

Shurdington Primary School – Text Type Success Criteria

To Discuss: Advert

Purpose:

- To inform the audience about a product or place.
- To advertise a product or place so someone will buy it or visit there.

Generic text structure:

- An opening statement (thesis) that sums up the viewpoint being presented. (Greentrees Hotel is the best in the world. School uniform is a good idea).
- Strategically organised information presents and then elaborates on the desired viewpoint.
- A closing statement repeats and reinforces the original thesis. (All the evidence shows that ... It's quite clear that ... Having seen all that we offer you, there can be no doubt that we are the best.)

	Progression of skills	Suggested layout
Year 3	• Headings, subheadings or paragraphs to organise ideas into logical sections. • Exaggerated language to describe the products benefits. • Alliteration	Suggested text layout: Introduction: • An opening paragraph that sums up the viewpoint being presented.

	• Paragraphs: intro, main body (reasons supported by evidence); conclusion. • Power of three sentences E.g. explore exotic caves, discover fantasy islands and swim with sharks.	Main Body • Paragraphs to persuade the reader to accept the writer's viewpoint or buy their product, each with appropriate detail to influence the reader's decisions.
Year 4	As above plus: • Include a slogan (present tense, including facts, adjectives, alliteration and a rhetorical question) • Create cohesion through the use of nouns and pronouns e.g. Vegetables are good for you. They contain vitamins and minerals. In fact these foods are incredible!! • Use adverbials e.g. therefore, however...	Conclusion • A concluding paragraph to finish the piece, summarising the main points and reinforcing the original viewpoint (thesis).
Year 5	As above plus: • Modals can be used to suggest degrees of possibility e.g. This could be.... You should... You might want to...	Suggested text layout Introduction

	• Include a more complex slogan (Word play, humour, some awareness of reader e.g. different age groups)	• An opening paragraph that sums up the viewpoint being presented.
Year 6	As above plus: • Make formal and informal vocabulary choices by moving from generic statements to specific examples when key points are being presented e.g. the hotel is extremely comfortable. The beds are soft; the chairs are specially made to support your back and all rooms have thick carpet • Use the second person - appeal to the reader e.g. this is just what you've been looking for. • The passive voice can be used in some formal persuasive texts e.g. It can be said... It cannot be overstated.... • Create cohesion within and across paragraphs using a wider range of cohesive devices which can include	Main body • Paragraphs to persuade the reader to accept the writer's viewpoint or buy their product, each with appropriate detail to influence the reader's decision. Conclusion • A concluding paragraph to finish the piece, summarising the main points and reinforcing the original viewpoint (thesis).

	adverbials, conjunctions and prepositions e.g. This proves that....So it's clear...Therefore...	
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