

## Year 6 - Writing to Persuade

### Advertisements Knowledge Organiser

In this unit, we are going to be writing an advertisement for our theme parks. We will look at how other companies have advertised their products and create a script that could be used for television, radio or internet adverts.

How will you ensure your theme park is made to sound better than all the other competitors?



### Features of Advertisements

- Rhetorical questions
- Making your product sound superior to the competition (superlatives, exciting adjectives)
- A catchy slogan that will remind the audience of your product
- Having a deal to entice people to come to your theme park