



Aspley State High School
Year 9 English

Promotional Brochure

Due Date: _____

Name: _____

Teacher:

UNIT: Persuasive Communication

TASK: Your task is to create a promotional brochure. This brochure will promote an overseas holiday - the destination is your choice.

PURPOSE: To inform, persuade and promote.

ROLE: You are a travel advisor at a leading travel agency and have been asked to research a particular holiday destination of your choice that can be offered to your customers. Create a promotional brochure about your destination.

AUDIENCE: Potential customers looking for a suitable holiday destination.

After researching your destination decide on a **TARGET AUDIENCE** appropriate to your brochure eg. Young couple, student group, school excursion.

Things to include in your brochure:

Title - travel agency, logo, slogan and name of destination, Places to visit (tourist destinations), Facts about the country, Transport, Tips, Advice, Clothing to wear Cuisine (traditional) / dining & restaurants, Images to promote the destination (which target your readers), Contact details of travel agency, Map of country.

CONDITIONS:

- Two weeks' notice of the task
- Students will be provided with class time & access to computers.
- Using Publisher you will create an A4, double sided, colour brochure.
- Criteria sheet to be handed in and brochure printed out.

LENGTH: 300 - 400 words

This assessment item is deemed incomplete if no attempt is made to do it or if an attempt is not of an 'E' standard. An incomplete in-class item will be awarded an 'E-' unless the student receives an authorised extension/exemption through due process. Failure to submit this assessment will result in the student receiving a "NR- not rated" at the end of the semester.

Criteria Checklist

In this task, it is expected that students are working towards demonstrating aspects of the following Writing and Shaping Outcomes:

Cultural 5.3 Students construct texts with accessible but challenging ideas and issues for a range of audiences and purposes, establish appropriate relationships with those audiences, including general public, and respond to requirements of mode and medium, when narrating, reporting, persuading and when making judgments about texts.

Operational 5.3 Students control a variety of generic, sentence and clause structures; use and spell specialist words; use modality and evaluative words to express judgments; link ideas using extended phrases in theme position, pronoun reference, conjunctions and visual resources; use paragraphing and control common punctuation including direct and reported speech.

Critical 5.3 Students construct textual representations of people, places, events, things, and concepts selectively making choices to position readers/viewers and appeal to different audiences and to explore cultural assumptions about groups.

	Criteria	A B C D E
CULTURAL	<ul style="list-style-type: none"> Your text reflects the knowledge, experiences, expectations and requirements needed in a promotional brochure. You have used the common features of a brochure to draw attention to the holiday. You have undertaken appropriate research for your issue/topic. 	
OPERATIONAL	<ul style="list-style-type: none"> You have organised your text appropriately for your brochure and audience. You have used clauses to extend and elaborate ideas and information about your chosen holiday destination. You have included an eye - catching title, an introduction to your destination and included all relevant information (five W's and H). You have included relevant location and contact details You have selected and used space, colour, layout, headings, captions, graphics to draw your target audience's attention. When writing, you have used conventional spelling, punctuation and grammar. 	
CRITICAL	<ul style="list-style-type: none"> In constructing your brochure you have demonstrated that you understand that texts can convey meanings that are not directly stated. You have selected subject matter that clearly promotes and persuades readers to visit the holiday destination. In constructing your text, you have represented your chosen holiday destination in particular ways that your audience can easily relate to (user friendly). 	

Teacher Comment:

Teacher's signature: _____

Date: _____

Result