

HOOVERS!



Language Work – Persuasive Language

Pre-teaching – hoovering homework

Set homework for students to vacuum a reasonably sized room in their home and make notes on their vacuum cleaner, including any improvements they would make to it.

- ❖ You might want to give sub-headings such as power / attachments / size and weight / appearance / noise / anything else?
- ❖ You could set a piece of informative writing based on this homework – ‘instructions for hoovering your home’, for example

Group work – create a new vacuum cleaner

In groups, students use the table below to create a vacuum cleaner, *with a budget of 380 units*. They need to use all of the rows. This means that no group can have more than three of the best features but each group can have at least one.

20 UNITS	50 UNITS	100 UNITS
500w	800w	1000w
No attachments	3 attachments	6 attachments
Very heavy and bulky	Quite heavy, compact	Lightweight and compact
Plain brown appearance	Bright, modern appearance	Clear cylinder, no bag
Quite noisy	Reduced noise	Very quiet
Used by Carol Smillie	As seen on TV	Used in hospitals

- ❖ Design and name vacuum cleaner, creating a slogan and logo to help to advertise it.
- ❖ Create a presentation to show to a company who is prepared to consider producing and marketing their vacuum if they can persuade them.
- ❖ Each group must decide upon one more special feature for their vacuum and a competitive price in both units and £ (10 units =£1, so each vacuum costs almost £40 to produce).
- ❖ The aim of the task is to use persuasive language and presentational devices to persuade the company to produce their product.

Follow-up work

- ❖ Write a script for a salesman who is trying to sell the vacuum from door to door, using as many examples of persuasive language as you can think of. This can become a piece of (amusing) original writing!
- ❖ Look at TV adverts to see how they use persuasive language and devices