

Activity 4: Making a toolkit for persuasion



Before we start thinking about our own ideas for advertising our gadget, we need to look closely at the text and see what writing tools/tips/tricks the author has used so we can do the same in ours.

★ Below I've given you a list of all the key tools for persuasion plus one example. STOP and go back to the text and find at least one example from the text and add them to the toolkit below:

Creating a Writer's toolkit. Think of 3 points of each sub heading.

To persuade our reader we can ...

★ Hook the reader – start with a question or exclamation to tempt your reader in

- Do you always feel bored?
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-
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★ Use imperative/bossy verbs

- Buy now!
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-
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★ Talk to the reader – 2 nd person –

- Would YOU like to be ...
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-
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★ Boast

- The finest gadget ...
-
-
-

★ Include testimonials/quotations

- As recommended by Harry Kane...
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