



Guidelines for the use of 'Writing a radio jingle for a rugby match or start of a rugby season'

Activity title:	Writing a radio jingle for a rugby match or start of a rugby season
Curriculum area:	English
NC objectives:	English En1 1e), 2d), 8a) & 9a) and En2 4f), 4g), 4h), 4i) & 8c) and En3 1), 2), 3), 4), 5a), 9c), 9d), 11) & 12)
Main learning objective	Write a radio jingle and perform to an audience

Timing	Lesson plan ideas, activities and resource sheets
INTRODUCTION 20 minutes	<ul style="list-style-type: none"> Explain to the class that they need to encourage more people to watch the next Gloucester game or in general take interest in the rugby season about to begin. Discuss forms of advertising that could work, eg, TV advert, posters, newspaper advert, etc and then lead them to a radio jingle. If possible, play a few local radio jingles as examples. If not, ask the class if they know of any jingles or even catchy tunes from TV adverts. Discuss why the tune is important Carry out shared writing for the beginning to a radio jingle to encourage children to become interested in GRFC's next match or a forthcoming season. Focus on the rhyming couplets and any other features before explaining the main task.
MAIN ACTIVITY 30 minutes	<ul style="list-style-type: none"> After discussing the text, provide the class with '1.1a Writing a radio jingle for a rugby match or start of a rugby season' and they can work in pairs to either choose an individual GRFC match or the start of the season. Also provide the class with '1.1b A - Z of rugby vocabulary' to help with any rugby terminology for rhyming.
PLENARY 10 minutes	<ul style="list-style-type: none"> Move around the class and allow pupils to read aloud their radio jingles. The rest of the class can provide feedback in relation to the performance and once the performance is polished the groups can record their jingles on to tape.

Suggested extension activities or cross curricular links:

- Make poster adverts for the same topic
- Film TV adverts for the same topic
- Advertise a school game of rugby to attract spectators and interest