

# Fantastic offers on garden tools!

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113

## Background

This advertising flyer provides opportunities for labelling and can be a starting point for simple sentence writing. If you can, provide further examples of similar texts and ensure children understand the £ symbol. This text links to calculations and money work in maths.

## What's on the CD-ROM

The differentiated text contains the pictures from the core text but each is individually labelled. It omits any reference to the price, instead it focuses on matching the name and picture of each object which can help clarify the information from the core text.

## Discussing the text

- Look at the flyer with the children and ask if they have seen anything similar elsewhere, such as in newspapers or magazines. Elicit that the text is an advertisement designed to persuade people to buy garden tools.
- Talk about the title and ask why it is in large capital letters. Look too, at the caption/subheading in capitals: *LOOK AT THESE PRICES!* Discuss the use of exclamation marks and the way the design of the flyer catches the reader's eye.
- Look at each picture and ask the children if they can tell you what the items are. Write the words on the board and talk about the critical features of the words such as length and similar spelling patterns (such as *rake* and *spade*). Identify the phonemes and graphemes of which some of the words are made up. The words *hose*, *rake* and *spade* provide an opportunity to look at the effect of the final 'e' in a split-vowel digraph where it changes a short vowel sound into a long one. Practise this with *rake* and show that it would be pronounced *r-a-k* (to rhyme with *rack*) without the 'e'.
- Together, read the words you have written on the board. Then focus on the words at the foot of the flyer. Can the children match the words on the board to those on the advert? Can they then match the words to the pictures? Drawing on the children's responses, link the image of each tool to its name and price. Occasionally make a mistake to keep children alert and to encourage them to read the words carefully.

## Talk, read and write

- Go over the information given in the text and ask the children to practise sentences which use mathematical language. For example, *A lawn mower costs more than a rake* or *A fork costs the same as a spade*. Write up some of these sentences, highlighting the correct use of capital letters and full stops.
- Provide the children with some incomplete sentences as starting points for them to complete using information from the flyer. For example: *The \_\_\_ costs £5. The \_\_\_ costs £100. The hose pipe costs \_\_\_.*
- The most able learners might be able to create their own sentences too. Encourage them to include other comparative words such as *cheap*, *cheaper* and *cheapest*, and *most expensive*.
- Go on to look at some other features of advertisements, such as placing words like *only*, *just* and *from* in front of prices. Discuss why advertisers do this, and notice the effect when these words and phrases are added to the core text. Re-read the words *only*, *just* and *from* and ensure that children can break them down into phonemes and are able to spell them.
- Draw attention to the phrase *Fantastic offers* and discuss persuasive techniques used by advertisers, such as the use of descriptive words and phrases. Ask pairs to invent sentences which make the items in the text sound appealing.
- Ask more able learners to write a shopping list they might take to the garden centre. Print the differentiated text for less able learners and encourage them to role-play different scenarios which involve shopping for the items.

## Extension

Ask children to look at home for examples of advertisements which include prices and to bring them into school for display. If you have a home corner in the classroom, create a shop with price lists and ask the children to make posters to advertise goods.

Invite the children to look for prices of items when shopping or looking at newspapers and magazines with parents and carers. Encourage them to make some notes about these so that they can, with your help, write sentences at school.