Task

Imagine that you work for the Capitol Hunger Games marketing department. Your task is to produce the script for a TV advertisement, persuading your audience to sponsor a tribute of your choice. The advert will be 30 seconds in length.

1. Decide which tribute you wish to promote. Make a list of their appealing qualities - these will help to persuade your audience to sponsor your tribute!

2. Decide who your intended audience will be - Capitol citizens or District citizens? This will certainly influence the way you portray your tribute - as a ruthless, potential winner or as an innocent victim in desperate need of help.

3. Now, choose three persuasive language techniques to use in your script. You could choose from:

   - **anecdote** - to help your audience to feel closer to your tribute
   - **emotive language** - to arouse particular emotions in your audience
   - **statistics** - to promote your tribute’s ‘success’
   - **rule of three** - three similar adjectives to reinforce a single idea or message.

4. Might you use a celebrity to endorse your tribute? If so, who? Write down what things they would say to encourage others to sponsor your chosen tribute.

5. Invent a catchy, memorable slogan which will appear at the end of your advertisement.