

Monday

We will be planning a brochure to attract customers to Dougal's new submarine tours. You can plan on paper or use the template in this pack. Make sure that you include some of the features of a persuasive text as well as adverbs and expanded noun phrases to describe.

Wednesday

We will be writing up our travel brochure ready for customers to read. Your task is to produce the final brochure (again, you can use your own paper or the template in this pack). You should use subheadings to split up the information for the reader, use the present tense and the third person.

Thursday

You are now a customer who has taken one of Dougal's submarine tours. Unfortunately, it was a terrible experience and your task is to write a complaint letter to Dougal. You can use the template in this pack or your own paper. You are writing in the first person because it is your experience.

Friday

Today, you are Dougal and you have visited Atlantis. You need to send a postcard to someone back home to tell them all about your amazing trip. You are writing in the past tense and in the first person.

Can I plan a tour brochure?

Title:

Do you want to have the underwater adventure of a lifetime? Dougal's Deep Sea Adventure Tour offers amazing sights, luxurious comfort and



Rhetorical question

CHECKLIST

'because' and 'when' as conjunctions	
Enticing title	
Rhetorical question	
Facts or statistics	
Pictures or illustrations	
Exciting offers	

Subheadings

Introduction
The underwater world
Luxury on board

Sentence openers

When you choose Dougal's submarine for your your next family adventure,....
From the comfort of your seat, In the clear, blue water, you can see

Dougal's Submarine Tours

Word bank

Welcome Aboard

Have you ever wondered...?

Are you looking for a...

Then

Underwater Scenes

Beneath the ocean waves,

Our tours offer you

Sometimes you might see

Incredibly,

Luxurious Extras

Inside the submarine,

While you watch the sea life,

After the tour has ended,

ARE YOU READY FOR AN UNDERWATER ADVENTURE?

Welcome aboard

Have you ever wondered what it might be like to swim beneath the glistening waves? Are you looking for an exciting trip to do with the family during the next holidays? If the answer is yes then Dougal's Submarine Tours is here to help!

Underwater scenes

Beneath the ocean waves lies a beautiful and spectacular world which is just waiting to be discovered! Our tours enable you to explore the crystal clear waters which surround this part of the world and get an underwater view of a variety of amazing and interesting sea life. Inside the top of the range submarine, you'll be able to look deep into the waters and see translucent pulsing jellyfish, majestic dolphins, shoals of colourful fish, and possibly even blue whales! Occasionally, you might see a sea turtle swimming lazily past or even a squad of giant squid! Luckily, you are now able to see this underwater jungle first hand as you sit in your front row submarine seat. Although there are other tours available, you won't find any better experience than your adventure with Dougal's Submarine Tours.

Luxurious extras

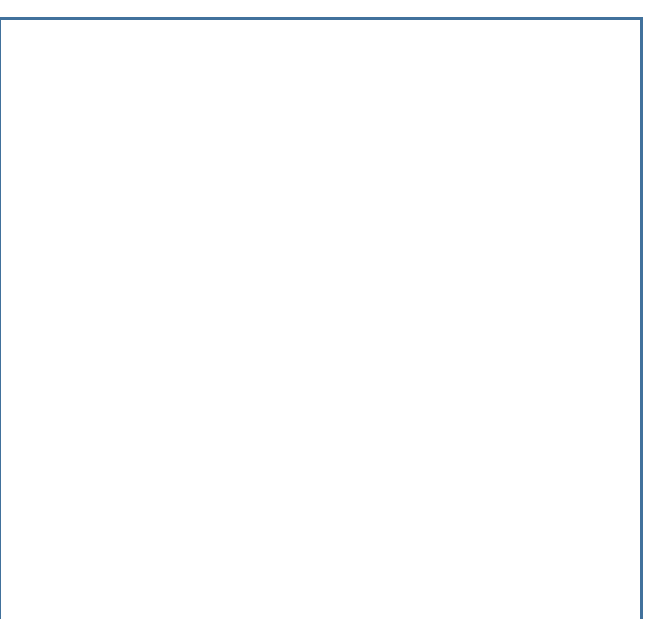
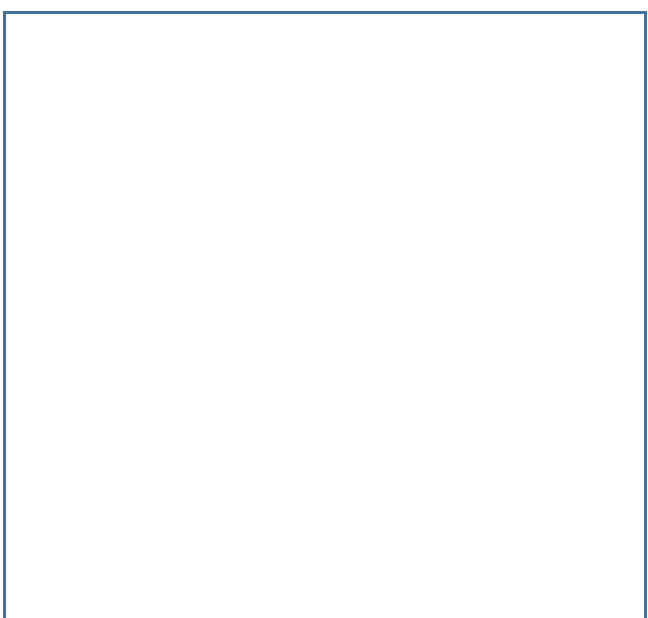
While you are taking in the view you can enjoy a range of hot and cold snacks at our on board café. After the tour has ended you can visit our souvenir shop to buy yourself something to remember your adventure by. We sell a huge range of exciting things including t-shirts, mugs, cuddly toys and fridge magnets. Incredibly, you can even have your photo taken with Dougal himself. Hurry up and book today! Spaces are 'o-fishally' going fast!

10 % discount offered with this leaflet.

Welcome to your next adventure!

The underwater world

Luxury on board



Complaint letter help sheet

Dear Sir/Dougal

First paragraph – Say what happened and why you are writing

I am writing to you because I took one of your tours and.....

Second paragraph – Explain in detail what you were unhappy with

Feelings – surprised, disgusted, disappointed, lucky to be alive because...

When I sat down, I found that...

I was promised an amazing view but.....

Paragraph 3 – Explain what you want to happen now

I would like.....

Yours sincerely

NAME

Complaint letter shared write

7 Jasmine Road

Essex

EX36 9EL

Dougal's Submarine Tours

Santander

Spain

Dear Mr Dougal McPhee,

During my recent visit to Spain, I decided to have a day trip out on one of your 'top of the range' submarines. I'm afraid to say that it was a huge disappointment and I was very unhappy with the overall standard of the trip. I am writing a formal letter of complaint to express my dissatisfaction and to outline what I would like from you as a result.

The problem started as soon as I had boarded your vessel. Although your brochure promised amazing views, this was very far from the truth. Your submarine was overflowing with people which made it very hard to see a thing! When I eventually did get a seat next to a port hole, the glass was grubby, dusty and covered in sticky finger prints! Surely, a cleaner would be a good investment for the future? Furthermore, your brochure promised an array of interesting sea life but I'm not sure slimy seaweed and the odd crab really counts as amazing, do you? Overall, I think your brochure was very misleading and I was misinformed as to what to expect.

While I was on board, I visited your café to get myself a bite to eat and something to drink. Unfortunately, my appetite disappeared when I saw the selection of luke warm (and rather dry) meals on offer. As none of these meals appealed to me, I had an extremely average cup of coffee and a kit kat for lunch instead. Both very overpriced may I add! Since I couldn't see much out of the windows, I visited your on board souvenir shop where I bought a toy submarine for my son. Sadly, this toy was a disappointment too because it started to fall apart as soon as I left the ship.

First of all, I demand a refund of my ticket by the end of the month. Secondly, I'd like some reassurance that you will address my issues to make sure that no one else has as bad an experience as I did.

Yours sincerely

Bob Smith

Can I write a letter of complaint?

Dear

I am writing because _____

I am feeling _____

I hope _____

From

Postcard shared write

Dear Bob,

Happily I have just come back from my most exciting submarine tour yet! From the moment I looked out onto the streets of Atlantis, I knew that this was no ordinary tour!

In the centre of the aquatic city, the clear water was filled with colourful, darting fish and too many other sea creatures to name. Surprisingly none of the merpeople

became annoyed while we were gazing at their shimmering,

aquamarine tails and taking as many photos as we could!

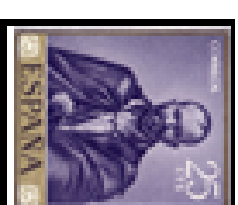
As a souvenir, I bought a copy of the Atlantis Daily News

and a blue and red sunhat because everyone in Atlantis

wears a hat everywhere they go! Although I have been invited to stay here longer, I need to get back to my submarine

tours up above the waves. See you soon!

Your cousin Dougal



Bob McPherson

Dad 13

Space Station

America

Can I write a postcard?



A large rectangular area for writing a postcard. The top half contains ten horizontal blue lines for the message. The bottom right corner features a small illustration of a yellow fish, and below it are five horizontal black lines for an address.