L.O. To develop my own ideas using the structure of a known text that **persuades**.

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| *Model Text* | Bare bones | Ideas for my text : |
| Multi-function Mobile Phone | Punch/catchy title |  |
| *Are you a spy …? If so, you will need the new Multi-Function Mobile Phone. Don’t be the only spy left …* | Opening hook – to make reader feel they must have this item – could include rhetorical question and imperative. |  |
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| *… is the ideal phone for all spies,* ***as*** *it boasts a host of amazing features.* ***Firstly****, it has worldwide access* ***so that*** *….* ***Additionally****, …* | List the main features in a persuasive manner – use of causal and adding conjunctions to expand ideas. |  |
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| ***…ideal*** *mobile phone has the* ***added bonus*** *of …. It is* ***guaranteed*** *to … A further feature is that the phone is …; it is unbreakable…* | Extra features or bonuses, using exaggerated language (including advantages to the owner). |  |
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| *Perhaps* ***the most essential reason*** *for purchasing this ‘must-have’ phone is that …. Access to the phone is … Your secret missions and evidence will be ...* | Key reason for purchasing gadget – again, with advantage to the owner. Technical language used |  |
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| *Don’t just take our word for it! Listen to ..: “I thought … I wouldn’t possibly attempt a mission without it.”* | Supporting quote or testimonial from a well-known person |  |
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| *If that weren’t enough, … comes complete with … don’t miss out: buy today by visiting www.spygadgetzone.com!* | Free offers plus necessary information (website, phone, price etc.) |  |
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