

Wednesday 13.01.21

Title: I can provide straightforward explanations for the purpose of the language & presentation of texts

You will need:

- Pencil/pen
- Book

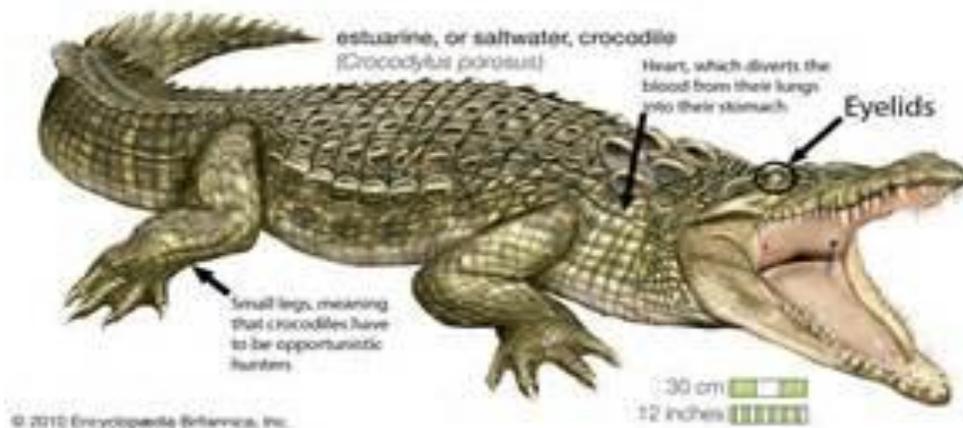
Presentational features used in non-fiction texts

Read the report about Nile crocodiles
over the next two slides. Then answer
the questions that follow.



The Nile Crocodile (part one)

The Nile crocodile is an African crocodile. It is the largest freshwater predator in Africa and may be considered the second-largest reptile in the world, after the saltwater crocodile. It has a somewhat deserved reputation as a vicious man-eater. Nile crocodiles reside around the rivers, marshes and lakes of southern Africa.



Nile crocodile profile

Size: up to 6m

Lifespan: up to 45 years

Weight: up to 250kg

Diet: carnivore

Type: reptile

Glossary

mummified = preserved

prey = animals eaten by others

unsuspecting = unaware

The Nile Crocodile (part two)

Diet

Its diet is mainly fish, but it will attack almost anything, including zebras, birds, wildebeests and sometimes even people. A villager washing clothes at the river might look just as appetising as a zebra visiting a waterhole for a drink! Nile crocodiles are believed to kill as many as 1,000 people every year.

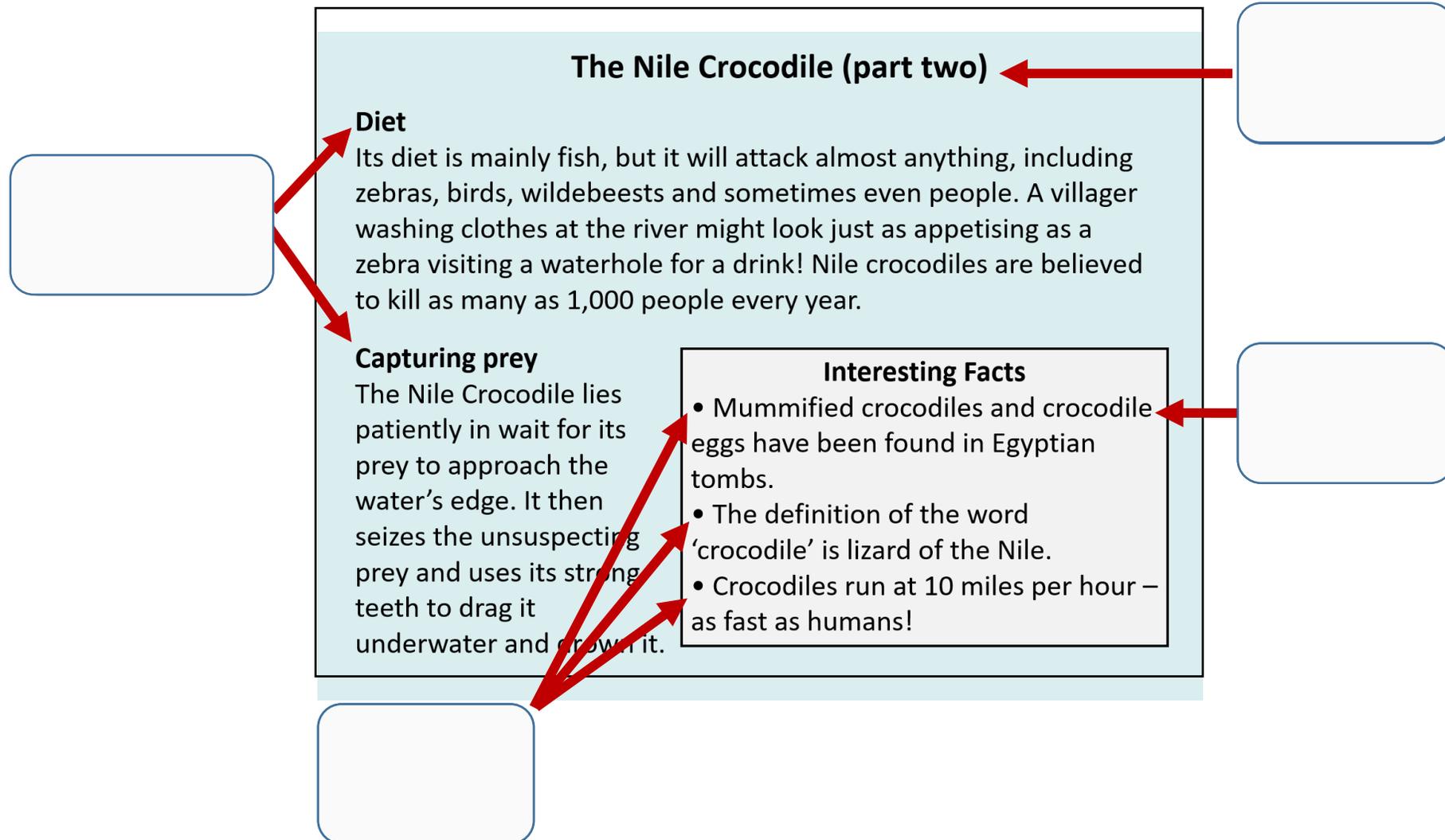
Capturing prey

The Nile Crocodile lies patiently in wait for its prey to approach the water's edge. It then seizes the unsuspecting prey and uses its strong teeth to drag it underwater and drown it.

Interesting Facts

- Mummified crocodiles and crocodile eggs have been found in Egyptian tombs.
- The definition of the word 'crocodile' is lizard of the Nile.
- Crocodiles run at 10 miles per hour – as fast as humans!

What presentational features have been used?



Your turn

Remember – a **report** should give lots of interesting **information** about the subject but it also needs to be **well-organised** for the reader to understand.



Answers on
the next
two pages



1. Why do you think the title is in large print?
2. Why have sub-headings been used?
3. Why has a glossary been included?
4. Why is some of the information in boxes?
5. Why is the labelled diagram useful?
6. Why have bullet points been used?
7. What did you like best about the report?

How did you get on?

1. The title needs to be clear so that the reader knows exactly what they are going to be reading about.
 2. The sub-headings show the reader where they can find certain facts quickly and easily, e.g. Diet and Capturing Prey.
 3. A glossary is like a mini dictionary and explains difficult or unknown words to the reader so they can better understand what they are reading.
 4. Often containing unusual facts, the boxes add organisation to the report by keeping the facts separate from the main text so the report is still interesting but easier to read.
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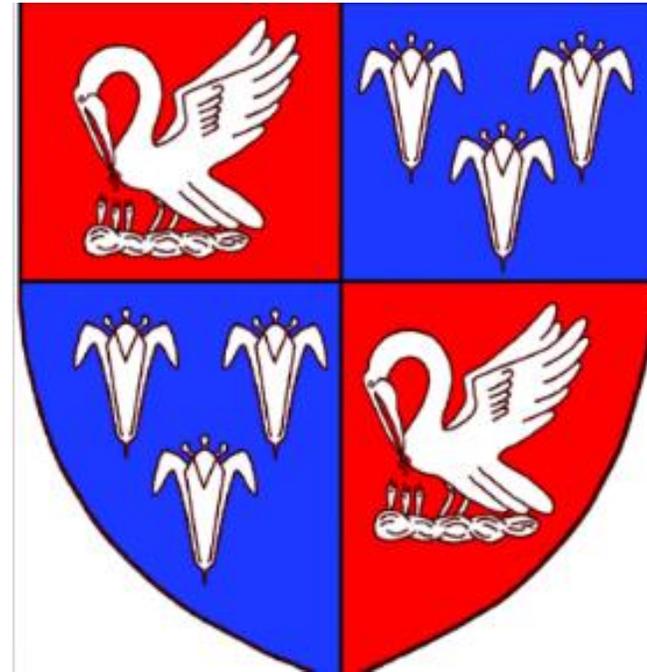
How did you get on?

5. A diagram *shows* the reader something rather than *telling* the reader something. It cuts down on the amount of words that need to be used and therefore makes it easier for the reader to see and understand the information.
6. Bullet points organise the facts and list ideas so they can be picked out of the text more quickly.
7. Most people tend to like the different ways in which the facts are written down. It makes the report much easier to read and helps the reader to find information without having to read the whole text. Some people have favourite facts. What was yours?

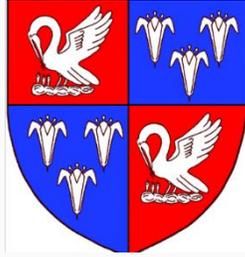


Explaining the purpose of language, structural and presentational features

Read the following advertisement and consider the purpose of the language, structural and presentational features.



Harrington School (part one)



Harrington School
The school that cares.
The school of the future.



Is your child receiving the best possible education, with personalised learning experiences in a nurturing setting?
Worried that your child is not achieving their full potential?

If you want the very best for your child, in an environment which will allow them to grow as an individual and celebrate their unique achievements, then bring them along to Harrington School.

Harrington School

short, impactful,
persuasive sentences

use of second
person to connect
with reader

Harrington School

The school that cares.

The school of the future.



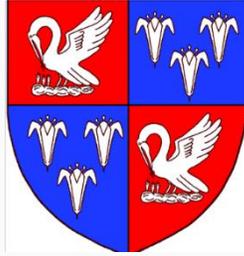
appealing image

Is your child receiving the best possible education, with
personalised learning experiences in a nurturing setting?
Worried that your child is not achieving their full potential?

emotionally persuasive language

*If you want the very best for your child, in an
environment which will allow them to grow as an
individual and celebrate their unique achievements, then
bring them along to Harrington School.*

Harrington School (part two)



Harrington School
The school that cares.
The school of the future.

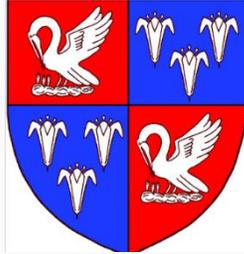


What we offer:

- ✓ First class professional tutors
- ✓ Daily individualised homework
- ✓ Strong behaviour management with clear sanctions and rewards
- ✓ Pastoral and academic catch-up programmes
- ✓ Healthy, balanced daily snacks and cooked lunches
- ✓ Strong leadership
- ✓ Effective relationships with parents
- ✓ Member of the Institution of Good Schools

impressive image

Harrington School (part two)



Harrington School

key information
clearly laid out

cares.
future.



What we offer:

- ✓ First class professional tutors
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reassuring
messages

Your turn

1. Why do you think the author has used the phrase ‘If you want the very best for your child...’ and underlined it in the advert?
2. Who is this advert aimed at? How do you know?
3. Why do you think the author has included the ‘What we offer’ section?
4. Which words/phrases are the most powerful in persuading a parent to bring their child to this school?
5. Why do you think the author has set out the text in this way rather than in standard paragraphs? Comment on the different layout features.

Answers (part one)

1. Why do you think the author has used the phrase ‘If you want the best for your child...’ and underlined it in the advert? **To hook the reader in, get them to read the advert/play on their emotions about their child.**
2. Who is this advert aimed at? How do you know? **Parents – because it says: Is your child...? Are you worried your child...? If you want the best for your child...**
3. Why do you think the author has included the ‘What we offer’ section? **To show how good the school is, in order to persuade the parent to send their child there.**

Answers (part two)

4. Which words/phrases are the most powerful in persuading a parent to bring their child to this school? **Allow them to grow as an individual and celebrate their unique achievements. Is your child receiving the best possible education? Worried that your child is not achieving their full potential, personalised learning experiences in a personalised setting?**

5. Why do you think the author has set out the text in this way rather than in standard paragraphs? Comment on the different layout features. **To draw attention to the information and to make the key information stand out. Easy and quick to read.**