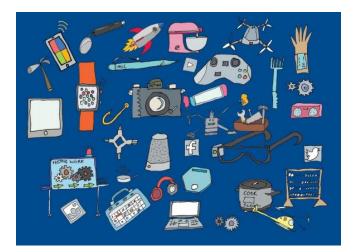
## English

## Wednesday 1st July

## <u>Gadgets!</u>

You now have designed your amazing gadget that you are going to persuade someone to purchase. Its features are out-of-this-



world and you would be crazy not to buy it!

Today you are <u>going to plan</u> your persuasive text. Refer back to the modelled text on Monday's lesson and use the structure to help. Below are the key skills that you are focusing on, along with a template for you to use:

## Key skills:

- ✓ Hook the reader in immediately start with a question or exclamation to tempt the reader in – Do you always feel bored?
- ✓ Use imperative (bossy) verbs Buy now!
- ✓ Engage the reader by talking to them in 2<sup>∞</sup> person Would
  YOU like to be...
- ✓ Use boastful language The finest gadget...
- Include quotes from famous stars to give the product extra leverage – As recommended by Harry Kane himself...

Below is a guide of how I've planned and used the template to pick out the key features from the modelled text:

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 (website, phone number, price)	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 today by visiting <u>www.spygadgetzone.com</u> !

Now you plan your persuasive text for your advert – use the template below to help:

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Underlying structure of and advert/persuasion	Jot down notes on your ideas for your gadget
Punchy/catchy title	
Opening hook – to make reader feel must have this item	
List main features in a persuasive manner	
Extra features or bonuses	
Key reason for purchasing gadget	
Supporting quotation from a well-known person/expert	
Free offers plus necessary information (website, phone number, price)	