## Gifted Education School Network 2022/23 KLA/ Cluster: English Language (Secondary) Lesson Design

## **Writing Worksheet**

## Writing a pamphlet

### **Topic:**

You are a staff of the Marvellous Travel Ltd, a travel agency in Hong Kong providing local tours for tourists visiting Hong Kong. You are asked to design a pamphlet and promote a **1-day local tour** consisting of **TWO or THREE** tourist attractions. The targeted tourists of this local tour are families with young children.

A. Genre analysis

Role:	(Who is the writer?)	
Audience:	(Who is the text written to?)	
Genre:	(What is the text type?)	
Tone:	(What is the writer's attitude?)	
Purpose:	(Why is the text written?)	

## B. Language requirement

Fill in the blanks with a suitable word and cross out the unnecessary item in the blanket.

a.	Use descriptive and ( inviting / discouraging ) language to create a sense of excitement and
	anticipation for the tour. Highlight the unique of the attractions that make
	the tour worth experiencing.
	(Read TB Unit 7 text 1)
b.	Use tense to make the pamphlet more engaging and dynamic. This can help the reader feel more involved in the tour and create a sense of immediacy.

c. Use persuasive language to encourage readers to take action and book the tour. Use (positive / negative) language to convey the benefits of the tour and highlight why it is a must-see experience.

# C. Criteria

1. Content	<ul> <li>a. Promote TWO / THREE tourists attractions in Hong Kong.</li> <li>b. Include practical information (e.g. transportation, opening hours, and any other relevant details such as price of the tickets)</li> <li>c. Highlight the unique features of the attractions</li> </ul>
2. Language	<ul><li>a. Use of adjectives while describing places.</li><li>b. Use of present tense to engage readers.</li><li>c. Use of imperatives to call to action</li></ul>
3. Organization	<ul><li>a. Use of clear and attractive headings and subheadings.</li><li>b. Present information in a logical sequence</li><li>c. Call for action to encourage reader to apply for the tour at the end</li></ul>

# D. Vocabulary

Adjectives describing places

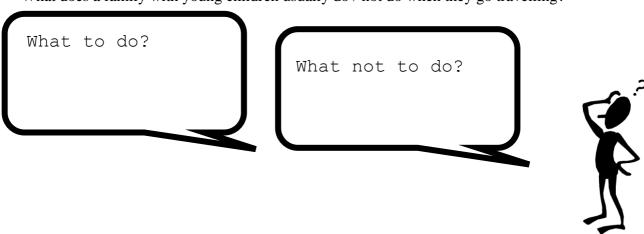
affordable	breathtaking	convenient	crowded
exotic	eye-opening	famous/well-known	fantastic
multicultural	relaxing	stunning	spectacular

## Tourist activities

enjoy the scenery	enjoy the breathtaking views	explore side streets
go on rides	go shopping	go to/visit a museum
go to/visit a theme park	go sightseeing	learn about foreign culture
savour local food	shop for souvenirs	try local cuisine
take a walking tour/ heritage tour	take photos of iconic landmarks	visit a historic site

## E. Brainstorming ideas

What does a family with young children usually do / not do when they go travelling?



# F. Draft

Complete the draft using bullet points.

Heading: \_\_\_\_\_

	Briefly introduce the local tour.		
Introduction			
Subheading 1:			
	Attraction 1:		
	Location:		
	Transportation:		
Morning	Other relevant details:	e.g. Opening hours? Any age restrictions?	
	Tourist activities:		
	Unique features:		
Subheading 2:			
	Attraction 2:		
	Location:		
	Transportation:		
Afternoon	Other relevant details:		
	Tourist activities:		
	Unique features:		

<b>Subheading 3:</b>			
	Attraction 3:		
	Location:		
	Transportation:		
Evening	Other relevant details:		
	Tourist activities:		
	Unique features:		
Conclusion	Call for action Write one to two sentences to encourage the reader to take part in the tour.		
G. Self-evaluation Read your writin	ng again and put a $\sqrt{1}$ if you have done the following items.		
	☐ I promoted TWO / THREE tourists attractions in Hong Kong		
1. Content	☐ I included practical information of the attractions such as transportation		
	and opening hours.		
	☐ I highlighted the unique features of the attractions in the description		
☐ I frequently used of adjectives while describing places.			
	☐ I sometimes used of adjectives while describing places.		
2. Language	☐ I occasionally used of adjectives while describing places.		
	☐ I used of <b>present tense</b> to engage readers.		
	☐ I used of <b>imperatives</b> to call to action.		
	☐ I used of clear headings and subheadings.		
3. Organization			

 $\square$  I called for action to encourage reader to apply for the tour at the end.

 $\square$  I presented information in a logical sequence.

Answer Key

## **Topic:**

You are a staff of the Marvellous Travel Ltd, a travel agency in Hong Kong providing local tours for tourists visiting Hong Kong. You are asked to design a pamphlet and promote a **1-day local tour** consisting of **TWO or THREE** tourist attractions in total. The targeted tourists of this local tour are families with young children.

A. Genre analysis

Role:	(Who is the writer?)	A staff in the Marvellous Travel Ltd
Audience:	(Who is the text written to?)	tourists visiting HK, especially families with young children
Genre:	(What is the text type?)	Pamphlet
Tone:	one: (What is the writer's attitude?)	Semi-formal; Informative, engaging and persuasive
Purpose:	(Why is the text written?)	To promote a 1-day local tour for tourists.

### B. Language requirement

a. Use descriptive and ( inviting / discouraging ) language to create a sense of excitement and anticipation for the tour. Highlight the unique features of the attractions that make the tour worth experiencing.

(Read TB Unit 7 text 1)

- b. Use <u>present</u> tense to make the pamphlet more engaging and dynamic. This can help the reader feel more involved in the tour and create a sense of immediacy.
- c. Use persuasive language to encourage readers to take action and book the tour. Use (positive / negative) language to convey the benefits of the tour and highlight why it is a must-see experience.