

Medium Term Plan English – Thomas Wolsey Ormiston Academy

Term: Spring 2017-2018	Year: Key Stage 4	Class: Mandela	Topic: Short Stories / Advertising
Qualifications: OCR Life and Living Skills B08 (L1) – Developing Reading Skills (FG, LC, AO, SA, MB) B09 (L1) – Developing Writing Skills (FG, LC, AO, SA) B10 (L2) – Presenting Written Information in Different Formats (GB, H M-K, JW, AO, MB) B16 (L3) – Writing in Short Paragraphs (GB, H M-K, JW, AO)			
Aim 1: To explore the purpose of advertising and techniques used in advertising to achieve this end.			
Skills	Outcomes	Activities	
Spoken Language Reading Writing	<ul style="list-style-type: none"> Understands the purpose of advertising – grabs attention, provides information, persuades you to memorise their product and act – i.e. buy it Knows, recognises and gives examples of persuasive techniques: <ul style="list-style-type: none"> Pitch, Z-formula slogans, rhymes, puns, catch phrase, jingle, alliteration, short, pithy sentences, life improvements, emotive words, positive words, (appealing adjectives, boastful words) celebrity endorsement, comparatives, exaggeration, power of 3, buzz words (natural, tempting, safe, scientific, luxury) hook, eye-catching imagery, special offers, (discounts, competitions, BOGOF), imperatives, (to trigger action) rhetorical questions, Identifies different types of advertising: billboards, TV adverts, cinema trailers, spam, junk mail, posters Uses ‘why’ and ‘how’ to analyse adverts, not just what, where, when 	<ul style="list-style-type: none"> Watch famous adverts - The Literacy Shed – tease out why these appeal or are memorable – Guinness, John Lewis, Cadbury Activities to explore different techniques – see resource folder Create adverts of their own: <ul style="list-style-type: none"> radio pitch (scripted) billboard, newspaper or magazine product advert 	
Aim 2: To read short stories, discuss and analyse them.			
Objectives	Outcomes	Activities	
Reading Spoken Language	<ul style="list-style-type: none"> Is able to read text at their level: e.g. applies phonic skills to decoding text, reads with expression and intonation, identifies and takes account of punctuation when reading Is able to comprehend text at their level: e.g. understands what is being inferred, is able to re-tell or sequence events, understands how the characters interrelate Is able to analyse the text at their level: e.g. identifies different word types and discusses their impact, expresses opinions about what they have read and justifies these 	<ul style="list-style-type: none"> 1:1 reading assessments <ul style="list-style-type: none"> Hunt by Joan Lennon Wishes by Jim Eldridge The Lion’s Den by Kevin Crossley-Holland Group reading <ul style="list-style-type: none"> Taken from ‘Shorts’ – Kevin Crossley-Holland Taken from ‘366’ – compilation 	
Aim 1: To explore different types of short story formats and write some of their own.			
Skills	Outcomes	Activities	

Reading Writing	<ul style="list-style-type: none">• Identifies features of different types of short stories• Applies these different features to stories of their own using their PCM: e.g. supplies key words to build sentences with support, writes successive drafts independently, writes with accuracy with correctly punctuated sentences, writes creatively using their own ideas	<ul style="list-style-type: none">• Talk About Short by Kevin Crossley-Holland• For Sale by Ernest Hemmingway• Luckily, Unluckily by Colin McNaughton• Open Sesame by Steve Barlow and Steve Skidmore
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