

Activity 3: Underlying pattern of adverts

Let's go back to the model text. I have picked out the underlying pattern for you in the box-up underneath; this will help guide your writing. Remember this is just a guide and if you are confident you could add in extra paragraphs, different sections, diagrams etc.

Underlying structure of advert/persuasion	Model Text
Punchy/catchy title	The Multi-Function Mobile Phone
Opening hook – to make reader feel must have this item	Are you a spy interested in the latest, state-of-the-art gadgets? If so, you will need the new Multi-Function Mobile Phone. Don't be the only spy left stranded on your next mission unable to contact those back home.
List main features in persuasive manner	The Multi-Function Mobile Phone is the ideal phone for all spies as it boasts a host of amazing features. Firstly, it has worldwide access so that you can always be in contact with HQ. Additionally, it has a cloaking mode allowing you to make untraceable calls.
Extra features or bonuses	This ideal mobile phone has the added bonus of a hidden tranquillizer dart that can be fired through the aerial. It is guaranteed to leave your enemies stunned (though with no serious aftereffects). A further feature is that the phone is made from titanium steel; it is unbreakable, working both underwater and in outer space!
Key reason for purchasing gadget	Perhaps the most essential reason for purchasing this 'must-have' phone, is that it can only be used by the owner. Access to the phone is restricted using a Fingerprint Recognition Scanner (or F.R.S. for short). Your secret missions and evidence will be safe using this phone as it is simply impossible to hack into.
Supporting quotation from a well-known person	Don't just take our word for it! Listen to what James Bond – who is known by his code number 007 – has to say about this must-have phone: "I thought I had every gadget I required until Q invented the Multi-function Mobile Phone. Now I wouldn't possibly attempt a mission without it."
Free offers plus necessary information (where to buy it)	If that weren't enough, the Multi-function Mobile Phone comes complete with a wireless charger and free leather case. Make sure you don't miss out: buy it today from any good spy shop!