

### 13. TITLE

# Ad, same ad

## SENTENCES

### EXAMPLES:

- a. He was a fast runner, fast because he needed to be.
- b. He was a smart dresser, smart because he had the money to buy the best.
- c. It was a foolish animal, foolish in a way that will become obvious as this story unfolds.
- d. It was a silent town, silent in a way that did not make you feel restful.

### EXPLANATION:

An *Ad, same ad* sentence contains two identical adjectives, one repeated shortly after the other.

The first is used in the opening clause of a sentence and the second is used immediately after the comma which ends that clause. This sentence form includes repetition as a way of emphasising an adjective. When used with skill, the repeated word or phrase resonates in the reader's mind.

### TEACHING TIPS:

When introducing *Ad, same ad* sentences I always begin by asking pupils to suggest adjectives for a simple sentence in which the adjective has been deliberately omitted.

e.g.

He was a \_\_\_\_\_ man.

I then model how to turn the pupils' answers into an *Ad, same ad* sentence in the following manner:

1. Add an adjective:

He was a cruel man.

2. Turn the full-stop into a comma :

He was a cruel man,

3. Repeat the adjective after the comma:

He was a cruel man, cruel

4. Add the word *because* after the repeated adjective:

He was a cruel man, cruel because

5. Complete the sentence:

He was a cruel man, cruel, because he always hit his dog.

When pupils have grasped this I model other *Ad, same ad* sentences which use words other than *because* as the bridge to the latter half of the sentence. (Note that examples c and d have used *in a way* as a bridging phrase).

Other words and phrases could be suggested by pupils. Use as a start:

As,