

Persuasive Writing

Activity 1 – Read this model text and identify the key features of a persuasive text. How does the language of the text help to persuade you to buy this mobile phone.

The Multi-Function Mobile Phone

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.

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.

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 after effects). A further feature is that the phone is made from titanium steel; it is unbreakable, working both underwater and in outer space!

Perhaps that the most essential reason for purchasing

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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.

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 magnificent Multi-Function Mobile Phone. Now I wouldn't possibly attempt a mission without 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 today by visiting www.spygadgetzone.com!

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Here are the key features I have identified for you. Did you find any of those?

<i>Key Features</i>	<i>Model Text</i>
<ul style="list-style-type: none">• <i>Punchy/catchy title</i>	The Multi-Function Mobile Phone
<ul style="list-style-type: none">• <i>Opening hook – to make reader feel must have this item</i>	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.
<ul style="list-style-type: none">• <i>List main features in persuasive manner</i>	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.
<ul style="list-style-type: none">• <i>Extra features or bonuses</i>	This ideal mobile phone has the added bonus of a hidden tranquillizer dart that can be fired through the aerial. It is guaranteed

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	<p>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!</p>
<ul style="list-style-type: none">• <i>Key reason for purchasing gadget</i>	<p>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.</p>
<ul style="list-style-type: none">• <i>Free offers plus necessary information (website, phone number, price)</i>	<p>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 www.spygadgetzone.com!</p>

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Activity 2: 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...**

What other features can you find from the model text?

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Activity 3: Quotation practice

To make your persuasive writing sound convincing, you need to put in some quotations (what the experts say about the gadget). I'm going to show you how to include a quotation from an expert, witness or previous owner. Let's look at the example from our model text:

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."

1) Choose the person you want to quote: *it shouldn't be someone random! They need to have something useful to say about what you are writing about or be very well known to back you up. E.g. a scientist a doctor a previous owner an inventor a witness an expert on topic*

2) Tell the reader more about them: *As you can see in the example, you can use punctuation to drop in extra information about the person. This could be where they are from, where they work or their experience on the subject. Brackets, dashes or commas can be used to do this.*

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3) *Get your speech punctuation right:* As you can see in the example, we need to have the speech marks or inverted commas before the person starts talking and ending when they stop talking after the full stop!

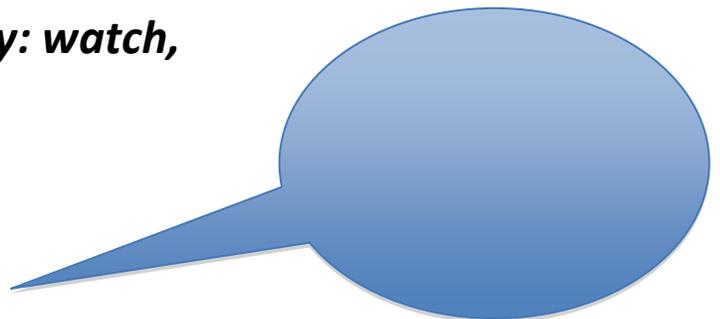
4) *Introduce your speech with a colon:* If you have introduced your speech with a full sentence that makes sense on its own, you should use a colon.

Have a go at writing at least 3 quotations following or imitating the pattern of the model below. You could do it about some of the gadgets on the next page. I've done another example to show you how:

Dr Marc Newton, the gadget supremo from Oxford University, has been testing spy gadgets for decades: "Of all the gadgets I have tested, the Spy Car 3,000 is the greatest invention. It is a mind-blowing contraption."

★ *Now it's your turn to write your quotations. You can use the gadgets on the next page or think of some of your own and draw them. Remember to use the correct punctuation when you are quoting. Write as a sentence first, then write in the speech bubbles.*

A different gadget for a spy: watch, glasses, car, pen, suitcase.



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