and where it can be bought.



