

Languages, Literacy and Communication

English



Y7 Lost and Found

Y7 Lost and Found Creative Challenge tasks

Vlog	<p>Record an episode of "Antiques Roadshow" where you discuss and value a "found" object .</p> <p>Or</p> <p>Record an advert for the Welsh Tourist Board encouraging visitors to come to the local area.</p>
Advert	<p>Design a poster for a lost item .</p>
Narrative	<p>Write a poem or short story (one side of A4) titled: The Legend of the Lost... (add your own final word)</p>
Play Script	<p>Perform and record a mime which tells the story of something lost or found.</p> <p><i>It could be a specific item or something more abstract like a lost sense of humour, or smile.</i></p> <p>Or</p> <p>Write a scene between two characters discussing something lost.</p>



LOST DOG

"GEORGE" IS A 20 YEAR OLD SHIH TZU. He is blind and deaf, and needs medication.

STOLEN FROM MY CAR AT 10AM, (FRI) 9/25/09 IN FRONT OF EXPRESS DRY CLEANERS, 222 YAMATO ROAD, BOCA RATON (IN THE CVS/PANERA SHOPPING CENTER)

PLEASE help me to bring George home!

If you find George or have ANY information, PLEASE call: 561-901-3288

\$2500 Reward
NO QUESTIONS ASKED



There are just as many reasons to holiday in Wales as there are to travel abroad on holiday.

Visit Wales
Croeso Cymru



Agree

Disagree



Advertising Challenge!

Visit Wales want you to participate in an advertising campaign to persuade people to visit Wales on their holidays.

As part of this campaign, you will focus on promoting the Elan Valley.



How does the advert persuade the audience to visit Wales?



Watch the clip and make notes to help you answer the question-remember to pick up specific details and language used.

Which of these persuasive features can you identify in the advert?

- Opinions provided
- Range of facts and figures
- Advertiser's adjectives
- Superlatives
- Endorsements/famous people
- Jingles or well-known/iconic music
- Special offers/value for money
- Makes promises to the audience
- Exciting footage creating a sense of awe and wonder

Writing task - Create a leaflet to promote the Elan Valley and surrounding area as a tourist destination.

Task: Watch the following video clips of the Elan Valley.

How could you use this information to promote the area as a tourist attraction? Who would this interest?

- (Top Gear scale the Clearwen Dam in a Land Rover)
- The original 1986 Land Rover advert filmed at the Clywedog Dam
- <https://www.elanvalley.org.uk/dvd> (Iolo Williams - The Living Landscape)
- <https://www.bbc.co.uk/news/av/uk-wales-22562051/mid-wales-role-in-world-war-ii-dambusters-raid> (Role in Dambusters raid)



Writing task - Create a leaflet to promote the Elan Valley and surrounding area as a tourist destination.

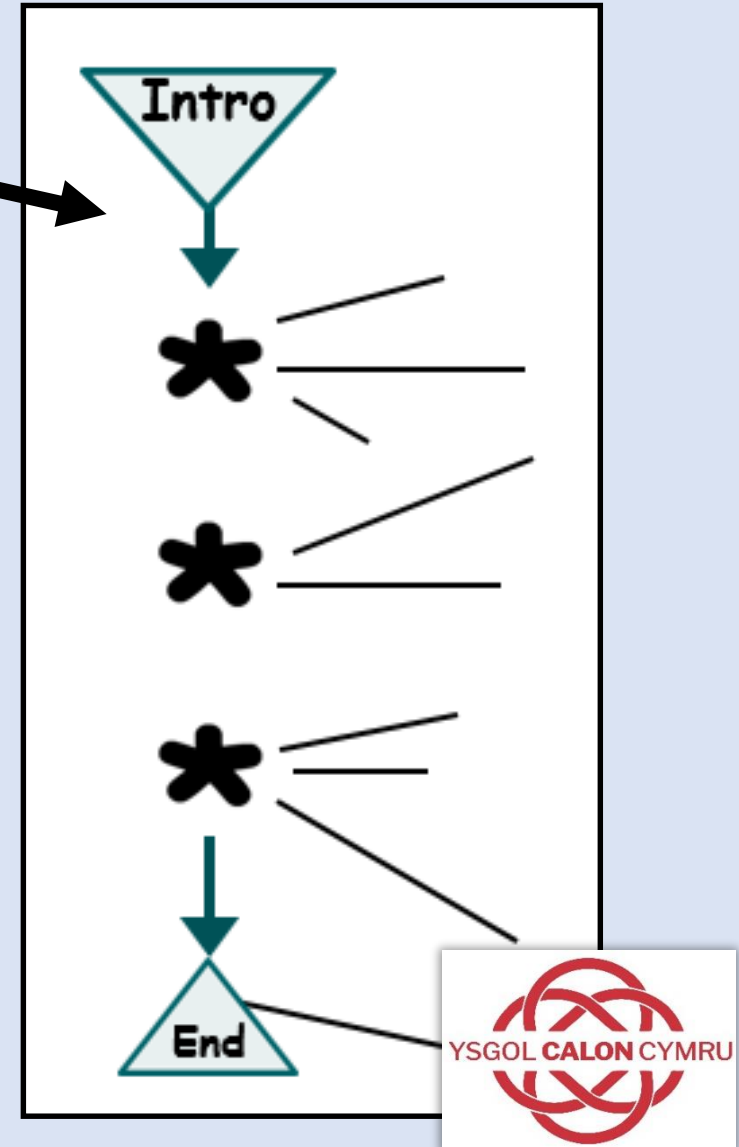
Task: Complete the persuasion planning skeleton to plan your leaflet.

Use the following links to support your research:

www.elanvalley.org.uk (promotional website)

<http://history.powys.org.uk/school1/rhayader/elanmenu.shtml> (Victorian Powys webpage)

<https://www.birminghammail.co.uk/news/mid-lands-news/see-underground-tour-elan-valley-10361980> (Live video - underground tour of the dams)



Writing task - Create a leaflet to promote the Elan Valley and surrounding area as a tourist destination.

How successful
were you?

Use this checklist
to self-assess
your work.



SUCCESS CRITERIA

Challenging

- ✓ Write one-two sides A4
- ✓ Paragraph your ideas – at least 3 main paragraphs
- ✓ Set out the leaflet correctly
- ✓ Clearly promote the destination – use persuasive language

More Challenging

- ✓ Vary language use with a range of techniques: tripling, rhetorical question, statistics
- ✓ The leaflet should be lively and interesting to read
- ✓ Use a range of details/examples and opinions

Most Challenging

- ✓ Evaluate why the Elan Valley is a good tourist destination.
- ✓ Remember writing at the highest level will be convincing and almost error-free.

What do you think this picture shows?



A Lost Community – What happened in the Elan Valley?

Part One



Birmingham's water supply was rife with waterborne diseases in the 1800s, so had to be modernised. The water supply was a serious hazard to public health as half the city's population was dependent on wells, many of which were polluted by sewage. In 1892, the government passed the Birmingham Corporation Water Act, allowing the council to compulsorily purchase the Elan Valley in the heart of Wales, 70 miles away.

When the Elan and Claerwen rivers were dammed by Birmingham Corporation in the 1890s they created four gigantic lakes: Craig Goch, Peny-garreg, Garreg-ddu, and Cabancoch. The area itself had been chosen for several reasons: It had high annual rainfall, narrow downstream valleys and impermeable bedrock, which stopped the water seeping away. Most importantly, it was higher than Birmingham by 52 metres, enabling the water to flow 73 miles by gravity along the entire route at a gradient of 1 in 2,300 without needing to be pumped. When the government passed the Act, it also gave Birmingham the power to move more than 100 people living in the valleys, but only landowners received any compensation.

Read the text and answer the questions:

1. In your own words, explain why Birmingham needed a new water supply.
2. Explain the meaning of the phrase "compulsorily purchase".
3. List two reasons why the Elan and Claerwen rivers were dammed.
4. How did you react when you read that more than 100 people had to leave their homes.
5. Why was the forced move worse for tenants?

A Lost Community – What happened in the Elan Valley?

Part Two



Many of the buildings were demolished, including three manor houses a church and a school. They did, however, build the new Nantgwyllt Church besides one of the dams, which can still be seen today. Work on the reservoirs themselves began in 1893. Thousands of and their families were brought in and lived in the purpose-built Elan Village. The four lower Elan Valley dams were to be built first along with the aqueduct, the first section of which was started in June 1896. After nearly a decade of toil and back-breaking work, on July 21, 1904 King Edward VII and Queen Alexandra opened the dams and water finally started flowing along the two 42-inch pipes to Birmingham.

The whole scheme had cost £6 million and employed 50,000 men – but it wasn't finished. Originally planned – but not started due to two world wars – the mighty Claerwen dam was not finished until 1952, creating a fifth gigantic reservoir.

6. In your own words, summarise what happened as the dams were built.

7. True or false?

- Half a million men were employed to work on the dams.
- The Claerwen dam was finished on time.
- Five reservoirs were created.
- The scheme cost less than £5 million.

A Lost Community – What Hetty said



Hetty Price, a farmer's daughter who lived in the lower Claerwen valley in the 1880s, recorded some of her memories of the lost valleys when she was in her seventies. Her father's farm was on the other side of the River Claerwen opposite "the Grand Mansion of Nantgwyllt where the Squire lived."

She recalled the old school attended by the children of the two valleys:

"There was a nice School and School-house attached, kept altogether by Miss Gertrude Lewis Lloyd, a sister of the Squire. She was always doing good deeds, giving suits of clothes for the poorer children, and material to make frocks for the girls."

The tiny church which served the community was also remembered:

"Lower down the road from the School was Nantgwyllt Church where most of the children and parents of the two valleys went to worship every Sunday afternoon. The Parson had to come all the way from Rhayader on horse back. He had a very long beard, and we children stood in awe of him, and also the Gentry of Nantgwyllt."

The little shop is mentioned in Hetty Price's account of the lost community:

"Further down the road was Seth Thomas's Shop where they sold most things, flour and grocery and bottles of sweets, but it was very rare indeed that we should have a penny to buy them."

The baptist chapel in the Elan Valley, which lay just below the centre of the submerged dam and viaduct of Garreg-ddu on the downstream side, is also described:

"There were stepping stones to cross the river to the little Baptist's Chapel, where we used to see the converts being baptised in the river. It made a great impression on me as a child....On the end of the Chapel was a little house, where a dear old man used to live by himself. He used to lead the singing in the Chapel, and how my sister and I used to love the evenings there ! Oh ! the memories of it all. It is too sad to think about."

In this text, Hetty explains what life was like before the dams were built. List 3 things that are different for children in Powys today. List 3 things that are the same.

Reading Text: RSPCA Billy Advert



How does the advertisement try to persuade the reader to support the work of the RSPCA?

Task: Stick a copy of the advertisement into your exercise book. Read it and try to identify the language features listed below. Annotate the advert.

- Image
- Adverb (ends in 'ly' and says how things are done)
- Command
- Statistics
- Logo
- Dynamic verb (physical action)
- First person plural (we)

THIS IS BILLY

His owner stuffed him into a plastic bag and threw him out with the rubbish

Imagine the pain every day of your life. Imagine being starved and left out in the cold by the person who is supposed to love you. Imagine being maliciously tortured and left to die in agonising pain.

Sadly, this is the reality for thousands of animals in Britain today - animals like Billy, in the picture above. His heartless owner wrapped his starving pet in a plastic sack, and left him by a rubbish chute, almost hidden by rubbish bags waiting to be incinerated.

Every year we see more and more distressed, maltreated, frightened animals like Billy. In one year, our inspectors in England and Wales investigated over 130,000 complaints of cruelty. It's a massive problem that is stretching RSPCA resources to breaking point.

Without your financial support, our continued fight against cruelty would face severe difficulty. This is why we desperately need your help.

Your £3 a month could save even more animals' lives

Billy's Story

Billy's owner was so desperate to be rid of him that he stuffed the dog into a plastic bag, and checked him on to a pile of rubbish sacks waiting to be incinerated. If he hadn't been found, Billy would have starved to death. When we rescued him, Billy was so weak that he couldn't even lift his head or crawl out of the open bag. We got him immediate veterinary attention, but the vet told us that Billy had been starved for so long that he probably wouldn't live. Nevertheless we persevered, and very slowly Billy began to recover. Eventually we were able to find him a new and loving home.

SAVED BY THE RSPCA!

Please help us fight cruelty with a promise of regular help NOW. To start giving regularly please complete the form below and return to: RSPCA, FREEPOST, BRISTOL, BS38 7LQ. The RSPCA is a registered charity in England and Wales no. 218098



— Reading Text: RSPCA Billy Advert

How does the advertisement try to persuade the reader to support the work of the RSPCA?

Vocabulary challenge! What do the following words mean?

- maliciously
- incinerated
- maltreated
- persevered
- Chute

Look up the meaning of the words in a dictionary and copy into your exercise book.



Reading Text: RSPCA Billy Advert – Vocabulary Challenge answers...

- **Maliciously**: full of or showing malice / spiteful
- **Incinerated**: burned to ashes/to consume by burning/ burned up completely
- **Maltreated**: treated badly or cruelly
- **Persevered**: to keep on doing despite obstacles
- **Chute**: a sloping passage for carrying things to a lower level



THIS IS BILLY

His owner stuffed him into a plastic bag and threw him out with the rubbish

Imagine being beaten every day of your life. Imagine being starved and left out in the cold by the person who is supposed to love you. Imagine being maliciously tortured and left to die in appalling pain.

Sadly, this is the reality for thousands of animals in Britain today – animals like Billy, in the picture above. His heartless owner wrapped his starving pet in a plastic sack, and left him by a rubbish chute, almost hidden by rubbish bags waiting to be incinerated.

Every year we see more and more distressed, maltreated, frightened animals like Billy. In one year, our inspectors in England and Wales investigated over 130,000 complaints of cruelty. It's a massive problem that is affecting RSPCA resources to breaking point.

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Please help us fight cruelty with a promise of regular help NOW. To start giving regularly please complete the form below and return to: RSPCA, FREEPOST, BRISTOL, BS1M 7JD. You can also support Billy in England and Wales on 0300 1234 999.

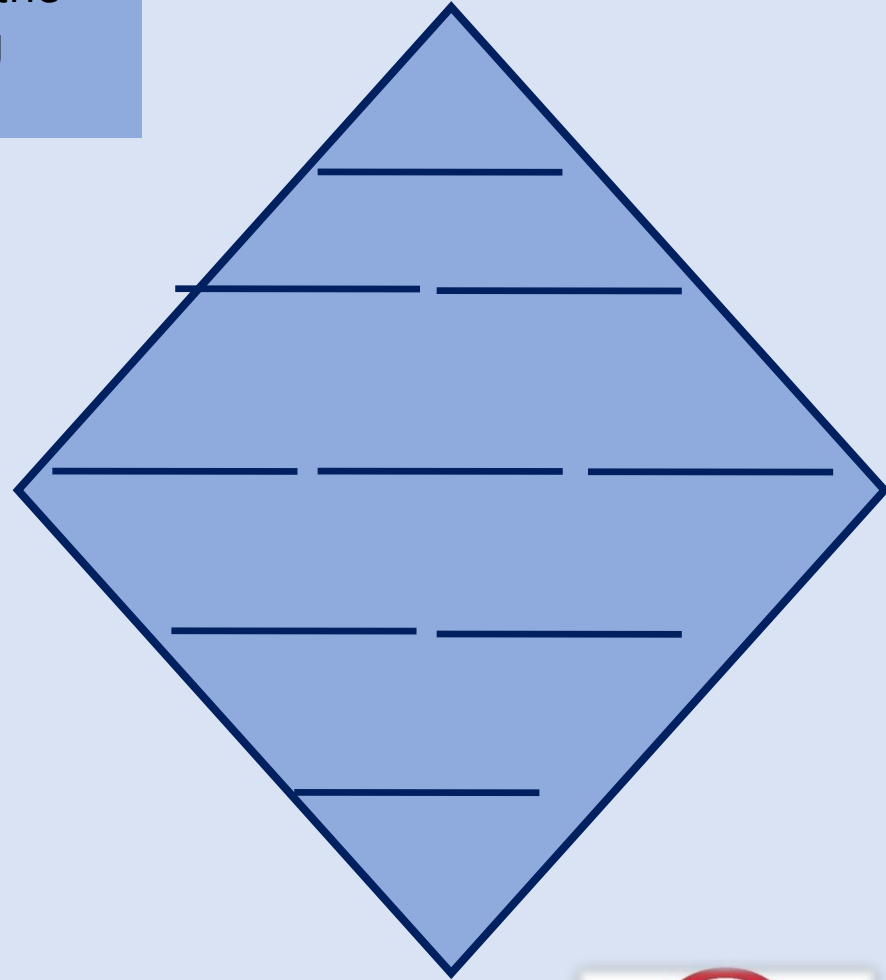


Oracy task: Group Discussion

Speaking and listening task:

In a group, **rank-order the statements** from the RSPCA advertisement, with the most shocking statement at the top of the pyramid.

1. "Imagine being beaten every day of your life."
2. "Every year we see more and more distressed, maltreated, frightened animals."
3. "His heartless owner wrapped his starving pet in a plastic sack."
4. "Our inspectors ... investigated over 130,000 complaints of cruelty."
5. "We desperately need your help."
6. "This is Billy", next to his picture.
7. "Very slowly Billy began to recover."
8. "Imagine being left out in the cold by the person who is supposed to love you."
9. "It's a massive problem that is stretching the RSPCA resources to breaking point."



Group discussion – RSPCA Advert

In a group, rank-order the statements from the RSPCA advertisement, with the most shocking statement at the top of the pyramid.

How successful were you?

Use this checklist to self-assess your work.



Success Criteria

Challenging

- ✓ Make a range of contributions during the discussion
- ✓ Explain your opinions clearly
- ✓ Listen carefully and respond appropriately to the viewpoints of others (say if you agree or disagree and why)
- ✓ Use the appropriate register for the task (avoid language becoming too informal/using slang)

More Challenging

- ✓ Develop your ideas and opinions in detail
- ✓ Refer closely to specific words and phrases when you make your decision

Most Challenging

- ✓ Show an understanding of writer's intentions. Why were these language techniques used? How is the reader being influenced or manipulated?
- ✓ Justify your choices. Why have you ordered the quotations in that way?

Reading Text: RSPCA



Reading Focus	Evidence	Explanation
The advert uses an image and highlights key words in the heading to draw our attention to the story of Billy the dog.	1. The picture shows...	The reader would feel..... at the image of the dog as it seems to be...
	2. The heading "This is Billy" is used.	The writer deliberately shares the name of the dog with us. This is to...
	3. Another sub-heading is "Saved by the RSPCA".	This makes us think that the RSPCA is...

Reading Text: RSPCA advert



At the start of the advert, we are encouraged to think about Billy's story.	1. "Imagine being beaten every day of your life."	The writer wants us to empathise with the dog. This means...
	2. "Every year we see more and more distressed, maltreated, frightened animals."	The writer describes...
	3. "Your £3 per month could save even more animals' lives."	The reader is encouraged to...
The writer tells us more about what happens to Billy.	1. "His heartless owner wrapped his starving pet in a plastic sack."	
	2. "Our inspectors ... investigated over 130,000 complaints of cruelty."	This number of complaints is...
	3. (Choose your own quotation to go here)	

Reading task: How does the advertisement persuade the reader to support the work of the RSPCA?

How successful were you?

Use this checklist to self-assess your work.



SUCCESS CRITERIA

Challenging

- ✓ Write about at least 8 quotations
- ✓ Use the PEE structure and use a range of connectives 'Next...', 'Then...'
- ✓ Use ' and ' around quotations from the poem
- ✓ After each quotation, explain how the words persuade us.

More Challenging

- ✓ Give personal responses. 'This would make the reader think/feel/consider...'
- ✓ Comment on particular words and phrases and why they were used.

Most Challenging

- ✓ Evaluate. What is the purpose of an advert? How is the reader being led or manipulated by the ideas in the advert?
- ✓ Discuss the writer's intentions. 'The writer wants us to consider...'
Remember writing at the highest level will be confident, fluent and well-argued (moving away from the PEE grids).

Reading: WAGOLL



The advertisement starts with the image of a bandaged dog lying down looking very weak, feeble and unwell. The dog is personified with the boy's name: "Billy". The image is large and would make the reader feel sorry for the dog because he looks so vulnerable and emaciated.

The advertisement uses a number of sub-headings. The advert shows that "Billy's story" ends well by highlighting this with the sub-heading "Saved by the RSPCA!". The verb "saved" persuades the reader that without the RSPCA Billy might not have survived and it was only through their work that Billy could be helped.

The reader is asked to imagine being a mistreated animal which is "beaten", "starved" and "maliciously tortured". The tripling of emotive verbs would make the reader feel sorry for any animal which is "beaten" or hit, "starved" and deprived of food, or deliberately "maliciously" made to feel pain "tortured".

The reader learns that Billy was "stuffed" into a "plastic" bag and "chucked onto a pile of rubbish sacks waiting to be incinerated". This would make the reader feel Billy's life was in danger. The verb "stuffed" shows the dog was forced into a bag which could suffocate him. The verb "incinerated" shows Billy would have been burned to death if he had not been found.

The advertisement ends with a donation form for readers to fill in. The advertisement has shown an example of one animal who has been saved because of good work done by the RSPCA. The advert has also informed the reader that there are many other animals, like "Billy" in need of help. The donation form is included at the bottom of the page because by that stage the reader has been made to feel sorry enough to give money to help.