

Day three- Investigating persuasive writing.

This week we are going to be writing a persuasive advertisement text to try and persuade a young witch/wizard to buy something in one of the shops in Diagon Alley. For example, trying to persuade them to buy an owl in Eeylops Owl Emporium.

When an advertisement is produced for a product, it is the advertiser's job to make the product sound irresistible and that the customer cannot live without it.

We can use Mr Fredebor to help us remember some features of persuasive writing!



F- facts and statistics (*only 1 in 3 dogs have the opportunity to be re-homed*)

R- repetition (*must we go through this over and over again?*)

E- exaggeration (*this is truly a once in a lifetime opportunity*)

D- description (*could be carefully chosen adjectives, or more description of a point such as reasons to back it up*)

E- emotive language (*surely you can understand why they need protecting?*)

P- personal pronouns (*you, us, we etc.*)

T- the rule of three (*this event will be exciting, entertaining and a once-in a lifetime opportunity*)

O- opinions (*..... commented that 'this product changed her life!'*)

R- rhetorical questions (*do you really want to be the one to miss out?*)

S- summary (*Restating the case in some way*).

Look at the example texts and see if you can highlight/identify examples of the above.

Once you have completed that think about which shop/product you re going to try and persuade people to buy and come up with a snappy slogan.

Ideas to think about:



*Eeylops Owl Emporium. - Owl and cage.*



*Magical Menagerie - Rats, cats and snakes.*



*Quality Quidditch Supplies - Nimbus 2000, Quidditch helmet and gloves.*



*Sugarplum's sweet shop - Chocolate frogs, Bertie Bott's every flavour beans, cauldron cakes.*



*Weasleys' wizards wheezes- Extendable ears, practical jokes, Muggle magic tricks, Dragon fireworks.*