



KS3 English Writing for Purpose & Audience



Rainforest Leaflet Challenge!

Can you help save the rainforest?

Student Introduction

- Rainforests are important. Can you find information on why they are worth keeping?
- You will write a leaflet so others will know how and what to do to help.



AT THE PARK

Can you find the answers to these questions as you walk around the zoo park?

Write down 3 ways that rainforests provide a special habitat.

1.

2.

3.

| Write down 4 continents where rainforests are found. | |
|--|---|
| 1 | 3 |
| 2 | 4 |

| Find the names of 5 things we get from the rainforests. | Find three animals that are nearly extinct in the wild. | |
|--|---|--|
| 1 | 1 | |
| 2 | 2 | |
| 3 | 3 | |
| 4 | | |
| 5 | | |
| | | |
| Why are people cutting down the trees and destroying the rainforests? | | |
| | | |
| | | |
| What happens to the cleared land after the 'slash and burn"? | | |
| | | |
| | | |
| Give two reasons why the rainforests are important. | | |
| 1 | | |
| 2 | | |
| 2 | | |
| | | |
| Find 2 or more ways we can help to save more rainforests from being destroyed. | | |
| 1 | | |
| | | |
| 2 | | |
| 3 | | |

Back at school - leaflet production

Task: Create a leaflet.

Audience: Those interested in environmental issues.

Purpose: To explain the critical situation that rainforests are in and to persuade the reader to support the campaign to save them.

- Research any extra information required
- ► Write up draft paragraphs
- Decide on lay out and headings/sub headings
- Select appropriate images



When writing up your paragraphs, remember to:

- ✓ consider appropriate tone and language to suit your audience and make your explanations clear e.g. passive voice
- ✓ use conjunctions to show cause and effect, and for cohesion within and between sentences and paragraphs
- ✓ make thoughtful vocabulary choices that will influence your reader
- ✓ choose appropriate headings and sub headings to guide your reader.

