

EXPOSITION PROFORMA-

Persuasion

Design a poster to persuade an audience to accept a position on an issue or urge them to act in a particular way.

CHECKLIST

- Does your opening statement attract the audience's attention?
- Have you used words such as firstly, therefore, because of... to link your arguments together?
- Have you included a variety of verb types?
- Does your use of visual elements help to persuade the audience?
- Have you used emotive words eg. worry, problems, alarm, etc