

# Aim

- To write the remainder of my leaflet.

# Success Criteria

- I can analyse the persuasive techniques in a leaflet.
- I can suggest persuasive techniques for my own leaflet.
- I can present my leaflet so that it is easy to read.
- I can complete missing sections of my leaflet independently.

# Recap - Persuasive Writing



## AKHTAR'S

23 Main Road, Melbourne, 3004  
www.akhtarstandoori.com  
0451 261 2385

WINNER OF THE 2018 TANDOORI RESTAURANT OF THE YEAR

### 5\* Hygiene Rating

*'Traditional food in a welcoming setting'* - Max Jones

*'My favourite Indian food every week'* - Sunita Ross

*'Akhtar takes great care of his food and his customers'* - Jane Lemon

Tandoori Chicken	\$5.50
Tandoori Lamb	\$5.80
Tandoori Prawns	\$5.99
Naan Breads	\$1.30 each
Rice	\$2.05



FREE HOME DELIVERY ON ORDERS OVER \$10.00

10% off if collected

With your partner, discuss how this business attracts its customers.

How does it *persuade* customers to visit?

Write down some ideas below.

Which information do you notice first?

Why is this?

# Persuasive Writing



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## Persuasive writing techniques and language

prize-winning

hygiene award

comments from customers

free home delivery – special offer

10% off – special offer

## Partner Discussion

How will you use these ideas in your own leaflets?

# Persuasive Writing



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Could you add some of these persuasive ideas to your own zoo leaflets to draw in more crowds?

Write down some ideas below.

Special offers:

Prizes/Awards:

Comments from visitors:

# Persuasive Language Devices



1. By donating a small amount every month, you will build security, build strength and build a future. **repetition/triplet/emotive language**
2. Come and experience the most unusual holiday at Ghostly Manor. **exaggeration**
3. Open the door, start the engine and drive the world. **triplet**
4. If you don't help, who will? **rhetorical question**
5. 99% fat free. **fact**
6. The most ghostly holiday ever. You wouldn't want to miss it! **exaggeration/personal pronouns**
7. They make the perfect gift. **emotive language/exaggeration**

# Structure



Use the simple structure scaffold to help plan your written response

- **Plan** your work – know what you are going to write about in every paragraph.
- Have a strong **title** for your leaflet.
- Use **persuasive** techniques – remind yourself of what these are.
- Use a range of **punctuation**.
- Write for the correct **audience** – parents / children
- **Check** your spelling, punctuation and paragraphing when you have finished.



# Things to Do

## How will you organise your attraction?

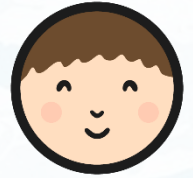
Name each of the zones/areas of the attraction (you may want to create a map for the leaflet that shows these also).

What is unique about this attraction? Why is it better than any other?



Use **persuasive writing** to sell your visitor attraction. Here are some examples:  
*Certainly, surely, in fact, as you can see, without a doubt, undoubtedly, we are sure that, it is certain, of course, furthermore, in addition, for these reasons...*

# Things to Do



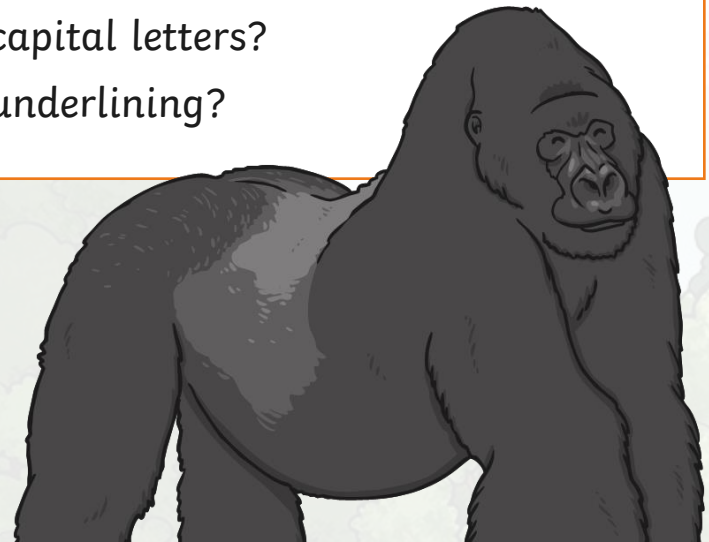
## Tasks

1. Write your own 'Things to Do' section on your leaflets, using the **Leaflet Template Activity Sheet** to help you.
2. Did you add your 'Introduction' from the last lesson?
3. Can you add any of the following information to your leaflets on the front cover or elsewhere?
  - Special offers/awards
  - Prizes/awards
  - Comments from visitors
4. Use your **Attraction Leaflets Checklist** to help you finish the rest of your leaflet.

How will you make your information easy to read and stand out?

Will you use...

- headings?
- bullet points?
- bold text?
- capital letters?
- underlining?



ALL WEATHER ATTRACTION

# THE TAMAR VALLEY DONKEY PARK

as seen on TV

Visit Your Local Donkey Sanctuary



100% FUNDRAISER  
HOW IN OUR 20th YEAR  
YOUR SUPPORT

**FUN FOR ALL THE FAMILY!**  
OPEN ALL YEAR ROUND

## VISIT CORNWALL'S HAPPIEST DONKEYS

- Donkeys, ponies, goats, sheep, pigs, rabbits & guinea pigs for you to pet
- Adopt a donkey and help with the enormous cost of keeping it for a year
- Acres of space to enjoy (more than you can see from the carpark)
- Holly's Café for hot & cold meals & Cornish cream teas
- Season tickets & children's parties
- Donkey bazaar gift shop
- Donkey rides for children

Help us to help them

Please visit us, we only survive on your entry FEE!

## ALL WEATHER PLAY BARN



Best Loved Donkey Park in the South West



## HOW TO FIND US

Sat Nav : BD24 9EJ



### LET THE TRAIN TAKE THE STRAIN

Regular Train Service to Settle on  
Leeds - Settle - Carlisle Line

Leeds - Giggleswick - Lancaster - Morecambe Line

Note: Leeds - Lancaster - Morecambe Line stops at Giggleswick  
Station which is 1/4 mile from Settle Market Place

### LET THE BUS SAVE THE FUSS

Bus Services connect Settle with Skipton, Leeds, Harrogate,  
Clitheroe, Horton-in-Ribblesdale, Malham, Clapham,  
Ribblehead, Ingleton, Kirkby Lonsdale  
Timetables from [www.dalesbus.org](http://www.dalesbus.org)

### ARRIVING BY ROAD

Settle is situated just off the A65, midway between Leeds and  
Kendal and is readily accessible from A1, M1, M6 & M65

### PLENTY OF CAR PARKING CLOSE TO TOWN CENTRE

Whitefriars: BD24 9JD • Ashfield: BD24 9AA  
Greenfoot: BD24 9RB

### FREE COACH PARKING CLOSE TO TOWN CENTRE

Whitefriars: BD24 9JD

### MORE INFORMATION

[www.settle.org.uk](http://www.settle.org.uk)

Tourist Information Centre, Market Place, Settle 01729 825192

Designed by Vibrant Settle Community Partnership. Photographs clockwise:

Cover - View from Castleberg, The Paddy (Lazzy B. Flickr), Settle Station Lacey (Oxfordshire Churches, Flickr), Settle Market, Scalesbar Force (Car 07, Flickr), Dales Sheep (Three Peaks Gallery, Settle), Mountain Biking (Castleberg Outdoors, Flickr), Pen-y-ghent (Three Peaks Gallery, Settle), Climbing on Castleberg (Craves Herd), Inner page - 1. Climbing on Castleberg (Craves Herd), 2. Settle Coast, 3. Ingleborough (Three Peaks Gallery, Settle), 4. Scalesbar Force (Three Peaks Gallery, Settle), 5. Settle Station (Oxfordshire Churches, Flickr), 6. Ribbleshead Viaduct (Three Peaks Gallery, Settle), 7. Thomas Pucker sign, 8. Great Walking & Rambling Country, 9. Real Ale (Liam at Settle), 10. River Ribbles, 11. Regular train service, 12. Settle Historic Market Square. Market Pictures courtesy of Gary Fitch, Michael Day and Tony Handwick. Reverse spread - Yorkshire Dales all images by Three Peaks Gallery, Settle. Settle-Carlisle Railway with images Oxfordshire Churches, Flickr, Heritage, centre and bottom Lazy B, Flickr. Shopping, eating and relaxation all images Lion at Settle. Outdoor pursuits centre image Castleberg Outdoors, Settle, bottom image Craves Herd. Somewhere to stay top images Lion at Settle, bottom right Knight Starforth Hall Caravan & Camping Park. All images have been kindly donated free of charge where acknowledged above, all images retain copyright. Design, free of charge, by Fraser Hall of Vibrant Settle Community Partnership.

Funded by Settle Town Council, Settle Market Traders, Settle & District Chamber of Trade, Booths Ltd, Forest of Bowland AONB

# WELCOME TO SETTLE

## Traditional YORKSHIRE DALES MARKET TOWN

Perfectly positioned for  
Upper Ribblesdale, The Three Peaks  
Pen-y-ghent • Ingleborough • Wharfedale  
and Bowland

HOME TO THE  
WORLD FAMOUS  
SETTLE-CARLISLE  
RAILWAY



Magnificent Scenery • Interesting Shops  
Walking • Cycling • Caving • Inns • Restaurants • Cafes  
Traditional Markets and much more...

[WWW.SETTLE.ORG.UK](http://WWW.SETTLE.ORG.UK)  
SETTLE TOURIST INFORMATION 01729 825192

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Britain's train companies working together



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National Rail

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WINNER Sightseeing

See the best

Travel on any of our

# Penistone

## East Peak and Pennines



[www.visitpenistone.co.uk](http://www.visitpenistone.co.uk)

### Welcome to Penistone

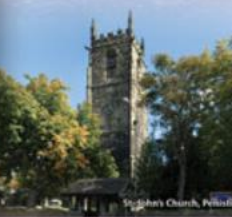
The bustling market town of Penistone and the surrounding area is ideal as a family holiday base.



Church Street, Penistone (K1)

The region offers a great range of accommodation and there is a wide variety of attractions on the doorstep including the Peak District National Park, Holeshelfs (Summer Wine country), the acclaimed Sculpture Park at Birston, the Kirkstall Light Railway at Clayton West, the National Coal Mining Museum on the way to Wakefield and the award-winning Worsworth Castle Gardens in Scarborough.

We hope you enjoy your stay with us and that this leaflet helps you plan a memorable and enjoyable break.



St John's Church, Penistone (K7)

The nearby attractions of the Maze Maze and Cannon Hill Open Farm also offer a variety of family fun.

### The Cooper Gallery

The Cooper Gallery (Q5) is a vibrant creative arts space situated at the heart of Barnsley town centre. There are regular new exhibitions and the permanent collection contains over 400 works from artists including JMW Turner, Edward Wadsworth, CRW Neave, Paul Nash, John Sell Coonan and Sir Stanley Spencer.

There is also a vibrant cafe and craft showcase where you can buy original ceramics, prints, textiles and jewellery by local and regional artists, or simply meet friends and relax over coffee and cake.



### The Countryside, Walking and Outdoor Pursuits

With trails and footpaths criss-crossing the hills and valleys, the historic landscape around Penistone and the Peaks is superb for walking, cycling and horse riding.



Penistone Reservoir (K7)

The Trans-Pennine Trail, formerly a railway track, runs through the district and is ideal for the whole family.



The Trans-Pennine Trail, Penistone

The Penistone (K7), Cleopatra (L8) and Thor Stone (E4) boundary walks are a few of the many carefully planned routes around many of the towns and villages which give you the chance to take in the local sights at a leisurely pace.



Sailing at Worsworth Reservoir (L8)

The reservoirs in the area offer equally interesting and refreshing walks; some also offer facilities for fishing or sailing.



Langsett Reservoir (L8)

The short, relatively flat, 3-mile relaxing walk around Langsett Reservoir (H9) is an ideal way to see the landscape - and there's even a cafe and a pub nearby.



Hartley Valley Path (L7)

There is also a 5-mile bridle path round Langsett, one of many in the region, some of which are near stables offering escorted rides.

### Agricultural Shows

The annual Penistone Agricultural Show (K7) held in September is a popular highlight of the region's calendar. With its wide range of exhibitions, stalls and events, there's guaranteed to be something for everyone, young and old.



Penistone Show (K7)

Other events in the region include the Emley Show (K1) and many villages and towns such as Huddersfield (P9) hold their own seasonal gales and fairs.

### Entertainment

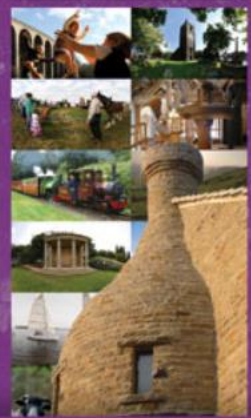
The Penistone Picturehouse (K7) offers much more than the latest blockbusters - live concerts, theatre, and regular organ concerts on the renowned Companion Cinema Organ.

The historic Picturehouse cinema in Holeshelf (E4) is a similar sized venue and also hosts regular concerts.

The Barnsley Cae, (Q5) provides a wide range of entertainment including theatre, comedy, workshops and cinema.

# Penistone

## East Peak and Pennines



#### CUBLEY HALL

Penistone pub, restaurant, East Pennines & Wharfedale area

01422 504000

[www.cubleyhall.co.uk](http://www.cubleyhall.co.uk)

#### POT HOUSE HAMLET

19th Century Pot House, Penistone

01422 504000

[www.pot-house.co.uk](http://www.pot-house.co.uk)

#### Penistone Arts Society

Penistone Arts Society

01422 504000

[www.penistoneartsociety.co.uk](http://www.penistoneartsociety.co.uk)

#### Cards & Gifts

Penistone

01422 504000

[www.cardsandgifts.co.uk](http://www.cardsandgifts.co.uk)

#### Visiting Penistone?

Penistone

01422 504000

[www.visitpenistone.co.uk](http://www.visitpenistone.co.uk)

#### BANK VIEW CAFE

Penistone

01422 504000

[www.bankviewcafe.co.uk](http://www.bankviewcafe.co.uk)

#### INFIELD CARAVAN SITE

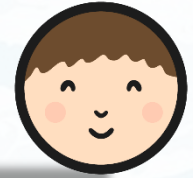
Penistone

01422 504000

[www.infieldcaravan.co.uk](http://www.infieldcaravan.co.uk)

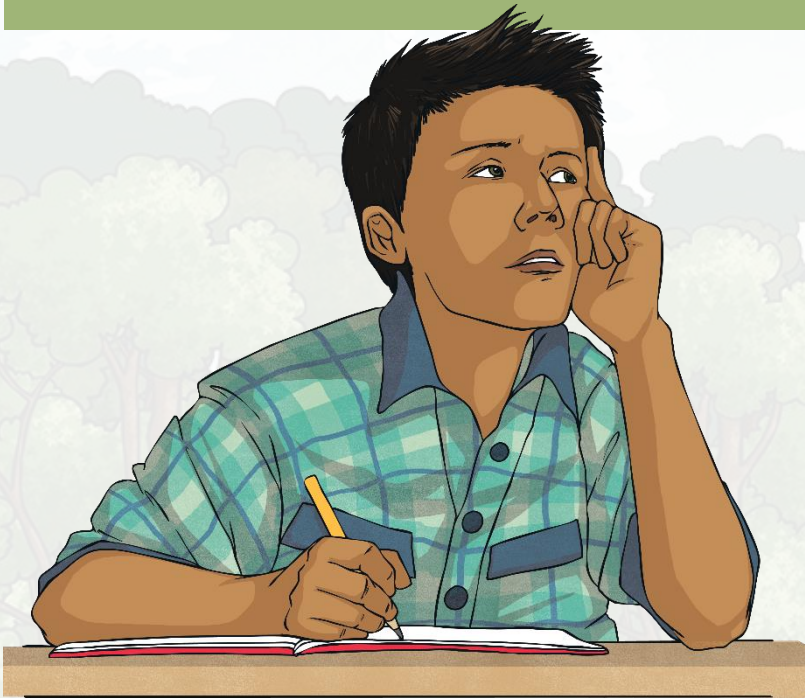


# Checking Leaflets



Look at your own leaflet.

Use the **Attraction Leaflet Checklist** to help you check through your work.



## Features of Attraction Leaflets Checklist

Did I...	✓ Child	✓ Friend	✓ Teacher
<b>Structure and Language</b>			
include a short introduction?			
include a 'Things to Do' section?			
use a slogan?			
entice the reader by showing visitor comments, special offers and awards?			
include important information? (e.g. map, contact details)			
describe the food and toilet facilities?			
show evidence of layout devices? (e.g. headings, bullet points, underlining)			
<b>Punctuation and Grammar</b>			
use formal persuasive language? (e.g. discover, explore)			

# Aim



- I can make my leaflet easy to read.

# Success Criteria

- I can analyse the persuasive techniques in a leaflet.
- I can suggest persuasive techniques for my own leaflet.
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- I can complete missing sections of my leaflet independently.