

NAME

DATE





# ZOOM IN - ZOOM OUT

Persuasive Communication



Observe and read carefully the texts on your table.

Discuss with your group members and complete the chart below.

|               | PURPOSE  | STRUCTURE  | LANGUAGE  | DESIGN  |
|---------------|---|---|--|--|
| Book review   |   |   |  |  |
| Brochure      |   |   |  |  |
| Advertisement |   |   |  |  |
| Speech        |   |   |  |  |