

Persuasive Writing Tasks

Writing an advertisement:

Task: Imagine that your target audience has just landed on Earth and that they know nothing about the products available here. Choose an everyday item that we use and convince these aliens of its importance, and that they must purchase it. This object can be anything from a pencil to an earring to a lamp, to a dump truck or other item. Accompanying this one page written work will be a 9 X 12 coloured advertisement that shows off the best features of your product.

Consider:

- your target audience: (the age group, gender, interest level...)
- using persuasive language to convince the alien why they need to buy the product.
- get the main point out clearly and succinctly.

Evaluation:

- Convincing language - interesting vocabulary
- Picture of object with caption
- Catchy title
- Clear reasons why this product should be purchased
- use of full colour
- full page used, appropriate scale , designed well
- lettering
- images, illustrations

It Was the Best Movie – Really!!!

Task: You've heard the pitch hundreds of times: a deep voice in the theatre says "In a world, where human kind is faced with extinction at the hands of killer squirrels..." or something equally unlikely. When dozens of new movies come out every month, there has to be some way to convince the average movie-goer to shell out some hard earned cash to see your film.

Pick a movie that you like. It could be recent or a classic (but keep it clean please). Write a one page movie review in paragraphs that would persuade a person to go see it. Accompanying this one page written work will be an authentic 9 X 12 coloured movie poster that has the same features as the movie ads you've seen previously and shows off the great qualities of your favourite film.

Consider:

- your target audience: (the age group, gender, interest level...)
- using persuasive language to convey the outstanding quality of the film.
- getting the main point out clearly, succinctly and coherently (with overall flow).

Evaluation:

- Convincing language - interesting vocabulary
- Use of good movie proof as support for your reasons why this movie is incredible
- Correct spelling, sentence and paragraph structure
- Catchy slogan or catchphrase for poster, lettering
- Use of full colour and the design of the poster image
- Full page used, appropriate scale, designed well