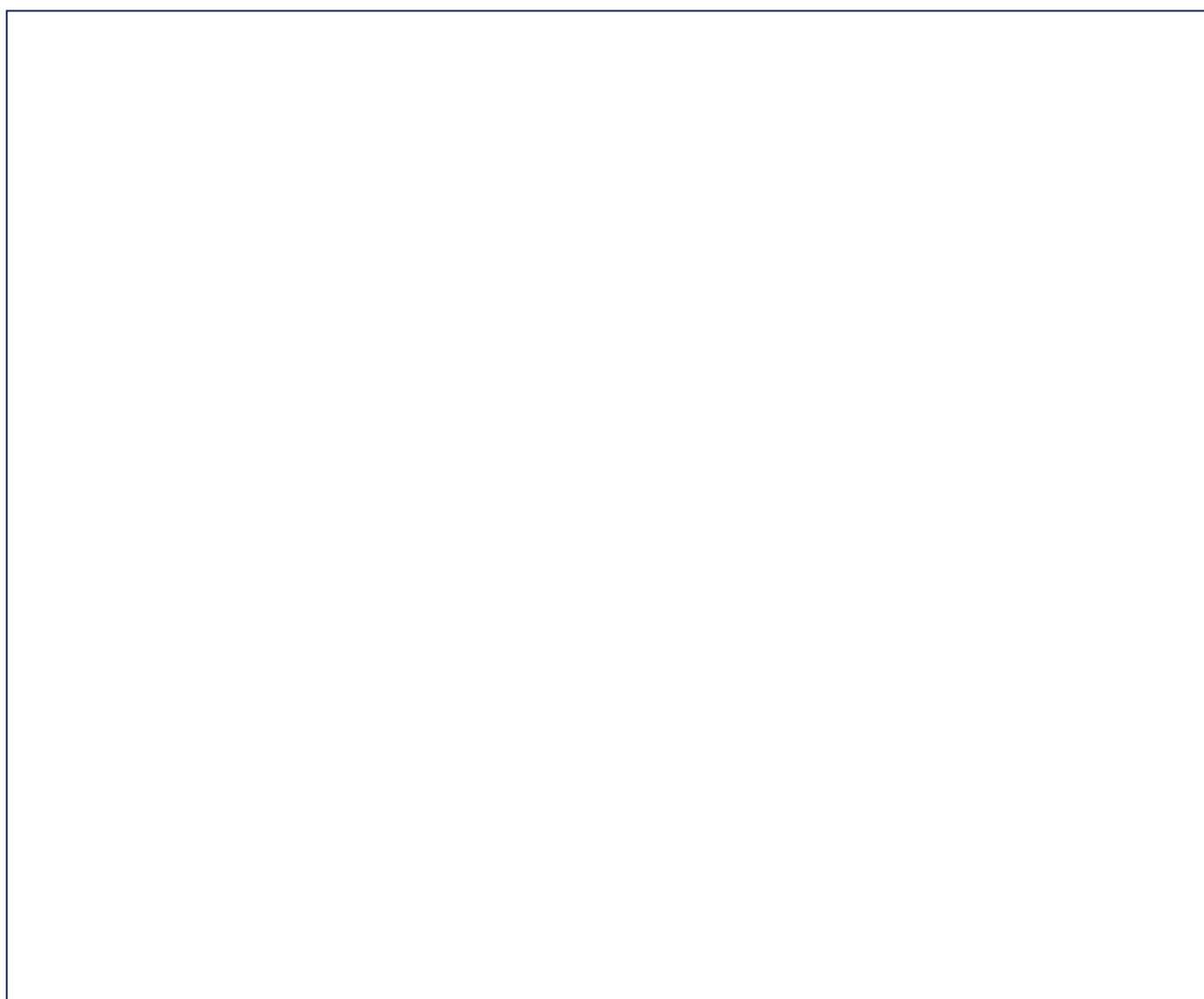


Mastering Persuasion: The Great Invention Pitch

Learning objective: To identify and apply persuasive techniques including emotive language, rhetorical questions, and modal verbs to create a convincing advertisement.

Max the monkey has invented a 'Homework-Helper Robot' and needs your help to sell it to the class! Use the drawing space below to illustrate your invention, then use the labels and persuasive features to make it sound irresistible.

Draw: Draw a large, central illustration of a 'Homework-Helper Robot'. The style should be bold and eye-catching, like a vintage advertisement poster. Include space around the robot for: 1. A catchy product name, 2. Three clear arrows pointing to different features, 3. A bold starburst shape containing a discounted price in £, 4. A small speech bubble for Max the monkey showing his excitement.



Label words: dazzling · essential · effortless · guaranteed · revolutionary · brilliant · must-have

Steps:

1. Write a rhetorical question to place near the top of your drawing that will hook your audience (e.g., 'Are you tired of spending hours on maths?').
2. Identify one piece of emotive language from the word bank and explain why it would make a customer want to buy Max's invention.

3. Add a 'special offer' price tag to your drawing. If the original price is £50 and you are offering a 20% discount, what is the new price in pounds and pence?
4. Label three parts of your invention. For each label, use an adjective from the word bank to describe its function.
5. Write one sentence at the bottom of your drawing using a modal verb (must, should, could, will) to persuade the reader to act now.