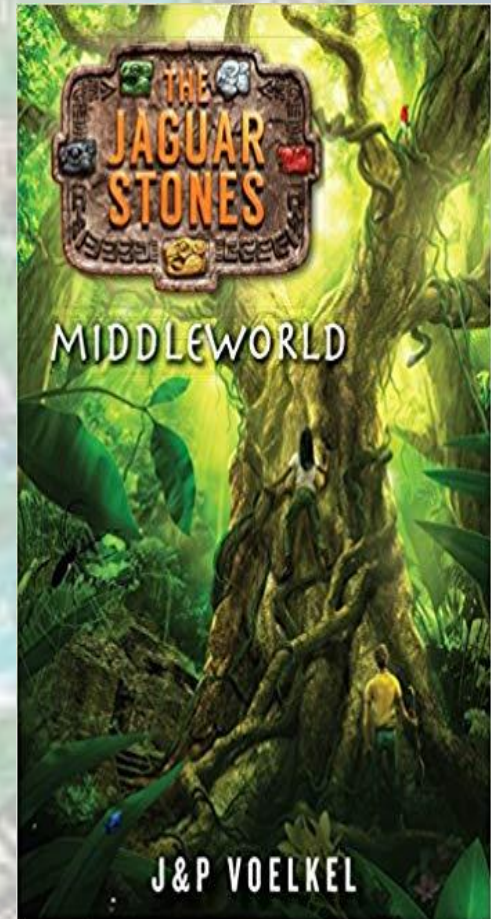


# Middleworld

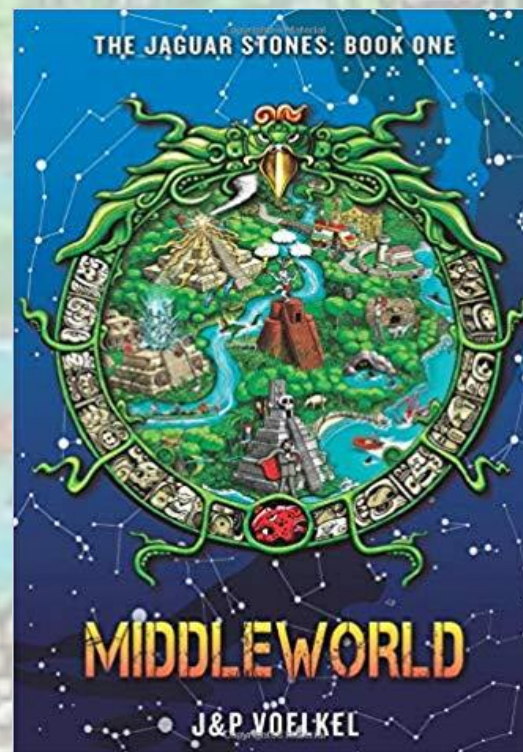


*J&P VOELKEL*



# Wednesday - Reading

1. Read or listen to the text Chapter 13.
2. Write down any words that you are unsure of.





## Quick quiz

- Why do you think Eusebio chooses to go ashore and use the natural world to explain rainforest life to Max? How do the orchid, trumpet tree, poisonwood, gumbo limbo and strangler fig help him make his point? Can you think of examples of these kinds of relationships in your world?



# Quick quiz

- Eusebio tries to help Max understand that his attitude of looking out for himself, will not help him in the rainforest or in life. He needs to work with others and to help others, or he will be totally alone.
- He does not lecture Max, he talks about the trees in order to get him to self-reflect and rather than telling him he is wrong, he shows him what is right. This works with Max as he realises his mistakes himself.

The background of the slide features a detailed cross-section of a leaf, showing various cellular structures like the epidermis, palisade mesophyll, and spongy mesophyll. Overlaid on this biological diagram is a semi-transparent map of a city, with streets and buildings visible. The entire composition is set against a light blue background with faint white star patterns.

# **Analysing presentational and language features of a leaflet**

To explore the writer's intentions and begin to explain the decisions they have made

# Analysing a non-fiction text

- When producing any text, a writer will make many choices to ensure that it achieves its purpose
- Every non-fiction text has specific features that make it effective
- What is FLAP?

# F.L.A.P.

- When analysing a text, you must identify **four** things:

**F** - Form - What it is?

**L** - Language - How it is written?

**A** - Audience - Who it is aimed at?

**P** - Purpose - What it is trying to do?

Now looking at the leaflet, are you able to identify the form, layout, audience and purpose?

# Language features of leaflets



A FOREST!?

# Persuasive language

- Alliteration
- Facts
- Opinions
- Rhetorical questions
- Emotive language
- Statistics/ speech
- Triple/ power of three



# Alliteration

- Can you make alliteration out of your name?
- Can you make the longest sentence containing alliteration?

Eg. Lee the leopard likes licking lollies lovingly.



# Emotive language

- Makes you feel sorry for someone or something. It's often included in RSPCA adverts

They have used violent verbs



**Beaten. Neglected. Starved.**

Will you help feed a dog like Archie until we can find him a home?

When we found Archie, he weighed 3.5kg – just half what he should have. He hadn't been fed for two weeks and was so close to death that his temperature didn't register on the vet's thermometer.

Thankfully, he was brought to one of our rescue centres, and here, he was given the food and care he so desperately needed to survive. But there are many more neglected, abused dogs like Archie – and many more hungry mouths to feed.

**Text FEED to 70099 to give £3 to feed and care for a dog like Archie.**





# Threes/ triple

- Threes: When you repeat something three times for effect ...

“You will absolutely love, love, love this ride!”

- When you list something three times

“We have amazing rides, food and events”

Persuasive language feature	Explanation
Alliteration	Words close together that each have the same sound at the start of the word. Eg. Fabulous flumes.
Facts	Things that have been proven and correct. Eg. A recent survey conducted showed that teenagers spend most of their weekends at theme parks.
Opinions	The writer's opinion. Eg. This is the best park you will ever visit!
Rhetorical question	A question that doesn't require an answer from the reader
Emotive language	Words that play on the readers' emotions. Eg. Would you want your child to miss out on a fun day?
Statistics/ Speech	Statistics: Using numbers to prove a point. Eg. 86% of people who came to the theme park said they would return again. Speech: Using other opinions to persuade.
Triple/Three	Triple: Repeating a word or phrase three times for effect. Three: Listing three examples for emphasis. Eg. We have fantastic food, amazing rides and cool animals.

# AFOREST?

Language feature	Example	Why has the author done this?
Alliteration		
Facts		
Opinions		
Rhetorical question		
Emotive language		
Statistics and speech		
Triple/ threes		

# Features of a leaflet

Your task is to find examples of persuasive devices that are used in this leaflet. In your books, write a heading for each device, shown on the previous slide, then find at least one example of each. If you want to challenge yourself, can you explain why the author has used this and the effect it has on the reader?

Scroll down when you have finished, so that you can see my examples.

Language feature	Example	Why has the author done this?
Alliteration	Service with a smile!	It emphasises the words and helps the reader to remember the message.
Facts	Our ships have sport decks with table tennis and basketball tournaments daily.	This strengthens your argument and encourages the reader to believe that everything else is factual too.
Opinions	After sundown, we set the scene for some superb entertainment in our plush show lounges.	Encourages the reader to have the same opinion.
Rhetorical question	Why go on holiday to just one country?	Used to make a point rather than to get an answer.
Emotive language	The adventure of a lifetime is just waiting for you!	This triggers an emotional response from the reader.
Statistics and speech	Numerous studies have shown those who holiday regularly are less stressed and live longer, fuller lives.	This encourages the reader to have more faith in the information given.
Triple/ threes	Morning fitness classes, quizzes, and cookery demonstrations will keep you entertained between destinations.	It draws attention to the repeated words.