

# WRITING GUIDE

## Leaflet

A leaflet is a printed advertisement that is intended for wide distribution by hand, by post or online. It can also be inserted into newspapers and magazines or be displayed in shops, restaurants or libraries.

A leaflet may be used by individuals, businesses, organisations or political parties to promote goods or services, send a social or political message, inform readers, recruit members or advertise an event.

### Structure and layout:

- a bold heading in order to capture the readers' attention
- sections with sub-headings

### Style and register:

- short and simple sentences
- informative, convincing language
- address your audience personally
- use rhetorical questions
- use adjectives like *outstanding*, *unforgettable*, *amazing*, *unrivalled*, *genuine*, ...
- use imperatives
- present facts, not opinion

### PHRASE BANK

Have you been .... ?  
Have you thought about ... ?  
Wouldn't you like to ... ?  
Think about ...  
Isn't it time to ... ?  
Do not hesitate to ...  
Get in touch ...  
Join ...  
Don't forget ...  
For further information see ...  
Call ...  
Contact ...  
Visit our website under ...

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#### Sample leaflet task

Your school's partner school in Brighton is planning an exchange project called 'TANDEM', enabling Austrian students to spend one month of the school year in the UK while English students will have the opportunity to visit your school.

Your headteacher has asked your class to design leaflets to persuade your English peers to come to Austria. The student with the best leaflet will receive vouchers for a free flight to the UK to take part in the exchange programme.

In your leaflet, you should:

- outline how English students will benefit from participating in the exchange project.
- point out what they could do when visiting your home town / Austria.
- persuade them to visit your school.

Divide your leaflet into sections and give them headings. Write around 300 words.

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#### Sample leaflet

## Spring in Graz – Improve your German by joining TANDEM

Have you ever been to Austria? Have you tasted Schnitzel, visited the Alps, or Graz, the young, hip Styrian capital, where almost every sixth person is a student?

Participate in our upcoming exchange project!

### Learn German in small groups

Improve your German in and outside class together with people your age who will show you around and take you to places you won't find on a tourist map.

And guess what: while you can attend any classes you want in our school, only the German classes are compulsory. This means that you will have lots of time to explore the area, hang out with colleagues, go biking or shopping.

### Get to know Austria

Here are some of the planned events we think you are going to love:

- a walking tour on Schlossberg, the local recreation area with the famous clock tower
- an excursion to the city of Salzburg, visiting Mozart's birthplace
- a trip to Vienna, Austria's capital city, rich in history, architecture and culture

### Make friends for life

This could be a once-in-a-lifetime opportunity to spend a whole month abroad. Improve your language skills while getting to know Austria and making friends for life! And, before we forget, there is, of course, free board and lodging with host families keen to welcome you into their homes!

Interested? Join our mailing list today by writing to [springinaustria@email.at](mailto:springinaustria@email.at).

We are currently planning a website which will enable you to make a virtual tour of our school and get some impressions of what TANDEM is all about. Subscribers to our mailing list will be informed as soon as the website is online.

See you in Graz!