**English Home Learning Tasks**



**Theme: Gadgets**

This week, we will cover:

* Features of an advert / persuasion text – Can you identify the different parts that make up an advert?
* Toolkit for persuasion – what writing tools/tips/tricks can we use to be persuasive?
* Persuasive planning – can you plan how your persuasive writing will look with the ideas you have created?

**Task One:**

**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 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.

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](http://www.spygadgetzone.com)!

**Task One: Toolkit for persuasion – Authors of persuasive adverts use tools, tips and tricks to help them persuade the reader to purchase the item being advertised. Below is a list of key tools for persuasion. Look through the Multi- Function Mobile Phone text and find as many examples as you can for each heading.**

To persuade the reader we can….

* Hook the reader –
* Use imperative / bossy verbs –
* Talk to the reader – 2nd person
* Boast –
* Include quotations / testimonials -

**Task Two: Persuasive Planning**

**Now we’ve looked at different features of persuasive adverts, it is now your turn to plan your own advert based on the gadget you designed last week. Use the structure below to start bullet pointing your ideas which we will use to write our own advert.**

**On the next page, I have attached an example of planning based on the model text.**

|  |  |
| --- | --- |
| **Structure of advert / persuasion** | **Model text** |
| **Punchy / catchy title** |  |
| **Opening hook – to make reader feel must have this item** |  |
| **List main features** |  |
| **Extra features or bonuses** |  |
| **Key reason for purchasing gadget** |  |
| **Supporting quotation from a well-known person** |  |
| **Free offers plus necessary information (website, phone number, price)** |  |

|  |  |
| --- | --- |
| **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? * Don’t be the only spy left stranded on your next mission unable to contact those back home. |
| **List main features** | * Worldwide access to always contact HQ * Cloaking mode to make untraceable calls |
| **Extra features or bonuses** | * Hidden tranquilizer dart fired through aerial * Leaves enemies stunned. * Made from titanium steel - unbreakable * Works underwater and space |
| **Key reason for purchasing gadget** | * Only used by owner * Has a fingerprint scanners * Impossible to hack into |
| **Supporting quotation from a well-known person** | * James Bond – I though 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)** | * Comes with wireless charger * Free leather case |

**Task Two: Persuasive Planning – Example based on model text**

**Task Three: Persuasive Writing**

Now that we have planned a persuasive write and designed your own gadget, it’s time to write the advert which will persuade people to buy your gadget.

Make sure you use the planning from earlier in the week along with all the work you have done so far (word classes, synonyms, toolkit etc.). Using your plan, you’ll be able to see that each box is a new paragraph.

Below is a checklist of grammar / punctuation features I’d like you to try and include throughout your writing – lots of them you’ll probably use without even realising!

|  |  |
| --- | --- |
| Rhetorical questions (*Why don’t you try it?*) |  |
| Quotation |  |
| Amazing adjectives |  |
| Repetition of key words / ideas |  |
| Exaggeration |  |
| Facts |  |
| Punctuation:  Semi-colon  Colon  Commas  Brackets  Hyphen |  |

Once you have written your persuasive advert, why not voice record it like a radio advert? Or, even get someone to video you as if it was going to be a TV advert!