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|  | **HOOK** – Something to lure them in! | **LINE** – images /audio you need  | **SINKER** – text you require |
| Example Review  | What built interest?What grabbed your attention? | What were the key images?How did audio effect the presentation of the images? | What are the key concepts expressed in the text? |
| Your own Review | What built interest?What grabbed your attention? | What were the key images?How did audio effect the presentation of the images? | What are the key concepts expressed in the text? |
|  Your Book Tailer | What will build interest?What will grab the attention of your viewers? | What will the key images be?What will the key sounds be? | What are the key concepts expressed in the text you will use? |
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