



**The Writing For Pleasure Centre**  
– promoting research informed writing teaching

# Planning authentic & purposeful class writing projects

(half day course)

## This course provides practical guidance for creating authentic and purposeful class writing projects across primary school:

We know that when children are moved to write for authentic and purposeful reasons and with a genuine audience in mind, they craft better texts. Therefore, this workshop will begin by reflecting on the purposes for writing and what *moves* children to write.

We will then share over twenty examples of class writing projects that could be undertaken across your school. We will discuss the variety of ways in which children could publish or perform these projects for legitimate audiences.

Next, we offer ways of developing and structuring your own class writing projects including how to plan them and how to introduce them to your class through dedicated genre-weeks. We describe how genre-weeks are used to set distant and whole class product goals as well as ways in which children can be invited to generate ideas for the project.

Finally, we detail how to run effective writing weeks and how setting process writing goals (writing deadlines) helps give children the confidence and independence to produce their very best writing; both in terms of composition and accurate transcription.

## The course will include:

- The reasons children are moved to write.
- Over 20 examples of class writing projects your school can undertake.
- How to run successful 'genre-weeks'.
- How to set whole class product goals.
- How to effectively plan and run your classroom during writing weeks.
- Examples of where children can publish or otherwise perform their finished writing.

**Cost: £300 (excluding expenses)**



**Felicity Ferguson & Ross Young:** We are national writing representatives for The UKLA (United Kingdom Literacy Association). Between us we have over 50 years' experience of teaching in the classroom. We are the series creators of *Power English: Writing*, a research-based approach to teaching writing effectively across primary school for Pearson Education.

We are also authors of two books *Real-World Writing: A handbook for teaching writing effectively with 7-11 year olds* and *A Writing For Pleasure pedagogy: from theory to practice* (Routledge, 2020). We are also content providers for The National Literacy Trust and are regularly asked to speak at international and national conferences.