

The background is a dark, moody composition. In the lower-left corner, the silhouette of a cannon is visible, with several bright red splatters scattered around it. The upper portion of the image is dominated by a bright, cloudy sky with a radial light effect emanating from the center. The overall aesthetic is somber and dramatic.

Lesson 2:

Varying sentence length  
for impact

## Warm up

If you can, work with somebody at home to create a short piece of drama.

- Partner 1 is a child who wants to come home,  
Partner 2 is a parent trying to persuade them to stay



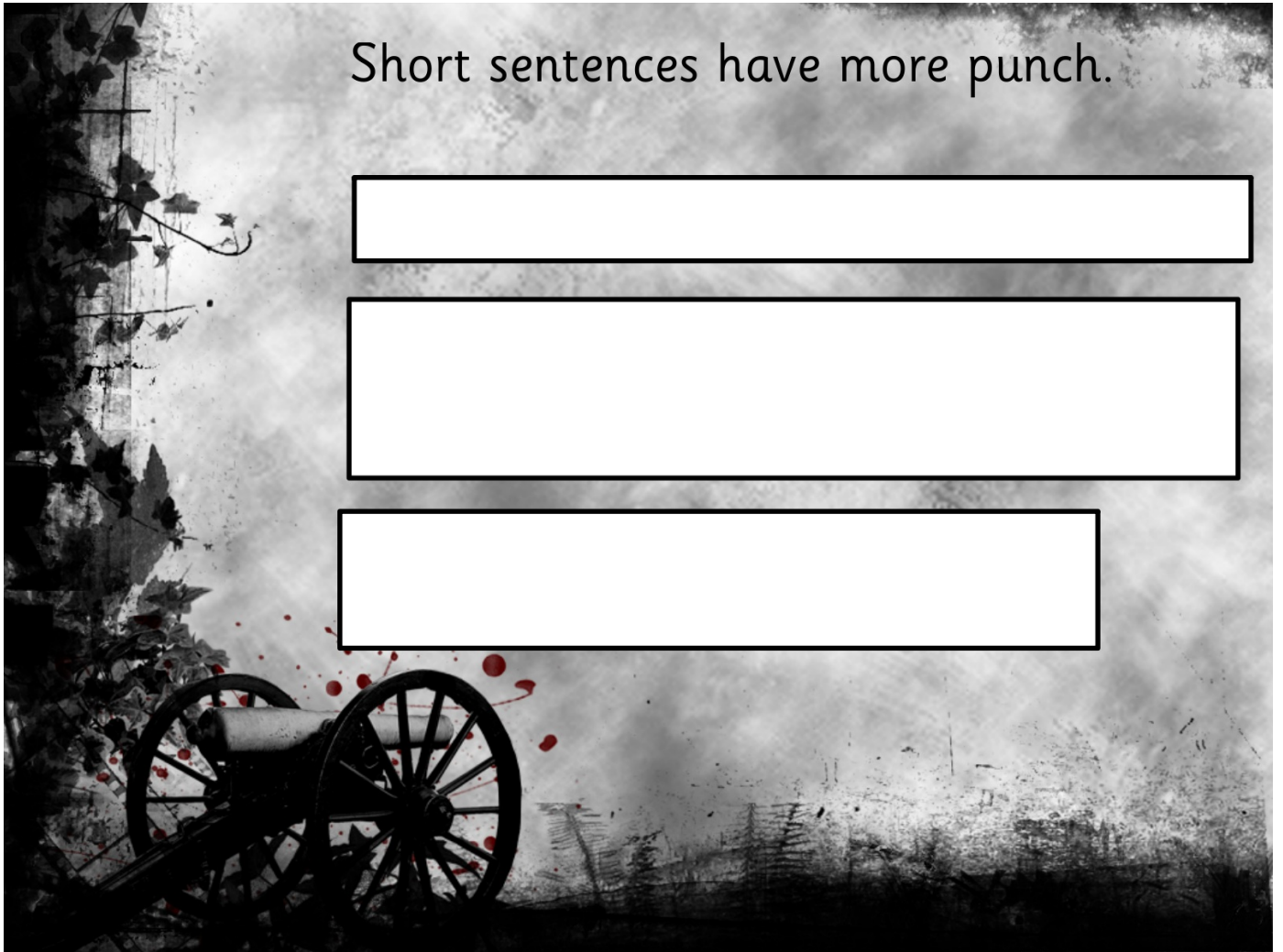


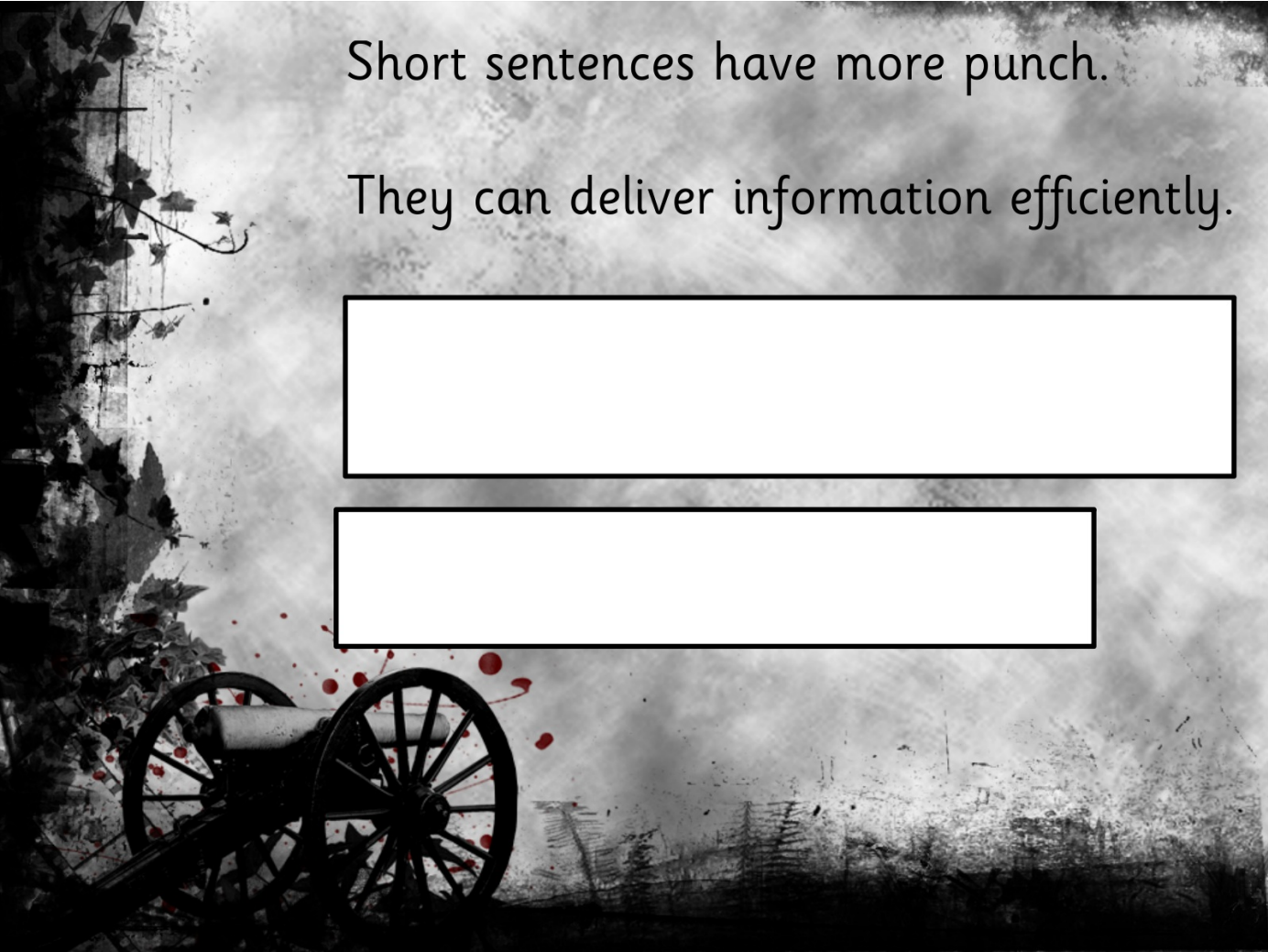
Varying sentence length can be a very powerful writing technique.

• Longer, more detailed sentences are excellent for providing information.

How do you think short sentences can be effective?

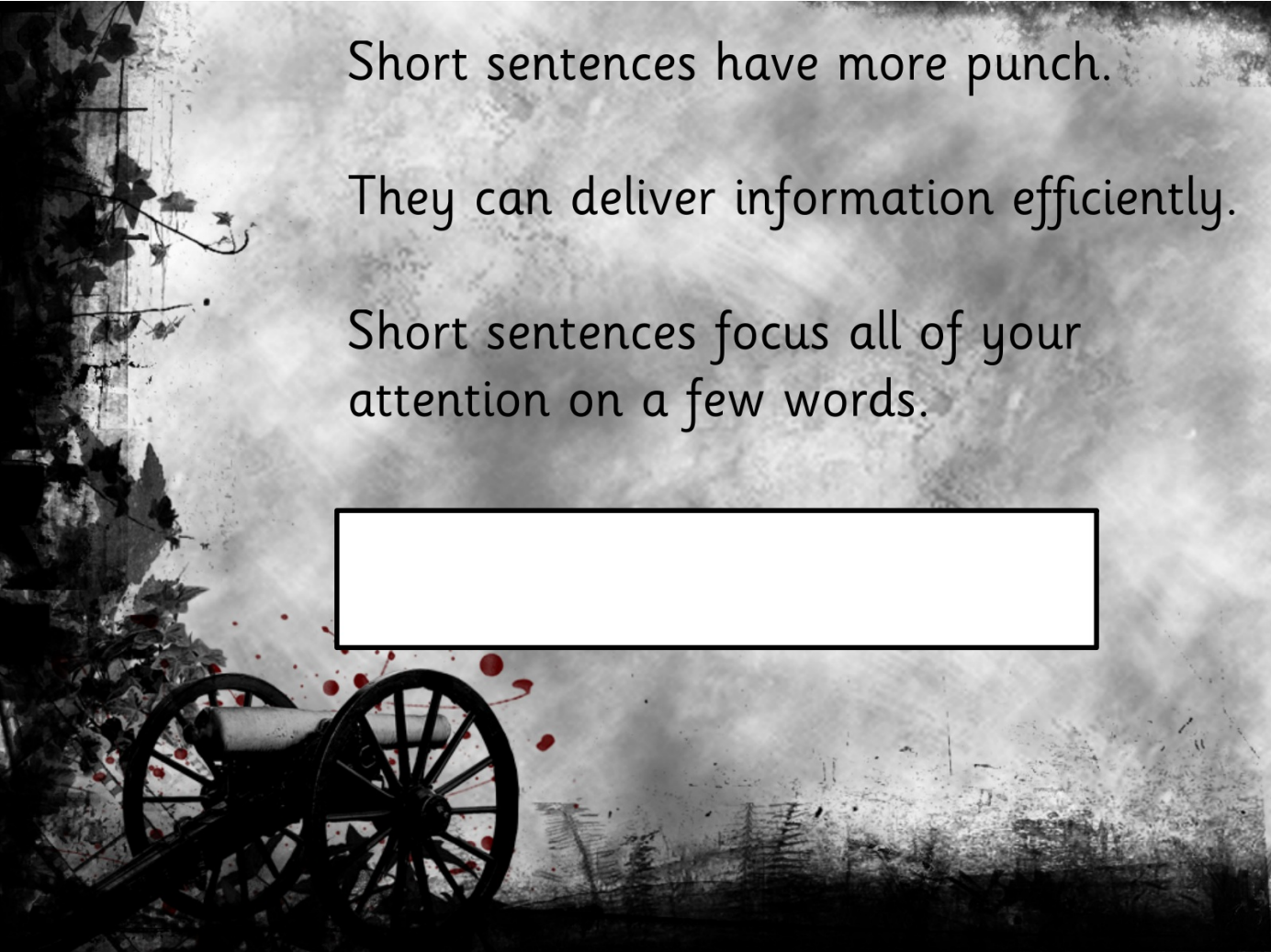
Short sentences have more punch.





Short sentences have more punch.

They can deliver information efficiently.

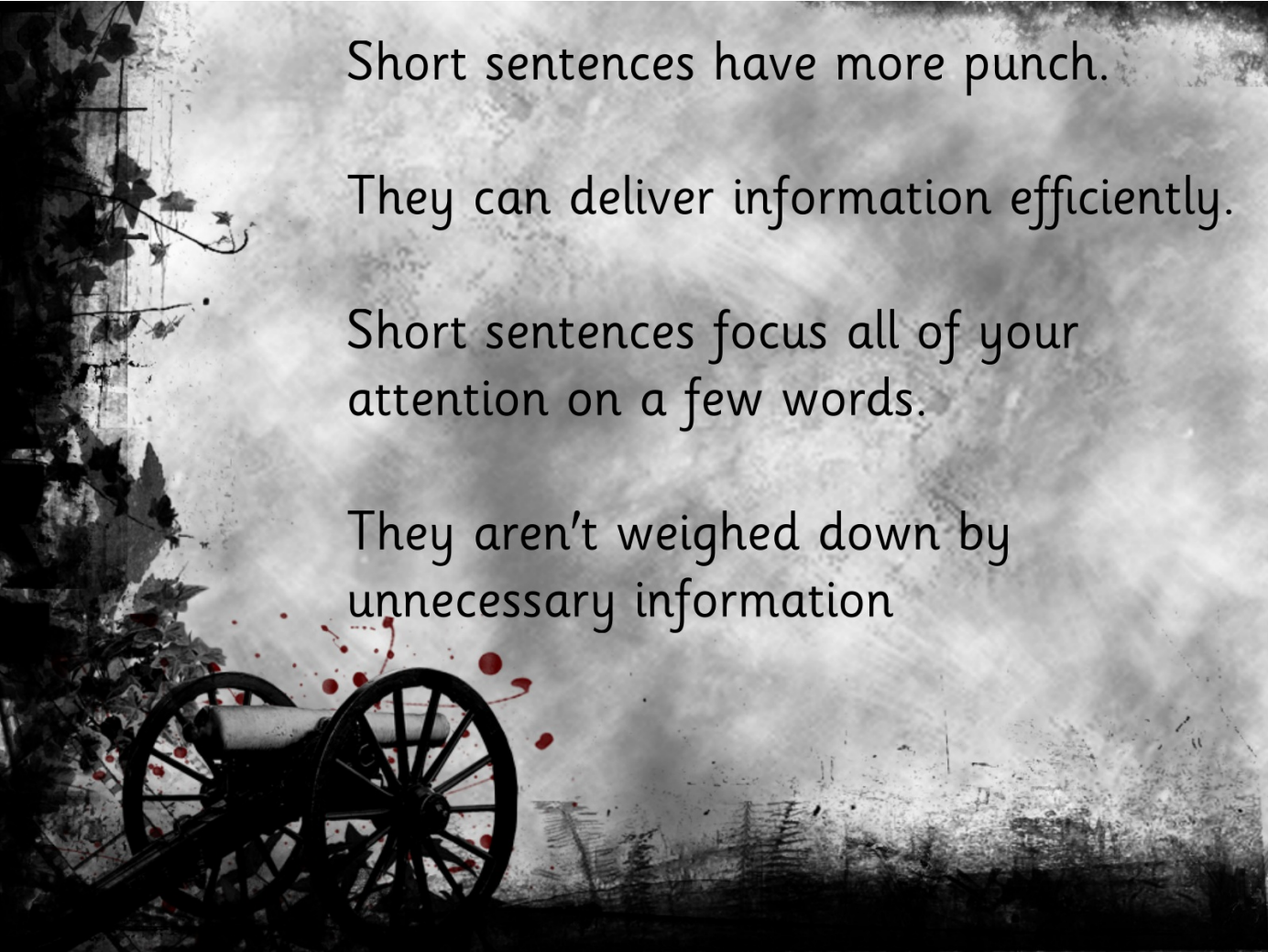
The background is a dark, moody composition. On the left, there are dark, leafy vines. In the lower-left corner, a cannon is visible, with several red splatters scattered around it. The rest of the background is a textured, greyish-white surface with some faint, dark lines and smudges.

Short sentences have more punch.

They can deliver information efficiently.

Short sentences focus all of your attention on a few words.






Short sentences have more punch.

They can deliver information efficiently.

Short sentences focus all of your attention on a few words.

They aren't weighed down by unnecessary information

The background is a dark, textured, and somewhat abstract composition. It features a silhouette of a cannon in the lower-left corner, with several red splatters or blood-like marks scattered around it. The overall tone is somber and dramatic, with a mix of black, grey, and white textures, suggesting a historical or war-related theme.

Short sentences are often used in  
advertisements and by governments.

Let's look at some examples...





**STAY ALERT**

**CONTROL  
THE VIRUS**

**SAVE LIVES**

You must stay at home.





JUST DO IT.





open happiness™



Because you're worth it.

L'ORÉAL  
PARIS



DE BEERS

A DIAMOND IS FOREVER

**IMPOSSIBLE  
IS NOTHING**





## Your task

For each of the bold sentences on your sheet, create a short, powerful alternative.

You can print the sheet from the virtual school page *or* copy it from the next slide onto paper.



Wednesday 5<sup>th</sup> May 2021

To create short, powerful sentences

Adapt sentence length and vocabulary to enhance the meaning of my writing.



Original	Short, powerful alternative (6 words max!)
We need as many men as possible because we're facing a grave threat from the enemy.	
Turn out all of your lights after 8pm so you don't give away your position.	
You shouldn't bring you children home because air raids are ongoing.	
If we work together and all try our best, there's a chance we can still win this war.	
Please don't do it because bringing the children back will put them in danger	
Please recycle metal and clothing so the army doesn't run out of raw materials	

**Challenge!**

**Can you come up with your own short sentence ideas to persuade parents to keep their children in the country?**