These read-along resources include extracts, Literacy and PSHE learning objectives, lesson plans and fun activity sheets!
PREPARATION:
You may want to have some examples of eye-catching packaging available to show the children. You will also need to provide children with a copy of resource 1: WHICH WORDS WILL WOW? resource 2: PERSUASIVE PACKAGING and resource 3: SWEET PERSUASION.

It is worth noting that, if you choose to develop the activity as outlined below, you may need to allow more than one lesson.

STARTER ACTIVITY: FANTASTIC INVENTIONS
Read aloud the first extract and list Willy Wonka’s inventions. Ask children to discuss with a partner which one they would choose to eat and why. Now explain that children have two or three minutes to try to come up with a name for the invention they have chosen.

Share ideas and ask the children which names they thought were the best. What made these names stand out more than others? Discuss the fact that the best names are those which are particularly descriptive and appealing, and which might include powerful adjectives or even alliteration. Of course, Roald Dahl was a master of inventing names; those children who are familiar with his work might like to give some examples!

MAIN ACTIVITY: CREATIVE CANDY
Read extract two.

Children are to imagine they are applying for a job as a sweet inventor in Willy Wonka’s Chocolate Factory. They’re going to have to be very imaginative to come up with a sweet that is interesting enough for Mr Wonka!

Continued . . .
Children’s first job is to work in pairs to decide upon the sweet they want to invent. As a starting point, consider Willy Wonka’s ideas. What do children notice? Draw out the fact that Willy Wonka’s sweets have a special feature. They either contain a surprise or they perform a function. Therefore, the children’s sweets will have to do the same!

Children will first have to decide what function their sweet will perform. Ask the class for suggestions and make two lists on your whiteboard. You may want to give them some ideas to get them going, e.g. a sweet to make people more confident, a sweet to turn bullies’ tongues black, a sweet to make people listen when people are talking.

Once children have decided upon their sweet’s function they need to give it a name and a description. Encourage children to consider what might appeal to Willy Wonka and potential customers. Of course, this will depend on their sweet’s function! Use resource 1: Which words will wow? to get children thinking about persuasive words and how they might combine them to create a name.

DEVELOPING THE ACTIVITY: POWERS OF PERSUASION

Now children have a name, a function and some descriptive vocabulary for their sweet, they should be ready to design their packaging. Discuss the features of good packaging: it has to be eye-catching, to feature the name of the product and be practical. You may like to have some examples to show them. Invite children to design their packaging using resource 2: Persuasive packaging.

Time for children to write the final presentation and persuade Willy Wonka to give them a job! Provide children with resource 3: Sweet persuasion - a writing frame to help scaffold their notes before writing their short presentation. Remind them of the powerful nouns, verbs and adjectives they listed earlier and which they could include in their presentation, explaining that the presentation needs to be ‘punchy’ – i.e short, snappy and, above all, persuasive!

PLENARY:

Ask children to present to the class. Remind them of the importance of looking at their audience and speaking clearly. Once the class have listened to the presentations they should take a vote. Who should Willy Wonka hire? Ask children to explain their reasons. Make a display of the most persuasive words and phrases from all the presentations.
“Oh, what a man he is, this Mr Willy Wonka!” cried Grandpa Joe. “Did you know, for example, that he has himself invented more than two hundred new kinds of chocolate bars, each with a different centre, each far sweeter and creamier and more delicious than anything the other chocolate factories can make!”

“Perfectly true!” cried Grandma Josephine. “And he sends them to all the four corners of the earth! Isn’t that so, Grandpa Joe?”

“It is, my dear, it is. And to all the kings and presidents of the world as well. But it isn’t only chocolate bars that he makes. Oh, dear me, no! He has some really fantastic inventions up his sleeve, Mr Willy Wonka has! Did you know that he has invented a way of making chocolate ice-cream so that it stays cold for hours and hours without being in the refrigerator? You can even leave it lying in the sun all morning on a hot day and it won’t go runny!”

“But that’s impossible!” said little Charlie, staring at his grandfather.

“Of course it’s impossible!” cried Grandpa Joe. “It’s completely absurd! But Mr Willy Wonka has done it!

“Quite right!” the others agreed, nodding their heads. “Mr Wonka has done it.”

“And then again,” Grandpa Joe went on speaking very slowly now so that Charlie wouldn’t miss a word, “Mr Willy Wonka can make marshmallows that taste of violets, and rich caramels that change colour every ten seconds as you suck them, and little feathery sweets that melt away deliciously the moment you put them between your lips. He can make chewing-gum that never loses its taste, and sugar balloons that you can blow up to enormous sizes before you pop them with a pin and gobble them up. And, by a most secret method, he can make lovely blue birds’ eggs with black spots on them, and when you put one of these in your mouth, it gradually gets smaller and smaller until suddenly there is nothing left except a tiny little pink sugary baby bird sitting on the tip of your tongue.”
“Everlasting gobstoppers! cried Mr Wonka proudly. “They’re completely new! I’m inventing them for children who have very little pocket money. You can put an Everlasting Gobstopper in your mouth and you can suck it and suck it and suck it and suck it and it will never get any smaller!”

“It’s like gum!” cried Violet Beauregarde.

“It is not like gum,” Mr Wonka said. “Gum is for chewing, and if you tried chewing one of these gobstoppers her you’d break your teeth off! And they never get any smaller! They never disappear! NEVER! At least I don’t think they do. There’s one of them being tested this very moment in the Testing Room next door. An Oompa-Loompa is sucking it. He’s been sucking it for very nearly a year now without stopping, and it’s still just as good as ever!

“Now, over here,” Mr Wonka went on, skipping excitedly across the room to the opposite wall, “over here I am inventing a completely new line in toffees!” He stopped beside a large saucepan. The saucepan was full of a thick gooey purplish treacle, boiling and bubbling. By standing on his toes, little Charlie could just see inside it.

“That’s Hair Toffee!” cried Mr Wonka. “You eat just one tiny bit of that, and in exactly half an hour a brand-new luscious thick silky beautiful crop of hair will start growing all over the top of your head! And a moustache! And a beard!”
WHICH WORDS WILL WOW?

A good product needs a catchy name! Start by thinking about what function your sweet will perform (what job it will do), and which words will help convey this message. Below are some words which you may find helpful. Sort them into the correct word class, then add some of your own.

FIZZY  TASTY  flavour  Juicy  MELT  FOUL
MELT  POP  BLAST  DELICIOUS  GAG

<table>
<thead>
<tr>
<th>Nouns</th>
<th>Verbs</th>
<th>Adjectives</th>
</tr>
</thead>
</table>

Roald Dahl was a master of inventing new words. Try combining some of these descriptive words to create a name for your sweet e.g. Fizzblasters, Gagjuice.

MY SWEET WILL BE CALLED: ..............................................................................................................................................................................
An inventive product like yours deserves some exciting packaging! Sketch your packaging below. Make sure the name is clear and the design is eye-catching. Remember to include tempting verbs and adjectives!
Time to present your sweet to Mr Wonka! Write a short presentation about your sweet to persuade Willy Wonka to hire you as his new inventor. Use the table below to make some notes first.

<table>
<thead>
<tr>
<th>Name of my sweet:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>My sweet’s particular function:</td>
<td></td>
</tr>
<tr>
<td>Reason people will buy my sweet:</td>
<td></td>
</tr>
<tr>
<td>Some powerful verbs and adjectives to describe my sweet:</td>
<td></td>
</tr>
<tr>
<td>A bold statement or claim about my sweet to finish:</td>
<td></td>
</tr>
</tbody>
</table>

Now write your presentation. Remember, Willy Wonka is very busy so he won't listen for long! Keep your presentation to five sentences or less.

__________________________________________________________________________
__________________________________________________________________________
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__________________________________________________________________________
__________________________________________________________________________
HOW MANY HAVE YOU READ?

MORE THAN 5 WHOOPSY-SPLUNKERS! You've got some reading to do!
MORE THAN 10 More tremendous things await – keep turning those pages
ALL OF THEM? Whoopee! Which was your favourite?
LESSON PLAN 1
704660 YPO Premium Skin Tone Colouring Pencils £1.30 pack of 12
117803 YPO Student Sketch Pads, A4 £14.00 pack of 10
D86025 SMART 6065 Interactive Flat Panel £2,557

LESSON PLAN 2
881988 Oxford Primary Dictionary £10.99
802786 YPO Write & Wipe Boards £9.99 pack of 30
702161 Staedtler Noris Colouring Pencils £1.45 pack of 12
137014 White Card £2.75 100 sheets
31336X School Scissor Class Pack £10.95 pack of 32
716472 YPO Glue Sticks £3.79 pack of 10
118532 Tissue Paper Sheets £11.00 480 sheets
130214 A4 Cellulose Film Sheets £1.99 48 sheets

LESSON PLAN 3
878383 Feelings and Emotion Cards £14.99 50 cards
802786 YPO Write & Wipe Boards £9.99 pack of 30
800708 Traffic Lights Dry Wipe Poster and Fans £14.99
706930 YPO Premium Handwriting Pens Black £4.50 pack of 30
790110 Rexel Academy A3 Laminator £102.33
749044 Laminating Pouches Gloss A3 150 Micron £10.24 pack of 100
748994 Laminating Pouches Gloss A4 150 Micron £5.09 pack of 100
710857 A3 Card Carriers £6.34 pack of 10
710849 A4 Card Carriers £3.17 pack of 10

LESSON PLAN 4
31336X School Scissors Class Pack £10.95 pack of 32
878405 Storyteller’s Hat £18.99

LESSON PLAN 5
13127X Silvine Pressboard Pocket Notebook £12.35 pack of 12
717576 YPO Stick Pens Black £2.35 pack of 50
878502 Talking Tins £7.49

LESSON PLAN 6
114162 Newsprint 49gsm £6.25 500 sheets
717576 YPO Stick Pens Black £2.35 pack of 50
71058X S/10/20/30mm Stencil Kit £1.20 pack of 4
D68465 I Can Write Stories £6.99
708945 Staedtler triplus® Fineliners £5.10 pack of 10

OTHER USEFUL RESOURCES
876094 Roald Dahl Dictionary £11.99
876019 BrainBox Roald Dahl £8.99

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