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

LISTENING AND SPEAKING

WORKSHEET 1

Listening Comprehension

Listen to the passage as your teacher reads it to you about writing effective brochures.

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: _____ (1)
 - What type of text this is: _____ (1)
 - What the source of this passage is: _____ (1)
2. Do you know a brochure? What do you know about brochures?

Writing Effective Brochures



1. A brochure is a one to four page piece that describes in short, a product. Brochures are intended to provide customers with additional information on products that are on sale and are used by sales people to persuade customers to buy a product. The brochure – also called a data sheet – describes the main features of the product, its use and it's accompanied mainly by a picture of the product. Other brochures resemble more of an advertising piece.
2. Writing effective brochures is an art as well as a science. It needs a combination of good writing skills, knowledge of the market and the ability to combine information about the product into a convincing piece they mainly serve as an advertising medium.
3. The content of brochures is usually reduced or summarized. Brochures are also short, concise and focus on one product. Most importantly, they are eye-catching.

Warren Singer, 2006

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:

(1)

2. The supporting ideas next: the main idea of paragraph 1:

(1)

3. The main idea of paragraph 2:

(1)

4. The main idea of paragraph 3:

(1)

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

(2)

6. What is the main function of a brochure?

(2)

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

(2)

TOTAL: 15 Marks

Listening Comprehension: Text Features

Text Features/Vocabulary in context /Punctuation

Listen to the article about text features (of a brochure) as your teacher reads it to you

Post-listening activities: Study read, question, evaluate.

- Read the first and the last paragraph
- What do you think the article is about?
- What do you know about text features?
- **What is a nonfiction?**
- **Familiarize yourself with the following concepts:**

8. Print features

9. Organizational aids

10. Graphic aids

What are Text Features?

Kathryn Starke

The term **text features** is used in an academic setting to describe all of the components or features associated with an article or nonfiction text. The most common text features of a book include the **table of contents, the index, headings, captions, bold words, illustrations, photographs, the glossary, labels, graphs, charts and diagrams**. Many of these texts can be found in newspapers, magazines, brochure or individual articles.

Text features are used to locate specific information provided in a nonfiction text in an easier manner. Often times, authors put information in the text features that is not included in the body of the text, so it is important to understand how to use them effectively.

What is the Purpose of Text Features?

The **table of contents and index** allow the reader to quickly locate which pages of the book contain specific information; the knowledge can be acquired without having to read the entire book.

Many times information is documented in **photographs or illustrations** throughout the book accompanied by **captions** below each one. The **bolded words** in text are usually new vocabulary words that are often defined in the **glossary** or mini dictionary located in the back of the book.

Lastly, visuals or data that match the information are often placed in **graphs, charts or diagrams**. These three text features are very important because more often than not, the data is not actually written in the body of text. Each text feature used in a nonfiction source provides as much value as an actual text. The combination of text and text features present informational material in an organized and structured format that readers can obtain with ease.

Language integration:

During reading activity: Study reading, make notes.

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

12 marks

- B. Punctuate the following paragraph by inserting capital letters, commas, apostrophes, hyphen, stroke, 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 a 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 package

13 marks

TOTAL: 25 Marks

READING AND VIEWING

WORKSHEET 1

Study the brochure below.

Pre – study activity: Scan, prior knowledge.

- How many colours can you see on the brochure? _____
- Mention one text feature on the front of the brochure that you can see. _____
- Identify the two dominant colours on the brochure. _____
- Any headline that you can see? _____
- Identify the two main text features at the back of the brochure. _____

N.B. CHECK THE LANGUAGE BOX FIRST!

Brochures use the following language:

- Sentence fragments: To save space and to sound as if they are talking to you.
- Emotive language: Words that make you feel strong emotions.
- Persuasive language: So that you feel you must buy the product
- Pronouns like you, your, we, our: so that you feel you are part of the group.
- Repetition: so that you read the message more than once.
- Facts and opinions: To support what is said about the product



FRONT of iFly brochure.



BACK of iFly brochure.

During – reading activity: Intensive reading, ask critical questions, synthesize, evaluate.

Work with a partner to answer the questions below.

1. What is the name of the company in the brochure? (1)

-
2. Do you think the colours are eye – catching? Say why? (2)

-
3. Who do you think this brochure is aimed at (the target group)? (2)

-
4. Quote the headline on the brochure. (1)

-
5. Why is the pronoun “you” used emphatically in this brochure? (2)

-
6. Who qualifies for indoor flying according to the brochure? (2)

-
7. What other services does this company provide? (4)

-
8. Mention three incentives that would make one go skydiving. (3)

-
9. Do you think the picture will get the attention of all readers? Say why or why not? (2)

-
10. How can this company be contacted? (1)

TOTAL: 20 Marks

Reading and Viewing Worksheet 2

Reading a brochure

Name: _____

Class: _____

Post- reading activity: Study-read, question, evaluate.

- A. Read the passage below and answer the following questions.
- How many paragraphs are there?
 - What type of text is this? Informational text
 - What is the source of this article?
 - Do you know how to design a brochure? (4)

HOW TO WRITE A BROCHURE



1. So you're about to sit down and write/design/print a brochure, but have no place to start? Well my friend, take six minutes to read this and you'll have an outline.

2. What is a brochure?

A brochure is a piece of paper, usually folded up, that informs new customers about your product or service.

If you go to a hotel, they will 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 are not the only kinds of brochures around. Brochures are too many to count. Brochures are mainly used to promote nearly any service or product.

The point of a brochure is to be convenient to pick up, carry, and convince a customer to take action.

3. Elements of an effective brochure

- Grabbing title: This should be generally very quick to the point. For example: "Best Boat Tours in Cape Town".
- Fun details: Include little detail that will make people to put you in their itinerary. For

example: "We've been rated the top attraction in Cape Town."

- Testimonials: Put quotes about your service/product from happy customers. For example: "I tell everyone who visits Cape Town to take a boat tour."
- A call to action: Make sure people know what to do next after seeing your brochure. For example: "Book before 11am each day to ensure a seat on the boat."

4. A call of action

You need to know exactly what the point of your brochure is. The point of your brochure can either be:

- Get people to call you
- Get people to email you
- Get people to drive to your location
- Get people to go online and buy something

Once you know which one of these you want them to do, you can design your whole brochure around that!

5. A great brochure must be eye-catching and clearly state its subject matter in plain English. A catchy image on front page is a strong incentive for a new customer to pick up your brochure. The front of the brochure must always be attractive to the human eye.

6. Always check for:

- Your company name and logo
- Contact information
- Specifications of your service or product

Neville Medhora

QUESTIONS:

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

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

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

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

5. Images used in a brochure must be _____ (1) and the English used must be _____ (1)

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

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

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

9. Language integration

Change the following paragraph into past tense:

What is a brochure?

A brochure is a piece of paper, usually folded up, that informs new customers about your product or service.

If you go to a hotel, they will 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 are not the only kinds of brochures around. Brochures are too many to count. Brochures are mainly used to promote nearly any service or product.

The point of a brochure is to be convenient to pick up, carry, and convince a customer to take action. (10)

Total: 30 marks

WRITING AND PRESENTING

Designing a brochure

Carefully read the following brochure sheet and description for your next activity:

A brochure or pamphlet is a single sheet document, often folded into thirds, that is mass produced to provide information to the public. Brochures have a single focus that may include information about an event, organisation, sell a product or solicit support for a point of view or course.

INSTRUCTIONS: Design a brochure that is 8.5 by 11 inch in size about a product of your choice that you wish to sell.

When designing your brochure, please use writing process as follows and use the provided guidelines.

N.B. Do not use more than three visuals for your brochure.

1. PLANNING

- Decide and research about your product.
- Who is your target audience?
- Collect relevant visuals.
- What is the purpose of your brochure?
- Background colours.

2. DRAFTING AND REVISION

- Choose font and format of your brochure
- Decide on headline/Develop your slogan
- Formulate subheadings
- Decide on visuals that you want to use
- Decide on language
- Develop your first draft

3. EDITING: When editing your draft, please consider using following:

- Sentence fragments – to save space
- Emotive language – words that make people emotional
- Persuasive language – so that readers feel they must buy the product
- Pronouns like your and you – so that readers feel the brochure is talking directly to them.
- Pronouns like we and our – so that the reader may feel like he is part of the group.
- Repetition – so that the same message can be read more than once.
- Fact and opinions – to support what is said about the product.

ACTIVITY: Design a wellness brochure

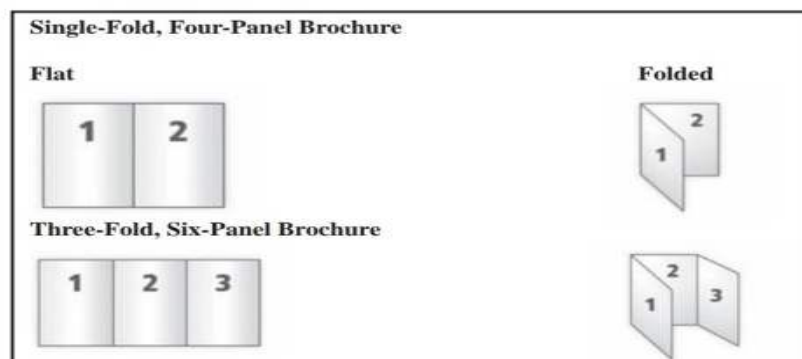
- Work in pairs and design a wellness brochure
- The aim of the brochure is for you to sell a “healthy lifestyle” to your friends, family or other schools in South Africa.

Your brochure should meet these requirements:

- Have a title
- Have a colourful cover page which gives the reader an idea of what the brochure is about.
- Have an introduction that tells the reader your reasons for developing this brochure.
- Have contents page which includes physical activity, healthy eating choices and how to develop a healthy lifestyle.
- Be no longer than one A4 page.
- Use the template provided and make three fold panel brochure.
- Edit the information that you collected to suit the templates design



NB: Use short but full sentences and punctuate properly!



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

