

8

Directed writing before commentary: short passage

Although the examination question often asks you to write your commentary on the passage before going on to produce your piece of directed writing, sometimes the tasks are given in reverse order. We will now look at such an example, using a short passage.

Task

Read the advertisement below, which promotes short breaks in Scotland.

- In the style of the passage, write another advertisement (around 150 words) which tries to persuade the reader to tour a region or area of your choice.
- Write a commentary comparing your style and use of language with those of the original advertisement.

Scotland is a feast for all your senses

It's time to blow the cobwebs away. Time to make some unforgettable memories. Yes, it's time for a Short Break in Scotland. Now is the time to make it happen, while we're still relatively uncrowded and the days are just made for long walks along empty beaches. Or maybe you fancy exploring your favourite Scottish city – wining and dining, shopping and visiting galleries. How about bagging a Munro you haven't climbed before? Do it. Take a Short Break at home here in Scotland soon!

You know Scotland is special. The scenery looks sensational. People travel from all over the world to enjoy [Scotland] – so get out and enjoy it all! You can feel history in the landscape. And a change of air smells so refreshing after the long winter months. ... Cast your cares aside. Leave your everyday frame of mind in the everyday world and get out and enjoy all the good things Scotland has to offer. You deserve a treat – and maybe you have friends or family who do, too! Stay in a big city hotel and take in a show or a concert. Or retreat to a little hideaway village and fill your days with peace and quiet. ... Visit an island you could almost call your own. Keep your eyes peeled for eagles and otters – you never know what you'll see in our great outdoors.

Do it soon. You can pick up some great deals just now ... Before you know it you could be discovering somewhere different and making some new friends and memories for yourself. Apply for your brochure today and we'll enter you into our prize draw. You could win a trip here as our guest! Whenever you take a break in Scotland you can bet it will be sensational in every way!

Munro a mountain over 3,000 feet in height

Scottish Tourist Board, promotional leaflet