

WALT: Identify the persuasive features of leaflets and brochures

Leaflets aim to persuade us to visit or go somewhere e.g. a town, city, famous landmark, zoo or theme park.

They are also used to advertise services or opportunities e.g. football coaching, horse riding.

They provide essential information to help us plan our trip and features to encourage us to go there.

Persuade=

To persuade:

- induce (someone) to do something or believe something through reasoning or argument.
- "it wasn't easy, but I persuaded him to do the right thing"

Similar:

talk someone into / coax / convince / get /
press someone into / induce / win / someone
over / bring someone round / argue someone
into

Brochures

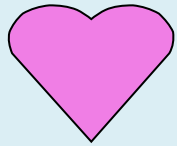
and Leaflets

persuade

inform

To persuade

you need to use



FEEL GOOD WORDS



ATTRACTIVE

friendly

welcoming

picturesque

peaceful

EXCITING

calm

To inform

you need to

ORGANISE

HEADINGS

YOUR INFORMATION

LOVELY

e.g.

LEE-ON-THE-SOLENT

LEISURE

Sub-headings

Bullet points

- Walking along our spectacular coast
- Bird-watching at our beautiful reserve
- Cycling our many cycle paths

REMEMBER TO USE

BOSSY VERBS
(IMPERATIVES)

EXPLORE

our lovely coastline

VISIT

numerous nearby attractions

EXPERIENCE

the joy of windsurfing and jet-skiing

STROLL

along the lovely promenade

Use some Rhetorical questions????

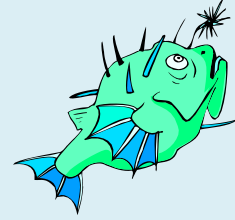
(Questions used for effect which do not need an answer)

Fancy a great holiday break?

**Are you interested
in our maritime history?**

Why not come to Lee-on-Solent?

ADD SOME



PICTURES

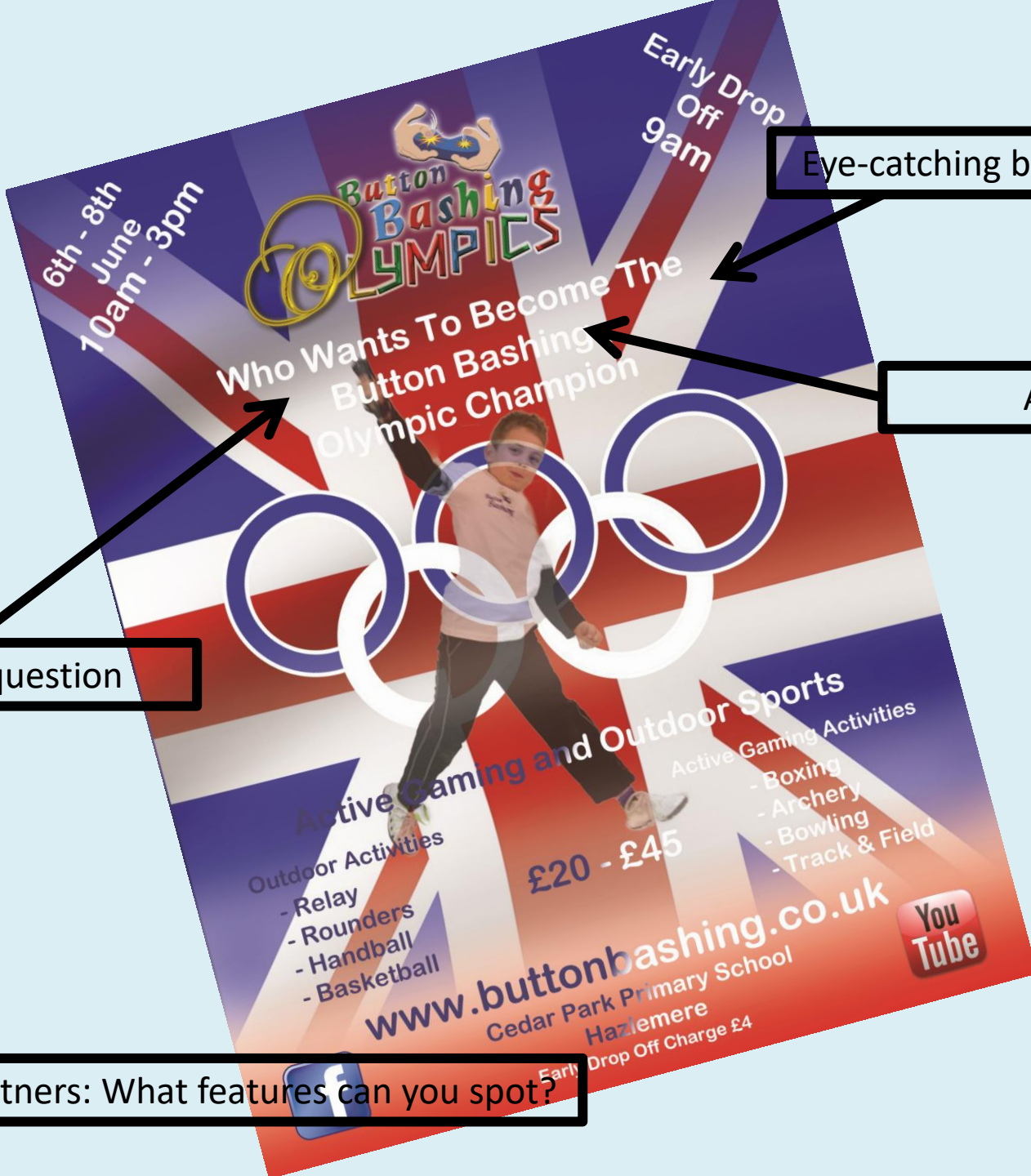
A picture paints a thousand words



Leaflets

Lets explore features of leaflets in more detail...





Eye-catching background

Alliteration

Rhetorical question

Talking Partners: What features can you spot?

Logo

CROSSBARCOACHING
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Grange Sports Centre Shrewsbury	June 6th, 7th & 8th	£35

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Places are limited so please book now by calling
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www.facebook.com/crossbarcoaching

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Sponsored by **turner peachey** chartered accountants

Medals supplied by 'Shropshire Trophy Centre'

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Talking Partners: What colours are used?



bactive

BRADFORD DISABILITY SPORT & LEISURE Equality Through Sport

Year round sports training and competition for disabled people.
Sport & leisure opportunities across the Bradford district.

- BASKETBALL
- FOOTBALL
- POWER-LIFTING
- BOCCIA
- NEW-AGE CURLING
- SWIMMING
- ATHLETICS
- MULTI SPORTS
- PHYSICAL ACTIVITY PROJECT
- GOLF
- TEN-PIN BOWLS
- CARPET BOWLS
- LEISURE CLUBS
- CYCLING



Examples of activities



Talking Partners: Can you read the list?

City of Bradford Metropolitan District Council

Sovereign

Supported By:

Omar Khan

HSBC

TAJ JAVED
Chartered Certified Accountants

When should I take my child to the dentist?

It is recommended that children should go to the dentist as soon their first teeth come through.

Remember:

- Keep sugary foods and drinks to mealtimes only.
- In-between meals choose healthy snacks and drinks.
- Make sure your children brush their teeth properly – twice a day under an adult supervision.
- Only use a pea sized amount of tooth paste.
- There is no need to rinse, just spit out when you have finished brushing.
- Family fluoride toothpaste strengthens teeth.
- Take your children for regular check-ups at the dentist.

fit:future

Barnley NHS
Primary Care Trust

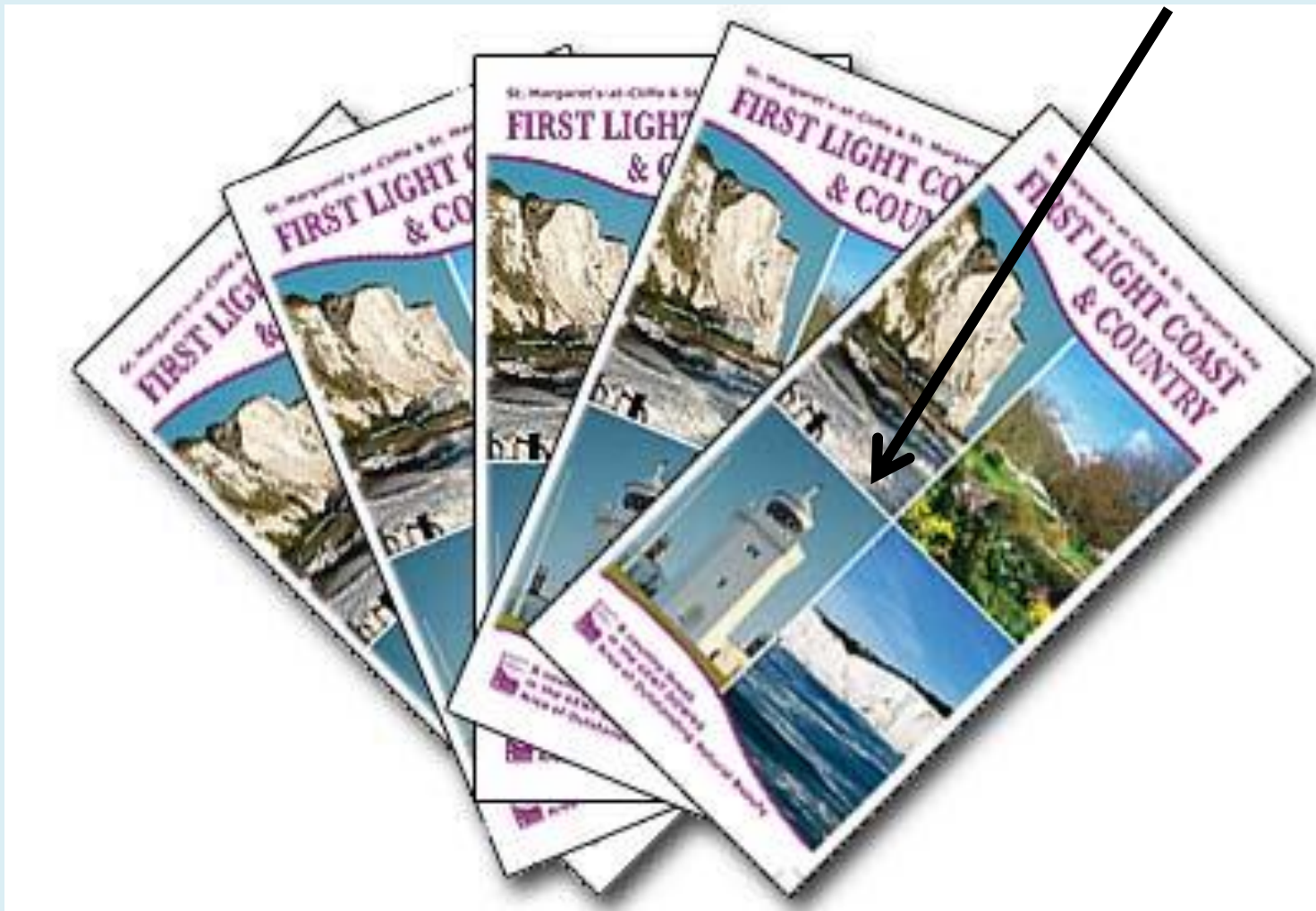
In partnership with local health professionals, if you have any doubts or questions contact your local health worker.

Dental Health Promotion Unit
Hillder House
49-51 Gawber Road, Barnley S75 2PY
Tel: 01226 433 788

Healthy Teeth for children

Talking Partners: What information is given?

Large pictures



Talking Partners: Why is there 4 big pictures?

HELP FOR DEAF PEOPLE



WESTCOUNTRY
HOUSING
IN TORBAY
HAVE PEOPLE WHO
HELP YOU
WITH HOME THINGS

Large, bold heading

Talking Partners: what stands out most?

Sub-heading

How goats change lives

A poor African family receives a goat that will change their lives forever!

This Christmas, give a FARM FRIEND. Your gift will grow and grow.

Some of the kids are kept to increase the size of the herd. One is returned to FARM FRIENDS and then given to another poor family.

When the goat gives birth, her milk feeds her kids and the family's children.

Excess milk is sold to buy books and medication. In times of emergency goats can be sold too.

Christmas is for kids

This year's best Christmas gift!

This Christmas give a goat

FARM FRIENDS
www.farmfriends.org.uk

For more information about FARM FRIENDS and how your donation makes a difference go to www.farmfriends.org.uk

FARM Africa
Registered Charity No. 1050708. Registered Company No. 01928000
FARM Africa, 7-11 Southampton Place, London WC1A 2EA. T: 020 7430 2940

1050708-01

Talking Partners: What is a sub-heading?

Quote from someone who has visited

So much to see

"I had a fantastic day at Wetheriggs, and I strongly recommend it. It's a good treat!" Harriet (Keeper For The Day)

ARTS, CRAFTS & ACTIVITIES
Farm shop, fine arts & crafts

Established
Pottery we are a conservation centre including birds, pigs, and land snails. We have **wild animals** but most are pets that no longer be looked after by their owners have been swapped for animals in other rescue centres. All of **our staff** are experts in animal management and care. We also have a great team of **volunteers** who dedicate a few hours every week. You can help our work by **sponsoring** many of the species or by becoming a **friend of w**. Please ask a member of staff on your visit or check our website wetheriggsanimalsrescue.co.uk

Paint a pot!
Adventure playground
Hands on animal workshops
Bush Tucker children's parties

KEEPER FOR THE DAY
Be keeper for the day and discover what goes on behind the scenes here at Wetheriggs! Feed the animals, help out with demonstrations, become part of the team!

Pottery
Photography
Local crafts
Greeting cards
Farm shop
Gifts

PHOTO BY LINDA MELLOR

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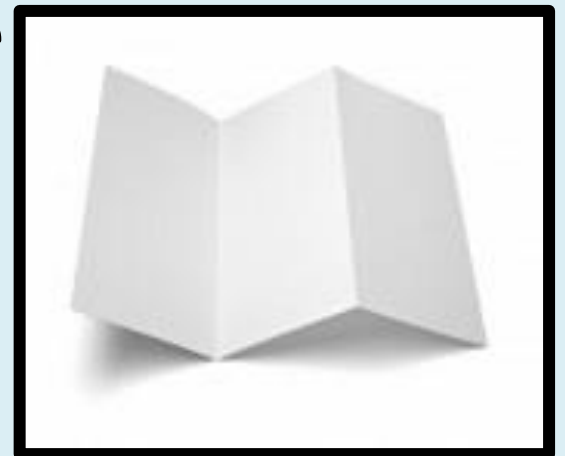
Talking Partners: Why include a quote?

Which features will you include on your leaflet? Why?

Task 1 Go to:

<https://wordwall.net/resource/460597/english/features-leaflet-labelling>

See how well you can label the features of the leaflet



Task 2

Look at the example text '**Fantastic Towers for the Time of Your Life**' and see how many of the features you can identify.

Start thinking about somewhere you have really enjoyed visiting (you could even choose Paignton Zoo!).

See if you can find any leaflets or information about this place that already exist.

Alternatively, do you know somebody who works in a business? Could you design a leaflet for them advertising their services?

Tomorrow you will be planning your own leaflet design for the place you have chosen above.