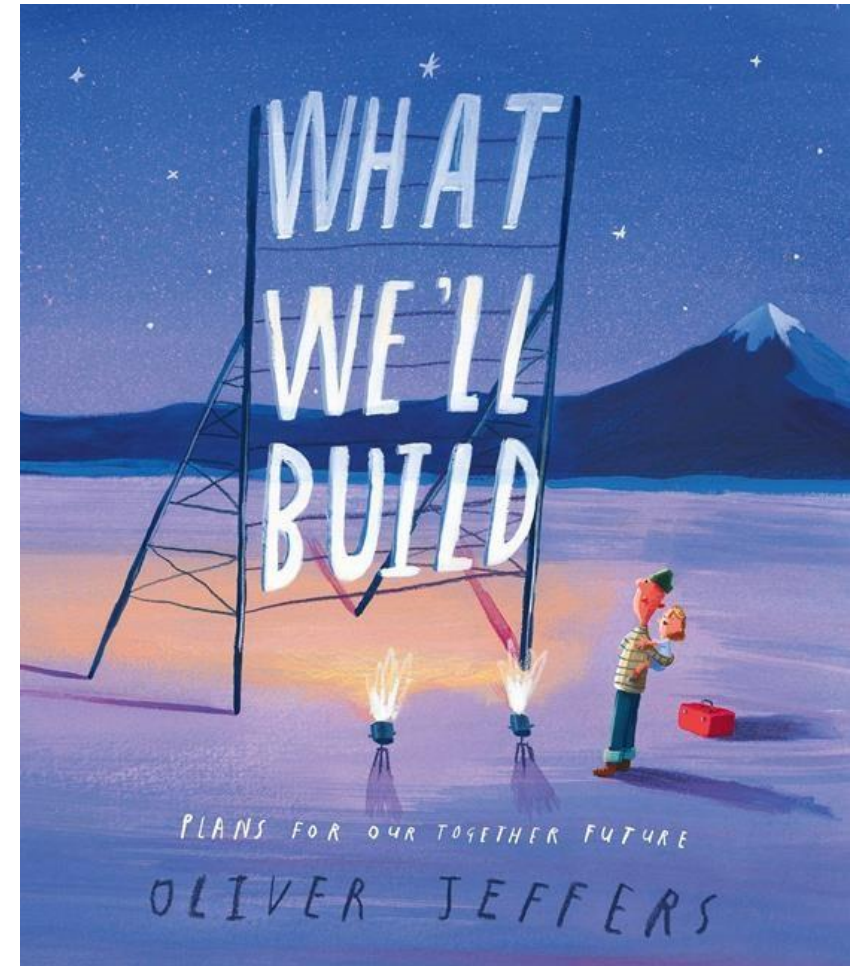


'What We'll Build'- my invention

- To persuade someone to buy your invention using persuasive language features.



Time to get creative!

- If you could build something, what would it be and why?
- Would it be a physical object? A building, house, village, town or city? A mode of transport? A household object? A piece of technology to help people do something, like a robot, device or mechanism?
- Or will it be an idea that could help you build something less tangible like friendship or community? What do you think you would need to build this object?
- What materials could you use? Would it be a physical construction, a virtual construction using technology or would it be something you would need to work on through actions?



[Little Inventors Challenge: Ingenious Children's Challenge! - YouTube](#)

- When you have designed your invention you could write and deliver a persuasive pitch to sell their product or script and film a TV advert for it.
- Or you could design an advert for your invention.



What types of things do adverts promise you?

To **solve** all your **problems**.

This product will change **your life**.

You **won't find a better** product.

All the **cool people** are buying it – you will be too.

You'll **be happy** if you buy this product.

You will **miss out** in life **without it**.

How do adverts catch your attention and stick in your memory?

They **focus on a sense**, e.g. taste of yours, and cater to it.



They ask **questions** to hook you in.

They use **humour** to make you like them.

They use **alliteration, rhyme and word play** to come up with catchy **slogans**.

Use **positive comments** made by other customers.

