Understanding the text

1 What is the film being advertised?
2 Who are the stars of the film?
3 Where is the film set?
4 Who is the main character?
5 Who can go to see the film?

Looking at language

6 Explain these phrases in your own words.
   a more than she bargained for   b award-winning   c not going mad

7 Explain these words as they are used in the poster.
   Use a dictionary to help you.
   a realistic   b legendary   c convince

Exploring persuasive writing

8 Find the question in the poster. Why do you think it asks that question?
9 Why do you think the poster includes quotes from newspapers?
10 Why do you think it does not include quotes from people who did not like the film?
11 Why do you think it is important that the monster is ‘realistic’?
12 Would the poster persuade you to see the film? Why? Why not?
13 Do you think that Maggie convinces people that she has seen the monster?
   Why? Why not?

Taking it further

14 Imagine that Search for the Loch Ness Monster is a book. Write a book blurb to persuade people to read it.