

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:

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?*

★ **Use imperative/bossy verbs** – *Buy now!*

★ **Talk to the reader** – 2nd person – *Would YOU like to be ...*

★ **Boast** – *The finest gadget ...*

★ **Include testimonials/quotations** – *As recommended by Harry Kane...*
