

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

Appendix D

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

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?

What to do?

What not to do?



F. Draft

Complete the draft using bullet points.

Heading: _____

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

Subheading 2:		
Afternoon	Attraction 2:	
	Location:	
	Transportation:	
	Other relevant details:	
	Tourist activities:	
	Unique features:	

Subheading 3:		
Evening	Attraction 3:	
	Location:	
	Transportation:	
	Other relevant details:	
	Tourist activities:	
	Unique features:	
Conclusion	Call for action <i>Write one to two sentences to encourage the reader to take part in the tour.</i>	

G. Self-evaluation

Read your writing again and put a ✓ if you have done the following items.

1. Content	<input type="checkbox"/> I promoted TWO / THREE tourists attractions in Hong Kong <input type="checkbox"/> I included practical information of the attractions such as transportation and opening hours. <input type="checkbox"/> I highlighted the unique features of the attractions in the description
2. Language	<input type="checkbox"/> I frequently used of adjectives while describing places. <input type="checkbox"/> I sometimes used of adjectives while describing places. <input type="checkbox"/> I occasionally used of adjectives while describing places. <input type="checkbox"/> I used of present tense to engage readers. <input type="checkbox"/> I used of imperatives to call to action.
3. Organization	<input type="checkbox"/> I used of clear headings and subheadings. <input type="checkbox"/> The headings and subheadings are interesting and attractive. <input type="checkbox"/> I presented information in a logical sequence. <input type="checkbox"/> I called for action to encourage reader to apply for the tour at the end.

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: (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 present 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.