Audience Appeal

Category: Writing Assignment
Series: Tech Smarts (*Online Gaming: 12 Things You Need to Know*)

Supplies
Online Gaming: 12 Things You Need to Know, "The Future of Video Games" web resource

Prep
Read through *Online Gaming: 12 Things You Need to Know* and the web resource "The Future of Video Games" with students, or assign it to them to read on their own.

Directions
More and more people are choosing to play online games on their mobile devices, such as smartphones. Have students brainstorm a list of qualities that gamers are looking for in online games. Write the list on a white board or chalkboard. Responses can include things like: difficulty/simplicity of play, good storyline, using characters or styles from classic franchises, cost, giving players choices, ease of start and finish etc.

Ask students to imagine they work for an online gaming company producing a new game for smartphones. The students should create an advertisement to promote their game. Their advertisement should include two paragraphs about the game. The first paragraph should describe the game (what it is about, how it is played etc.). The second paragraph should be persuasive and explain what makes this game a good choice (if it is easy to play, if it helps players connect with friends etc.). Remind the students to use friendly, persuasive language to make their game sound exciting and appealing to potential customers.

Evaluation
Did the students incorporate some of the qualities from the brainstorm into their game's design? Did they mention these qualities in their second paragraph? Did they use appropriate language to appeal and persuade their audience? W 5.4, 6.4

Purpose
To help students practice using organization and language to write a persuasive piece of writing, as well as to appropriately appeal to their intended audience.