



Crabtree's Reading Challenge

2014-2015

Autumn: 2nd Challenge:

Advertise your favourite book!

Choose a book which you have really enjoyed AND which has challenged you ... after all, this is a reading challenge!

Your task is to design or create an advert for this book. This can be done in a variety of ways:

- a "radio advert": recording a sound clip
- a "TV advert": recording a creative video clip
- a poster: engaging pictures, persuasive language
- a "blurb": intriguing summary of the book and persuasive language

To help, why not have a look at some of your books' blurbs and analyse the language used, or visit Waterstones or WHSmith and check out their posters and how they advertise for certain books.

Whatever you create, it should be handed in to your teacher by Friday 12th December, with your name, surname, class and year group clearly labelled. If it is going to be a sound or video clip, please save it on a memory stick and bring it into school by the deadline - again, clearly labelled

