**Succes Criteria for a Poster (Advert) to Persuade:**

**MUST** include:

* **general information / facts in paragraphs (boxes)** :   
  where is it? what does it look like?   
  why is it unique and special ?
* **activities**: what can you see , what can you do?
* **Visuals**: (for persuasion and to look attractive)
* **Emotive Language** – choose powerful adjectives  
  (think about your audience and what they will like )
* **Superlatives** – describe things as the **most**   
   (to make it sound **the best**)

**SHOULD**  include all the features of persuasive writing :

* + **Rhetorical Questions** (Do you ever dream of...? Would you like to...? )
  + **Draw the reader in**: (Everyone agreesthat…, we all know that… ,   
    At long last!…. what you have been waiting for!)
  + **Directive Language** (the imperative) In this way, the   
    readers feel as if you are speaking directly tothem.

*Come and experience Crete for* ***yourselves,*** *and change* ***your*** *life forever!*

* + Include **connectives**

**COULD**  include

* + A **catchy slogan** (for people to remember)
  + Alliteration (...saunter slowly by the sparkling sea)
  + Lots of expression in your voice (when you perform)