**Adverts exist to *persuade and convince* us to buy or do something… Here are some examples of language you can use to help you persuade your classmates that they need your Chindogu…**

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| **Modal verbs** | * You *should* try our Chindogu * You *must/have to* try our Chindogu * You *need to* try our Chindogu |
| **“Recommend”** | * We (highly/really) recommend this product |
| **Imperatives** | * Try our Chindogu! * Don’t miss this great offer! |
| **Extreme adjectives for emphasis:** | * Fantastic, amazing, brilliant, essential, incredible... * It’s a *great* tool for cooling down your food   You can use ***absolutely*** before an extreme adjective to make it **even more extreme!!!**  E.g It’s *absolutely amazing*! |
| **Use intensifiers\* for emphasis:** | * It’s  **extremely / really / very** useful * You **really / definitely** should get this! |
| **We/You** | * We invented this for you! |

\*An intensifier = an adverb that makes the meaning of a word stronger