

Activity 3: Underlying pattern of adverts

Let's go back to the model text. I have picked out the underlying pattern for you in the box-up underneath; this will help guide your writing. Remember this is just a guide and if you are confident you could add in extra paragraphs, different sections, diagrams etc.

Underlying structure of advert/persuasion	Model Text
<ul style="list-style-type: none"> Punchy/catchy title 	The Multi-Function Mobile Phone
<ul style="list-style-type: none"> 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.
<ul style="list-style-type: none"> 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.
<ul style="list-style-type: none"> 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!
<ul style="list-style-type: none"> 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.
<ul style="list-style-type: none"> 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."
<ul style="list-style-type: none"> 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 www.spygadgetzone.com !

Activity 4: 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...*

Activity 5: Quotation practice

You might already be an expert at writing down quotations, especially if you have had done a unit on this before at school. If so, you could skip past the next activity and start thinking of your own ideas for your gadget.

But 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:

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.

- 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 one 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.

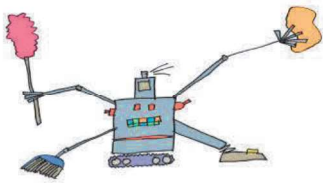


Activity 6: New ideas

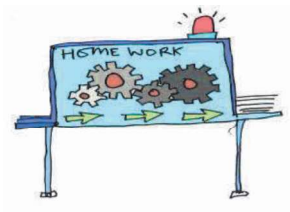
Now comes the fun part! You need to come up with your own gadget. Here are a few options to choose from. However, if you have your own idea, go for that!



- 1) **A different gadget for a spy:** watch, glasses, car, pen, suitcase,



- 2) **A gadget for your home:** bedroom-cleaner, chore-completer, sister-trapper...



- 3) **A gadget for school:** homework machine, teacher-pleaser, exam-cheater, classroom-tidier....

Design yours!

- 4) **The Teacher-Pleaser Machine**



- 5) **Spy Watch 2,000**



- 6) **Automatic bedroom-cleaner**



- 7 **Spy Car T4000**

It can be very helpful to gather your ideas into sections to help you plan. Start jotting them down under the headings below. The more the better as you can choose your best soon:

Who is the gadget for?

Catchy name for the gadget

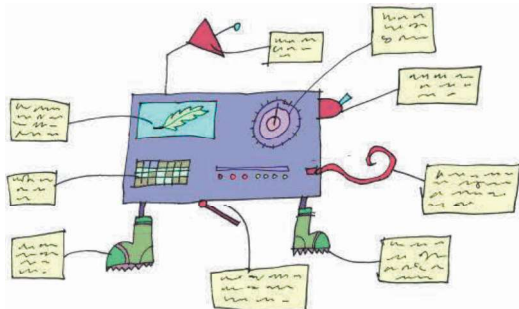
Features

Bonuses/extras

Quotation/testimonial

Key reason for purchasing

Activity 7: Draw your gadget



To help you get a real picture of what your gadget is like, why not have a go at drawing a diagram of it. Make sure to label your diagram with the different features it offers. As you are drawing, you might come up with new ideas that you haven't thought of yet. Get ready to add them to your plan.