

HOW TO WRITE A BLURB?

What is a Blurb? A Blurb is a short description of a book written to promote the book so that the Target Audience will want to read it.

What makes a blurb great?

- It must **HOOK** the reader.
 - Start with Rhetorical Question
 - A description of the Setting
 - Start with a great/shocking/interesting Quote from the book
 - Start with an opening statement that has a Personal Pronoun to hook the reader
- It has got to be short and to the point!
- **Do NOT** give away the good bits of the story.
- It must summarise all the main parts of the story.
- It should include **WHERE** the story takes place.
 - Make it reflect the **MOOD** of the story.
 - Good Adjectives work well for that.
- It should focus around the **MAIN CHARACTER**.
 - If the reader can relate to OR connect with the character he will want to read the book.
- It should refer to the **MAIN IDEA** of the story.

Let's have a closer look...



In pairs, read the blurb of the book I have handed out to you.

Using the notes on p.70 from How to Achieve in English Year 10:

- Find at least 3 Verbal Static Image Techniques in the blurb on your book.
- Name them, quote them and say why you think they were used.

Here is how I want you to set out your work:

Name of book:

Author of book:

Name of verbal technique 1:

Quote verbal technique 1:

What effect was created by using this technique?

Here is an example to guide you...

Blurb for Divergent

Blurb

In sixteen-year-old Beatrice Prior's world, society is divided into five factions – Abnegation (the selfless), Candor (the honest), Dauntless (the brave), Amity (the peaceful), and Erudite (the intelligent) – each dedicated to the cultivation of a particular virtue, in the attempt to form a “perfect society.” At the age of sixteen, teens must choose the faction to which they will devote their lives.

On her Choosing Day, Beatrice renames herself Tris, rejects her family's group, and chooses another faction. After surviving a brutal initiation, Tris finds romance with a super-hot boy, but also discovers unrest and growing conflict in their seemingly “perfect society.” To survive and save those they love, they must use their strengths to uncover the truths about their identities, their families, and the order of their society itself.

Name of text: Divergent

Name of author: Veronica Roth

Name of verbal technique 1: Adjective

Example of technique 1: “brutal initiation”

What effect is created by using this verbal technique? The word brutal is a good describing word to show the reader what kind of things happen in the story. The reader can expect the story to be about violence and brutality.