

Year 6 Home Learning – Literacy Week 8

Activity 1

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

Have a go at matching the underlying structure of the advert to the correct paragraph:

Model Text	
The Multi-Function Mobile Phone	Key reason for purchasing gadget
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.	Opening hook – to make the reader feel they must have this item
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.	Punchy/catchy title
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!	Supporting quotation from a well-known person
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.	Extra features or bonuses
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."	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 !	List main features in a persuasive manner

Activity 2 – Building 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...*