Box 5.6f: Framing writing

ICT: persuasion – review comparing two school websites

Learners take notes in a grid, preparing to write a review of two school websites.

Aspect of website	Website A	Website B	Comment	Useful language
Use of colour			Website x uses colour …	more, less
Design			The design of website A is …	whereas
Usability			Website A is easier to …	however
Appeal to audience (parents, pupils, teachers)			Website B will appeal to …	From the point of view of..
Graphics quality			The graphics used on website B are …	also, in addition
Information architecture			The information given in website A is …	nevertheless
Content (completeness of information)			The content included on website B is …	so
Text (spelling, grammar)			The text …	therefore
Other				