



TEXT INVESTIGATORS

You are going to investigate the way an information leaflet works. You will be looking closely at the way layout, presentation and language work together to get across difficult ideas and make it easy to understand and remember important information.

The investigation

To carry out the investigation you will need to work in small groups of about four or five.

- Your task is to work together to recreate an information leaflet as accurately as you can, from memory.

This is what you will be doing.

- » Number each person in your group.
- » Your teacher will ask all the number 1 people to go outside to investigate the leaflet.
- » After one minute your teacher will tell them to come back in and go back to their group.
- » Each group now has two minutes to listen to the investigator's report on the leaflet.
- » Use the information you are told to start to create your version of the leaflet.
- » When your two minutes are up, your teacher will tell the next person to go outside to look again at the leaflet. What do you want them to find out about the leaflet?
- » Keep doing this until everyone in the group has been to look at the leaflet and has given their report back. Remember to help the investigator by working out in advance what it is you want them to pay most attention to.

Sharing what you noticed

- Take it in turns to show your version of the leaflet to the class. What do you notice? Were there any bits that were left out by everyone? Which bits of the leaflet did people remember most accurately? Why do you think this is?
- As a class, talk about what made the information leaflet clear and memorable. Some of the things you might think about include:

- | | |
|------------|------------------|
| » layout | » size of font |
| » pictures | » amount of text |
| » colour | » humour. |



Looking a bit closer

Your teacher will give you a set of cut-up cards. Each card describes either a technique the writer used in the information leaflet or explains the technique.

- Stick each 'What?' card next to the part of the leaflet it describes. You can use the blank cards for any extra ideas you have.
- Next look at the 'Why?' cards. Pick out the explanation which best describes what the technique is doing.
- In class discussion use your annotated leaflet to help you to sum up what you have learned about how to put together an effective leaflet.

Statements to cut up



What	Why
Clear and big font to...	...grab attention and get across the main point of the leaflet



What	Why
Positioned top left-hand corner...	...place we start reading



What	Why
Use of colours...	...reflect the message: darker colours for pollution; bright colours for clean energy



What	Why
Leaflet in two clear halves...	...to underline the message: move from pollution to clean energy



What	Why
Humour...	...to keep attention, make readers look closely at the leaflet



What	Why
Detailed pictures...	...encourage the reader to investigate the leaflet more closely





What	Why
Text boxes...	...give more details of the message carried in the pictures



What	Why
Cartoon pictures	...get main message across to young children



What	Why
Facts close to the picture it describes	...to make the information more memorable



What	Why
Images to show key ideas for example, the grey pollution clouds repeated in the polluted half...	...to reinforce the message



What	Why
Speech bubbles...	...draw your attention to the information



What	Why



Mad about... pollution

Electricity power stations using coal or oil pump out sulphur dioxide which causes acid rain.

Solar panels and wind farms can produce electricity without polluting the air.

Traffic fumes contain some of the most harmful substances known to humans, such as benzene.

Smoke and fumes from cars can seriously damage your health.

More cars are being driven. The countryside is under threat from the building of new roads.

Breathing problems, like asthma, can be made worse by traffic fumes.

Fewer vehicles means less pollution. So walking, cycling or using public transport helps make our air cleaner.



Friends of the Earth

