



Activity : Turn your writing into a radio or TV advert

Writing comes alive when it is read out loud and performed. You could just do this for yourself, or for your family or record it and send it to other people you know to cheer them up or inspire them to do their own. You can record yourself on a computer, phone or tablet.

What to do:

Use your persuasive writing about a gadget from last week and add a few more funky phrases to jazz up the selling point! For example:

‘ You will never want to part with it...’

‘ A once in life-time opportunity...’

‘ Completely awesome...’

Top tips for performing your writing as T.V. or radio advert:

- a. Know your writing really well so you can focus on the performance – practise a few times before you record it.
- b. If you have a quotation or testimonial, you could get a family member to help or you could even put on a different voice!

- c. You could make up a fake radio or TV show that the advert is on. Introduce the show, give it a name and then pass over to someone selling your product.
  
- d. Listen to adverts on the television or radio and listen to the tone of the voices used. Practise imitating the way the words are spoken.
  
- e. Now think about the tone of voice you are going to use on certain words or lines. Remember we are being persuasive so you need to sound enthusiastic! Exaggerate your gadget; it is the best in the world after all! Try a catchy rhyme or jingle to catch the ear of your listener.
  
- f. Be confident and enjoy it! Try not to re-record yourself 1,000 times trying to make it perfect.

If you enjoyed this activity, why not tune in to the creative writing show Radioblogging each morning at 9:30am with Pie Corbett.

<https://radioblogging.net/>

Happy recording!