

Act It Out!

Make me buy this chocolate bar...





Have you convinced me to
buy the chocolate bar?



What things did you hear from others
that might have convinced you?

WALT identify features of persuasive adverts

Remember to:

- 1. Know the definition of 'persuasive'.**
- 2. Highlight features of a persuasive advert.**
- 3. Make your own list of features that you will need to include in your own writing.**

Introduce

(5 mins)



What does persuasive mean?

The definition of persuade is to convince someone to do or think something.



When might we need to be persuasive? Why?



I thinkbecause...

I believe..... because....

Introduce

(5 mins)

The Bigger Picture!!

By the end of this week, you will be writing a letter to try and sell your very own sweet creation to Mr Wonka!



So we will need to be ...PERSUASIVE!

Persuasive Techniques...

Introduce

(5 mins)

Where do we see adverts?



newspapers, TV, radio, magazines,

posters, side of buses, cinema, internet



What persuasive features can you see?

Introduce

(5 mins)



- flattery
- rhetorical questions
- reasons with evidence
- adjectives(expanded noun phrases)
- alliteration

Label the Advert



Sparkle Chain

Is your jewellery boring?
Do you want something that
makes you feel funky and
fabulous?
Then you need Magic Machin's
latest stunning necklace- the
Sparkle Chain.

Look beautiful again
with a Sparkle Chain!

The new Sparkle Chain
brings together fashionable
jewellery and flattering
lighting.

It is made from top quality
plastic and will definitely
make you look even more
beautiful.

adjectives

interesting verbs

logo used

slogan

alliteration

humour

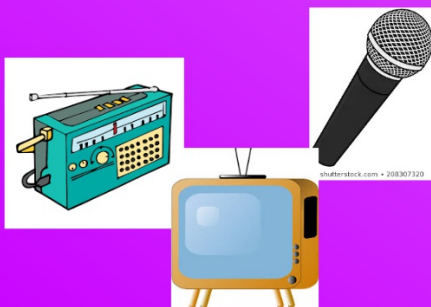
questions

facts/figures

Let's act it out!!

Practise reading your advert out loud.

Think about how you will need to change your voice to make it more exciting!



Record your advert using an ipad (or other device that you have at home) to make it into a radio or TV advert!