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GET ENGLISH FAL
TEACHER DEVELOPMENT PROGRAMME
Grade 8 Term 4 Cycle 1
Learner Worksheets - Memorandums

LISTENING AND SPEAKING

WORKSHEET 1

Listening and Speaking Worksheet 01

Memorandum

Pre-reading activity: Scan, prior knowledge, predict.

1. Scan the passage and see if you can tell the following information:
 - How many paragraphs there are: Three (1)
 - What type of text this is: Informational text (1)
 - What the source of this passage is: Magazine/Newspaper (1)
2. Do you know a brochure? What do you know about a brochure?
 Answer: Yes/No

During reading activity: Study reading, underline, analyse, question, make notes.

Read the passage now and find the following information by applying the during reading strategies of study reading, underlining and making notes in the margins.

1. The main idea of the text:

Answer: To guide people towards writing effective brochures. (1)

2. The supporting idea of paragraph 1:

Answer: The description of a brochure. (1)

3. The main idea of paragraph 2:

Answer: How to write a brochure. (1)

4. The main idea of paragraph 3:

Answer: Features of a brochure. (1)

5. Information about the brochure. What is a brochure?

Answer: A brochure is one or four page piece that describes in short a product. (2)

6. What is the function of a brochure?

Answer: It provides a customer with additional information about a product. (1)

7. Would you describe this article as positive or negative, state why?

Answer: Accept any reasonable/relevant response. (2)

TOTAL: 15 Marks

Listening and Speaking

Memorandum

Text Features/Vocabulary in context/Punctuation

A. Apply your during reading strategies to complete the template below. Work in pairs on this.

Text Features

Non-fiction	photograph	table of contents	bold print
Index	glossary	heading	caption
Labels	charts	graphs	diagrams

Drag the words from the word bank to its correct definition

1. Bold **print** darken writing that helps the reader identify important words.
2. The **glossary** is like a mini dictionary found in the back of a nonfiction book.
3. The **photograph** helps the reader understand exactly what something looks like.
4. The **table of contents** helps the reader find key topics in the nonfiction book they are reading.
5. **Nonfiction** is a genre of text about real people, animals, places and things.
6. A **caption** gives the reader more information about the picture or photograph.
7. The **index** is an alphabetical list of things written in the text, with page numbers.
8. **Heading** helps the reader understand the main idea of each section.
9. **Labels** help the reader to identify a picture or photograph and/or its parts.
10. **Charts** help the reader to summarize or compare information.
11. **Diagrams** help the reader to understand a more detailed or simplified view of information.
12. **Graphs** help the reader to understand relationships between elements.

12 marks

B. Punctuate the following paragraph by inserting capital letters, commas, apostrophes, hyphens, strokes, full-stops, etc.

Brochures are a simple and affordable way to communicate with a selected audience. Now that you have the tools to produce an effective brochure, don't be afraid to use this marketing tool to your advantage. Brochures can be used to provide information explaining what you do and/or why you do it. Or, a brochure can be the foundation of a more extensive campaign. Either way, by producing an effective brochure, you are providing your audience with a tangible document that communicates the most important information in a colourful, well-designed and informative page. **13 marks**

TOTAL: 25 Marks

Reading and Viewing Worksheet 01

Memorandum

Work with a partner to answer the questions below.

1. What is the name of the company in the brochure? (1)
Answer: IFly Indoor Skydiving
2. Do you think the colours are eye – catching? Say why? (2)
Answer: They are bright and attractive.
3. Who do you think this brochure is aimed at (the target group)? (2)
Answer: Adults, children and sky divers.
4. Quote the headline on the brochure. (1)
Answer: “You can fly too”.
5. Why is the pronoun “you” used emphatically in this brochure? (2)
Answer: So that the reader can feel like the brochure is talking to him directly.
6. Who qualifies for indoor flying according to the brochure? (2)
Answer: Kids and adults.
7. What other services does this company provide? (4)
Answer: Birthday parties, corporate events and families and groups gift certificates.
8. Mention three incentives that would make one go skydiving.
Answer: It’s safe, free observation area and 5 dollars off for first time flyers. (3)
9. Do you think the picture will get the attention of all readers? Say why or why not? (2)
Answer: Yes. It is big, clear and colourful.
10. How can this company be contacted? (1)
Answer: They are available online.

TOTAL: 20 Marks

READING AND VIEWING

WORKSHEET 2

Memorandum

A. Read the passage below and answer the following questions.

- How many paragraphs are there? 6
- What type of text is this? Informational text
- What is the source of this article? Website
- Do you know how to design a brochure? No (4)

1. What is a brochure? Answer in your own words. (1)

Answer: Accept any correct explanation.

1. Mention 3 kinds of brochures that you are likely to find in a car hotel. (3)

Answer: Brochures for car rentals, shopping centres and restaurants.

2. Explain in plain English what expression, "A call to action" means. (1)

Answer: What a brochure influences people on what to do.

3. Mention four likely actions a new customer can take after reading a brochure. (4)

Answer: Call, email, drive to location or go online to buy something.

4. Images used in a brochure must be catchy (1) and the English used must be plain (1)

5. How many products should one brochure promote? (1)

Answer: One

6. Comment about the title of a brochure. (1)

Answer: It must be to the point and attention grabbing.

7. Comment about the other three elements of a brochure and give your own examples. (3)

Answer: Fun details, testimonials and call for action.

B. Language integration

Change the following paragraph into past tense

What **was** a brochure?

A brochure **was** a piece of paper, usually folded up, that **informed** new customers about your product or service.

If you **went** to a hotel, they **would** often have a rack full of brochures from local companies.

Brochures of local tourist attractions, guided tours, restaurants, shows, car rentals and shopping centers. These **were** not the only kinds of brochures around. Brochures **were** too many to count.

Brochures **were** mainly used to promote nearly any service or product.

The point of a brochure **was** to be convenient to pick up, **carried**, and **convinced** a customer to take action. (10)

30 marks

WRITING AND PRESENTING

Rubric

CATEGORY	5	4	3	2	1
Attractiveness & Organization	The brochure has exceptionally attractive formatting and well-organized information.	The brochure has attractive formatting and well-organized information	The brochure has some formatting and organized of information.	The brochure's has limited formatting and organization of information.	The brochure has no formatting and organization of material.
Content - Accuracy/ Quantity	Use of facts and the quantity of information is exceptional.	Use of facts and quantity of information is very good.	Use of facts and quantity of information is good but not consistent.	Use of facts and quantity of information is present but limited.	Use of facts and quantity of information is limited.
Writing - Grammar	There are no grammatical mistakes in the brochure.	There are very few grammatical mistakes in the brochure.	There are some grammatical mistakes in the brochure.	There are several grammatical mistakes in the brochure.	Grammatical mistakes are so numerous.
Graphics/ Pictures	Graphics go well with the text and there is a good mix of text and graphics.	Graphics go well with the text, but there are so many that they distract from the text.	Graphics go well with the text, but there are too few and the brochure seems "text heavy".	Graphics do not go with the accompanying text or appear to be randomly chosen	Graphics not present in the brochure.

TOTAL: 20 Marks