**14.12.20**

**L.O  To empathise with others.**

**To produce a poster, advertising a product.**

**S.C  1. 2. 3. 4.**

**Imagine you are an Innkeeper in Bethlehem during the Census.**

**You want people to stay at YOUR Inn. How do you convince them?**

**What should your poster contain/have?**

**Reference to all of the great qualities (great views, hot water etc)**

**Embellishment (make it sound better than it is)**

**Persuasion (use language that makes people think they need it)**

**Great pictures (clear, colourful, but not too many remember)**

**Now create your own poster, advertising your Inn and convincing people to come and stay at yours rather than all the hundreds of other Inns.**